

IISWBM

"Our graduates nurture and build companies"

ADMISSION BROCHURE 2025-2027



MASTER OF BUSINESS ADMINISTRATION

2- Year (Evening)

UNIVERSITY OF CALCUTTA

ADMISSION SCHEDULE

- **Last Date of Issue & Receipt of Application Form : 13th June, 2025**
- **Group Discussion, Interview & Result : June, 2025**
- **Session Begins: July, 2025**



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MASTER OF BUSINESS ADMINISTRATION (MBA)

UNIVERSITY OF CALCUTTA

2- Year (Evening)

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Indian Institute of Social Welfare and Business Management (IISWBM) is the first Management Institute of the country. It was established in 1953 by Dr. B. C. Roy, the then Chief Minister of West Bengal, as the Founder President. The Government of India, in recognition of 50 years of glorious existence of the Institute as the first B-school in the country, released a commemorative postage stamp on IISWBM on 25th April 2004 in New Delhi.

As the name of the Institute suggests, IISWBM was historically set up with a view to social welfare. The primary objective was, and remains till today, not only to churn out managers for the corporate sector but to train students for other activities relevant in the contemporary socio-economic scenario of the country. The focus of the courses remains interdisciplinary to give the students a holistic view of any organization.

IISWBM's mission is to impart management education, develop managerial talent and sharpen the competitive managerial abilities of its students so that they can outperform in the borderless business world of tomorrow.

IISWBM's philosophy is to develop right managers for the Indian business scene keeping in mind the commitment made by Pandit Jawaharlal Nehru during the laying of the foundation stone, i.e. "an intellectual experience linked with the sense of social responsibilities". Our philosophy can therefore be explained by our name IISWBM, i.e.

- Indian values
- Innovative ideas
- Sincerity in performance
- Worshipping knowledge
- Broadening horizons
- Making managers of tomorrow



INFRASTRUCTURE

CENTRAL LIBRARY

LANGUAGE LAB

STUDENT ACTIVITY CENTRE

HOSTEL

IT SETUP

GYMNASIUM



MBA PROGRAMME

THE COURSE AND THE DEGREE

IISWBM conducts a two-year (Evening) Master of Business Administration (MBA) degree course affiliated to the University of Calcutta. The degree is recognized by the All India Council for Technical Education (AICTE), Department of Education, Ministry of Human Resource Development, Government of India.

SELECTION PROCEDURE

Candidates will be required to undergo any entrance test like CAT, MAT, XAT, JEMAT, ATMA etc. on the basis of which they will be called for GD and PI at Institute's premises. The final list of the selected candidate will be prepared strictly on the basis of merit. Those who are appearing for MAT, JEMAT, ATMA, CMAT, XAT, GATE, etc., may also apply.

ELIGIBILITY

Graduates in any professional course (Engineering, etc.) LLB (5 years), Honours or equivalent candidates from a recognized university with minimum 50% marks (45% in case of SC / ST / NC-OBC / PWD) in graduation with a minimum of two years work experience at a supervisory / executive level.

ATTENDANCE AND OTHER REQUIREMENTS

- Students admitted to the two year MBA course shall pursue the regular course of lectures and other academic arrangements made for the two year academic term.
- Students shall not be permitted to take concurrent admission to any other equivalent or higher degree/ diploma course in University of Calcutta or anywhere else.
- A student shall be deemed to have pursued a regular course of study in a subject provided he / she attained the minimum requirement as per University of Calcutta norms of the lectures delivered in each subject of his / her first / second / third and fourth semesters' course of study.

MIGRATION

The students of other Universities are to get Registration from University of Calcutta . University of Calcutta's rules and procedures in this regard are to be followed. They will be required to pay separately the Migration and University Registration fees.

LOAN FACILITIES

Institute will provide the certificate to an applicant seeking loan from a bank which have floated the "Loan Scheme", referring that the candidate is a bonafide student of the Institute.

STUDENT PROFILE

The Institute has a cosmopolitan student profile from different states of India and several other countries.

FEES

The details of the fee structure are shown in the chart placed in the last page. Fees are not refundable, except for caution money & security deposit.

MBA PROGRAMME

OBJECTIVE

The Programme is designed to give the students a liberal business education and simultaneously prepare them for their chosen careers. The emphasis of the programme is on an integrated understanding of the totality of business, its philosophy and socio-economic interrelationship. The programme is specially designed to develop and enhance the basic managerial skills and abilities of students and equip them with appropriate tools of modern management techniques for better decision making.

