

# **School of Management Sciences**

## **Indian Institute of Engineering Science and Technology, Shibpur**



**Two year**  
**full-time AICTE Approved**  
**MBA Programme**

**Admission : 2017**

**School of Management Sciences**  
**Indian Institute of Engineering Science & Technology, Shibpur**  
**P.O. – Botanic Garden, Howrah – 711103, W. B., India**  
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## **School of Management Sciences (SOMS)**

School of Management Sciences (SOMS) is an integral part of IEST, Shibpur. SOMS started its journey as B.E. College School of Management Sciences (BECSOMS) in the year 1999 for management education with the commitment of meeting the need of professional managers in the Indian industries.

Over a period of 16 years SOMS has emerged as an Institution of excellence in all facets of management education with highly specialized, sophisticated & 21st Century oriented courses and curriculum. The goal of SOMS is to achieve professional growth through holistic management education to shape future leaders for the corporate through intermingling of functional knowledge of Marketing, Finance, Operations, Human Resource Management.

The team of teachers works in close association with various Government institutions and industry to embrace the latest changes in business and industry in the syllabus. Faculty members are continuously undertaking relevant research and developmental activities which help to improve the quality of teaching materials and cases relevant to various subjects. SOMS has over the years maintained an excellent reputation with recruiters and the industry, in general achieving consistent good placement figures.

The School of Management Sciences offers MBA programme and research programme leading to Ph.D. in Management.

### **Research Programme**

To augment the on-going quest to promote excellence in management education, the School launched the Doctoral Programme in management.

It is designed to nurture high quality teachers, researchers and management professionals by providing an opportunity for interdisciplinary education and research in management sciences.

This programme focuses on research in general management as well as advanced areas of specialization like Marketing, Finance, Human Resource Development, Organizational Culture & Effectiveness, Turn Around Strategies, Branding, Price Movements in Stock market, Optimization Models in Management Sciences, Computational Business Intelligence etc.

### **Students' Achievements**

- Gauri Paliwal and Somnath Mukherjee have been awarded Merit Scholarship from IIM-C Alumni Association in the year 2014.
- Sayan Mallick and Gauri Paliwal have been awarded Merit Scholarship from IIM-C Alumni Association in the year 2013.
- Satyajeet Mishra and Madhulika Agarwal were the Regional Champions in NIPM HRM Quiz and participated in National Finals in Goa in the year 2013.
- Madhulika Agarwal and Satyajeet Mishra secured the 1st position in Debate Competition in Prarambh-2013, the management fest of Heritage Institute of Technology and Management.
- Satyajeet Mishra and Madhulika Agarwal won the 2nd prize in Debate Competition in Instruo 2013, a techno-management fest of Bengal Engineering and Science University, Shibpur.

- Arnab Ghosh won the 5th Prize in essay competition on the topic “The Importance of Capital Market for the Economic Development of India” organised by Calcutta Management Association in April, 2013.
- Sudhanshu Sekhar Swar and Madhulika Agarwal won the 2nd prize in Role Play Competition in Prarambh-2013, the management fest of Heritage Institute of Technology and Management.
- Madhulika Agarwal won the 2nd prize in Logo Designing competition in Prarambh- 2013, the management fest of Heritage Institute of Technology and Management.
- Satyajeeet Mishra won the 2nd Prize in Business Concept in Aurora 2012, the management fest of School of Management Sciences.
- Sayan Mallick won the 2nd prize in Scavenger hunt event at IISWBM, Kolkata.
- Arnab De, Mousomi Sen, Rushita Chakraborty, Ramanuj Sarkar and Arijit Bagchi won the first Prize in the B-Plan Competition of Prarambh 2012 at Management Education Centre, Heritage Institute of Technology, Kolkata.
- Arnab De, Mousomi Sen, Rushita Chakraborty, Ramanuj Sarkar and Arijit Bagchi won the first Prize in the B-Plan Competition of Prarambh 2012 at Management Education Centre, Heritage Institute of Technology, Kolkata.
- Krishnendu Bhandary participated in the Post Finance Budget Discussion organised by 24 Ghanta TV Channel, in 2011.
- Sagnik Roy, Vivek Kumar Sinha, Megha Mishra, Sruti Das, Payel Mondal, and Avishek Chandra participated in “4<sup>th</sup> International Entrepreneurship Summit” organised by IIM-C, 2011.
- Tanmoy Chakraborty, Vivek Kumar Sinha, Payel Mondal, Dipayan Bhattacharya, Rajib Kumar Das, Avishek Das and Mousumi Das participated in the program “Shaping Young Minds” organised by AIMA, 2011.

## Infrastructure

### Building, Classroom & Facilities

SOMS is housed in the spacious 4th, 6th & 7th Floor of the newly constructed 8 storied building known as the Science & Technology Building where the classroom and galleries are exclusively used by the student and faculty members of SOMS.



### Library Facilities

## **Central Library**

The Central Library is located in its own building and remains open for users, from 8 AM to 9 PM on weekdays, and 10 AM to 6:30 PM during weekends and holidays. The library infrastructure is getting augmented with better interiors and creation of space for congenial teaching-learning process.

