

# MBA - PUBLIC SYSTEMS, BATCH 2019-21

(2 YEARS FULL TIME, UNIVERSITY OF CALCUTTA)

HEALTHCARE AND HOSPITAL MANAGEMENT

PLACEMENT BROCHURE | 2020-2021



**HEALTHCARE MANAGERS  
ARE BORN HERE**



Estd. 1953

# IISWBM

*"The first B-School in India"*

*"Our graduates nurture and build companies"*





# The Foundation



*Pandit Jawaharlal Nehru  
laying the Foundation Stone of  
the Academic Block-1958*



*Inauguration of the first Business Management course in India (PGDBM) on 5th July, 1954  
(Dr. B. C. Roy addressing the gathering : Dr. J. C. Ghosh, Vice-chancellor of University of Calcutta, sitting)*



*Dr. B. C. Roy, Visionary Chief  
Minister of West Bengal &  
the Founder President BOG-IISWBM*



*Professor D. K. Sanyal  
the Founder Director*



*Profulla Chandra Sen, the then Chief Minister  
of West Bengal & President BOG-IISWBM  
From 1963-64 to till his death  
(i.e. 25th September 1990)*

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## From the Director's Desk

It's my pride and pleasure to introduce the graduating batch of MBA(Public Systems), 2021. IISWBM is one of the top and early B-Schools in India to offer MBA in Public Systems since 1993 with specialization in Energy, Environment, **Health Care & Hospital** and Transportation & Logistics thus contributing towards the progress and sustainable development of society.

The degree is affiliated to University of Calcutta which is again India's top universities ranked by NIRF & QS thus ensuring update curriculum and quality delivery. Our alumni hold responsible positions in Government Agencies, MNC's, Research Institutes and NGOs.

Four students of the Energy Management 2020 batch have won International Scholarship by Association of Energy Engineers (USA).

The uniqueness of IISWBM is that it is not just a management institute but one where emphasis is more on socially relevant programs and proper management of public utilities along with creation of strong domain knowledge in various areas of general management.

I am sure you will find deserving candidates in this batch and thus become partners in our quest for a sustainable world.

We look forward to your gracious participation in our Campus Recruitment Drive 2020-21.

With Regards,

**Sri Dipankar Das Gupta**  
Director, IISWBM





## **Message from Head, MBA -Public Systems**

It is a proud moment for us to present the students of MBA-Public Systems Management Department who came from diverse backgrounds and have developed themselves academically and professionally during their two year stay at IISWBM through class room teaching as well as industry attachment, participation in various events, industry visits and interaction with industry experts through various programs.

I believe that they could now form a valuable resource base for serving the industry in all the four different domains of their specializations, namely, Environment Management, Energy Management, Health Care & Hospital Management and Transportation & Logistics Management.

**Prof. (Dr.) Jayanti De**  
**Head - Department of MBA - Public Systems Management**



# ABOUT THE INSTITUTE

It has been 67 long years down the path of knowledge; the Indian Institute of Social Welfare & Business Management shines bright in the scholastic world for its constant yearn for success and betterment.

The year was 1942, the first Prime Minister of India, Pandit Jawaharlal Nehru laid the foundation stone of a social welfare training to match the needs of skilled labour by the British Government for its ordnance factories. Few years later on the 25<sup>th</sup> of April, 1953, Dr. B.C. Roy, the then Chief Minister of West Bengal along with Dr. D.K. Sanyal, established the first B-School of the country.

The IISWBM has the honour of lending valuable expertise to esteemed institutes such as IIM-C (Indian Institute of Management, Calcutta) and DoMS IIT ISM Dhanbad.

The Department of Posts, Government of India released a commemorative stamp to celebrate the Golden Jubilee of the Institute in 2003.

Currently IISWBM offers courses on MBA, MBA(HRM), MBA(Energy & Env, Logistics, Healthcare), MSW, Retail, Sports Mgt., Integrated M.Phil & Ph.D., all of which are autonomous courses affiliated to the University of Calcutta.

IISWBM holds the pride of being the first institute of the country to offer an MBA degree. All these years, the highly knowledgeable faculty, dedicated staff, deemed alumni and erudite students have upheld the esteem and pride of the institute and will continue to do so in the foreseeable future.



Quality of Faculty, that consistently ranks highest amongst premier B-Schools in terms of Intellectual Capital

Learning environment - the faculty members are dedicated to the development of its students and the Institute and regularly engage themselves in research and project work. Several faculty members have won prestigious award over the years



Successful Alumni spread across the globe. IISWBM has tested the seasons of time to raise itself as a respectable brand name that generates overwhelming response even today.



**The three pillars of  
IISWBM**



India's first B-school



# FACULTY



## **DIRECTOR**

Sri Dipankar Das Gupta

## **HEAD OF DEPARTMENT**

Prof. (Dr.) Jayanti De, M.A., M.Phil., Ph.D.

## **PROFESSORS**

Dr. Archana Sharma, MBA, Ph.D., Head - MRM

Dr. B.K. Choudhury, B.E., Ph.D. (IIT KGP)

Dr. Chinmoy Jana, Ph.D. (IIT KGP)

Dr. Gairik Das, M.E., MBA (UK), Ph.D., Head-MDP & Business Management Projects

Dr. Jhomoor Biswas, M.Sc., M.Tech., Ph.D.