FOCUS

- Emphasis on the fundamental concepts of management and social welfare through inclusive practices in business.
- Innovative teaching pedagogy including case studies, analysis, projects, business simulations and assessment centre activities.
- Strong Industry - Academia interface to provide students with real work life experience through Summer Internship Project and Dissertation, field visit and weekly seminar by industry stalwarts.
- Training in positive behavioural competencies, soft skills, and foreign languages, to enhance Interpersonal effectiveness.
- Focus on character building.

VALUE ADDED COURSES

The department regularly organizes courses for further value addition for the students including, but not restricted to, foreign languages, software packages, Soft skills, self-development etc.

MEDALS

1. D. K. Sanyal Memorial Gold Medal is awarded to the candidate standing First in order of merit in MBA Examination and D. K. Sanyal Memorial Silver Medal is awarded to the candidate standing second in order of merit in MBA Examination.



MBA PROGRAMME

CAMPUS LIFE AT IISWBM

PARICHAY



"Parichay" is the much-awaited freshers' event organized by the MBA Department of IISWBM, marking the exciting beginning of a new journey for students. Held annually, this vibrant celebration welcomes newcomers with performances, interactive sessions, and memorable experiences, fostering camaraderie and creating lasting bonds. A day filled with joy, laughter, and inspiration, Parichay sets the tone for an enriching academic and social experience at one of India's premier management institutes.

KRIDA



Organized by the Sports Committee, KRIDA is the institute's premier two-day sporting event that brings together students, faculty, and staff in a spirited display of athleticism and teamwork. Participants compete in thrilling team sports like football, volleyball, kabaddi, and throwball, fostering camaraderie and healthy competition across departments. Adding to the excitement, a dedicated cricket tournament is held during the winter season, making KRIDA a year-round celebration of sportsmanship and energy. Join us to cheer, play, and be part of the action!

MBA PROGRAMME

IISWBM Innovation Council



The IISWBM Innovation Council (IIC) is a dedicated initiative aimed at fostering an entrepreneurial mindset among students, equipping them with mentorship, industry connections, and hands-on business insights to turn groundbreaking ideas into successful ventures. One of its flagship initiatives, **ENTREPRERNA**, is the Annual Corporate Entrepreneurship Summit of IISWBM, designed to bridge the gap between aspiring entrepreneurs and visionary investors. This dynamic event not only nurtures young innovators but also features insightful discussions with renowned entrepreneurs, inspiring the next generation to transform ambition into achievement.



MBA PROGRAMME

PARADIGM



Paradigm is the flagship alumni meet of IISWBM, serving as a platform to reconnect the institute's esteemed alumni with its current MBA (Day) students. This event fosters meaningful interactions between past and present cohorts, allowing students to gain valuable insights from alumni who have excelled in senior management roles across various industries. It strengthens professional networks, facilitates knowledge-sharing, and celebrates the rich legacy of IISWBM. Beyond networking, Paradigm also nurtures a sense of belonging and continuity, reinforcing the institute's commitment to lifelong learning and professional growth.



MBA PROGRAMME

CORPORATE EXPOSURE SEMINARS



IISWBM hosts multiple Corporate Exposure Seminars by industry leaders throughout the year, organized by the Alumni Committee and Placement Cell.

BASANTO UTSOB



IISWBM students showcased a stunning Tagore-themed cultural performance at Basanto Utsab 2025 in Jorasanko Thakur Bari (UNESCO Heritage Site), earning a certificate of excellence from Rabindra Bharati Society.

COURSE STRUCTURE

FIRST YEAR

Semester I	:	9 Papers (Compulsory)
Semester II	:	7 Papers (Compulsory) & 2 General Elective Papers
Summer Project	:	In between 2 nd & 3 rd Semester

SECOND YEAR

Semester III	:	6 Papers (3 Compulsory; 3 Choice based Elective Papers)
Semester IV	:	5 Papers (2 Compulsory; 3 Choice based Elective Papers)
		Project Work
		Dissertation
		Viva-Voce

MARKS DISTRIBUTION

Written Papers	:	29 Papers of 100 marks, 4 Credit each (116 credits) (20 mark Internal Assessment & 80 mark Written Examination)
Project Work	:	100 Marks (4 Credits)
Dissertation	:	100 Marks (4 Credits)
Viva-Voce	:	100 Marks (4 Credits)
Total	:	3200 Marks (128 Credits)

ACADEMIC CALENDAR

In each academic session, two semester courses will be simultaneously conducted -, i.e. Semester I & III, and Semester II & IV, for two different batches, at the end of which corresponding semester examinations will be held.

