

# Calcutta Business School

## MANDATORY DISCLOSURE – 2024-2025

<b>Mandatory Disclosure Updated on</b>	–	May, 2024
<b>AICTE File No.</b>	–	Eastern/1-43664127217/2024/EOA
<b>Date &amp; Period of last Approval</b>	–	8 <sup>th</sup> May 2024, Period: 2024-25
<b>1. Name of the Institution</b>		
Address of the Institution	–	Diamond Harbour Road J L No. 30 RS No. 153 Bishnupur, 24 Parganas (South)
City & Pin Code	–	Bishnupur – 743503
State / UT	–	West Bengal
Longitude & Latitude	–	88° 16' 22" E & 22° 23' 30" N
Phone No. with STD Code	–	033 2420 5200
Office hours at the Institution	–	10.00 am to 6.00 pm
Academic hours at the Institution	–	10.15 am to 5.30 pm
E- mail	–	<a href="mailto:principal@calcuttabusinessschool.org">principal@calcuttabusinessschool.org</a>
Website	–	<a href="https://calcuttabusinessschool.org/in/">https://calcuttabusinessschool.org/in/</a>
Nearest Railway Station (distance in KM)	–	Howrah, 40kms.
Nearest Airport (distance in KM)	–	NSCBI Airport, 50kms.
<b>Type of Institution</b>	–	Private – Self Financed (AICTE approved)
Category (1) of the Institution	–	Minority – Linguistic - Marwari
Category (2) of the Institution	–	Co-Ed
<b>2. Name and Address of Trust/Society/Company</b>		
Type of the organization	–	Trust
Address of the organization	–	11 Lord Sinha Road Kolkata 700 071
Phone No.	-	033–22821450, 22826350
Fax No.	-	033-22826350
Email	-	<a href="mailto:sg@shrishikshayatanschool.com">sg@shrishikshayatanschool.com</a>
Website of the organization	–	<a href="https://shikshayatanfoundation.org/">https://shikshayatanfoundation.org/</a>
<b>3. Name of the Principal/Director</b>		
<b>Name of the Principal</b>	–	Dr. Anindya Dutta
Exact designation	–	Dean
Phone No. with STD Code	–	+917604083372/+917604083374; Ext: 201
Fax No. with STD Code	–	033

E-Mail	–	<a href="mailto:deanl@calcuttabusinessschool.org">deanl@calcuttabusinessschool.org</a>
Highest degree	–	PhD
Field of specialization	–	Marketing

<b>4. Name of the affiliating University / Board</b>	–	PGDM (Not Applicable); BBA (UG Course)
Maulana Abul Kalam Azad University of Technology (MAKAUT)		
Address	–	NH-12 (Old NH-34) Simhat, Haringhata, Nadia 741249, West Bengal
Website	–	<a href="https://www.makautwb.ac.in/">https://www.makautwb.ac.in/</a>
Latest affiliation period	–	Applied

**5. Governance**

<b>•Governing Board Members</b>				
Sl. No.	Name of the Member	Role	Representation	
1	Mr. Sudarshan Kumar Birla	Ex-officio Member	President	
2	Mr. Girish Kumar Khaitan	Chairman	Trustee	
3	Mr. Siddharth Kumar Birla	Member	Trustee	
4	Dr. Sujit Basu	Member	Educationist & Mentor, Former VC, Visva-Bharati & Professor, IIMC, Ex-Director, MDI-Gurgaon	
5	Dr. A. M. Pal	Member	Educationist from State Government, Professor, Calcutta University	
6	Prof. Ajay Kumar Roy	Member	Nominee of AICTE Former Director IEST, Former Professor IIT Kharagpur	
7	Mr. Rahul Bose	Member	Technologist, Global Consultant, IBM	
8	Mr. Sourav Ghosh	Member	Technologist, Sr. Advisor	
9	Mr. Pradeep Kumar Sharma	Member	Educationist	
10	Dr. Shuvendu Majumder	Member Secretary	Principal	
11	Prof. Aparajita Sanyal	Member	Assistant Professor/Faculty	

**•Academic Advisory Body**

<b>Member</b>
<b>Prof. Jishnu Hazra</b> Professor Production and Operations Management Airbus Chair in Supply Chain Management IIM Bangalore
<b>Prof. Jahar Saha</b> Former Director IIM Ahmedabad
<b>Prof. Ajay K. Roy</b> Former Director IEST and Former Professor IIT Kharagpur
<b>Prof. Samir Chatterjee</b> Professor, International Management, School of Management, Curtin Business School, Curtin University of Technology, Australia
<b>Prof. Gautam Bandyopadhyay</b> PhD, Associate Professor, NIT Durgapur
<b>Prof. Sitanath Mazumdar</b> Professor, University of Calcutta
<b>Prof. Purusottam Sen</b> Retired as Professor, Indian Institute of Management, Calcutta

**Prof. Ananda Mohan Pal**

Professor, University of Calcutta M.Com., A.C.A., Ph.D.

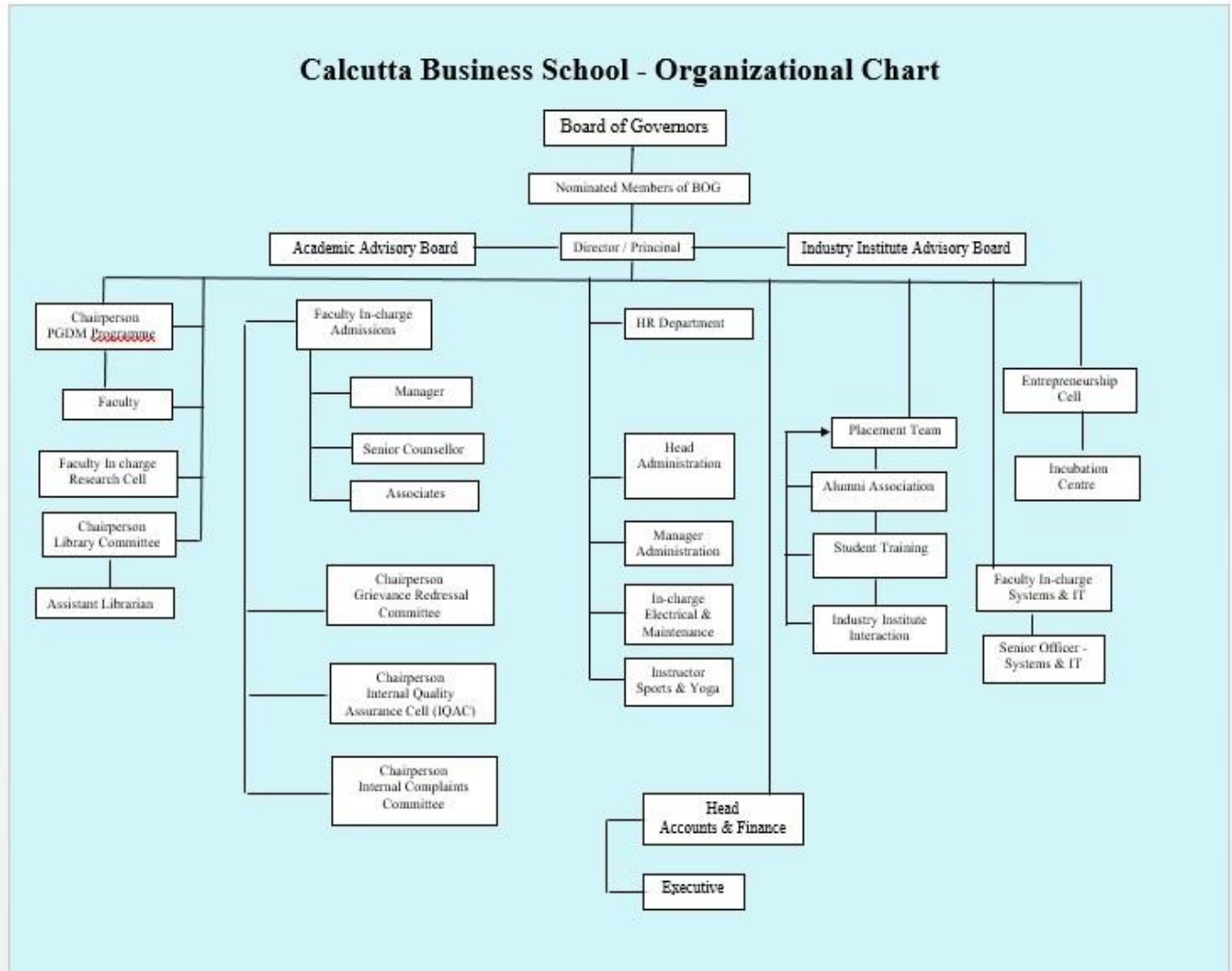
**Prof. Prithwiraj Nath**

Professor of Marketing and Associate Director of The Retail Institute,  
Leeds Beckett University, Leeds, United Kingdom

**Prof. D. Mukhopadhyay**

Professor of Management, School of Business, Dean-Faculty of Management & Dean-Faculty of Humanities & Social Sciences, Director (Human Resource Development Centre) & Former Vice Chancellor (Interim), SMVD University, Jammu & Kashmir(UT)

**•Organizational Chart**



**•Nature/Extent of involvement of Faculty and Students in academic affairs/ improvements:**

The Institute encourages and organizes special events, conclaves/workshops, alumni talk and special lectures from academicians/industry experts that enrich the students, participants' professional. The students and faculty are involved in all activities and extracurricular interests. To achieve this, students have various academic/professional clubs in different functional areas like marketing, human resource, operations & finance.

•Mechanism/Norms and Procedure for democratic/good governance: In place
•Student feedback mechanism on Institutional Governance/Faculty performance: Online ERP systems Link: <a href="http://162.243.1.34:8080/hrcIIIRP/startup.do">http://162.243.1.34:8080/hrcIIIRP/startup.do</a>
•Grievance redressal mechanism for Faculty, Staff and Students: Online Link: <a href="https://calcuttabusinessschool.org.in/online-grievance-redressal/">https://calcuttabusinessschool.org.in/online-grievance-redressal/</a>
•Establishment of Anti Ragging Committee: Yes Link: <a href="https://calcuttabusinessschool.org.in/mandatory-disclosure/">https://calcuttabusinessschool.org.in/mandatory-disclosure/</a>
•Establishment of Online Grievance Redressal Mechanism: Yes; Link: <a href="https://calcuttabusinessschool.org.in/online-grievance-redressal/">https://calcuttabusinessschool.org.in/online-grievance-redressal/</a>
•Establishment of Grievance Redressal Committee in the Institution and Appointment of OMBUDSMAN by the University: Yes Link: <a href="https://calcuttabusinessschool.org.in/mandatory-disclosure/">https://calcuttabusinessschool.org.in/mandatory-disclosure/</a>
•Establishment of Internal Complaint Committee (ICC): Yes Link: <a href="https://calcuttabusinessschool.org.in/mandatory-disclosure/">https://calcuttabusinessschool.org.in/mandatory-disclosure/</a>
•Establishment of Committee for SC/ST: Yes Link: <a href="https://calcuttabusinessschool.org.in/mandatory-disclosure/">https://calcuttabusinessschool.org.in/mandatory-disclosure/</a>
•Internal Quality Assurance Cell: Yes Link: <a href="https://calcuttabusinessschool.org.in/mandatory-disclosure/">https://calcuttabusinessschool.org.in/mandatory-disclosure/</a>

<b>6. Name of the Programme</b>	–	<b>Post Graduate Diploma in Management (PGDM)</b>		
•Accreditation status of the Course	–	Under Process		
•1st Year of approval by the Council	–	2008 (File No.WB/PGDM/002/2008/001 dated 30.06.2008)		
•Level (UG / PG)	–	PG		
•Sanction Intake	–	120		
•Duration of Course	–	2 yrs		
•Fees (as approved by State)	-	Not Applicable		
•Cut of marks – General quota	–	Yes		
		2023-24	2022-23	2021-22
		50%	50%	50%
•Placement Facilities	–	Yes		
•Campus Placement		2023-24	2022-23	2021-22
		Highest: 9 Average: 4.5 Median: 6.75	Highest: 8 Average: 4 Median: 5.75	Highest: 25 Average: 7.33 Median: 6.5
Doctoral Courses (Yes / No)	–	No		
Professional society memberships	–	AIMA, BCCI, CMA		
Consultancy Activities	–	Not yet		
Grants Fetched	–	Research Promotion Scheme from AICTE (2020-21)		
Distinguished Alumni	–	<ol style="list-style-type: none"> <li>Ms. Parag Ranjita Bhowmik, working at Wells Fargo, US</li> <li>Mr. Prasenjit Sengupta, Consultant MART</li> <li>Mr. Rhohan Chatterjee working at Williamson Magor</li> </ol>		

4. Ms. Piyali Bhattacharjee (Chowdhury), Senior Officer- Estate HR at McLeod Russel India Ltd.
5. Mr. T S Gopinath working at Eveready India Ltd.
6. Mr. Riya Singh working at FDB Financial Services
7. Ms. Payal Maskara Patwari working at Vialto Partners
8. Mr. Swadesh Sardar working at Century Ply
9. Mr. Gitartha Pal working at Xpro
10. Ms. Denkona Bhattacharya working at J P Morgan

**7. Faculty**

•Permanent Faculty	– 15
•Adjunct Faculty	– 00
•Permanent Faculty: Students Ratio	– 1:20

**8. Profile of Director/Principal/Faculty**

**Name of Teaching Staff – DR. ANINDYA DUTTA**



Designation	– Dean
Department	– MANAGEMENT
Date of joining the Institution	– 01/04/2024
Unique ID	–
Qualification with Class / Grade	–

UG	PG	PhD
BA; 2 <sup>nd</sup> Class	MBA; 1 <sup>st</sup> Class	Awarded

Total experience in Years – 25 yrs

Teaching	Industry	Research
23	2	4

Papers published - 14

National	International
8	6

Papers presented in conference – 18

National	International
8	10

PhD Guide? Give field & University – 3

Field	University

PhDs / Project Guided –

PhD	Projects in master level
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Books published / IPRs / Patents – Nil

Professional Memberships - Yes

1. AIMA

2. CII

Consultancy activities – Nil

Awards – 1. TOI

2

Grants fetch – Nil

Interaction with Professional Institutions – Nil

**Name of Teaching Staff – DR. SHUVENDU MAJUMDER**



Designation – Principal

Department – MANAGEMENT

Date of joining the Institution – 01/01/2020

Unique ID –1-7648798348

Qualification with Class / Grade –

UG	PG	PhD
BA (H)/ Class - II	MBA / Class – I MSc / Class – I	Awarded in 2016 [Under UGC New Regulations]

Total experience in Years – 20 yrs

Teaching	Industry	Research
18 yrs.	2 yrs.	10 yrs.