Dr. K.M. Agrawal, Ph.D.

Dr. Madhumita Mohanty, M.A., M.Phil., Ph.D. (IIT KGP)

Dr. P K. Sikdar, M.Sc. (Cal), ICZM Dip. (UK), Ph.D. (Cal), F.G.M.S., F.G.S. (Ind), MMGI

Dr. Sudeepa Banerjee, MBA, Ph.D., Head-Social Welfare, Computer & Media Management

Dr. Sumati Ray, M.Sc., MBA, Ph.D. Head-MBA (HRM)

Dr. S K. Mallick, B.Com. (Hons.), C.A., Ph.D. (NYU), Convenor - M.Phil./Ph.D.

Dr. Sarbani Mitra, B.Ed., PGDMEnvM, PGDSA, MBA, Ph.D., Head-Fire Management

Dr. Soma Roychowdhury, M.Sc. (Stat.), Ph.D.

Dr. Tanima Ray, M.A. (CU), RTP (Centre for Studies in Social Sciences Calcutta), PGDBM (IIM Calcutta), Ph.D (CU), Head-MBA

## **ASSOCIATE PROFESSORS**

Dr. Dipa Mitra, Ph.D. (University of Calcutta)

Dr. Madhab Milan Ghosh, M.Com., Ph.D., Head-Sports Management

Dr. Sohini Banerjee, LL.B (Hons.), LL.M. (University of Cambridge,UK), Ph.D.



# FACULTY

## ASSISTANT PROFESSORS

- Mr. Ankan Banerjee, M.A, PGDSM  
Dr. Arindam Dutta, B.E., M.Tech., Ph.D.  
Mr. Buddhadip Mukherjee, MPMIR (Psychology, BHU), DSW (Calcutta University),  
CoA (Mind Mapping) (PDC, Singapore)  
Dr. Gita Khawas, MSW (Madras University), Ph.D. (Jadavpur university)  
Dr. Malini Nandi Majumdar, MBA, Ph.D.  
Mr. Manjit Sarkar, MBA (BU), FDP (IIMK), UGC-NET  
Ms. Piyali Sengupta, M.Sc. PGDEM  
Mr. Sandip Ghosh, M.A., LL.B, MBA  
Dr. Sanghamitra Sen, MBBS, DLO, PGDHM, MBA  
Ms. Sona Banerjee, MA (Education), PGD Mass Communication (JU), CELTA / RSA  
(Cambridge University)  
Mr. Subhasis Ray, M.Stat (ISI), M.Tech. (ISI) (Comp. Sc.), M.Phil. (Management)  
Dr. Soubarna Pal, M.Sc. (Cardiff University, UK) Ph.D. (Cardiff University, UK)  
Dr. Surajit Chakraborty, M.Sc., Ph.D.

## GUEST FACULTY MEMBERS

- Mr. Ashutosh Kar, Registered in Ph.D. under West Bengal University of Technology, M.Phil in Business Administration,  
PGDBM (IMT Ghaziabad Kolkata Chapter) and Masters in Mathematics.  
Dr. Aniruddha Mukherjee, MBBS, Technical Consultant, Glocal Healthcare Systems Pvt. Ltd.  
Dr. Amit Kundu, Ph.D.  
Mr. Analjit Chakraborty, MBA  
Mr. Ashim Kumar Maitra, Post Graduate in Economics from Delhi School of Economics; Joint Director (Coal) Railway  
Board, Kolkata  
Dr. Duke Ghosh, Ph.D. (Economics) Jadavpur University; Partner & Researcher, Global Change Research  
Mr. Gopal Krishna Mohanty, MA(Economics) , IRTS (Retd.)  
Mr. Himansu Sekhar Routh, Ph.D Thesis (on Renewable Energy- Small Hydro Project Management) submitted on  
24.5. 2018 Dean I Professor at KIIT University, Bhubaneswar  
Dr. Manjishtha Sur Roy Choudhury, Ph.D. in Psychology from the Psychology Research Unit, Indian Statistical Institute,  
Kolkata  
Mr. Prasun Kumar Chakraborty, BE from North Bengal University; Former MD, WBPDC  
Dr. Rumjhum Ray Chaudhuri, Ph.D. in Anthropology from CU in 1992  
Mr. Ranajit Kr. Biswas  
Dr. Sudeb Bhattacharya, Ph. D., Calcutta University, Senior Professor (retired), Applied Nuclear Physics Div. Saha  
Institute of Nuclear Physics  
Mr. Swapan Kumar Dutta, MME Jadavpur University, Accredited Energy Auditor, BEE  
Mr. S. C. Basu, M.Sc (Anthropology), University of Calcutta; M.A. (PM & IR) – Tata Institute of Social Sciences, Mumbai  
Mr. Smarajit Mitra, FCA, M.COM, AIII; MD, Smarajit Mitra & Associates Consultancy Services Pvt. Ltd.  
Mr. Samrat Chowdhuri, MPSM  
Mr. Surajit Biswas, MPSM  
Mr. Tanay Kumar Das, Master in Public Health Engineering in 1992 from All India Institute of Hygiene & Public Health,  
University of Calcutta  
Mr. Utpal Sinha, B.Sc(Hons), Presidency College, M.Sc (Calcutta University); Traffic Manager & Convenor(Retd.) ,  
Marketing Group, Kolkata Porl Trust