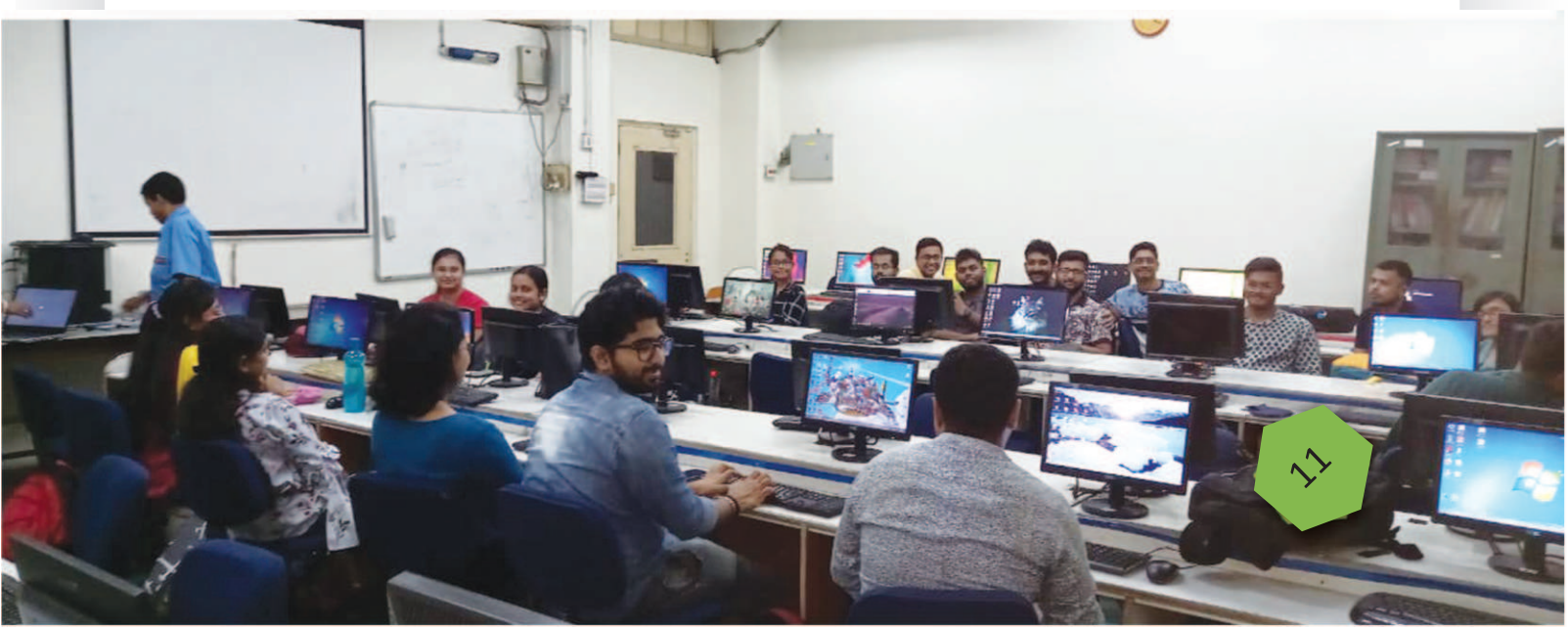
COURSE STRUCTURE

COMPULSORY CORE PAPERS

Paper code	Paper name
MBA/CO/01	Business Statistics
MBA/CO/02	Financial, Cost and Management Accounting
MBA/CO/03	Organizational Behaviour
MBA/CO/04	Management Information Systems
MBA/CO/05	Management Process and Principles
MBA/CO/06	Managerial Economics
MBA/CO/07	Marketing Management
MBA/CO/08	Production and Operations Management
MBA/CO/09	Human Resource Management
MB A/CO/10	Corporate Environment, Business Legislation and Labour Laws
MB A/CO/11	Financial Management
MBA/CO/12	Information Systems Management
MBA/CO/13	Management Science
MBA/CO/14	Strategic Management
MBA/CO/15	Business Research Methodology
MBA/CO/16	Organizational Effectiveness, Development and Change
MBA/CO/17	International Business Environment
MB A/CO/18	Advanced Marketing Research
MBA/CO/19	Data Analytics
MBA/CO/20	Project Management and Financial Appraisal
MBA/CO/21	Advanced Strategic Management
MBA/CO/22	Project
MBA/CO/23	Dissertation
MBA/CO/24	Viva Voce