Papers published - 11

National	International
10	1

Papers presented in conference – 21

National	International
15	6

PhD Guide? Give field & University – Guiding as Associate Supervisor (Processing)

Field	University
CSR	Calcutta University

PhDs / Project Guided –

PhD	Projects in master level
--	Already guided 6-8 Projects/year for last 14 years.

Books published / IPRs / Patents – Not Yet

Professional Memberships - Yes

1. Life Member-INDIAN ASSOCIATION FOR PRODUCTIVITY, QUALITY RELIABILIT
2. Member-IIPM
3. Life Membership- ISTD
4. Member-NHRD
5. Member-RKMIC

Consultancy activities – Consultant from 2008 under Livelihood Development Mission, HRD Strategy, Social Audit, Value Education with the following organizations:

1. ICCO, Netherlands funded and managed by AGRAGATI (NGO)
2. IAPQR
3. Social Livelihood Projects at the branch centres at Ramakrishna Mission
4. Member of Consultant Team of Several Projects funded by NABARD, KVIC, WORLD BANK, DST etc. since 2008.

Awards – 1. Best Exhibit at R.K. Mission Vidyamandira.

2 Received Best Research Paper Award in International Conference at Tirupati University

Grants fetch – Yes

1. Training Grant received from ICCO, Netherlands through AGRAGATI (NGO)
2. Worked as a Consultant under Institutional Grants at VIB, Nimpith from Funding Bodies like DST, ICSSR, WORLD BANK etc.
3. Engaged as one of the Investigator under CSR funded projects implemented through branches of Ramakrishna Mission
4. AICTE RPS-Research Proposal Scheme under AQIS Scheme in 2020-21

Interaction with Professional Institutions –

1. IAPQR
2. IIPM, Kolkata
3. ISOL, New Delhi

**Name of Teaching Staff – DR. ABHISEK SAHA ROY**

Designation	– Assistant Professor
Department	– MANAGEMENT
Date of joining the Institution	– 17/08/2023
Unique ID	- 1-43897474563
Qualification with Class / Grade	–



UG	PG	PhD
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B. Com (Hons.) - 54.25% - 2nd Class	M.Com - 68.08% - 1st Class	Awarded on 1st Sep. 2021, As per Ph.D. regulation 2009
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Total experience in Years – 8 Years 1 Month

Teaching	Industry	Research
8.1 Year (Approx.)	0	9 Years

Papers published - 9

National	International
3	6

Papers presented in conference - 7

National	International
4	3

PhD Guide? Give field & University – Yes (Co-Supervisor)

Field	University
Finance	Sikkim Manipal University

PhDs / Project Guided – 20 (Approx)

PhDs	Projects in master level
1 (Ongoing)	20 (Approx.)

Books published / IPRs / Patents – NIL

Professional Memberships – 3

1. Life Member of Indian Commerce Association, INDIA
2. Life Member of Indian Economic Association, INDIA
3. Associate Member of International Society for Development and Sustainability, JAPAN

Consultancy activities – NIL

Awards – 1

1. Awarded as Faculty of the Month (November 2022) - Sikkim Manipal Institute of Technology – Sikkim Manipal University

Grants fetched – NIL

Interaction with Professional Institutions –



**Name of Teaching Staff – DR. SAIKAT DAS**

Designation – Assistant Professor

Department – MANAGEMENT

Date of joining the Institution – 01/05/2024

Unique ID - 1-

Qualification with Class / Grade –



UG	PG	PhD
BTech in Information Technology Grade: 8.97 out of 10	MBA in Systems Management (Major); Marketing Management (Minor) First Class with 72.7% marks	PhD in Management Information Systems Grade: 8.02 out of 9

Total experience in Years – 6.5 years

Teaching	Industry	Research
1.5 years	5 years	5.5 years

Papers published - 2

National	International
0	2

Papers presented in conference - 3

National	International
2	1

PhD Guide? Give field &amp; University –

Field	University

PhDs / Project Guided – 12 (Approx)

PhDs	Projects in master level
	12 (Approx.)

Books published / IPRs / Patents – NIL

Professional Memberships – Nil

Consultancy activities – NIL

Awards– 5

1 Best Publication Doctoral Student Award – 2003 – IIM Calcutta
2 National Finalist in Run an NGO – 2017 – IIM Calcutta
3 Best Idea Award in 'Customer 360° Ideathon' – 2016 - TCS
4 Special Initiative Award – 2014 - TCS
5 'Ad Columnia – Ad Spoof Contest': 1 <sup>st</sup> position – 2013 - IISWBM

Grants fetched – NIL

Interaction with Professional Institutions –

**Name of Teaching Staff – DR. ARUP KUMAR CHATTOPADHYAY**



Designation – Professor  
Department – MANAGEMENT  
Date of joining the Institution – 01/08/2022  
Unique ID - 1-43424988101  
Qualification with Class / Grade –

UG	PG	PhD
B.A. (Honours)	MA in Economics	Awarded on 1998 in Economics

Total experience in Years – 38

Teaching	Industry	Research
37	1	37

Papers published - Yes

National	International
51	0

Papers presented in conference - 17

National	International
17	0

PhD Guide? Give field & University – Yes

Field	University
Economics	University of Burdwan

PhDs / Project Guided – Yes

PhDs	Projects in master level
17	11

Books published / IPRs / Patents – 10

Professional Memberships – Nil

Consultancy activities – Yes

1. A chapter contributed on Poverty & Inequality in the District Human Development Report of Burdwan, 6000/-
2. A chapter contributed on Livelihood & Industrialisation in the District Human Development Report of Hooghly, 8000/-
3. A chapter contributed on Livelihood & Poverty in the District Human Development Report of Purulia, 5000/-

Awards – Nil

Grants fetched – Yes

1. Measurement of Pricing Efficiency In the Indian Stock Derivative Market UGC 4,98,000/-
2. Impact Assessment of Government District Administration Sponsored Projects, 2011 , Birbhum 1,50,000/-
3. Rural Livelihood :Vulnerabilities and Opportunities UGC-DRS( SAP-1) 36,29,458/-
4. Share Buy Back a Tool Of Financial Restructuring: A Study with reference to Indian Corporate Sector UGC 8,32,000/-
5. Rural Livelihood :Growth and Sustainability,UGC-DRS( SAP-1I)(As Deputy Co-ordinator) Rs. one crore and seven lakh 2015-19
6. Preparation of Burdwan District West Bengal State Gazetteer (As Co-ordinator) Administration Rs. Eighteen lakh

Interaction with Professional Institutions – Nil

**Name of Teaching Staff – DR. RANGANA MITRA**



Designation – Associate Professor  
Department – MANAGEMENT  
Date of joining the Institution – 01.07.2021  
Unique ID – 1-11121652361  
Qualification with Class / Grade –

UG	PG	PhD
BSc (Mathematics) 25	MSc (Mathematics); 1 <sup>st</sup> Class	Awarded

Total experience in Years – 26 yrs

Teaching	Industry	Research
26	0	6

Papers published – No

Papers presented in conference – No

PhD Guide? Give field & University – No

PhDs / Project Guided – No


Books published / IPRs / Patents – No

Professional Memberships – No

Consultancy activities – No

Awards – 1. 100% Attendance in the year 2019

2. Completion of 25 years of service in 2020	
Grants fetched	- No
Interaction with Professional Institutions	- 1. Conisborough College, USA 2. Wuhua Experimental School, China

<b>Name of Teaching Staff – MR. RAHUL BOSE</b>		
Designation	- Associate Professor	
Department	- MANAGEMENT	
Date of joining the Institution	- 01/08/2022	
Unique ID	- 1- 43424988344	
Qualification with Class / Grade	-	

UG	PG	PhD
Bachelor's in Engineering (Mechanical),	PG Diploma in Business Management	Pursuing from Jadavpur University

Total experience in Years	- 39
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Teaching	Industry	Research
25	39	2

Papers published	- 5
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National	International
3	2

Papers presented in conference - 12
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National	International
10	2

PhD Guide? Give field & University	- Nil
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Field	University

PhDs / Project Guided	- Nil
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PhDs	Projects in master level
	150

Books published / IPRs / Patents	- Nil
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Professional Memberships	- Yes
1.Co-chairperson in People Management committee in Bengal Chamber of Commerce	
2.Member of Institute of Engineers	
3.On board of Governors of various B Schools	
4.Life member of ISTD	

Consultancy activities	– NIL
Awards	– Nil
Grants fetched	– NIL
Interaction with Professional Institutions	– Nil

**Name of Teaching Staff – MS. APARAJITA SANYAL**



Designation	– Assistant Professor
Department	– MANAGEMENT
Date of joining the Institution	– 20.12.2021
Unique ID	–1-10901171201

Qualification with Class / Grade –

UG	PG	PhD
BTech (Electronics & Telecommunication, NSEC) 1st class	MBA (Marketing) 1st Class	Pursuing

Total experience in Years – 15

Teaching	Industry	Research
5	10	0

Papers published - 1

National	International
1	0

Papers presented in conference – 2

National	International
0	2

PhD Guide? Give field & University –

Field	University
Marketing	Aliah University

PhDs / Project Guided – No

Books published / IPRs / Patents – No

Professional Memberships – No

Consultancy activities – No

Awards – No

Grants fetched – No

Interaction with Professional Institutions – Nil

**Name of Teaching Staff – MR. MALAY BANDYAPADHYAY**



Designation	– Research Associate
Department	– MANAGEMENT
Date of joining the Institution	– 16th September, 2023
Unique ID	- 1- 433888715711
Qualification with Class / Grade	–

UG	PG	PhD
B.Com with 2 <sup>nd</sup> Division	MCA with 1 <sup>st</sup> Division MBA with 2 <sup>nd</sup> class	NA

Total experience in Years – 19

Teaching	Industry	Research
19 years	NA	1 year

Papers published - 4

National	International
0	4

Papers presented in conference - 0

National	International
0	0

PhD Guide? Give field & University – NA

PhDs / Project Guided – NA

Books published / IPRs / Patents – NA

Professional Memberships – 2

1. ISOC, Kolkata
2. IAOP (International Association of Innovation Professionals).

Consultancy activities – NA

Awards – 2

- 1 Got Advanced Excel batch from IVY professional school
- 2 Got Python batch from IVY professional school

Grants fetched – NA

Interaction with Professional Institutions – 2

- 1 IVY Professional school, Kolkata
- 2 MCKV Institute of Engineering, Liluah, Howrah

**Name of Teaching Staff – MR. AMIT CHATTERJEE**

Designation	– Assistant Professor
Department	– MANAGEMENT
Date of joining the Institution	– 12 <sup>th</sup> September, 2023
Unique ID	- 1-43913379811
Qualification with Class / Grade	–



UG	PG	PhD
BA (Economics) 2 <sup>nd</sup> Division	MA (Economics) 1 <sup>st</sup> Division	Pre-Submission

Total experience in Years	– 12
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Teaching	Industry	Research
5.5	7	3

Papers published	- 13
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National	International
4	9

Papers presented in conference - 6
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National	International
3	3

PhD Guide? Give field & University	– NA
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Field	University

PhDs / Project Guided	– NA
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Books published / IPRs / Patents	– NA
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Professional Memberships	– NA
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Consultancy activities	– NA
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Awards	– NA
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Grants fetched	– NA
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Interaction with Professional Institutions	– NA
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**Name of Teaching Staff – MS. SUCHETANA SINGH**



Designation	– Research Associate
Department	– MANAGEMENT
Date of joining the Institution	– 1 <sup>st</sup> September 2023
Unique ID	- 1-43897700848
Qualification with Class / Grade	– 1 <sup>ST</sup> Class

UG	PG	PhD
7.5%	7.2%	Pursuing

Total experience in Years – 6

Teaching	Industry	Research
5	1	1

Papers published - Nil

Papers presented in conference - Nil

PhD Guide? Give field & University – NA

PhDs / Project Guided – NA

Books published / IPRs / Patents – NA

Professional Memberships – NA

Consultancy activities – 2

1. PROJECT IN THE HINDU
2. PROJECT TIN ULTRATECH


Awards – 2

- 1 BEST EMPLOYEE AWARD
- 2 COLLAGE BATCH TOPPER AWARD

Grants fetched – NA

Interaction with Professional Institutions – NA



<b>Name of Teaching Staff – MR. DEBAJYOTI BANERJEE</b>			
Designation	– Assistant Professor		
Department	– MANAGEMENT		
Date of joining the Institution	– 01/08/2022		
Unique ID	- 1- 43424988344		
Qualification with Class / Grade	–		
	UG	PG	PhD
	B.Tech CSE	PGDM (Marketing)	NA
Total experience in Years	– 18		
	Teaching	Industry	Research
	16	18	1
Papers published	- Nil		
		National	International
Papers presented in conference	- Nil		
		National	International
PhD Guide? Give field & University	– Nil		
		Field	University
PhDs / Project Guided	– Nil		
		PhDs	Projects in master level
Books published / IPRs / Patents	- NIL		
Professional Memberships	– Nil		
Consultancy activities	– NIL		
Awards	– Nil		
Grants fetched	– NIL		
Interaction with Professional Institutions	– Nil		

