



SHIKSHAYATAN FOUNDATION



Calcutta Business School
SF-1920
ISO 9001:2015
A Unit of Shikshayatan Foundation

**CALCUTTA
BUSINESS
SCHOOL**

100 Years of Educational Excellence

PGDM Program for Working Professionals



CALCUTTA BUSINESS SCHOOL

RESIDENTIAL BUSINESS SCHOOL

www.calcuttabusinessschool.org.in

SHIKSHAYATAN FOUNDATION



MARWARI BALIKA VIDYALAYA
29, Adi Banstalla Gullee, Kolkata - 700 007



SHRI SHIKSHAYATAN SCHOOL
11, Lord Sinha Road, Kolkata - 700 071



SHRI SHIKSHAYATAN COLLEGE
11, Lord Sinha Road, Kolkata - 700 071



CALCUTTA BUSINESS SCHOOL
Campus: Diamond Harbour Road, Bishnupur
South 24 Pgs., Pin - 743503, W.B.

Shri Shikshayatan School (for girls), was founded on 3rd January 1954, the dream child of its founder-body, Shikshayatan Foundation (Estd. in 1920) under the stewardship of Late Ghanshyam Das Birla and Late Jugal Kishore Birla. The Society had been set up by a body of enlightened members of the Rajasthani community settled in Kolkata and has been administering four Educational Institutions:

- Marwari Balika Vidyalaya (estd. in 1920).
- Shri Shikshayatan School (estd. in 1954).
- Shri Shikshayatan College (estd. in 1955).
- Calcutta Business School (estd. in 2008).

To popularize the concept of educating young girls and to meet the growing need of providing quality education at a reasonable cost to girl students, a small but progressive school, Marwari Balika Vidyalaya, with classes only till standard IV, was established in 1920 in Burrabazar, Kolkata.

Shri Shikshayatan School shares a common campus with Shri Shikshayatan College. Both these institutions have earned acclaim over the years to become premier educational institutions in Kolkata, due to the untiring dedication of Late Sitaram Seksaria and Late Bhagirathmal Kanoria, two of the esteemed Trustees of the Society. Shri Shikshayatan School is a centre for providing quality education keeping in mind the rich and diverse heritage of India.

Calcutta Business School was set up in 2008, governed by reputed industrialists, business leaders and former IIM directors along with Shri S. K. Birla, President of the Society, Shikshayatan Foundation.

Shikshayatan Foundation (formerly known as Marwari Balika Vidyalaya Society), has completed its 100 years of educational excellence.



CHAIRMAN'S MESSAGE

Studying at Calcutta Business School (CBS), Kolkata will enhance your career prospects to the best. We continue in our indefatigable pursuit towards excellence at CBS by continually refining the quality of our Management curricula that prepare students for leadership positions and the challenges of the 21st Century. In today's VUCA business world, (characterized by Volatility, Uncertainty, Complexity and Ambiguity), managers have to constantly update themselves to be effective in their organisations. We have, therefore, adopted "learner-centric" pedagogical approaches to make the students more tactical and resourceful to enable them to respond in complex business scenario. In fact, we have built an educational eco-system that puts emphasis on 'learning by doing' through student engagement in the variety of co-curricular and extra-curricular activities apart from purely academic classroom learning.

Worldwide, a need is being felt among Business stalwarts and Academicians to make Management Education more practice-driven rather than theory-driven. In CBS we connect Industry practices and Business School Education appropriately in a holistic manner to benefit our students. We teach how businesses have to be well-prepared for the changing times, changing environment and economic disruptions. This unique curricula, developed in such a way and taught by some of the finest faculty members and senior corporate leaders, provide you the power to excel in all aspects of your career.

S. K. Birla

CORE COMMITTEE MEMBERS OF CALCUTTA BUSINESS SCHOOL



Mr Girish K Khaitan

*Chairman- Core Committee
Trustee - Shikshayatan Foundation
President - Shri Shikshayatan College Governing Body*



Dr Subir Chowdhury

*Mentor,
Former Director, IIM Calcutta
Executive Committee Member, Shikshayatan Foundation*



Mr Sourav Ghosh

Advisor, Shikshayatan Foundation



Mrs Bratati Bhattacharyya

*Secretary General, Shikshayatan Foundation
Secretary, Shri Shikshayatan School*



Mr Pradip K Sharma

Secretary, Shri Shikshayatan College

MESSAGE FROM CORE COMMITTEE MEMBERS

Calcutta Business School (CBS) values education and encourages learning. With this view, the curriculum has been designed in a unique fashion, and delivery has been ensured through renowned professors from home and abroad. For adequate support, CBS has an excellent library with a variety of books and journals, both in hard and soft form. CBS subscribes to many data bases and interactive application oriented software. Its wi-fi oriented campus enables students and faculty members to access these data bases, software and other e-applications on a continuous basis.