* Choice Based Credit System (CBCS) - courses to be offered by MBA Department in the second semester:

GE/01	Advanced Excel for Business (CBCS)
GE/02	Entrepreneurship Management (CBCS)



COURSE STRUCTURE

Specialization Elective papers:

Students will have to choose any one area of specialization from among the following:

- Marketing Management
- Financial Management
- Human Resource Management
- Production and Operations Management
- Business Analytics and Systems Management

* From within each area of specialization, they will have to take up six elective papers from the options provided below:

Elective papers in Marketing Management:

Paper code	Paper name
MBA/EM/25	Marketing Communication and Brand Management
MBA/EM/26	Consumer Behaviour
MBA/EM/27	Digital Marketing and E-tailing
MBA/EM/28	International Marketing
MBA/EM/29	Marketing Decision Models and Analytics
MBA/EM/30	Rural Marketing
MBA/EM/31	Sales and Distribution Management
MBA/EM/32	Service Marketing
MBA/EM/33	Green Marketing and Sustainability

Elective papers in Financial Management:

Paper code	Paper name
MBA/EF/25	Management of Commercial Banks -
MBA/EF/26	Corporate Finance
MBA/EF/27	Taxation and Corporate Tax Planning
MBA/EF/28	Financial Engineering
MBA/EF/29	Financial Markets, Institutions and Services
MBA/EF/30	International Finance
MBA/EF/31	Portfolio and Investment Management
MBA/EF/32	Risk and Insurance Management
MBA/EF/33	Behavioural Finance

COURSE STRUCTURE

Elective papers in Human Resource Management:

Paper code	Paper name
MBA/EH/25	Compensation Management
MBA/EH/26	Human Resource Development
MBA/EH/27	Human Resource Information Systems and AI-induced HR Analytics
MBA/EH/28	Sustainable Human Resource Management
MBA/EH/29	International Human Resource Management
MBA/EH/30	Legal Framework Governing Human Resource Relations
MBA/EH/31	Management of Employee Relations and Labour Rationalization
MBA/EH/32	Management of Labour Health, Safety and Welfare
MBA/EH/33	Measurement Tools and Techniques in Human Resource Management

Elective papers in Production and Operations Management:

Paper code	Paper name
MBA/EP/25	Advanced Operations Research
MBA/E P/26	Advanced Process Planning and Scheduling
MBA/EP/27	Computer Integrated Manufacturing
MBA/EP/28	Enterprise Resource Planning
MBA/EP/29	Lean Manufacturing and Mass Customization
MBA/EP/30	Global Production and Operations Strategy
MB A/EP/31	Six Sigma in Quality Management
MBA/EP/32	Supply Chain Management
MBA/EP/33	World Class Manufacturing

Elective papers in Business Analytics and Systems Management:

Paper code	Paper name
MBA/EB/25	Advanced Statistical Techniques
MBA/EB/26	Advances in Analytics
MBA/EB/27	Analytics in Industries using R / SPSS
MBA/EB/28	Business Intelligence and Data Warehousing
MBA/EB/29	Customer Relationship Management
MBA/EB/30	Data Mining and Business Analytics
MBA/EB/31	Database Management Systems
MBA/EB/32	Enterprise Resource Planning
MBA/EB/3 3	Supply Chain Management

ACADEMIC SETUP

DIRECTOR

Prof. (Dr.) Krishna Murari Agrawal, Convenor, Ph.D. RAC

HEAD

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

PROFESSORS

Dr. Archana Sharma, MBA, Ph.D. (UGC-NET Fellow), Head-EPGPM, PGDSCLM

Dr. B. K. Choudhury, B.E., Ph.D.

Dr. Chinmoy Jana, Ph.D.

Dr. Jayanti De, M.A., M.Phil., Ph.D.

Dr. Jhumoor Biswas, M.Sc. M.Tech., 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, Head MBA-PS

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

Dr. Sarbani Mitra, B.Ed., PGDMEnvM, PGDSA, MBA, Ph.D., Head- MBA(HRM) Management

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

Dr. Tanima Ray, M.A. (University of Calcutta); RTP (Centre for Studies in Social Sciences Calcutta); Ph.D. (University of Calcutta); PGDBM (IIM, Calcutta)

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.

ASSISTANT PROFESSORS

Mr. Ankan Banerjee, M.A, PGDSM

Dr. Arindam Dutta, B.E., M.Tech., Ph.D.