**Name of Teaching Staff – MR. ATANU GANGULY**



Designation – Assistant Professor

Department – MANAGEMENT

Date of joining the Institution – 01.11.2022

Unique ID –1- 43425336616

Qualification with Class / Grade –

UG	PG	PhD
B. Com -2 <sup>nd</sup> Class BLISc- 1 <sup>st</sup> Class	M.Com- 2 <sup>nd</sup> Class MLISc – 1 <sup>st</sup> Class PGDM (HR & Education Management)- 1st Class	UGC NET Qualified

Total experience in Years – 18

Teaching	Industry	Research
18	0	5

Papers published - 3

National	International
3	0

Papers presented in conference - 1

National	International
1	0

PhD Guide? Give field & University – No

PhDs / Project Guided – No

Books published / IPRs / Patents – No

Professional Memberships – No

Consultancy activities – No

Awards – 2

1. Stood First in Bachelor of Library & Information Science Examination in 2005
2. Stood First in Masters of Library & Information Science Examination in 2007

Grants fetched – No

Interaction with Professional Institutions – Nil

- 1 Life Member of BLA (L2821)
- 2 Life Member of ILA (EL-12489)

**Name of Teaching Staff – MR. ARGHYA MITRA**

Designation	– Assistant Professor
Department	– MANAGEMENT
Date of joining the Institution	– 01.09.2023
Unique ID	–1- 44144979656
Qualification with Class / Grade	–

UG	PG
BSc	MSc

Total experience in Years – 0

Teaching	Industry	Research
0	0	0

Papers published - Nil

Papers presented in conference -

National	International
0	0

PhD Guide? Give field & University – No

PhDs / Project Guided – No

Books published / IPRs / Patents – No

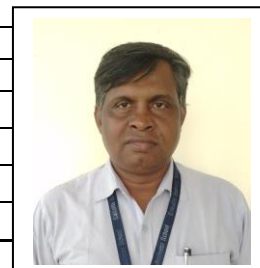
Professional Memberships – No

Consultancy activities – No

Awards – No

Grants fetched – No

Interaction with Professional Institutions – Nil

**Name of Teaching Staff – MR. ASHIS KABI**

Designation	– Assistant Professor
Department	– MANAGEMENT
Date of joining the Institution	– 01.08.2023
Unique ID	–1- 44148638336
Qualification with Class / Grade	–

UG	PG	PhD
B. Com - 2 <sup>nd</sup> Class	MBA (Financial Management) -1 <sup>st</sup> Class PGDM (Finance &	

	Education Management)- 1 <sup>st</sup> Class	
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Total experience in Years – 16

Teaching	Industry	Research
1	15	0

Papers published - Nil

Papers presented in conference – Nil

National	International

PhD Guide? Give field & University – No

PhDs / Project Guided – No

Books published / IPRs / Patents – No

Professional Memberships – No

Consultancy activities – No

Awards – No

Grants fetched – No

Interaction with Professional Institutions – Nil

**Name of Teaching Staff – MS. ANTARA SINHA**

Designation	– Assistant Professor
Department	– MANAGEMENT
Date of joining the Institution	– 01.11.2023
Unique ID	–1- 44148638426
Qualification with Class / Grade	–



UG	PG
BA (Political Science )	PGDM (HR & Marketing)

Total experience in Years – 5

Teaching	Industry	Research
1	4	0

Papers published - Nil

Papers presented in conference - Nil

National	International
0	0

PhD Guide? Give field & University – No

PhDs / Project Guided – No

Books published / IPRs / Patents – No

Professional Memberships – No

Consultancy activities – No

Awards – No

Grants fetched – No

Interaction with Professional Institutions – Nil

## 9. Fee

### •Details of Fee for the Institution

Particular	1 <sup>st</sup> Instalment	2 <sup>nd</sup> Instalment	3 <sup>rd</sup> Instalment	4 <sup>th</sup> Instalment	5 <sup>th</sup> Instalment	6 <sup>th</sup> Instalment	Total
<b>Tuition Fees</b>	115,000	1,45,000	1,45,000	95,000	85,000	40,000	6,25,000
<b>Admission Fes</b>	50,000						50,000
<b>Laboratory Fees</b>	10,000			10,000			20,000
<b>Library &amp; Course Material</b>	25,000			25,000			50,000
<b>Total</b>	<b>2,00,000</b>	<b>1,45,000</b>	<b>1,45,000</b>	<b>1,30,000</b>	<b>85,000</b>	<b>40,000</b>	<b>7,45,000</b>

Accommodation Fees (optional): Rs. 60000/- per year if students pay the fees pay with 1<sup>st</sup> Installment otherwise Rs. 72000/- if pay by two installment (Rs. 36000 with 1<sup>st</sup> Instalment and Rs. 36000 with 2<sup>nd</sup> Installment)

### •Time schedule for payment of Fee for the entire Programme

Particular	1 <sup>st</sup> Instalment	2 <sup>nd</sup> Instalment	3 <sup>rd</sup> Instalment	4 <sup>th</sup> Instalment	5 <sup>th</sup> Instalment	6 <sup>th</sup> Instalment
<b>Date</b>	30 <sup>th</sup> May	17 <sup>th</sup> October	17 <sup>th</sup> January	30 <sup>th</sup> May	17 <sup>th</sup> October	9 <sup>th</sup> January

<b>PGDM Batch 2022-24 Students List</b>			
<b>Serial No.</b>	<b>Roll No.</b>	<b>Name</b>	<b>Amount</b>
1	22001	Mr. Akash Rajak	41,000
2	22002	Miss. Anamika Biswas	25000
3	22003	Miss. Aparna Roy	41000
4	22004	Miss. Arpita Bera	25000
5	22005	Mr. Bharat Kumar Das	66,000
6	22008	Mr. Devdeep Datta	50000
7	22010	Mr. Gaurav Kumar Chetri	41000
8	22011	Mr.Hritik Gupta	16000
9	22013	Miss. Ishika Singh	41,000
10	22014	Miss Janhvi Dubey	50000
11	22015	Miss Mandita Dey	16000
12	22017	Miss. Menka Chaurasia	41000
13	22018	Miss Neha Jha	41000
14	22019	Mrs. Neha Kumari	41000
15	22020	Miss Nikita Sasmal	66000
16	22022	Mrs. Pallavi Gupta	66,000
17	22024	Miss Piyali Roy	66000
18	22025	Miss. Pragati Saha	41,000
19	22026	Mr. Prashank Sinha	50000
20	22027	Miss. Pratyusha Kuila	41,000
21	22030	Mr. Ritesh Agarwal	41000
22	22032	Miss.Shelina Shrestha	41,000
23	22034	Mr. Siddharth Jaiswal	41000
24	22036	Mr. Sourav Deb	41000
25	22037	Mr. Srijan Bose	25000
26	22038	Miss. Srijita Mitra	41000
27	22039	Miss. Sudeshna Chowdhury	66000
28	22041	Mr. Toibur Rahman	25000
29	22042	Mr. Ujjwal Lakra	50000
		<b>Total</b>	<b>1,236,000</b>

PGDM Batch 2023-25 Students List			
Sl No	Roll Number	Name	Amount
1	23001	Ms. Aheli Biswas	35,300
2	23002	Mr. Abhi Das	50,000
3	23003	Mr. Agnitapas Deb Roy	35,900
4	23005	Mr. Aishik Dutta	50,000
5	23007	Mr. Amit Ojha	30,875
6	23008	Mr. Anik Saha	40,850
7	23009	Mr. Avradeep Nath	50,000
8	23010	Mr. Azzarudin Biswas	36,000
9	23013	Mr. Debasish Sahu	50,000
10	23013	Ms. Chandrima Chakraborty	30,025
11	23014	Mr. Debmalya Talukdar	25,695
12	23015	Ms. Farjana Sk	35,150
13	23016	Mr. G Sharad Kumar	38,000
14	23018	Ms. Gurprit Kaur	36,950
15	23019	Mr. Joydeep Pratihari	38,475
16	23020	Ms. Mahima Awasthi	34,000
17	23021	Mr. Mainak Mitra	50,000
18	23022	Mr. Mrigank Shekar	38,465
19	23023	Ms. Mushkaan Pathak	28,180
20	23024	Ms. Nikita Podder	38,950
21	23025	Ms. Nisha Singh	39,425
22	23027	Mr. Parthasarathi Bhuniya	50,000
23	23029	Mr. Pranab Ghosh	36,100
24	23030	Mr. Prasun Chakraborty	33,110
25	23032	Mr. Promit Sarkar	27,500
26	23033	Mr. Raja Pandey	32,820
27	23034	Mr. Rajdip Das	50,000
28	23035	Ms. Rajia Parvin	27,500
29	23036	Mr. Ritam Saha	32,500
30	23039	Mr. Sagar Jha	37,500
31	23040	Mr. Samarpan Roy	30,500
32	23041	Mr. Sayan Ghosh	38,465
33	23042	Mr. Sayandeep Sinha Roy	33,000
34	23043	Mr. Sankha Bhattacharyya	36,000
35	23044	Mr. Shenojit Pal	50,000
36	23045	Mr. Shrawan Kumar	32,775
37	23046	Ms. Shweta Gupta	38,950
38	23047	Miss Sneha Kumari	50,000

39	23048	Mr. Sohaib Siddique	50,000
40	23050	Mr. Sourav Jain	43,225
41	23051	Mr. Souvik Samanta	50,000
42	23052	Miss. Srimati Das	50,000
43	23053	Mr. Suman Mondal	34,295
44	23054	Miss. Sumana Pal	50,000
45	23055	Mr. Sumeet Pandey	43,700
46	23056	Mr. Sumit Hazra	50,000
47	23059	Ms. Suprema Payra	37,000
48	23059	Mr. Suraj Kumar	32,775
49	23060	Mr. Suvamjit Saha	27,550
50	23061	Ms. Swapna Dhali	38,045
51	23062	Mr. Vishal Kumar	32,500
52	23063	Mr. Vivek Kumar	50,000
		<b>Total</b>	<b>2,038,050</b>

**•Number of scholarship offered by the Institution, duration and amount**

Merit based scholarship Scheme:

A. Graduation 60 to 74.99% - 50% waiver of admission fees [on 50000/-] i.e. Rs. 25000/-

B. Graduation 75% and above- 100% waiver of admission fees [on 50000/-] i.e. Rs. 50000/-

[To be adjusted during second and third term installment]

Besides, we will offer special assistance to the aspirants in the following cases:

1. Brilliant Students with record marks.
2. Meritorious but affected during Pandemic & Natural Calamities.
3. Have special achievement in Games & Sports.
4. Physically Challenged

**•Criteria for Fees waiver/scholarship**

1. Performance based Tuition Waiver Scheme:

A. 25% Waiver for the topper in Term wise (for every term) on Tuition Fee

B. 15% Waiver for the 2nd position in Term wise (for every term) on Tuition Fee

2. Entry Level Tuition Waiver Scheme:

A. Any Recognized University Topper will get 50% waiver on commitment fees (First 10 Students) subject to interview by Competent Authority.