Presently the Library is endowed with:

- Over 1.4 lakhs (approx) titles, including 5000 titles on Management
- 6000 Indian and International e-Journals
- E books (EBSCO -Business source Elite Plus), JSTOR database, Springer's LINK etc
- Computerized Cataloguing and Integrated Library Management System LIBSYS
- All prominent newspapers and business magazines

## **SOMS Library**

The library of SOMS is equipped with 7000 books & Journals and E- journal EBSCO -Business source Elite Plus, all leading newspapers and business magazines. Each student is provided with 3 Library cards and books are issued for 15 days. They are also provided with 2 Business journals for a week.

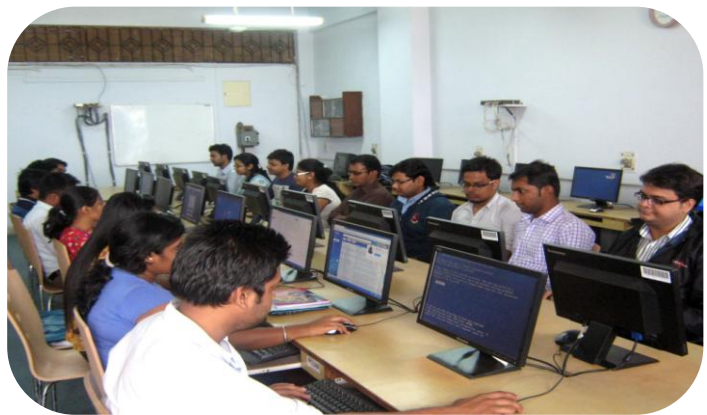
## **British Council Library**

Institutional membership of the British Council Library is available for the students and Faculty members of SOMS. The School can borrow 20 books and 3 journals from the BCL at a time.

## **Laboratories**

### **Computer Laboratory**

- Updated Central computer Centre
- Internet with Wi-Fi Connectivity
- Various Software's and data bases like SPSS, Prowess, and CRISIL etc required for management education
- Blackboard Lerner is the learning management system. In SOMS, through this system students can access course materials at any time and from any computer with an Internet connection.



# MBA Course Design

## Course Structure:

FIRST SEMESTER	SECOND SEMESTER
1. Principles and Practices of Management 2. Organizational Behavior 3. Managerial Accounting 4. Managerial Economics 5. Quantitative Methods in Management 6. Computer Applications in Management	1. Marketing Management 2. Operations Research 3. Human Resource Management 4. Financial Management 5. Operations Management 6. Indian Business & Legal Environment

THIRD SEMESTER	FOURTH SEMESTER (DUAL SPECIALIZATION)
1. Management information system 2. Logistics and materials management 3. National entrepreneurship development and international business environment 4. Business and Government <b>SPECIALIZATIONS</b> <u><b>FINANCE:</b></u> 1. Company Accounts and Corporate Taxation and Planning 2. Strategic Financial Management and Security Analysis and Portfolio Management <u><b>MARKETING:</b></u> 1. Global Marketing Management 2. Consumer Behavior and Marketing Research <u><b>HRM:</b></u> 1. Performance, Compensation and Reward management 2. Industrial Relations and Labor Laws  <u><b>OPERATIONS:</b></u> 1. Business Process Reengineering 2. Total Quality Management	1. Corporate planning and strategic management 2. Business ethics and professional value Specializations  <b>SPECIALIZATIONS</b> <u><b>FINANCE:</b></u> 1. Financial Markets, Institutions and Services 2. International Financial Management  <u><b>MARKETING:</b></u> 1. Advanced Marketing Management 2. Advertising, Sales & Distribution Management.  <u><b>HRM:</b></u> 1. Advanced Human Resource Management 2. Corporate Human Resource Planning and HRD audit  <u><b>OPERATIONS:</b></u> 1. Advanced Production Management 2. Project Management

Doing a major in a particular discipline, students are required to take up 4 electives in a particular area and for minor, students are required to select two electives from another discipline.

**\*\* Revision of the syllabus is in process and new specializations may be added to the course curriculum.**

## Attendance requirement for appearing in the semester examinations

As per UGC and AICTE norms it is mandatory for students to have 75% attendance to be eligible for appearing at end semester examinations.

## Co-Curricular Activities

The students of SOMS participated in various co-curricular activities apart from their regular course work.

- A Students' Club named "Metis" has been formed for international multi-dimensional activities among the students. The club will also publish a monthly news letter on various discipline like Marketing, HR, Entrepreneurship, Operations, Current affairs and Finance, which will be circulated internally within IEST, Shibpur and all B-School students, faculties and also to the corporate world.
- Seminars, Symposia and Panel Discussions are conducted with active participation of faculty members, experts from industry and students.
- Industrial Visits are organized for our students to sensitize them to the ever-changing environment of business and industry.
- Special classes are held for students on improvement of English Communication Skill and Personality Development in general.
- Special classes are held for improving foreign language skills.
- Special training sessions on software like SPSS are held to nurture the quantitative ability of the students.