(This is not an exhaustive list)





# Infrastructure

- Wi-Fi enabled campus
- Computer Laboratory with 50 Mbps leased line internet connection, along with ISDN connectivity, VSAT and TCP-IP connectivity
- Central library with EBSCOhost Premier Research & Jgate Plus Platform
- Web assisted Language Laboratory
- Seminar and conference rooms with seating capacity of 150 and 120 respectively
- Hostel Facility
- Yoga & Gymnasium Centre
- Student Activity Centre



# PLACEMENT GUIDELINES

- IISWBM follows One Company-One Student placement policy.
- Upon receipt of confirmation to participate, we encourage prospective recruiters to deliver Pre Placement Talk (PPT) on a mutual convenient date or share the details via mail.
- CTC disclosure prior to selection process is a pre-requisite.
- Profiles of interested and eligible candidates are shared with the company.
- During placement season, there could be a possibility of two or more companies conducting placement drive simultaneously. In such case, whichever company rolls out the job offer first shall get the candidate.
- In order to facilitate the recruitment process, institute will provide the necessary infrastructure.
- Companies participating in the Institute's Placement Process may kindly note that delay in announcing and confirming the job offers, may result in the selected/shortlisted candidate being placed in another company.
- If the organization wishes to interview candidates for their Summer Internship, the Placement Cell will facilitate in organizing the same. Period of Internship being two months (June-July).
- An organization is free to choose its criteria and method of selection.
- Students on LWP/Sabbatical desirous of participating in campus recruitment, need to furnish 'No Objection' from current employer



# COURSE OVERVIEW

*"The only equipment lack in the modern hospital.....is somebody to meet*

*You at the entrance with a smile & a handshake!" - Martin H. Fischer*

**H**ealthcare & Hospital management is a dynamic and ever changing job that carries with it the opportunity to take on many different roles. The hospital administrators are usually responsible for the day to day operations of the hospitals.

We, the health professionals around the world are vowed to satisfy the unending demand for health services to serve the human population. The health of a population is also a distinct key issue in public discourse in every mature society often determining needs and development of the society.

Now-a-days the health care facilities are not only run by government sector but also by private business organizations. With days gone by, the business community around the world has recognized the need to strengthen its operational base with systematic and efficient management practices. New realities are placing pressure on healthcare industry. Rising cost, ageing population, rising consumerism, issues of safety and quality are some of the major concerns of present healthcare system. The industry is at a point, where they need to decide how the services could be delivered more effectively to reduce cost and extend its reach to all and thrive for quality. The challenge is to deliver highest quality care with lowest cost.

This is where, the healthcare managers are essential to the industry. They act as the bridge between the technical and medical staff of the system and the consumers of the system, ensuring there is smooth flow of patient care. The emphasis is on quality, efficacy, and cost effectiveness.

At IISWBM, the HEALTHCARE AND HOSPITAL MANAGEMENT course has been designed in such a manner so that it provides theoretical and practical knowledge to the budding healthcare managers to extend cost effective delivery of healthcare services in the industry.

The course is specially "tailor made" to include cultural understanding of health and well being, extent of socio-economic disparities, reach of health services and quality and cost of care and current biomedical understanding about health and illness.

A highly scientific and structured way is being boasted by IISWBM making learning and education a lively experience. Modern audio-visual aids are being used to make learning more interactive.

Case studies are assigned to the students to enable them to exercise the intellect and analytical ability in coming up with solutions to real life cases by applying their theoretical knowledge. Real life cases are also being used elaborately and interactively discussed in classroom sessions.

Role playing tasks are being assigned where the students are asked to enact plausible situations that may arise within the industry to provide an unforgettable learning experience to the students.

Thus, we here at IISWBM have tried to inculcate all such attributes to help and produce ethical, ardent and debonair healthcare professionals.



# SYLLABUS

<b>Semester I</b>	
<b>Paper Code</b>	<b>Paper Name</b>
MPSM 101	Management Principles and Practice
MPSM 102	Managerial Statistics
MPSM 103	Organizational Behavior
MPSM 104	Management Information System
MPSM 105	Business and Government
MPSM 106	Managerial Economics
MPSM 107	Management Science
MPSM 108	Management Skills and Ethos

<b>Semester II</b>	
<b>Paper Code</b>	<b>Paper Name</b>
MPSM 201	Marketing Management
MPSM 202	Research Methodology
MPSM 203	Human Resource Management
MPSM 204	Management Accounting and Finance
MPSM 205	Concept of Health and Diseases
MPSM 206	Planning and Organizing of Hospitals
MPSM 207	Development of Hospitals and Hospital Support Services
MPSM 208	Healthcare & Hospital Logistics and Stores Management

<b>Semester III</b>	
<b>Paper Code</b>	<b>Paper Name</b>
MPSM 301	Concept of Community Health and Epidemiology
MPSM 302	Health Care Delivery System
MPSM 303	Hospital Management Information System
MPSM 304	Quality Assurance in Hospital
MPSM 305	Legal Aspects in Healthcare Administration
MPSM 306	Financial Management in Healthcare Sectors and Health Economics
MPSM 307	Understanding Hospital Services – Group A
MPSM 308	Understanding Hospital Services – Group B