B. 50% waiver on commitment fees for candidates scoring 90 percentile or above on CAT.

**•Estimated cost for Boarding and Lodging in Hotels**

Accommodation Fees (Optional) Rs. 60,000/- per year if Student pays total Accommodation fees with the First Installment, or Rs. 6000/- per month if paid half yearly



## 10. Admission

•Number of seats sanctioned with the year of approval–

2023-24	2022-23	2021-22
120	120	60

•Number of Students admitted under various categories each year in the last three years –

2023-24	2022-23	2021-22
80	65	33

•Number of applications received during last two years for admission number admitted–

2023-24	2022-23	2021-22
176	133	96

## 11. Admission Procedure

•Mention the admission test being followed, name and address of the Test Agency/State Admission Authorities and its URL (website)

•CAT- Common Aptitude Test conducted by Indian Institute of Management. <https://iimcat.ac.in/>

•MAT- Management Aptitude Test conducted by All India Management Association. <https://mat.aima.in>

•CMAT- Common Management Admission Test conducted by National Testing Agency, previously it was conducted by AICTE. <https://cmat.nta.nic.in/>

•GMAT- Graduate Management Admission Test conducted by Graduate Management Admission Council <https://www.gmac.com/>

•XAT- Xavier Aptitude Test conducted by XLRI, Jamshedpur. <https://xatonline.in/>

•ATMA- AIMS Test for Management Admissions conducted by the Association of Indian Management Schools. <https://www.atmaaims.com/>

•JEEMAT- Joint Entrance Management Aptitude Test conducted by MAKAUT, West Bengal. <https://cetmat.examflix.in/>

•Number of seats allotted to different Test Qualified candidate separately (AIEEE/ CET (State conducted test/ University tests/ CMAT/ GPAT)/ Association conducted test etc.)- No

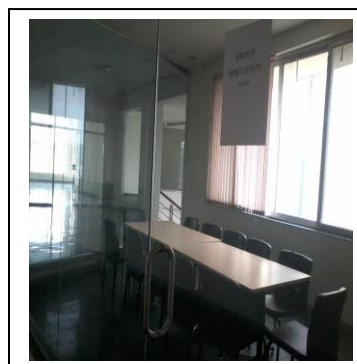
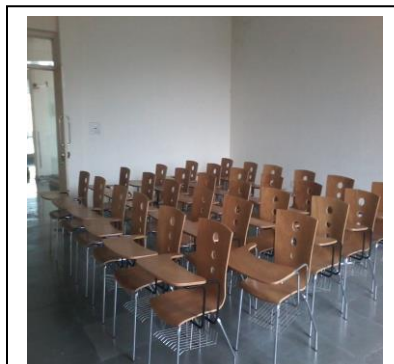
## 12. Information of Infrastructure and Other Resources

•Number of Classroom -6

•Tutorial Room – 4

1	Class Room	94.38 sqm
2	Class Room	94.16 sqm
3	Class Room	155.40 sqm
4	Tutorial Room	21.20 sqm
5	Tutorial Room	22.43 sqm

6	Class Room	59.86 sqm
7	Class Room	61.16 sqm
8	Class Room	116.54 sqm
9	Tutorial Room	21.1 sqm
10	Tutorial Room	22.43 sqm





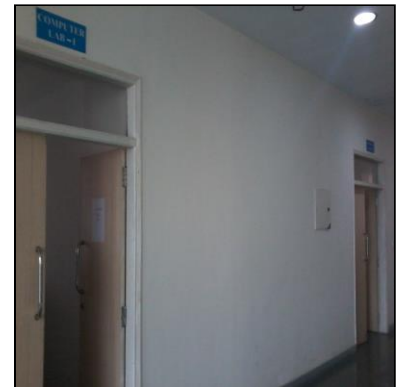
**•Laboratory details:** Language Laboratory - 1

1	Language Laboratory	40.42 sqm
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**•Computer Centre facilities**

1	Computer Center	42.89 sqm
	Computer Center	42.89 sqm
	Computer Center	33.34 sqm
	Computer Center	33.14 sqm
		152.26 sqm



•Central Examination Facility, Number of rooms and capacity of each-	1; 42.89 sqm
•Online examination facility (Number of Nodes, Internet bandwidth, etc.)-	Available
•Barrier Free Built Environment for disabled and elderly persons-	Yes
•Occupancy Certificate-	Yes
•Fire and Safety Certificate-	Yes

•Hostel –	Yes
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•Library	– 283.51 sqm
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•Books:	Total No. of books: 7963; No. of Titles of books: 5004
•CD/DVDs:	Total No. of CD/ Videos 471; No. of CD/ Videos Titles 245
•Journal Database:	EBSCO Elite
•Journals subscribed:	26
Total no. of national journals subscribed: 10; Total no. of international journals subscribed: 16	

Serial No.	Title	Publisher	Type	ISSN	Print	Online
<b>A</b>						
1	Academy of Management	Academy of Management	Journal	0001-4273	No	Yes (EBSCO)
2	Advances in Developing Human Resources	Sage Publication	Journal	1523-4223	Yes	Yes (Sage Online)
3	Applied Finance	ICFAI University Press	Journal	0972-5105	Yes	No
4	Asian Journal of Management	Sage Publication	Journal	0972-8201	Yes	Yes (Sage Online)
5	Asia-Pacific Journal of Management Research and Innovation	Sage Publication	Journal	2319-510X	Yes	Yes (Sage Online)
<b>B</b>						

6	Business Strategy	ICFAI University Press	Journal	0972-9259	Yes	No
7	Business Today	India Today Group	Magazine	-	Yes	No
8	Business World	Business World	Magazine	-	Yes	No
<b>C</b>						
9	Case Folio	ICFAI University Press	Journal	0972-5350	Yes	No
10	Competition Success Review	Competition Success Review	Magazine	-	Yes	No
<b>E</b>						
11	Entrepreneurship Development	ICFAI University Press	Journal	0972-5350	Yes	No
<b>F</b>						
12	Frontline	The Hindu	Magazine	-	Yes	No
13	Forbes India	Network 18	Magazine	-	Yes	No
<b>G</b>						
14	G K Today	Competition Success Review	Magazine	-	Yes	No
15	Global Business Review	Sage Publication	Journal	0972-1509	Yes	Yes (Sage Online)
16	Global Journal of Emerging Market Economies	Sage Publication	Journal	0972-6527	Yes	Yes (Sage Online)
<b>H</b>						
17	Harvard Business Review	Harvard Business Review Publishing	Magazine	-	No	Yes (EBSCO)
18	Human Resource Development Review	Sage Publication	Journal	1534-4843	Yes	Yes (Sage Online)
<b>I</b>						
19	IIMB Management Review	IIM Bangalore	Journal	0970-3896	Yes	No
20	Images Retail	Retail Advertising	Magazine	-	Yes	No
<b>J</b>						
21	Journal of Education for Sustainable Development	Sage Publication	Journal	0973-4082	Yes	Yes (Sage Online)
22	Journal of Emerging Markets	Sage Publication	Journal	0972-6527	Yes	Yes (Sage Online)
23	Journal of Entrepreneurship	Sage Publication	Journal	0971-3557	Yes	Yes (Sage Online)
24	Journal of Human Values	Sage Publication	Journal	0971-6858	Yes	Yes (Sage Online)
<b>M</b>						
25	Management & Labour Studies	Sage Publication	Journal	0258-042X	Yes	Yes (Sage Online)
26	Management Research	ICFAI University Press	Journal	0972-5342	Yes	No
27	Marketing Management	ICFAI University Press	Journal	0972-6845	Yes	No
28	Marketing Theory	Sage Publication	Journal	1470-5931	Yes	Yes (Sage Online)
<b>O</b>						
29	Open Magazine	Open Media Network	Magazine	-	Yes	No
30	Organization Behavior	IUP	Journal	-	Yes	No

31	Operation Management	IUP	Journal	-	Yes	No
32	Outlook	Outlook India	Magazine	-	Yes	No
<b>S</b>						
33	Sportstar	The Hindu	Magazine	-	Yes	No
34	South Asia Economic Journal	Sage Publication	Journal	1391-5614	Yes	Yes (Sage Online)
35	South Asian Journal of Business & Management Case	Sage Publication	Journal	2277-9779	Yes	Yes (Sage Online)
<b>V</b>						
36	Vikalpa	IIM Ahmedabad	Journal	0256-0909	Yes	No
37	Vision: Journal of Business Perspectives	Sage Publication	Journal	0972-2629	Yes	Yes (Sage Online)

<b>Magazines: 8</b>
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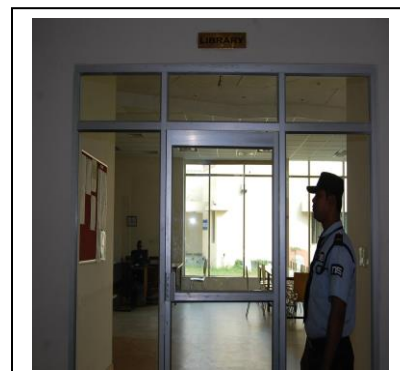
- |                  |
|------------------|
| ▪ Business Today |
| ▪ Business World |
| ▪ Fortune India  |
| ▪ Frontline      |
| ▪ Open Magazine  |
| ▪ Outlook        |
| ▪ Sportstar      |

<b>Newspaper: 7</b>
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- |                              |
|------------------------------|
| ▪ Business Standard          |
| ▪ Financial Express          |
| ▪ Mint                       |
| ▪ The Economic Times         |
| ▪ The Economic Times- Wealth |
| ▪ The Telegraph              |
| ▪ The Times of India         |
| ▪ Business Line              |
| ▪ Employment News            |

<b>•E-Library Facilities: Yes</b>
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- |   |
|---|
| ▪ DELNET  |
| ▪ SWAYAM  |
| ▪ Business E-Book Collection (ProQuest)                   |
| ▪ Indian Electronic Theses & Dissertations on Shodh Ganga |
| ▪ Open Access Thesis & Dissertation (OATD)                |
| ▪ Directory of Open Access Journals (DOAJ)                |
| ▪ Directory of Open Access Repositories (DOAR)            |
| ▪ Census Digital Library                                  |
| ▪ Data Portal India (Government of India)                 |
| ▪ EconPapers  |
| ▪ World Bank Open Knowledge Repository (OKR)              |



**•Computing Facilities**

a.	Internet Bandwidth: 50 mbps
b.	Number and configuration of System: I3 Processor, 4/8 GB RAM, 500 GB Hard disk
c.	Total number of system connected by LAN: 48 points; Wi-Fi
d.	Total number of system connected by WAN: No
e.	Major software packages available: Windows Operating System, Microsoft Visual Studio, Microsoft Visual Studio, Microsoft Project, SPSS (perpetual), CMIE- Prowess
f.	Special purpose facilities available (Conduct of online Meetings/Webinars/Workshops, etc.): Zoom & Microsoft Team (licensed agreement)
g.	Facilities for conduct of classes/courses in online mode (Theory & Practical): All Classrooms are equipped with Podium, Multimedia Projector , Audio -Video System
h.	Innovation Cell: Yes
i.	Social Media Cell: yes
j.	Compliance of the National Academic Depository (NAD), applicable to PGCM/ PGDM Institutions and University Departments: Yes

IT Infrastructure Details:- Components	Details
Total Nos. of Computers(Dell/Acer/HP)	30 Computers (including Server, Desktops & laptops)
Computer Lab	Computer lab having 40 desktop computers with latest Configurations and Heavy duty Color Laser Printer/Scanner/Photocopiers

Type of Internet connection	Leased Line
Connection Speed & ratio	50 Mbps 1:1
Wi-Fi	Campus is fully Wi-Fi using Cisco Access points with Wi-Fi Controller.
Learning Management System	Student ERP (Online Learning & Teaching)
Microsoft Software	Microsoft Campus Agreement Program
Security	Dell SonicWall 360 UTM box with fall back internet
Antivirus	Quick Heal
Multimedia Systems	All Classrooms are equipped with Podium , Multimedia Projector , Audio -Video System

**•List of facilities available**

**•Sports activities** – Yes

Indoor Games (Both for Girls & Boys)

1. Billiards
2. Chess
3. Carrom
4. Table Tennis

Outdoor Games (Both for Girls & Boys)

1. Badminton
2. Football
3. Cricket
4. Basket Ball
5. Volley Ball

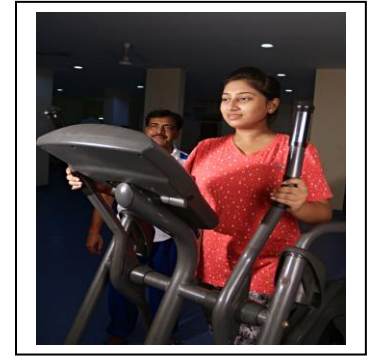
**•Indoor sports facilities**



**•Outdoor sports facilities**



**•Gymnasium facilities**



**•Auditorium / Seminar halls / Amphi**



**•Cafeteria**





**•Facilities for disabled**



**•Medical & other facilities at hostel**



**•Literary activities**

– Yes

**•Cultural activities**

– Yes (Xeron-Fest)

**•Magazine / Newsletter**

– Yes

1. CBS Journal of Management Practices
2. Udyogpatra- E-Cell Newsletter
3. Vipanan- Marketing Newsletter

**•Teaching Learning Process**

**•Curricula and Syllabus:**

**PGDM Programme Curriculum  
PGDM Batch 1<sup>st</sup> Year  
COURSE STRUCTURE: 1<sup>ST</sup> Trimester**

SL	Courses	Credits	Hours	Code
1	Managerial Economics	3	30	DM 20101
2	Quantitative Techniques for Decision Making -I	3	30	DM 20301

3	Marketing Management	3	30	DM 20201
4	Financial Accounting & Reporting	3	30	DM 20102
5	Organizational Behavior	3	30	DM 20401
6	Spread Sheet Applications in Business	2	20	DM 20501
7	Oral Communication	3	30	DM 20901
8	Business Laws	1	10	DM 20902
9	Human Values & Business Ethics (Workshop Mode)	1	10	DM 20907
	Total Credit	22	220	

### COURSE STRUCTURE: 2nd Trimester

SL	Courses	Credits	Hours	Code
1	Financial Management	3	30	DM 20103
2	Organizational Structure and Design	3	30	DM 20402
3	Operations Management	3	30	DM 20302
4	Quantitative Techniques for Decision Making-II	3	30	DM 20304
5	Corporate Social Responsibility	1	10	DM 20903
6	Digital Marketing	3	30	DM 20203
7	Managerial Skills for Effectiveness (Workshop)	1	10	DM 20904
8	Leadership & Change Management Practicum (Workshop)	1	10	DM 20404
9	Rural Immersion (Field Study)	1	10	DM 21004
10	Written Communication	3	30	DM 20902
11	Winter Internship	1	4-5 Weeks	DM 21003
	Total Credit	22	210	

### COURSE STRUCTURE: 3<sup>rd</sup> Trimester

Term-III	Courses	Credits	Hours	Code
1	Business Research Methodology (With Application Software)	3	30	DM 20305
2	Strategic Management	3	30	DM 20906
3	Human Resource Management	3	30	DM 20403
4	Economic Environment & Policy	1.5	15	DM 20104
5	Creating And Managing New Ventures	3	30	DM 20601
6	Managerial Accounting	2	20	DM 20105
7	Business Analytics –I (Using Application Software)	1.5	15	DM20502
8	Logistics And Supply Chain Management	3	30	DM 20306
9	Design Thinking and Innovation (Workshop Mode)	1	10	DM 20603
10	Foreign Language	1	30	DM 20908
	Total Credit	22	240	