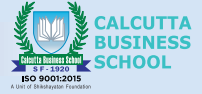
CBS believes that a manager should essentially believe in ethical ways of conducting business. It also believes that being a part of an organization requires communication skills and interactive values. The 18 month programme in CBS provides a balance between development of knowledge and skills and also value based education.

CORE COMMITTEE MEMBERS



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PROSPECTUS



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MESSAGE FROM PRINCIPAL IN-CHARGE



Welcome to Calcutta Business School (CBS). I wish you a happy and academically rewarding student life at CBS and hope that you will enhance your knowledge and skills here. We are student centric and make every effort to improve in every sphere of academic activities including research orientation and overall development. We believe that the personality of an individual is groomed by the environment and hence at CBS we have developed a healthy and disciplined environment that ensures quality education through a corporate driven course curriculum. We try to achieve the overall transformation of an individual student to become a professional through practical labs, extra-curricular activities and major competitive events.

Aligning with the requirements of the global market, where the right set of knowledge, skills and trade is the key to meet the requirements of the globalized economy, CBS nurtures its students not only for the corporate sector but also sensitize them to important issues of global research. This school encourages students to organize different activities independently or with the support and guidance of faculty such as - management conventions, business plan competitions, talks by leading professionals, cultural events, sports activities for their holistic development that add the much needed value by inculcating in them skills as team building, decision making and financial management. The school has close association with the corporate world for mutual benefits such as summer internship, introduction of need based new courses, guest speakers and management development programs to meet the expectations of the corporate sector. It has been our continuous effort to extend the best of placement opportunities to our students.

Professor Suman Kumar Dawn

OUR LOGOS EXPLAINED

Shikshayatan Foundation is the apex body of CBS that administers and manages all its units.

The lamp of knowledge at the center of Shikshayatan Foundation logo is the embodiment of creativity, encased in a circle, the circle of life.

The green leaves signify innovative ideas, youth and growth. Green symbolizes prosperity, development and transformation.

The open book symbolizes knowledge, creation and a lifelong learning. The blue colour symbolizes infinite possibilities of reaching the sky.



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CALCUTTA BUSINESS SCHOOL

COURSE OBJECTIVE AND STRUCTURE

Set up by Shikshayatan Foundation comprising of reputed industrialists as trustees, governed by reputed business leaders and former IIM Directors, Calcutta Business School gives you the power to Excel – the power to survive and grow in tomorrow's world of business. The school's PGDM curriculum and pedagogy are powered by an Academic Advisory Board and an Industry Advisory Board (Industry Institute Partnership Cell – IIPC) which consists of virtually who's who of the business world of India.

18 Month AICTE Approved Post Graduate Diploma in Management (PGDM) Program for Working Professionals

THE CBS ADVANTAGE

- Industry Experienced Professors
- Faculty from Overseas Universities, Indian Premier Institutes and from Industry
- Industry Oriented Course Curriculum
- Experiential Learning
- Live Projects



INTRODUCTION TO THE PROGRAMME

The discipline of Management is a combination of both arts and science. It covers a large number of areas of knowledge which represent the arts parameters and technical subjects which are purely science. Management is something that we practice, not preach – it is admixture of academics and industries on the same platter. It needs to be emphasized that management practices are based on scientific principles. Management education covers a wide range of subjects, is case based, enables a student to perceive issues and give a structured solution, develops a mind for synthesis, encourages innovativeness and improves communication and presentation skills. Furthermore, because of the contents and the method of teaching, management students are perceived by society to be reliable, dependable, trustworthy, balanced, transparent, collaborative and innovative.

ABOUT THE PROGRAMME

Calcutta Business School's post-graduate diploma programme for working executives enables professionals to enhance their performance and careers by building a solid foundation and deep understanding of Business Management without taking a career break.