<b>Semester IV</b>	
<b>Paper Code</b>	<b>Paper Name</b>
MPSM 401	Marketing in Hospitals and Health Care Organizations
MPSM 402	Effective Communication in the Health Sector
MPSM 403	Health Insurance
MPSM 404	Health System Research and Health Project Management
MPSM 405	Project Work/Internship in the area of Hospital
MPSM 406	Dissertation paper in the area of hospital and healthcare
MPSM 407	Viva voce (Theory paper/Project/Dissertation) in hospital and healthcare



# SEMINARS

The Healthcare and Hospital Management students, alongwith the faculty organized an elaborate event, like every year, on April 5, to celebrate World Health Day. The slogan for this year is 'Universal Health Coverage: Health for All.' Several presentations were conducted by the departmental students on raging issues like adolescent healthcare, nutrition of mother and child, health economics and so on. There was also an inter college quiz contest based on health, participated by several other famed healthcare administration institutions all over the city. The event is a singular major event celebrated by the department every year to mark the foundation day of WHO, which is on April 7.

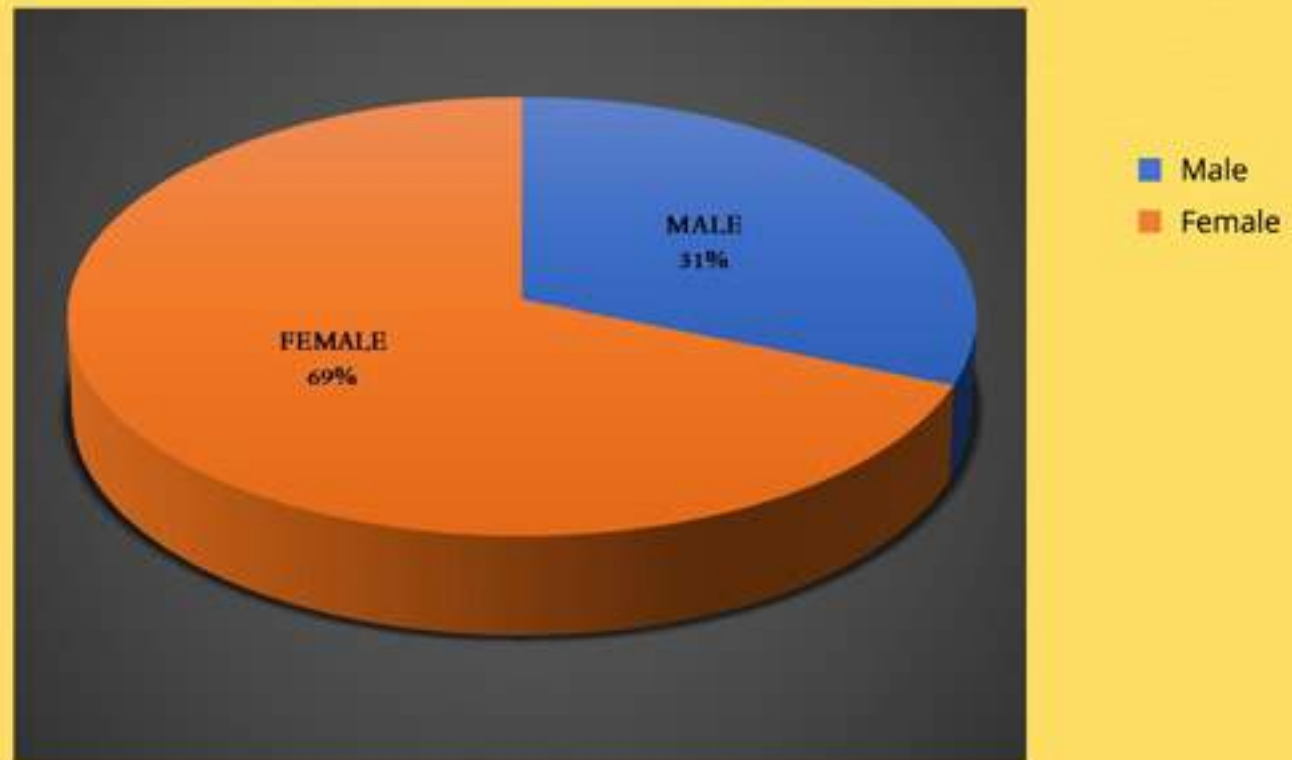


This year it could not be arranged due to Covid 19.