Sl.No.	COURSES	CREDITS	WEEKS	CODE
1	Summer Internship Programme (SIP)	3	8-10 WEEKS	DM 21001
2	Grand Viva -I	Qualifying		DM 21002

## PGDM PROGRAMME CURRICULUM – 2<sup>ND</sup> YEAR COURSE STRUCTURE

### COURSE STRUCTURE: 4<sup>th</sup> Trimester

Term-IV	Courses	Credits	Hours	Code
<b>Core Courses</b>				
1	Business Analytics –II (Using Application Software)	1.5	20	DM 20503
2	Advanced Course on NEN	1.5	20	DM 20602
<b>Three Electives Course from one area of Specialization ( Credits: 9 +9 =18)</b>				
Total Credit		21	220	

### COURSE STRUCTURE: 5<sup>th</sup> Trimester

Term-V	Courses	Credits	Hours	Code
<b>Core Courses</b>				
1	International Management	3	30	DM 20909
<b>Three Electives Course from one area of Specialization ( Credits: 9 +9 =18)</b>				
Total Credit		21	210	

### COURSE STRUCTURE: 6<sup>th</sup> Trimester

Term-VI	Courses	Credits	Hours	Code
1	Technology Management And New Business Model	1	10	DM 20604
2	Sustainable Development	1	15	DM 20702
3	Dissertation	3		DM 21003
4	Grand Viva II	Qualifying		DM 21004
Total Credit		5		

**Total Credit: 116**

#### LIST OF OTHER COMPULSORY COURSES FOR 2<sup>ND</sup> YEAR (that may be offered)

Sl.No	Courses	Code
1	Advance Strategic Management	DM 20910
2	Environmental, Social and Governance	DM 20911

**Elective Courses- “Specialisation in Financial Management Area”**

Sl.No.	Course	Credits	Code
1	Security and Portfolio Management	3	DM 20106
2	Financial Derivatives Management	3	DM 20107
3	Corporate Finance	3	DM 20108
4	Project Finance	3	DM 20109
5	Commercial Banking	3	DM 20110
6	Audit and Taxation	3	DM 20111
7	Wealth management	3	DM 20112
8	Financial Analytics	3	DM 20113
9	Mergers and Acquisition	3	DM 20114
10	International Financial Management	3	DM 20115
11	Financial Risk Management	3	DM 20116
12	Financial Analysis , Planning and Control	3	DM 20117

**Elective Courses - “Specialisation in Marketing Management Area”**

Sl.No.	Course	Credits	Code
1	Consumer Behavior	3	DM 20204
2	Product and Brand management	3	DM 20205
3	Sales and Distribution Management	3	DM 20206
4	Rural Marketing	3	DM 20207
5	Services Marketing	3	DM 20208
6	Retail Management	3	DM 20209
7	Strategic Marketing	3	DM 20210
8	Customer Relationship Marketing	3	DM 20211
9	Marketing Analytics	3	DM 20212
10	B2B Marketing	3	DM 20213
11	International Marketing	3	DM 20214
12	Hospitality and Healthcare Services Marketing	3	DM 20215
13	Content Marketing	3	DM 20216

**Elective Courses - “Specialisation in Operations Management Area”**

Sl.No.	Course	Credits	Code
1	Strategic Supply Chain Management	3	DM 20307
2	Operations Strategy	3	DM 20308
3	Total Quality Management	3	DM 20309

4	Project Management	3	DM 20310
5	Pricing and Revenue Management	3	DM 20311
6	Sustainable Operations Management	3	DM 20312
7	Supply Chain Analytics	3	DM 20313
8	Business Process Reengineering	3	DM 20314
9	Global Operations Management	3	DM 20315
10	Technology Management	3	DM 20316
11	Services Operations Management	3	DM 20317
12	Theory of Constraints	3	DM 20318
13	Digital Manufacturing	3	DM 20319

**Elective Courses- “Specialisation in Human Resource Management Area”**

Sl.No.	Course	Credits	Code
1	Strategic Human Resource Management	3	DM 20405
2	Performance Management and Appraisal	3	DM 20406
3	Transformational Leadership and Change	3	DM 20407
4	HR Analytics	3	DM 20408
5	Employee Relations and Employment Laws	3	DM 20409
6	Talent Management	3	DM 20410
7	Compensation Management	3	DM 20411
8	HR System and Audit	3	DM 20412
9	Industrial Psychology	3	DM 20413
10	Behavioral Operations Management	3	DM 20414
11	Management of Stress and Counselling /Knowledge Management	3	DM 20415
12	HR Audit and Accounting	3	DM 20416

**Elective Courses- “Specialisation in Business Analytics”**

Sl.No.	Course	Credits	Code
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1	Data Science -I	3	DM 20505
2	Data Science -II	3	DM 20506
3	Data Science -III	3	DM 20507
4	Database management System	3	DM 20508
5	Fundamentals of Digital Marketing Technologies	3	DM 20509
6	Decision Science	3	DM 20510
7	Information management	3	DM 20511
8	Sports Analytics	3	DM 20512
9	Business Intelligence	3	DM 20513
10	Social Media and Digital Marketing Analytics	3	DM 20514
11	Evidence Based Consultancy	3	DM 20515
12	IOT and Smart Analytics	3	DM 20516
13	Block Chain	3	DM 20517

**Elective Courses- “Specialisation in Family Business, Entrepreneurship and Venture Development”**

Sl.No.	Course	Credits	Code
1	Fundamentals of Entrepreneurship	3	DM 20605
2	Internal Understanding of Entrepreneurs	3	DM 20606
3	Direct Tax Planning for Business	3	DM 20607
4	Strategies of Entrepreneurs	3	DM 20608
5	Venture Capital Development	3	DM 20609
6	Social Entrepreneurship	3	DM 20610
7	Entrepreneurial Marketing	3	DM 20611
8	Managing a Growing Organization	3	DM 20612
9	Export Import Management	3	DM 20613
10	Technology and Innovation Management	3	DM 20614
11	Advanced Course in Learnware (By NEN)	3	DM 20615
12	Real Project Venture	3	DM 20616

**Elective Courses- “Specialisation in Rural Management”**

Sl.No.	Course	Credits	Code
1	Rural Development & Reconstruction	3	DM 20703
2	Indian Social Structure	3	DM 20704
3	Disaster Management & Climate Change	3	DM 20705
4	Rural Management	3	DM 20706
5	Rural Livelihood Systems & Interventions	3	DM 20707
6	Management Of Ngos & Hrd	3	DM 20708
7	Managing Co-Operatives	3	DM 20709
8	Rural Marketing & Agri Business	3	DM 20710
9	Social Entrepreneurship & Ethical Leadership	3	DM 20711
10	Public Systems Management	3	DM 20712
11	Social Justice, Human Rights And Rural Development	3	DM 20713
12	Eco-System & Natural Resource Management	3	DM 20714

**Elective Courses- “Specialisation in Education Management”**

Sl.No.	Course	Credits	Code
1	Educational Administration And Management	3	DM 20801
2	Quality Leadership & Educational Excellence	3	DM 20802
3	Educational Finance	3	DM 20803
4	Operational Behaviour For Education	3	DM 20804
5	Educational Psychology & Evaluation	3	DM 20805
6	Pedagogy & Instructional Management	3	DM 20806
7	Technology For Educational Sector	3	DM 20807
8	Branding & Promotion	3	DM 20808
9	Managing Diversity In Schools	3	DM 20809
10	Data Analysis & Assessment	3	DM 20810
11	Advanced Strategy For Higher Education	3	DM 20811

**•Academic Calendar:**

**Academic Calendar AY 2023-2024 (July 2023 to Jun 2024)**

<b>Date</b>	<b>Activity/Event</b>
July 31, 2023	Commencement of Term III (remaining) PGDM 22-24 (reg)
July 31-Aug 05, 2023	Backlog/ Make up examination PGDM 2022-24 (reg)
Aug 7-8, 2023	Registration to Term I & verification of Documents PGDM 23-25 (reg)
Aug 09-10, 2023	Orientation program - PGDM 23-25 (reg)
Aug 11, 2023	Commencement of Term I PGDM 23-25 (reg)
Aug 18, 2023	Viva-voce - WIP and SIP PGDM 2022-24 (reg)
Aug 25, 2023	Declaration of Term II result PGDM 2022-24 (reg)
Sep 02, 2023	End of remaining classes of Tem III PGDM 22-24 (reg)
Sep 04-09, 2023	End term examination - Term III PGDM 22-24 (reg)
Sep 11, 2023	Registration to Term IV PGDM 22-24 (reg) & commencement of classes
Sep 14, 2023	Grand viva - PGDM 2022-24 (Term I to III)
Sep 25, 2023	Declaration of Term III result PGDM 2022-24 (reg)
Oct 28, 2023	End of classes of Tem I PGDM 23-25 (reg)
Oct 30-Nov 04, 2023	End term examination - Term I PGDM 23-25 (reg)
Nov 06 - Dec 10, 2023	Autumn Internship - PGDM 2023-25 (reg)
Nov 27, 2023	Declaration of Term I result PGDM 2023-25 (reg)
Nov 30, 2023	End of classes of Tem IV PGDM 22-24 (reg)
Dec 01- 06, 2023	End term examination - Term IV PGDM 22-24 (reg)
Dec 11, 2023	Registration to Term II PGDM 23-25 (reg) & Term V PGDM 22-24 (reg) & Commencement of classes
Dec 22, 2023	Viva-voce - AIP PGDM 2023-25 (reg)
Jan 08, 2024	Declaration of Term IV result PGDM 2022-24 (reg)
Feb 13, 2024	End of classes of Term II (PGDM 23-25) & Tem V PGDM 22-24 (reg)
Feb 16-20, 2024	End term examination - Term II (PGDM 23-25) & Term V PGDM 22-24 (reg)
Feb 26, 2024	Registration to Term III (PGDM 23-25) & Term VI PGDM 22-24 (reg) & Commencement of classes
Mar 19, 2024	Declaration of Term II (PGDM 23-25) &Term V result PGDM 2022-24 (reg)
March 30, 2024	End of classes of Tem VI PGDM 22-24 (reg)
Apr 02-04, 2024	End term examination - Term VI PGDM 22-24 (reg)
Apr 05, 2024	Grand viva - PGDM 2022-24 (Term IV to VI)
Apr 27, 2024	End of classes of Tem III PGDM 23-25 (reg)
Apr 29- May 4, 2024	End term examination - Term III PGDM 23-25 (reg)
April 19, 2024	Declaration of Term VI result PGDM 2022-24 (reg)
May 6, 2024	Grand viva - PGDM 2023-25 (Term I to III)



May 7- July 21, 2024	Summer Internship - PGDM 2023-25 (reg)
May 31, 2024	Declaration of Term III result PGDM 2023-25 (reg)

**Academic Events**

August 25, 2023: National Level HR Conclave

December 09, 2023: Convocation for PGDM batch 2020-22 and 2021-23

Feb 22-24, 2024: International Conference SHRUTI 2024

• <b>Academic Time Table:</b> In place; Week wise prepared.
• <b>Name of Faculty Members handling the Course (Teaching Load)</b>

**PGDM Programme Curriculum  
COURSE STRUCTURE: 1st Trimester  
Batch 2023-25**

Sl. No.	Code	Courses	Credits	Hours	Course Instructor(S)
1	DM 20101	Managerial Economics (ME)	3	30	Prof. Arup Kumar Chattopadhyay Coordinator: Prof. Aparajita Sanyal
2	DM 20301	Quantitative Techniques for Decision Making I (QTDM I)	3	30	Prof. Sanjib Biswas
3	DM 20201	Marketing Management (MM)	3	30	Prof. Pinaki Ranjan Bhattacharyya
4	DM 20102	Financial Accounting Reporting FAR)	3	30	Prof. Neha Joshi
5	DM 20401	Organizational Behavior	3	30	Prof. Shuvendu Majumder
6	DM 20501	Spread Sheet Applications in Business	2	20	Prof. Sayan Gupta
7	DM 20901	Oral Communication	3	30	Prof. Mohua Roy
8	DM 20902	Business Laws	1	10	Prof. Santanu Mitra Faculty Coordinator: Prof. Aparajita Sanyal
9	DM 20907	Human Values & Business Ethics (Workshop Mode)	1	10	Prof. Shuvendu Majumder
10	<b>Code</b>	Sustainable Development			Prof. Nayan Mitra
		<b>Total Credit</b>	<b>22</b>	<b>220</b>	

**COURSE STRUCTURE: 2nd Trimester  
Batch 2023-25**

SL	Code	Courses	Credits	Hours	Course Instructor(s)
1	DM 20103	Financial Management(FM)	3	30	Prof. Abhisek Saha Ray
2	DM 20402	Organizational Structure and Design(OSD)	2	20	Prof. Shuvendu Majumder / Prof. Suchetana Singh
3	DM 20304	Quantitative Techniques for Decision Making-II(QTDM II)	2	20	xProf. Amit Chatterjee
4	DM 20903	Corporate Social Responsibility(CSR)	1	10	Prof. Shuvendu Majumder
5	DM 20104	Economic Environment & Business Policy(EEBP)	2	20	Prof. Aparajita Sanyal / Prof. Amit Chatterjee
6	DM 20203	Digital Marketing (DM)	3	30	Prof. Aparajita Sanyal
7	DM 20701	Rural Management(RM)	1	10	Prof. Shuvendu Majumder
8	DM 20902	Business Laws (BL)	1	10	Prof. Abhisek Saha Ray