This is a Dual Specialization programme, which enables the students to hone their skills in two different areas, producing multi-faceted Managers.

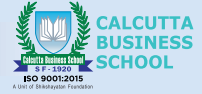
Delivered on Saturdays and Sundays at our City Campus on Lord Sinha Road in Kolkata and pristine CBS campus or online classes (owing to Covid restrictions) by world-class faculty, the 18 month programme can be very conveniently attended by working professionals for an on campus learning experience.





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OBJECTIVE OF THE PROGRAMME

The programme will

- Expose the participants to various facets of strategic management – the mission vision statements, purpose of business, strategy formulation, strategy implementation.
- Provide in depth knowledge about conducting business efficiently, Balance Sheet and Profit and Loss account, Marketing, HR issues, Quality Management, 6 Sigma.
- Introduce participants to advanced tools and techniques for managerial decision making.
- Highlight the importance of human resources and their role in an organization.
- Emphasize on Values and Ethics and ethical way of doing business.
- Nurture the spirit of entrepreneurship.
- Make participants understand "What is Operations Management' and why it is important in today's business.



PEDAGOGY

The program is designed to create a solid foundation in management fundamentals. Given that it is a weekend program, students get an opportunity to apply their academic learning in a real-world environment. In the classroom, CBS uses a case-based learning approach. The case method brings real life into the classroom and encourages students to participate actively in their own learning. The case method is complemented by seminars, simulation games, role-playing, guest lectures and multiple group exercises.

Group activities range from working on group assignments and case presentations to working on live industry projects. Study groups are composed of students from diverse backgrounds ensuring that many perspectives of looking at a particular task or problem are brought to the table for discussion. This kind of group work helps the students to probe into each other's assumptions and hypotheses, engage in horizontal learning and critical thinking and learn how to build consensus and recommendations for action. For each concept and theory covered in class, there is an attempt to incorporate an immersive learning experience outside the class. Students are challenged to adapt, negotiate and problem-solve while developing their interpersonal and communication skills.

MENTORSHIP SUPPORT

Mentorship support enables students to benefit from the knowledge and experience of industry professionals. It helps students gain a broader perspective about their career development.



COURSES

The PGDM Programme for Working Executives is a series of Six Terms that helps the participants to master the skill.

COURSE STRUCTURE : 1st Trimester

TERM-I	COURSES	CREDITS	HOURS	CODE
1	Managerial Economics	3	30	DM 21101
2	Business Statistics for Decision Making 1 (10 Hrs Lab on Excel)	3	30	DM 21301
3	Marketing Management- 1	3	30	DM 21201
4	Operations Management	3	30	DM 21302
5	Organisational Behaviour	3	30	DM 21401
6	Spread Sheet Applications in Business	2	30	DM 21501
7	Financial Accounting	3	30	DM 21105
8	Oral Communication	0	30	DM 21402
9	Basic Mathematics	1	10	DM 21303
10	Industrial Visit	NC		
Total Credit		21		

COURSE STRUCTURE : 2nd Trimester

TERM-II	COURSES	CREDITS	HOURS	CODE
1	Financial Management	3	30	DM 21103
2	Organisational Structure and Design	3	30	DM 21404
3	Business Laws and Corporate Social Responsibility	3	30	DM 21410
4	Business Statistics for Decision Making II (10 Hrs Lab on Excel)	3	30	DM 21304
5	Marketing Management- II	3	30	DM 21204
6	Digital Marketing	3	30	DM 21203
7	Managerial Skills for Effectiveness (Including Business Communication)	2	20	DM 21403
8	Design Thinking and Innovation (Workshop Mode)	1	10	DM 21601
9	Written Communication	0	30	DM 21406
10	Industrial Visit	NC		
Total Credit		21		

COURSE STRUCTURE : 3rd Trimester

TERM-III	COURSES	CREDITS	HOURS	CODE
1	Business Research Methodology (20 Hrs Lab On SPSS Application)	3	30	DM 21305
2	Strategic Management	3	30	DM 21701
3	Human Resource Management	3	30	DM 21405
4	Indian Economy And Policy	3	30	DM 21104
5	Managerial Accounting	3	30	DM 21105
6	Introduction To Business Analytics (Using R/Python)	3	30	DM 21502
7	Logistics And Supply Chain Management	3	30	DM 21306
8	Foreign Language	0	30	DM 21407
9	Industrial Visit	NC		
Total Credit		21		

SL. NO.	COURSES	CREDITS	WEEKS	CODE
1	Summer Internship Programme (SIP)	3	8-10 WEEKS	DM 23903
2	Grand Viva-I (Term I, Term II, Term III)	2		DM 21901

The candidates will do their Summer Internship Project at their workplace on a live problem guided by their respective Supervisors.