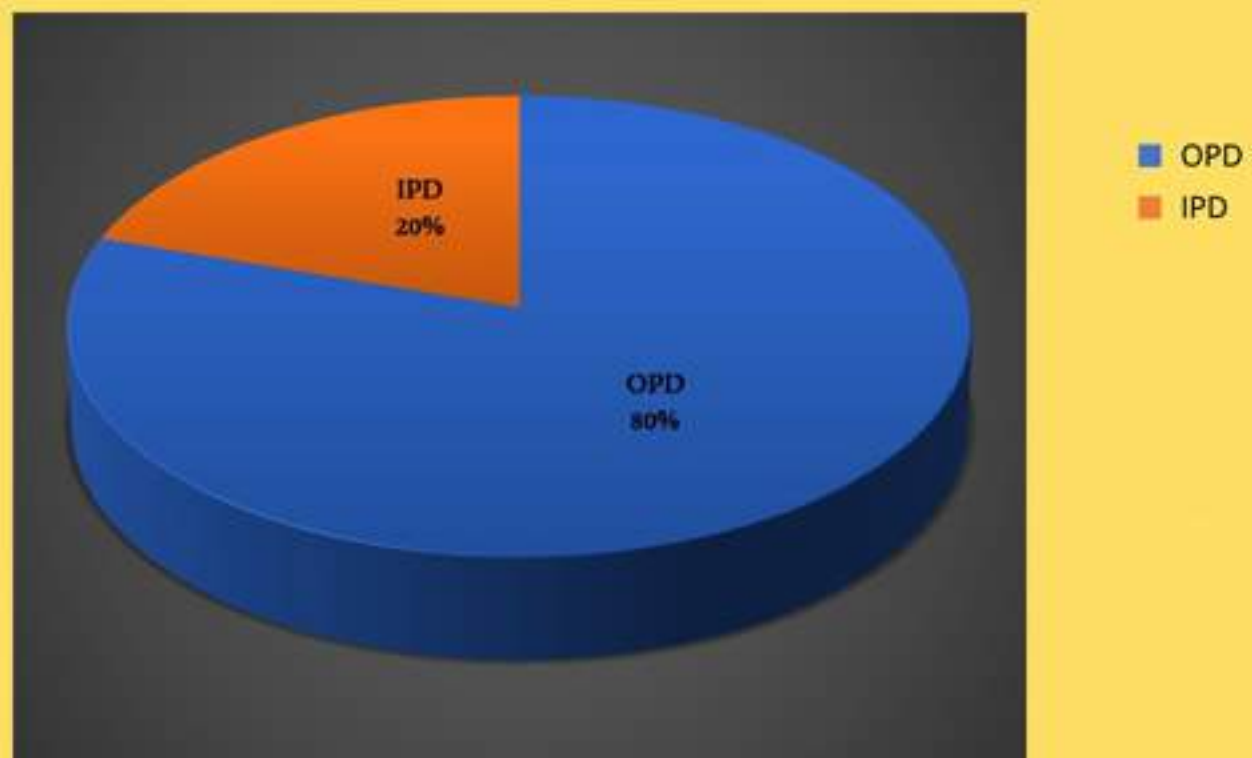


# BATCH DIVERSITY

**Gender Diversity of 2019-2021**



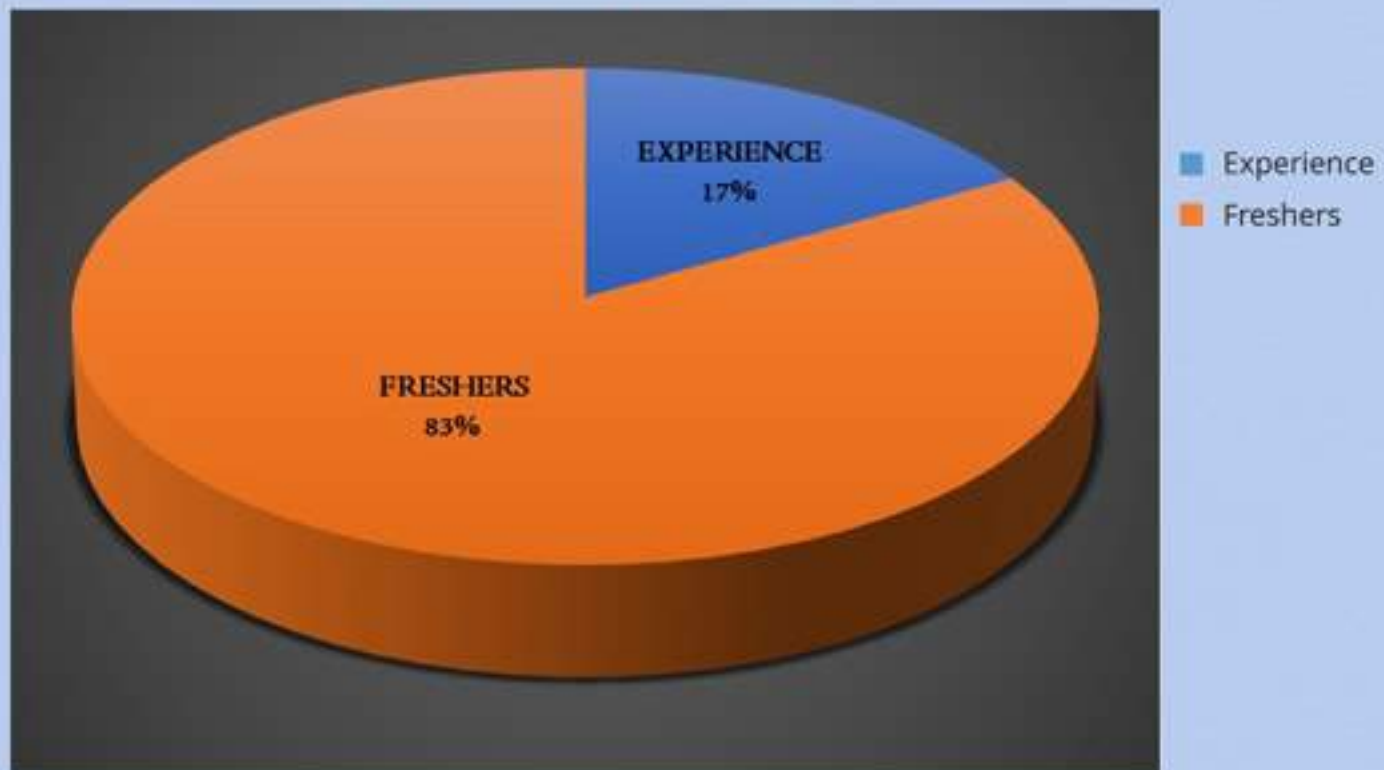
**Internship Classification of 2019-21**