Workshops					
1	DM 20603	Design Thinking and Innovation (DTI)	1	10	Prof. Shuvendu Majumder
2	DM 20904	Managerial Skills for Effectiveness (MSE)	1	10	Prof. Shuvendu Majumder
3	DM 20902	Written Communication (SS)	1	20	Prof. Suchetana Singh
Field Study-II (February)					
1	DM 20404	Leadership & Change Management Practicum	1	1	
2	DM 21004	Rural Immersion (Field Study)	1	1	
		Industry visit			

**COURSE STRUCTURE: 4th Trimester  
PGDM Batch 2022-24**

Term -IV	Courses	Credits	Hours	Code	Course Instructor(S)
Core Courses					
1	Design Thinking and Innovation (Workshop Mode)	1	10	DM 20603	Prof. Shuvendu Majumder/Prof. Sanjib Biswas
2	Business Analytics –II (Using Application Software)	1.5	20	DM 20503	Prof. Malay Bandyapadhyay
3	Advanced Course in Entrepreneurship	1.5	20	DM 20602	Visiting Faculty
Area of Specialization ( Credits: 9 +9 =18)					
Marketing Management Area					
4	Consumer Behavior	3	30	DM 20204	Prof.(Dr.) Saikat Banerjee
5	Product and Brand management	3	30	DM 20205	Prof. Aparajita Sanyal
6	Sales and Distribution Management	3	30	DM 20206	Prof. Aparajita Sanyal
Financial Management Area					
7	Security and Portfolio Management	3	30	DM 20106	Prof. Abhisek Saha Roy
8	Corporate Finance	3	30	DM 20108	Prof. Abhisek Saha Roy
9	Audit and Taxation	3	30	DM 20111	
Human Resource Management Area					
10	Strategic Human Resource Management	3	30	DM 20405	Prof. Shuvendu Majumder
11	HR System and Audit	3	30	DM 20412	Prof. Rahul Bose
12	Industrial Psychology	3	30	DM 20413	Prof. Shuvendu Majumder
Operations Management Area					
13	Logistics and Distribution Management	3	30	DM 20307	Prof. Sanjib Biswas
14	Total Quality Management	3	30	DM 20309	
15	Project Management	3	30	DM 20310	
	Total Credit	22	220		

**COURSE STRUCTURE: 5th Trimester  
PGDM Batch 2022-24**

Term-V	Courses	Credits	Hours	Code	Course Instructor(S)
<b>Core Courses</b>					
1	International Management (IM)	3	30	DM 20909	
2	Technology Management And New Business Model	1	10	DM 20604	
<b>Area of Specialization ( Credits: 9 +9 =18)</b>					
<b>Marketing Management Area</b>					
3	Rural Marketing (RM)	3	30	DM 20207	
4	Services Marketing (SM)	3	30	DM 20208	
5	B2B Marketing (B2B)	3	30	DM 20213	
<b>Financial Management Area</b>					
6	Financial Derivatives Management (FDM)	3	30	DM 20107	
7	Financial Risk Management (FRM)	3	30	DM 20116	
8	Financial Analysis, Planning and Control (FAPC)	3	30	DM 20117	
<b>Human Resource Management Area</b>					
9	HR Analytics (HRA)	3	30	DM 20408	
10	Employee Relations and Employment Laws (EREL)	3	30	DM 20409	
11	Compensation Management (CM)	3	30	DM 20411	
<b>Operations Management Area</b>					
12	Purchasing & Supply Management (PSM)	3	30	DM 20320	
13	Sustainable Operations Management (SOM)	3	30	DM 20312	
14	Technology Management ("TM)	3	30	DM 20316	
	Total Credit	22	220		

•Internal Continuous Evaluation System: Yes in place

•Student's assessment of Faculty: Feedback System through ERP

### 13. Enrolment and Placement details of students

•Enrolment in the last three years

2023-24	2022-23	2021-22
63	43	33

•Students placed in last three years

2023-24	2022-23	2021-22
35	30	50

#### 14. List of Research Project/Consultancy Works

No of Projects carried out, funding agency, Grant received:

1 grant received in 2020-21 from AICTE for RPS-Research promotion Scheme.

AQIS Application No: 1-9304847231

Title of the Project: A Study on Mental Health of Leaders to Examine the Relationship between Emotional Competence and Organizational Performance during Social Disruption.

**Publication List:** <https://calcuttabusinessschool.org.in/research/>

#### **Journal**

1. Gupta, Sayan, Bandyopadhyay, Gautam, Biswas, Sanjib & Mitra, Arup (2022). An Integrated Framework for Classification and Selection of Stocks for Portfolio Construction: Evidence from NSE, India. *Decision Making: Applications in Management & Engineering (Scopus)* (Accepted)
2. Mondal, Chirantan, Giri, Bibhas C. & Biswas, Sanjib (2022). Integrating Corporate Social Responsibility in a closed-loop supply chain under government subsidy and used products collection strategies. *Flexible Services and Manufacturing Journal* (Springer, Scopus, SCI-E, ABDC-C, 2020 IF: 2.603; ISSN Online: 1936-6590; Print: 1936-6582); 34, 65- 100. <https://doi.org/10.1007/s10696-021-09404-z>
3. Torkayesh, Ali Ebadi, Pamučar, Dragan & Biswas, Sanjib (2022). Supplier Selection in Healthcare Supply Chain Management During COVID-19 Pandemic: A Novel Fuzzy Rough Decision-Making Approach. *Annals of Operations Research* (Springer, ISSN: 0254-5330 (print); 1572-9338 (web), Scopus, SCI-E, WoS, ABDC-A, ABS 3\*, UGC CARE-I, IF: 4.854) <https://doi.org/10.1007/s10479-022-04529-2>
4. Sanyal. Aparajita (2022), “Soaring Ambitions of White Enigma” published in *AIMS JOURNAL OF MANAGEMENT (AIMS) – UGC Care-I Journal*.
5. Dey, K, & Bhattacharyya P.R., (2022), Investigating Relationship between Entrepreneurial Orientation and performance of Manufacturing MSMEs using Multidimensional Construct, Paper accepted for publication in 'Perspectives on Management' ISSN no 0974-7095, Journal of Heritage Business School, Kolkata
6. Chatterjee, Tilak, Shrivastava, Ravindra, Biswas, Sanjib, Mistry, Piyasi & Kowtal, Jayashree (2021). Mohendra Dutt & Sons – A Century Old Legacy of Family Business (Accepted, *AIMS Journal of Management, UGC CARE-I*) - Teaching Case
7. Paul, S.M., Bhattacharyya, P.R., & Bapat, G. S.(2021), Blended mode as an alternative solution towards sustainable growth and development: An Exploratory Study using Multilayer Perceptron Model, *Academy of Marketing Studies Journal (ABDC B)* ,26(1), 1-12
8. Biswas, Sanjib, Pamučar, Dragan, Chaudhury, Paramita & Kar, Samarjit (2021). A New Decision Support Framework with Picture Fuzzy Information: Comparison of Video Conferencing Platforms for Higher Education in India. *Discrete Dynamics in Nature and Society* (Hindawi, Scopus, SCI-E, IF: 1.348; ISSN: 1026-0226 (Print), 1607-887X (Online)), Article ID: 2046097, 1-22. <https://doi.org/10.1155/2021/2046097>
9. Biswas, Sanjib, Pamučar, Dragan, & Kar, Samarjit, & Sana, Shib Sankar (2021). A New Fermatean Fuzzy FUCOM-CODAS Framework for Group Decision Making: Comparison of Select Smartphone Brands in India. *Symmetry*, (MDPI, Scopus, SCIE IF: 2.713 (2020), ISSN: 2073-8994), 13(12), 2430; <https://doi.org/10.3390/sym13122430>

10. Pramanik, Pijush Kanti Dutta, Biswas, Sanjib, Pal, Saurabh, Marinkovic, Dragan & Chaudhury, Prasenjit (2021). A Comparative Analysis of Multi-Criteria Decision-Making Methods for Resource Selection in Mobile Crowd Computing, *Symmetry* (MDPI, Scopus, SCI-E, IF: 2.713 (2020), ISSN: 2073-8994), 13(9), 1713. <https://doi.org/10.3390/sym13091713>
11. Biswas, Sanjib, Pamučar, Dragan, & Kar, Samarjit (2021). A Preference-based Comparison of Select Over-the-Top Video Streaming Platforms with Picture Fuzzy Information, *International Journal of Communication Networks and Distributed Systems* (Inderscience, Scopus, ESCI indexed, UGC-CARE; ISSN: Online 1754-3924; Print 1754-3916) (Accepted) <https://doi.org/10.1504/IJCND.2022.10043309>
12. Biswas, Sanjib, Pamučar, Dragan, & Mukhopadhyaya, Jayanta Nath (2021). A multi-criteria based analytical study of the impact of Covid-19 on ELSS fund performance in India, *International Journal of Management & Decision Making* (Inderscience, Scopus, UGC-CARE, UK-ABS Listed (AJG-1), ISSN: Online 1741-5187; Print 1462-4621) (Accepted)
13. Biswas, S., Majumder, S., Pamučar, D., & Dawn, S.K. (2021). An Extended LBWA Framework in Picture Fuzzy Environment using Actual Score Measures: Application in Social Entrepreneurship, *International Journal of Enterprise Information Systems (IJEIS)* (IGI Global, Scopus, WoS, ESCI) (Accepted)
14. Samaddar, K., Mondal, S., & Sharma, S. (2021) Reinforcing Responsible Tourism through Cultural Involvement: An Empirical Evidence from India, *Journal of Quality Assurance in Hospitality & Tourism*, DOI: <https://doi.org/10.1080/1528008X.2020.1867698>. (SCOPUS indexed, ABDC B, ABS 2)
15. Jana, R. K., Ghosh, Indranil & Das, Debojyoti (2021). A Differential evolution-based regression framework for forecasting Bitcoin price. *Annals of Operations Research*, DOI: 10.1007/s10479-021-04000-8. (SCI/SCOPUS/ABDC (A) Indexed Springer Journal) (Impact Factor 2.583).
16. Biswas, S., Majumder, S., & Dawn, S.K. (2021). Comparing Socio-Economic Development of G7 and BRICS Countries and Resilience to COVID 19: An Entropy-MARCOS Framework. *Business Perspectives and Research* (Sage, Scopus indexed, UGC-CARE listed, ABDC-C) DOI: <https://doi.org/10.1177/22785337211015406>
17. Pamučar, D., Žižović, M., Biswas, S., & Božanić, D. (2021). A New Logarithm Methodology of Additive Weights (LMAW) for Multi-Criteria Decision Making: Application in Logistics. *FACTA UNIVERSITATIS Series: Mechanical Engineering* (Scopus indexed, WoS, SCI-E). <https://doi.org/10.22190/FUME210214031P>
18. Mondal, C., Giri, B.C., & Biswas, S. (2021). Integrating Corporate Social Responsibility in a closed-loop supply chain under government subsidy and used products collection strategies. *Flexible Services and Manufacturing Journal* (Springer, Scopus, SCI-E, ABDC-C, IF: 2.368); <https://doi.org/10.1007/s10696-021-09404-z>
19. Ghosh, Indranil & Chaudhuri, Tamal Datta (2021). FEB-Stacking and FEB-DNN Models for Stock Trend Prediction: A Performance Analysis for Pre and Post Covid-19 Periods. *Decision Making: Applications in Management and Engineering*, 4, 51-84. (SCOPUS Indexed Journal)
20. Sanyal, M. K., Ghosh, I., & Jana, R. K. (2021). Characterization and Predictive Analysis of Volatile Financial Markets Using Detrended Fluctuation Analysis, Wavelet Decomposition, and Machine Learning. *International Journal of Data Analytics (IJDA)*, 2(1), 1-31. (SCOPUS Indexed)