## Our Recruiters

Indiabulls Godrej Tractors India Limited Indian Oil Company Limited IMRB Pepsico Ananda Bazar Patrika (ABP) Group Perfetti Van Melle Corporation IDBI Bank Bank of Borada Tata Tinsplate Asian Paints Viraj Profiles Limited Coca-Cola Standard Chartered Reliance Capital mjunction services ltd Berger Paints Axis Bank	HCL The Calcutta Electric Supply Corporation Acclaris Macmillan Reliance Trends Tata Consultancy Service Future Group ICICI Securities ICICI Bank HSBC Adhunik PWC HDFC Bank Pantaloons Delloite Tata Capital Ltd. Maruti Suzuki Tikona Digital Networks Havells India Bandhan Bank
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## Faculty Members

**Prof. (Dr.) Prabir Kumar Paul** B.Tech, M.Tech, Ph.D. - Director

**Mr. S. K. Chakroborty**, B.E, M.E, PGDBM (IIMC), (Operations & Supply- Chain); Professor-In-Charge, Training and Placement.

**Dr. Poulomi Mukherjee (Mondal)**, B.E, MBA, Ph.D, Assistant Professor

### VISITING FACULTY MEMBERS:

**Dr. Ananda Mohan Pal**, M.Com, ACA, Ph.D., Associate Professor, Former HOD, Dept of MBM (C.U.)

**Mr. Asok Kumar Banerjee**, B.Sc. (Tech), PGDM (IIMC) Professor of Marketing, IEM, Salt Lake, Kolkata

**Mr. Asis Laskar**, B.E., PGDCP, MBA Former Managing Director, GENELEC Ltd. Former Vice President, Shaw Wallace & Co. Ltd.

**Dr. Ranjan Kumar Gupta**, MBA, Ph.D. Asst. Prof. in Management, WBSU, Barasat

**Mr. Rahul Bose**, BE (Mech), MBA (XLRI) Learning & Knowledge Manager, IBM India Pvt. Ltd.

**Mr. Supriyo Chatterji**, B.Sc, MBM (C.U), MCA (BEC), IT Consultant

**Prof. Subhayan Basu**, M.Com, M.Phil, ACA, ACMA, Prof. Dept. of Commerce, Ananda Mohan College

**Ms. Simantini Mukhopadhyay** M.Sc, M.Phil, Project Fellow, Institute of Development Studies, Kolkata.

**Prof. Amitava Roy** M.Com, C.M.A(I.C.W.A.I), Asst Professor, Dept. of Accounting and Finance, St.Xaviers College

**Prof. Niloy Sarkar** B.Com(Hons), CA-Inter, MBA, Asst. Professor, IEM

**Ms. Sarmita Guha Roy** M.Sc (Economics), M.Sc (Mathematics), Visiting Faculty , MBM (C.U)

**Mr. Sandip Ghosh** M.A, LLB, MBA, Faculty IISWBM

**Dr. Mukul Mitra**, M.B.M., Ph.D., CAIIB, CPFA, Professor of Finance, NSHM School, Kolkata.

**Mr. Ajoy Ghosh**, B.Tech (Civil), MBA(Marketing), Worked at Greenply Industries Ltd. as V.P. East.

**Mr. Parthasarathy Ganguly**, B.E. (Mining), MBA (Marketing), Worked as Asstt. Prof. at Talani Inst. of Mgmt Studies

**Dr. Shivaji Banerjee** M.Com, Ph.D., PGDBM, MIMA  
Assistant Professor in Business Management,  
Dept. of Commerce & Business Administration, St. Xavier's College, Kolkata

**Dr. Sourav Das** M.Tech, Ph.D. (Industrial Engg.)  
Structural Engineer, Architect Consortium, Kolkata

**Dr. Ajit Kumar Ghosh** M.Com, Pgds, Ph.D.  
Former Principal Investigator Of Ugc Major Research Project,  
Guest Faculty, Dept. Of Buss. Admn.,(Hr), Burdwan University

**Mr. Shubha Kumar Bhaduri** M.B.M.  
Consultant, Advertising, Sales Promotion & Designing

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### STAFF MEMBERS:

1. Mr. Goutam Sarkar
2. Mrs. Mousumi Shaw (Das)
3. Mrs. Dipsikha Chandra (Pal)
4. Mr. Pranab Satpathi
5. Mr. Sukanta Guha



FEES TABLE ( Per Semester )

Item (Per semester basis)	Amount in Rs.
Registration Fee	500
Students Activity and others	500
Infrastructure Maintenance Fee	2500
Tuition Fee	50000
Examination Fee	1000
<b>Total (per semester)</b>	<b>54,500</b>
<b>Caution Deposit (One time and refundable)</b>	<b>2000</b>
<b>Total at the time of admission</b>	<b>56,500</b>

**NOTE: FEES are NON-REFUNDABLE except caution deposit (if all other fees are paid)**