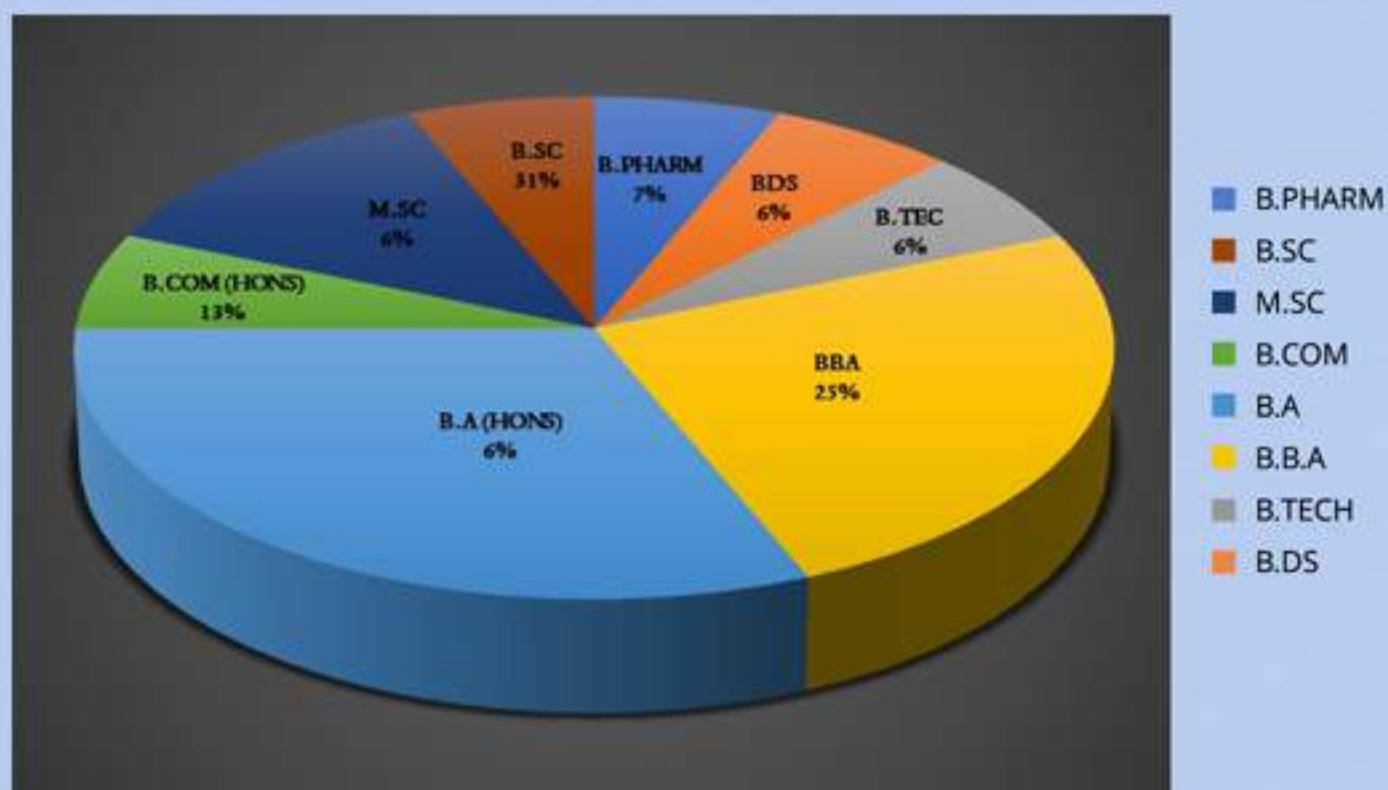


# BATCH DIVERSITY

**Work Experience of 2019-2021**



**Batch Diversity of 2019-2021**





# STUDENTS' PROFILE



**ASIF MOLLA**

15-06-1996

**B.Pharm from Bharat Technology**

**University:** Maulana Abul Kalam Azad University of Technology

**Internship organization:** IISWBM (internal due to Covid 19)

**Title:** Questionnaire To Assess Public Opinion Over The OPD In a Government Run Hospital

**Work experience:** Fresher



**PRATYUSH KUMAR SINHA**

29-10-1993

**BDS from Guru Nanak Institute of Dental Sciences and Research**

**University:** West Bengal University of Health Science

**Internship organization:** IISWBM (internal due to Covid 19)

**Title:** Questionnaires to assess public opinion over the OPD services in a Government run hospital

**Work experience:** 12 Months



**SWARNENDU DUTTA**

24-8-1993

**B.Sc. Microbiology (H) from T.H.K Jain College, M.Sc. Microbiology**

**Institute / University:** Calcutta University

**Internship organization:** IISWBM (internal due to Covid 19)

**Title:** To assess public opinion over the OPD services in private Hospital

**Work experience:** Fresher



## STUDENTS' PROFILE

**ISHAN BISWAS**

31-1-1996

**B.Tech from KIIT, Bhubaneswar****University:** KIIT University**Internship organization:** IISWBM (internal due to Covid 19)**Title:** A study of the Reaction of the Community about the IPD (Inpatient Department) services of a Private hospital**Work experience:** Fresher**SUSHRUTA MUKHOPADHYAY**