21. Bhattacharyya P R and Priya S ( 2021 ) , Understanding of Marketing Models with Reference to an Electrical Manufacturing Unit in the Context of COVID-19 in Jharkhand, Economic and Business Challenges in India: Pandemic and After , Vandana Publications, New Delhi, ISBN : 978-81-949069-0-2
22. Mondal, S., & Samaddar, K. (2020). Responsible tourism towards sustainable development: literature review and research agenda. *Asia Pacific Business Review*, 1-38. <https://doi.org/10.1080/13602381.2021.1857963>. (SCOPUS indexed, ABDC B, ABS 2)
23. Mondal, S., & Samaddar, K. (2020), "Issues and challenges in implementing sharing economy in tourism: a triangulation study", *Management of Environmental Quality*, Vol. ahead-of-print No. ahead- of-print. <https://doi.org/10.1108/MEQ-03-2020-0054>.(Scopus Indexed ,ABDC Listed)
24. Ghosh, Indranil, Sanyal, Manas K. & Jana, R. K. (2020). Co-movement and Dynamic Correlation of Financial and Energy Markets: An Integrated Framework of Nonlinear Dynamics, Wavelet Analysis and DCC-GARCH. *Computational Economics*, <https://doi.org/10.1007/s10614-019-09965-0>. (SSCI/SCOPUS/ABDC (B) Indexed Springer Journal) (Impact Factor 1.317).
25. Jana, R. K., Ghosh, Indranil & Sanyal, Manas K. (2020). A Granular Deep Learning Approach for Predicting Energy Consumption. *Applied Soft Computing*, 89, 106091. (SCI/SCOPUS/ ABDC (C) Indexed Elsevier Journal) (Impact Factor 5.472).
26. Protik Basu, Debaleena Chatterjee, Indranil Ghosh and Pranab K. Dan (2020). Lean manufacturing implementation and performance: The role of economic volatility in an emerging economy. *Journal of Manufacturing Technology Management*, <https://doi.org/10.1108/JMTM-12-2019-0455>. (SCOPUS/ABDC (B) Indexed Emerald Journal) (Impact Factor 3.385).
27. Biswas, S., & Pamučar, D. (2020). Facility Location Selection for B-Schools in Indian Context: A Multi-Criteria Group Decision based Analysis. *Axioms* (Scopus indexed; SCI-E), 9(3), 77. DOI: <https://doi.org/10.3390/axioms9030077>
28. Biswas, S. (2020). Measuring Performance of Healthcare Supply Chains in India: A Comparative Analysis of Multi-Criteria Decision Making Methods. *Decision Making: Applications in Management and Engineering*, 3(2), 162-189. DOI: <https://doi.org/10.31181/dmame2003162b> (Scopus indexed)
29. Biswas, S., & Anand, O.P. (2020). Logistics Competitiveness Index-Based Comparison of BRICS and G7 Countries: An Integrated PSI-PIV Approach. *The IUP Journal of Supply Chain Management*, XVII (2), 32-57.
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40. Gupta, S., Bandyopadhyay, G., Bhattacharjee, M., & Biswas, S. (2019). Portfolio Selection using DEA-COPRAS at Risk – Return Interface Based on NSE (India), *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, 8(10), 4078-4087. DOI: 10.35940/ijitee.J8858.0881019 (Scopus Indexed)
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43. Bhattacharyya P R and Das J (2018), How Packaging Influences Consumers' Purchase Decision: An Introspection, Published in e-book published by BVIMR (Publisher: Bharti Publications, New Delhi) ISBN No: 978-93-86608-32-1.
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78. Bhattacharyya P.R, & Mondal S.(2014) "Academic Quality Excellence of B-Schools : An Analytical Study", *Asian Forum on Business Education* ( ISSN 1905-8055)
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86. Bhattacharyya P. R. & Mondal S (2014), Academic Quality Excellence of B-Schools: An Analytical Study, Asian Forum on Business Education (ISSN 1905-8055) (Indexed by Ulrich's and Cabell's Directory)

### **Conference**

1. Mallick, Nita, Biswas, Sanjib, Sanyal, Aparajita, & Bandyopadhyay, Gautam (2022). Enablers for Employee Satisfaction in Digital Age: Evidence from India. Presented in the International Conference, SHRUTI 2022 organized by Calcutta Business School in collaboration with ISTD, India and ORSI Durgapur Chapter, March 10-12, 2022

2. Bhattacharyya, P. R., Biswas, Suchandra, Chatterjee, Nilendu, & Dey, Arunita (2022). Unearthing Sundarmon in the Sunderbans: Social Responsibility towards Enrichment of Rural Youth. Presented at 2 Day National Conference on " Education Policies and Role of Skill Development in Generating Employability & Strengthening Industry-Academia Interface" sponsored by Indian Council of Social Science Research – Eastern Regional Centre to be held on May 18-19, 2022 at Surendranath College for Women, Kolkata.

3. Bhattacharyya, P. R. & Paul, Sunetra Maitra (2022). Exploring impact of CVCI model on purchase intention for online grocery items in the 7th Hybrid International Conference on Embracing Transformation: Innovation & Creation organised by Kodolanyi Janos University, Hungary, Tradepreneur Global Academic Platform, UK and CT University, Ludhiana, India to be held on May 26-28, 2022. Paper accepted

4. Bhattacharyya, P. R., Mukherjee, Pravanjan & Basu, Tania (2022). Sustainable Branding: An impact of Customer Value Chain Involvement (CVCI) in consuming Green FMCG products in the Indian market in International Conference On Sustainable Marketing-Delivering Value to be held from April 22- 24, 2022

5. Bhattacharyya, P. R. & Paul, Sunetra Maitra (2022). Blended mode as an alternative solution towards sustainable growth and development: An exploratory study in AICTE sponsored Hybrid International Conference on Circular Economy, Management and Industry 4.0 (ICCEMIS2021) leading towards Sustainability organised by BVIMSR, Pune and Apeejay School of Management, New Delhi

6. Biswas, Sanjib, Pamučar, Dragan, Raj, Akanksha Raj, & Kar, Samarjit (2022). A Proposed q-Rung Orthopair Fuzzy based Decision Support System for Comparing Marketing Automation Modules for Higher Education Admission. International Conference on "Computational Intelligence for Engineering and Management Applications - CIEMA 2022", March 26-27, 2022, India. (Accepted for Publication in Springer LNEE Series; Scopus indexed) 5/30/22

7. Ghosh, Indranil, & Sanyal, Manas K (2021). Hierarchical Frameworks of Transfer Learning, Unsupervised Text Modelling and Ensemble Machine Learning for Predictive Analytics of Airbnb Rental Pricing. Management Doctoral Colloquium, Organized by Vinod Gupta School of Management, Indian Institute of Technology Kharagpur, India. (Received Best Paper Award)

2. Biswas, S., Majumder, S., & Dawn, S.K. (2021). Challenges of Social Entrepreneurship in New Normal: Application of Score based LBWA Method in Picture Fuzzy Environment. 6th International Conference on

“Managing Business in a Covid-19 Era: Opportunities & Challenges” organized by School of Business, Skyline University College, Sharjah, UAE, March 23, 2021

3. Biswas, S. & Pamučar, D. (2021). Critical Success Factors for Green Logistics in India: A Fuzzy Multi-Criteria Group Decision Making Approach. International Conference on “Operations and Supply Chain Management” (ICOSCM)”organized by Symbiosis Institute of Operations Management, January 17, 2021.

4. Biswas, S., & Gupta, N.K. (2021). Impact of GST Implementation on Working Capital Management of Select Indian Steel Companies: An Entropy-MARCOS Framework. International Conference on “Operations and Supply Chain Management” (ICOSCM)” organized by Symbiosis Institute of Operations Management, January 17, 2021.

5. Ghosh, Indranil, Sanyal, Manas K. & Jana, R. K. Jana (2020). An Ensemble of Ensembles Framework for Predictive Analytics of Commodity Market. IEEE 4th International on Computational Intelligence and Networks (CINE 2020) (Held on 27-29 February, 2020 Indian Statistical Institute, Kolkata, India).

6. Biswas, S., Bandyopadhyay, G., & Guha, B. (2020). Comparing Dividend Payout Capabilities of FMCG and Consumer Durables Firms using Multi-Criteria Decision Analysis: Evidence from India. International Conference on “Strategic Management, Decision Theory and Data Science” organized by IAPQR in collaboration with CSIR-CGCRI to be held on Jan 04-06, 2020 in Kolkata.

7. Bhattacharyya, P.R. (2020)\_ Co-authored a paper with Aniruddha Bhowmick titled How COVID-19 and Economic Lockdown May Change Allopathic OTC Medicine Market Scenario : An Introspection Analysis Based on Kolkata, INDIA in 2nd International Conference on COVID-19 STUDIES to be held on AUGUST 26-27, 2020 , Paris France

8. Bhattacharyya, P.R (2020) Co-authored a paper with titled Opportunities and Operational Challenges for Indian MSME’s in the New Normal: A Triangulation Effect in the 2nd International Conference on COVID-19 STUDIES to be held on AUGUST 26-27, 2020, Paris France

9. Bhattacharyya, P.R (2020) Co-authored a paper titled Role Of Technology In Religious Education: Challenges And Opportunity In The New Normal at CBS Kolkata in the International Management Conference MARSOC 2020 held on 23rd July 2020

10. Agarwal, V., & Biswas, S. (2019). Discerning Critical Competencies in Industry 4.0: An Expert Opinion based Group Decision Making Framework. Second International Conference on “Frontiers of Operations Research and Business Studies (FORBS 2019)” organized by Calcutta Business School in collaboration with Operational Research Society of India, Durgapur Chapter, Dec 27-28, 2019, Kolkata, India. **(Received Best Paper Award)**

11. Sharma, S., Mondal, S., & Samaddar, K. (2019)“Cultural Involvement: A Driving Force towards Responsible Tourism” 2nd International Conference on Frontiers of Operation Research and Business Studies(FORBS-19) organized by CBS & Operational Research Society of India **(Best Paper Award)**

12. Mondal, S., & Datta Chaudhuri, T. (2019). “Marketing Strategy & Business Performance” 2nd International Conference on Frontiers of Operation Research and Business Studies(FORBS-19) organized by CBS & Operational Research Society of India

13. Ghosh, Indranil & Chaudhuri, Tamal Datta (2019). Wavelet Decomposition Approach for Understanding Time Varying Relationship of Financial Sector Variables: A Study of the Indian Stock Market. FORBS 2019 (Dec. 27-28, 2019), Calcutta Business School, India.
14. Biswas, S., & Chaudhuri, T. D. (2019). Dividend Payout and Firm Performance: A Study of BSE Listed Organizations using TOPSIV Framework. Second International Conference on “Frontiers of Operations Research and Business Studies (FORBS 2019)” organized by Calcutta Business School in collaboration with Operational Research Society of India, Durgapur Chapter, Dec 27-28, 2019, Kolkata, India.
15. Biswas, S., Bandyopadhyay, G., Bhattacharjee, M., & Guha, B. (2019). Working Capital Management in Emerging Market: An Introspection from Investment Decision Making Perspective. Second International Conference on “Frontiers of Operations Research and Business Studies (FORBS 2019)” organized by Calcutta Business School in collaboration with Operational Research Society of India, Durgapur Chapter, Dec 27-28, 2019, Kolkata, India.
16. Rudra, S., & Biswas, S. (2019). Marketing Investment and Firm Performance in Emerging Market: A Compromise Solution based Multi-Criteria Decision Analysis. Second International Conference on “Frontiers of Operations Research and Business Studies (FORBS 2019)” organized by Calcutta Business School in collaboration with Operational Research Society of India, Durgapur Chapter, Dec 27-28, 2019, Kolkata, India.
17. Biswas, S. (2019). Implications of Industry 4.0 vis-à-vis Lean Six-Sigma: A Multi-Criteria Group Decision Approach. J.D.Birla International Management Conference on “Strategic Management in Industry 4.0”, organized by J D Birla Institute of Management, Kolkata, September 26-27, 2019. **(Received Best Paper Award)**
18. Gupta, S., Bandyopadhyay, G., Biswas, S., & Upadhyay, A. (2019). A Hybrid Machine Learning and Dynamic Nonlinear Framework for Determination of Optimum Portfolio Structure. In Saini, H.S., Sayal, R., Govardhan, A., & Buyya, R. (Eds.). Innovations in Computer Science and Engineering (pp. 437-448). Springer, Singapore (Scopus Indexed); Proceedings of the Sixth ICICSE 2018, organized by Guru Nanak Institutions, Hyderabad in collaboration with Computer Society of India (CSI) August 17-18, 2018.
19. Bhattacharyya, P.R (December 2019) Co-authored a paper titled Service Quality Gap Analysis for Online and Offline Household Service Provider Business Using SERVQUAL and SERVPERF Approach at IMI Kolkata in the International Management Conference 2019 held on 19th – 20th of December., 2019
20. Bhattacharyya, P.R (September 2019) Co-authored a paper titled Service Quality Gap Analysis for Online and Offline Household Service Provider Business Using SERVQUAL Approach in J.D.Birla International Management Conference 2019 held on 26th – 27th of September, 2019, J D Birla Institute of Management, Kolkata
21. Chaudhuri, S., & Biswas, S. (2018). Linkage between Technology and Human Capital Development Strategies: Exploratory Evidence from Four Leading Firms in India. In the proceedings (Edited by: Ahmed, G., Abidi, N., Limbu, Y.B., Jayachandran, C., & Cardinali, S. (2019); ISBN 13 978-0-9797659-4-0) of 7th Research Symposium on “Managing Business in a Digital Age: Opportunities & Challenges” organized by The Society for Global Business & Economic Development (SGBED) at Skyline University, Dubai (UAE), Dec 17-19, 2018.