Mr. Buddhadi 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), FDPM (IIMK), UGC-NET

Ms. Piyali Sengupta, M.Sc. PGDEM

Ms. Sona Banerjee, MA (Education), PGD Mass Communication (JU), CELTA/ RSA
(Cambridge University)

Dr. Sanghamitra Sen, MBBS, DLO, PGDHM, MBA

Dr. Subhasis Ray, M.Stat, M.Tech. (Comp. Sc.) Ph.D

Dr. Soubarna Pal, M.Sc. (Cardiff University, UK) Ph.D. (Cardiff University, UK)

Dr. Surajit Chakraborty, M.Sc., Ph.D

Dr. Sritama Mandal Dasgupta, M.Sc. MHRM, Ph.D.

GUEST FACULTY

Dr. Sumati Ray, M.Sc, MBA, Ph.D
Mr. Ankan Kumar Bandopadhyay, BE, CWA, CFA
Dr. (CA) Avijit Sikdar, M.Com, M.Phil, PhD, ACA
Dr. Amit Kundu, Ph.D.
Dr. Asutosh Kar, M.Sc., Ph.D in Management
Dr. Kumkum Mukherjee, M.Sc., Ph.D. (CU)
Dr. Kallol Dutta, B.Sc, LLB, PSW, MBA (MRM), Ph.D
Dr. Mukul Mitra, MBA, Ph.D., CAIIB, CPFA
Mr. Subrata Biswas, MA, MBA (Fin) (CU), LLM, MBL
Mr. Sanjay Das, BE, MBA
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Dr. Siddhartha Shankar Saha, M.Com, Ph.D
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Mr. Udit Jalan, CS
Dr. Chandrima Ganguly, MBA, Ph.D
Dr. Kallol Dutta, Ph.D
Ms. Joyita Banerjee, M.Com
Mrs. Jinia Chakraborty, B.Sc, M.Sc (CU), PGDBM (IISWBM)
Mr. Souvik Dutta, Masters in Quantitative Economics (ISI Kolkata), B.Sc (Hons.) Economics (CU), HSC (WBCHSE), SSC (WBB of SE)
Mr. Subhajit Chattopadhyay, PG Diploma in Business Law, MBA (Finance) UK, M.Sc (Economics) CU

Founding Fathers

Dr. B. C. Roy
Founder President
(the then CM of West Bengal)



Prof. D. K Sanyal
Founder Director



ADMINISTRATIVE SETUP

Director	:	Prof. (Dr.) Krishna Murari Agrawal
Registrar	:	Mrs. Rupa Bhattacharyya
Asst.Accounts Officer	:	Mr. Goutam Samanta
Librarian	:	Ms. Susmita Ray
Placement Manager	:	Mr. Vishal Francis Gaitano

HOW TO APPLY

Visit IISWBM's admission portal. Read the Instructions carefully and do the needful
The application can be submitted via online or offline process:

	Offline	Online
Application Form	(A) Purchase by paying Rs. 1000/- in cash at IISWBM, Management House, Kolkata 700073 OR (B) Print out the Application Form available online	Read the Brochure to check eligibility criteria and other details Be ready with the List of documents that should be attached
Payment & Submission	For (A) above, drop the filled in form along with all the documents at IISWBM drop box or post the same to IISWBM address For (B) above, pay Rs. 1000/- by cash at IISWBM when you submit the filled in form along with all the documents.	During application process, User ID & Password will be generated and sent by SMS or Email. Please note it down for further reference Follow the path and pay by net banking, Debit Card or Credit Card Print the filled in Application form and Payment receipt and post to IISWBM or drop at IISWBM drop box with all the documents <u>Click here for Online Application</u>

COURSE FEES

For the 1 st Semester	:	Rs.1,60,000/- Rs. 10,000/- (Refundable)
For the 2 nd Semester	:	Rs.1,50,000/-
For the 3 rd Semester	:	Rs.1,50,000/-
For the 4 th Semester	:	Rs.1,50,000/-
Total	:	Rs. 6,10,000/- (Rs. 10,000/- Refundable)



REGISTRAR

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E-mail - registrar@iiswbm.edu

Visit us at - www.iiswbm.edu

UPCOMING NEW CAMPUS

INDIAN INSTITUTE OF SOCIAL WELFARE
& BUSINESS MANAGEMENT

NEW TOWN, KOLKATA



IISWBM

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SILENCE ZONE