25-1-1996

**BBA(HM) from NSHM Knowdge****University:** Maulana Abul Kalam Azad University of Technology**Internship organization:** 1. IISWBM (internal due to Covid 19)

2. Belle Vue Clinic

**Title:** 1. OP Department of a government hospital

2. Function of inhouse marketing

**Work experience:** Fresher**EKPARNA BISWAS**

31-8-1997

**BBA (HM) from Techno India Saltlake****University:** Maulana Abul Kalam Azad University of Technology**Internship organization:** 1. IISWBM (internal due to Covid 19)

2. Apollo Gleneagles Hospital and Institute of Neuroscience

**Title:** 1. A study on the Public opinion of the Community over the OPD services in a private enterprise hospital.

2. Patient Service Dept.

**Work experience:** Fresher



## STUDENTS' PROFILE

**ANWESHA BASAK**

10-10-1996

**B.SC(H) Geography from Women's Christian college****University:** Calcutta University**Internship organization:** IISWBM (internal due to Covid 19)**Title:** OPD in private hospital**Work experience:** Fresher**ANKITA SENGUPTA**

17-5-1996

**BBA (H) from Scottish Church College****University:** Calcutta University**Internship organization:** IISWBM (internal due to Covid 19)**Title:** Questionnaire to access public opinion about opd dept of private hospital**Work experience:** Fresher**MOHANA DEB**

16-7-1997

**B.Sc (H) Food and Nutrition from Viharilal College of Home and Social Sciences****Institute / University:** Calcutta University**Internship organization:** 1. IISWBM (internal due to Covid 19)

2. Fortis Hospital and Kidney Institute

**Title:** 1. To assess public opinion over the IPD in a Private Enterprise Run Hospital

2. Diet Formulation of patients

**Work experience:** Fresher



## STUDENTS' PROFILE

**SHRABASI PAL**

24-11-1997

**B.Sc. Geography from Vidyasagar College****University:** Calcutta University**Internship organization:** IISWBM (internal due to Covid 19)**Title:** Views about OPD DEPT of private hospital**Work experience:** Fresher**MOULI BHOWMICK**

30-7-1996

**BBA-HM from Dr. B C Roy Engineering College, APC****University:** Maulana Abul Kalam Azad University of Technology**Internship organization:** 1. IISWBM (internal due to Covid 19)

2. The Mission Hospital, Durgapur

3. Iris Hospital, Kolkata

**Title:** 1. Ipd in private enterprise run hospital

2. Out-patient Department

3. Out-patient Department &amp; Operations Department

4. Medical Records Department &amp; Outpatient Department

**Work experience:** 4 Months**SHANTASHREE SARKAR**

08-02-1998

**B.Sc. Anthropology from Sarojini Naidu College For Women****University:** West Bengal State University**Internship organization:** IISWBM (internal due to Covid 19)**Title:** IPD in a Private Enterprise Run Hospital**Work experience:** Fresher



## STUDENTS' PROFILE

**SUDARSHANA FRANCIS**

12-07-1995

**BCOM (H) St. Xaviers College, Kolkata****University:** Calcutta University**Internship organization:** IISWBM (internal due to Covid 19)**Title:** To assess OPD in a private hospital**Work experience:** 6 Months**TANIYA DUTTA**

05-12-1996

**BCOM (H) from Vivekananda College****University:** Calcutta University**Internship organization:** IISWBM (internal due to Covid 19)**Title:** A study of the Reaction of the Community about the OPD services of a private hospital**Work experience:** 2 Months**SUSMITA DAS GUPTA**

11-06-1997

**B.SC(H) Food and Nutrition from Behala College****Institute / University:** Calcutta University**Internship organization:** 1. IISWBM (internal due to Covid 19)

2. Saroj Gupta Cancer Center and Research Institute

3. CINI

**Title:** 1. A study of the Reaction of the Community about the OPD services of a private hospital

2. Diet Formulation of patients

3. Exposure Visit On Community Health And Nutrition

**Work experience:** Fresher



## STUDENTS' PROFILE



**Srijani Roy**

12-02-1997

**B.A. (Hons) from Scottish Church College**

**University:** Calcutta University

**Internship organization:** IISWBM (internal due to Covid 19)

**Title:** Views about OPD DEPT of private hospital

**Work experience:** Fresher



# PARTIAL LIST OF RECRUITERS





# PARTIAL LIST OF ILLUSTRIOUS ALUMNI

**DR. MALA CHATTOPADHAY**

Managing Director, Aaron Medical Services  
Council Member, GLG Consultancy Services  
Governing Body Member, St. Catharine's home

**DR. MAHUA BASU**

AGM Quality  
Manipal Health Enterprises, Pvt. Ltd.