22. Biswas, S., Bandyopadhyay, G., & Gupta, S. (2018). An Insight of Sectoral Performance of Bombay Stock Exchange (BSE) in a Multi-Criteria Decision Making Framework using EDAS Method. 13th Annual International Conference on “Applied and/or Interdisciplinary Research: Emerging Economy Perspectives (Convergence 2018)” organized by IFIM Business School, December 21 – 22, 2018. **(Received Emerald Best Paper Award)**
23. Gupta, S., Bandyopadhyay, G., Bhattacharjee, M., & Biswas, S. (2018). Portfolio Selection using DEA at Risk – Return Interface: A Study Based on NSE, India. 13th Annual International Conference on “Applied and/or Interdisciplinary Research: Emerging Economy Perspectives (Convergence 2018)” organized by IFIM Business School, December 21 – 22, 2018. **(Received Emerald Best Paper Award)**
24. Bhattacharjee, M., Bandyopadhyay, G., Gupta, S., & Biswas, S. (2018). A Critical Inspection of the Impact of Income on Purchase Decision under the Mediating Effect of Sales Opinion among the Low-Literate Consumers’ of Kolkata. 13th Annual International Conference on “Applied and/or Interdisciplinary Research: Emerging Economy Perspectives (Convergence 2018)” organized by IFIM Business School, December 21 – 22, 2018.
25. Ghosh, Indranil & Chaudhuri, Tamal Datta (2018). A Deep Learning Framework for Predicting the Exchange Rate Using Relative Returns, Volatility Measures and Technical Indicators. 11th Triennial International Conference of the Association of Asia Pacific Operational Research Societies (APORS), Kathmandu, Nepal.
26. Basu, Pratik, Ghosh, Indranil & Sanyal, Manas K (2018). Structural equation modelling based empirical analysis of technical issues for lean manufacturing implementation in the Indian context. IEEE 7th International Conference on Industrial Technology and Management (ICITM), Oxford, UK (Held on 7-9 March, 2018).
27. Bhattacharyya, P.R (December 2018) Co-authored a paper titled Teenagers’ Perception towards Celebrity Endorsement and Its Impact on Brand Building for Branded Apparels: An Empirical Analysis in 6th PAN-IIM World Management Conference, Dec 13-15, 2018: Abstract of the paper published in Conference Proceedings., IIM Bangalore
28. Bhattacharyya, P.R (January 2018) Co-authored a paper titled How Packaging Influences Consumers’ Purchase Decision: An Introspection in the IXth International Conference in Empowering To Create Smart Future Through E-Governance and Digitisation, BVIMSR, Navi Mumbai
29. Mukhopadhyay, S., Chaudhuri, T. D., & Mandal, J. K. (2017, March). A hybrid PSO-fuzzy based algorithm for clustering Indian stock market data. In International Conference on Computational Intelligence, Communications, and Business Analytics (pp. 475-487). Springer, Singapore.
30. Ghosh, I., Sanyal, M. K., & Jana, R. K. (2017, December). Analysis of Causal Interactions and Predictive Modelling of Financial Markets Using Econometric Methods, Maximal Overlap Discrete Wavelet Transformation and Machine Learning: A Study in Asian Context. In International Conference on Pattern Recognition and Machine Intelligence (pp. 664-672). Springer, Cham.
31. Sen, J., & Chaudhuri, T. (2017). A robust predictive model for stock price forecasting. In Proceedings of the 5th international conference on business analytics and intelligence (ICBAI 2017), Indian Institute of Management, Bangalore, India.

32. Ghosh, Indranil & Chaudhuri, Tamal Datta (2016). Understanding and Forecasting Stock Market Volatility through Wavelet Decomposition, Statistical Learning and Econometric Methods. Fourth International Conference on Business Analytics and Intelligence (ICBAI), IISC Bangalore, India.
33. Sen, J., & Chaudhuri, T. (2016). Decomposition of time series data of stock markets and its implications for prediction—an application for the Indian auto sector. In Proceedings of the 2nd National Conference on Advances in Business Research and Practices (ABRMP 2016).
34. Ghosh, I., Paul, P. K., Chattopadhyay, M., & Dan, P. K. (2016). Delving the Interrelationship of Factors Affecting Product Development in Indian Consumer Durable Industry: A Multivariate Data Analytics Approach. International Conference on Big Data & Business Analytics, At New Delhi, India
35. Ghosh, Indranil, Sanyal, Manas K, Jana, R. K. & Dan, Pranab K. (2016). Machine learning for predictive modeling in management of operations of EDM equipment product. Second IEEE International Conference on Research in Computational Intelligence and Communication Networks (ICRCICN). Kolkata, India.
36. Biswas, S., & Sen, J. (2016). A Proposed Framework of Next Generation Supply Chain Management Using Big Data Analytics. National Conference on “Emerging Trends in Business and Management: Issues & Challenges” organized by Department of Commerce & Management, West Bengal State University, Barasat on 17-18 March, 2016.
37. Shrivastava, K., Bose, A., & Biswas, S. (2016). Assessment of Implementation of Lean Manufacturing Practices in Indian Plywood Industries – A Case Study. 2nd National Conference on “Advances in Business Research and Management Practices” conducted by Calcutta Business School on 8-9 January, 2016.
38. Bhattacharyya, P.R (January 2016) Satisfaction and Delight – An Empirical Evaluation” in the 2nd National Conference in Advances in Business Research and Management Practices (ABRMP 2015), Calcutta Business School
39. Sengupta G., Biswas S., & Mukhopadhyay K. (2015). Innovative TQM practices in Establishing Quality for Management Education – A Review and Proposal of a Framework. 5th Annual International Conference of IISWBM on “Innovations and Best Practices in Business, Human and other Earth Resources Management” on 15-16 January, 2015.
40. Bhattacharyya, P.R (December 2015) Co-authored a paper titled “The Impact of Generation Z Activities on Green Marketing” in the International Marketing Conference Emerging Markets, Evolving Perspectives, International Management Institute (IMI), Kolkata
41. Bhattacharyya, P.R (December 2014) Co-authored a paper titled “Providing Clean and Safe Drinking Water to Rural Communities in India- An Analytical Study” for presentation in the National Conference in Advances in Business Research and Management Practices (ABRMP 2014), Calcutta Business School
42. Bhattacharyya, P.R (December 2014) Co-authored a paper titled “Empowering Pharmaceutical Companies with Talent Management” for presentation in the National Conference in Advances in Business Research and Management Practices (ABRMP 2014), Calcutta Business School

43. Bhattacharyya, P.R ( March 2014)Co-authored a paper in the International Conference on Finance and Business Management (ICFBM 2014), Organized by Society of Technical and Management Professionals, New Delhi,
44. Mukhopadhyay, K., & Biswas, S. (2014). Critical Appraisal of Project Management Competencies – A Case Study. 3rd International Conference on "Paradigm Shift in Innovative Business Management" conducted by Vishisht School of Management – Indore on 6-7 December, 2014.
45. Pal, G., & Biswas, S. (2014). A Review of the Critical Factors Affecting the Success of Lean Implementation in Indian Manufacturing Organizations – Challenges & Way Forward. 1st National Conference on “Advances in Business Research and Management Practices” conducted by Calcutta Business School on 5-6 December, 2014.
46. Bhattacharyya, P.R (December 2013) Presented a paper with a research associate in the International Conference on Global Integration and Sustainability: Management Education at the Crossroads, Organized by Asian Forum on Business Education (AFBE) and Calcutta Business School,
47. Sengupta, Siddhartha & Sinha, Bani K. (2010).“A Resilient Supply Chain Model” at APORS 2010, Penang Malaysia, Dec 2010.

### **Book/Book Chapter**

1. Sanyal, Aparajita (2022) “Impact of Age on Technological Adoption in Education Industry”, Published e-Book in AIMS convention, ISBN: 978-1-68576-258-2
2. Bhattacharyya P R and Priya S ( 2021) , Understanding of Marketing Models with Reference to an Electrical Manufacturing Unit in the Context of COVID-19 in Jharkhand, Economic and Business Challenges in India: Pandemic and After, Vandana Publications, New Delhi, ISBN : 978-81-949069-0-2
3. Bhattacharyya P Rand Dey K (2020), Service Quality Gap Analysis for Online and Offline Household Service Provider Business Using SERVQUAL Approach, Published in Full Text Book edited by ISPEC Publishing Agency, ISBN: 978-625-7139-34-2
4. Bhattacharyya P R and Bhowmick A (2020), How Covid-19 And Economic Lock Down May Change Allopathic OTC Medicine Market Scenario: An Introspection Analysis Based On Kolkata, India, Published in Full Text Book edited by ISPEC Publishing Agency, ISBN: 978-625-7139-34-2
5. Chaudhuri, Tamal Datta (2020). Understanding a Company for Value Investing: Business Efficiency, Business Effectiveness, Innovativeness, Sustainability.
6. Chaudhuri, Tamal Datta (2020). Overview of the Indian Economy: Empirical analysis of financial markets, exchange rate movements and industrial development
7. Chaudhuri, Tamal Datta (2019). Treasury Management: Art/Craft/Research/Control



8. Ghosh, I., Sanyal, M. K., & Jana, R. K. (2018). An integrated approach incorporating nonlinear dynamics and machine learning for predictive analytics and delving causal interaction. In Intelligent Engineering Informatics (pp. 285-300). Springer, Singapore.

9. Chaudhuri, Tamal Datta (2018). Understanding Finance

10. Chaudhuri, T. D. & Ghosh, I. (2015). Application of Multi Criteria Decision Making in Management

### Cases Published

1. Bhattacharyya, P.R. (2021). “Turning the Wheels of Fortune at GFCL” in AIMS Journal of Management, Vol 6, No 2, January 2021 (ISSN: 2395-6852)

k.	Industry Linkage : Yes; IIPC Cell <a href="https://calcuttabusinessschool.org.in/wp-content/uploads/2021/11/CBS-IIPC-CELL.pdf">https://calcuttabusinessschool.org.in/wp-content/uploads/2021/11/CBS-IIPC-CELL.pdf</a>
l.	MOUs with industries: Yes

15.	<b>LoA and subsequent EoA till current Academic Year:</b> Yes <a href="https://calcuttabusinessschool.org.in/aicte-approvals/">https://calcuttabusinessschool.org.in/aicte-approvals/</a>
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16.	<b>Accounted Audit statement for last three years:</b> Yes <a href="https://calcuttabusinessschool.org.in/annual-report/">https://calcuttabusinessschool.org.in/annual-report/</a>
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17.	<b>Best Practices adopted:</b> <a href="https://calcuttabusinessschool.org.in/center-of-excellence/">https://calcuttabusinessschool.org.in/center-of-excellence/</a>
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- **Center for Teaching Learning Pedagogy**

Management education is going through a rapid change. The Centre is envisaged to incorporate worldwide best practices of Teaching & Learning and disseminate to the Faculty for increasing teaching effectiveness.

- **Centre for Supply Chain Operations**

Centre of Supply Chain and Operations (CSCO), is a strategic multi-disciplinary Centre of Excellence, dedicated to carrying out specialized applied research on Supply Chain and Operations Management with participation from faculty and industry practitioners.

- **Centre for Digital Marketing**

CBS Centre of Excellence in Digital Marketing stresses on delivering theoretical knowledge and using the platforms in the form of organizing conclaves, competitions, webinars, and also encourages its faculty members and students in exploring new vistas of enriching digital platforms through their thoughts and actions.

- **Centre for Entrepreneurship & Private Equity**

An individual who creates a new business, bearing most of the risks and enjoying most of the rewards is an entrepreneur and the process by which the business is set up known as entrepreneurship. In Calcutta Business School, there has been a constant effort to create entrepreneurs through regular training and developmental programmes, through workshops. We also have a tie-up with NEN (National Entrepreneurship Network), Wadhvani Foundation where students are motivated to learn, create Projects and present in the presence of esteemed panelists.

- **Centre of Excellence on Financial Market & Economic Policy**

Financial Markets play an important role in the overall economy development. The major objective of the centre is to encouraging literacy, awareness and research in the diversified areas of finance and economics through undertaking research activities, publications, conducting certification programmes and various FDPs and webinar.

- **Centre for Human Values & Business Ethics [HVBE]**

The Centre for Human values & Business Ethics [HVBE] starts with the sentiment of civic sensitivity where Students, Academicians, Industry Experts, Scholars can join as a voluntary member and ready to contribute innovative concepts related to Human Values with its sketch to shape the dimensions of attitude, commitment, motivation, perception and leadership skills that are essential characteristics to restructure human behavior. From its very inception, the centre is devoted to unite individuals with organizations for common cause for benefit of the society.

- **Centre for Fintech & Cryptocurrency**

The FinTech industry in India is growing at a phenomenal speed. India has several unicorns in this space. Bitcoin was the first decentralized crypto currency to be introduced in 2009. The Distributed Ledger Technology popularly known as Blockchain has progressed significantly. The Centre intends to popularize the adoption of these new technologies by leading global and Indian firms and incorporate in the Business School curriculum.

- **Center for Data Analytics:-**

The present age is characterized by Industry 4.0 and Big Data. Data Analytics helps business mitigate risk and increase operational efficiency. It is the science of analyzing large raw data information to draw conclusions and improve Business decisions. The Centre intends to help understand the processes of data generation and capturing, and techniques.

- **Centre for Circular Economy and Sustainable Development [CESD]**

The Centre [CE & SD] starts with the feeling for entrepreneurs to develop in a larger capacity to the transition from a linear to a circular economy requires a joint effort by stakeholders from all sectors. Companies can contribute to the transition by developing competencies in circular design to implement product reuse, and recycling, and serving as trend-setters of innovative circular economy business models.

## **ADDITIONAL FEATURES OF CBS**

### **NEN**

Calcutta Business School has tied up with NEN (National Entrepreneurship Network) under the leadership of Dr Romesh Wadhvani, Founder and Chairman who strongly believes in not-for-profit with the primary mission of accelerating economic development in emerging economies by driving job creation in India and other emerging economies through large-scale initiatives in entrepreneurship, small business growth, innovation, and skilling.

### **NSE SMART STIMULATION**

CBS follows a practice-oriented approach in its teaching pedagogy. To give more impetus for real-life decision making, simulation & experiential learning has been made as an integral part of the courses. In line with the participant-involved learning process, CBS has tied up with NSE Academy as a collaborator. We offer stock and derivatives market operation through a stimulator system offered by NSE.

### **INCUBATION CENTRE**

Calcutta Business School has set up an Incubation Centre, jointly with NEN, Wadhvani Foundation, to promote young generation entrepreneurs to ideate, create and develop business. Since the world has now become a global market, we at CBS always encourage our students and budding entrepreneurs to create a difference through our Incubation Centre.

## **COUNSELLING LAB**

The unique feature added to Calcutta Business School in this present dimension is Counselling Lab which is a blended form of psychometric test, behavioral counselling and testing of psycho-motor movement. This lab will be of immense help towards psychological mapping of the young talents who are tomorrow's budding managers. Moreover, this lab will be instrumental in different MDP Programmes across industries for training, attitudinal scaling and cognitive therapy.

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