**DR. ANIRUDHHA LAHIRI**

Deputy Director  
Zulekha Hospital, Sharjah, UAE

**SHILPI MITRA**

Lead HR  
CK Birla Hospitals

**DR. RUPALI BASU**

Director & CEO  
Woodlands Multispeciality Clinic, Kolkata

**DR. SANGHAMITRA SEN**

Assistant Professor  
IISWBM, Kolkata

**JOY CHAKRABORTY**

COO,  
Hinduja Hospital, Mumbai

**ANNESHA NANDY**

Manager Operations  
Infigo Lifesciences, Mumbai

**SUPARNA SENGUPTA**

COO,  
IQ City Medical College – Narayana Health,  
Durgapur

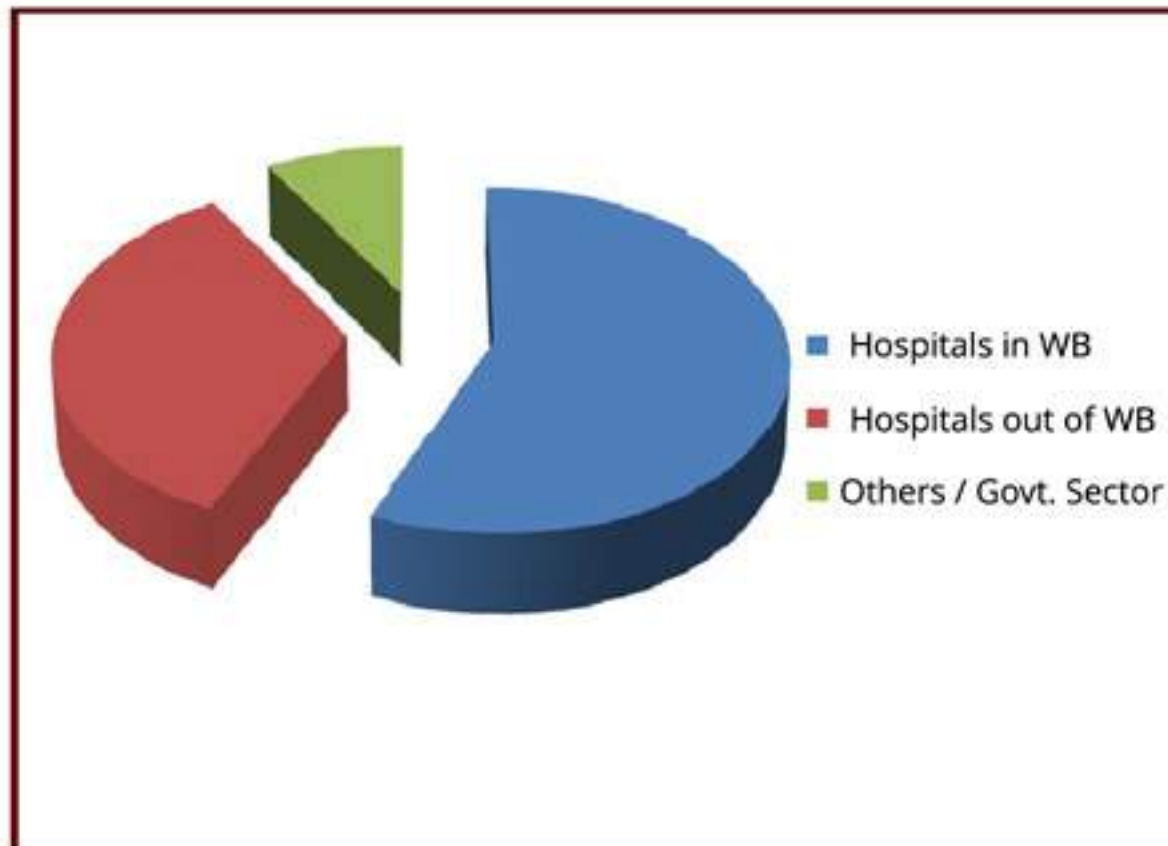
**SRIJITA MUKHERJEE**

Deputy Manager HR  
CMRI Hospital, Kolkata



# PLACEMENT SNAPSHOT

<b>Academic Year</b>	<b>2018-2020</b>
<b>Percentage of students placed</b>	<b>100%</b>
<b>Highest CTC</b>	<b>3.50 LPA</b>
<b>Average CTC</b>	<b>2.42 LPA</b>
<b>First time recruiters</b>	<b>33%</b>
<b>Summer Internship</b>	<b>100%</b>





# CORPORATE RELATIONS CELL

**PRITAM KAR**

**Placement Officer**

Email: pritam@iiswbm.edu;

iiswbm.mbaps.campusplacement@gmail.com

Handheld: +91 9871175189

Board Line No. : - 033 2241 3079 (Direct), 033 2241 3756 (Ext: 406)

**VISHAL FRANCIS GAITANO**

**Senior Manager Placements**

Email: vishalfrancis@iiswbm.edu

Handheld : +91 9748600403

**ARINDAM MUKHERJEE**

**Placement Officer**

Email: arindammukherjee@iiswbm.edu

Handheld : +91 9432538974

**STUDENT PLACEMENT COORDINATORS**



◀ **Sushmita Dasgupta**

**Taniya Dutta** ▶



Email: iiswbm.mbaps.campusplacement@gmail.com  
hbmcoordinator2019to20121@gmail.com





Since 1953

**INDIAN INSTITUTE OF SOCIAL WELFARE & BUSINESS MANAGEMENT**

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