PGDM PROGRAMME CURRICULUM

2ND YEAR COURSE STRUCTURE BATCH 2021-23 LIST OF COMPULSORY COURSES FOR 2ND YEAR (TERM IV, V, VI)

SL. NO.	COURSES	CODE
1	Advance Strategic Management	DM 21702
2	International Business	DM 21703
3	Creating And Managing New Ventures	DM 21602
4	Social Enterprise	DM 21603
5	Business Ethics And Sustainability	DM 21604
6	Technology Management And New Business Model	DM 21704
7	Environmental, Social, and Governance (ESG)	DM 21705

Students have to choose two specialisation areas comprising six courses in each.

In Term IV and Term V, in each Term one Compulsory Course of 3.0 Credits and three Specialization (Elective) Courses each of 3.0 Credits ($6 * 3.0 = 18$ Credits) will be offered.

Specialization Areas :

1. Entrepreneurship, Family Business and Venture Development	5. Marketing Management
2. Rural Management	6. Financial Management
3. Education Management	7. Decision Sciences, Operations Management and Information Systems
4. Business Analytics	8. Human Resource Management

COURSE STRUCTURE : 4th Trimester

TERM-IV	COURSES	CREDITS	HOURS	CODE
1	Compulsory Course	3.0	30	
2	3 Elective Courses from Specialisation Area - 1 (3 credits each)	9.0	90	
3	3 Elective Courses from Specialisation Area - 2 (3 credits each)	9.0	90	

COURSE STRUCTURE : 5th Trimester

TERM-V	COURSES	CREDITS	HOURS	CODE
1	Compulsory Course	3.0	30	
2	3 Elective Courses from Specialisation Area - 1 (3 credits each)	9.0	90	
3	3 Elective Courses from Specialisation Area - 2 (3 credits each)	9.0	90	

COURSE STRUCTURE : 6th Trimester

TERM-VI	COURSES	CREDITS	HOURS	CODE
1.	Two Compulsory Courses each of Credits - 1.5			
2.	Dissertation	3		DM 23904
3	Grand Viva II	2		DM 21902

Eligibility Criterion : Bachelor's Degree (10+2+3) in any discipline from recognized universities, with a minimum 50 % score as per AICTE Guidelines. Desirable 5 years of work experience

COURSE FEES

Special waiver of up to 30% of Total Fees will be applicable to candidates with requisite experience. *

Course Fee: Rs. 7, 00,000

(Includes Tuition Fee: Rs. 6, 00,000, Admission Fee: Rs. 50, 000 and Library & Course Material: Rs. 50, 000)

Actual fees after 30% waiver for working professionals: Rs. 4, 90,000.*

Mode of Payment

Option (1)	Option: (2)
Admission Fees : Rs.50,000	Admission Fees: Rs. 50,000
Term I: Rs.20,000	
Term II: Rs.90,000	
Term III: Rs.90,000	Monthly EMI: Rs. 30,000 x 16 months = Rs. 4,80,000
Term IV: Rs.90,000	(payable from 3rd month)
Term V: Rs.90,000	
Term VI: Rs.60,000	
Total: Rs.4,90,000	Total: Rs. 5,30,000

*T&C Applies

Calcutta Business School has tie-up with Banks for Education Loans



ACADEMIC RECORD

Only short listed candidates will be called for the final stage of the selection process - Individual Assessment Process (Situation Analysis and Personal Interview etc.). Individual Assessment Process will be held in February/March 2021 (tentative). Past academic records, performance in the individual assessment process along with other qualitative parameters, like quality of work experience and extra-curricular activities constitute the core components of the selection process.

The Calcutta Business School Admissions Committee reserves the right to modify these components while communicating these to the applicants at the Individual Assessment stage. The overall objective will be to identify and assess the candidate's potential for a managerial career.

Applicants should note that mere fulfillment of minimum eligibility criteria may not ensure consideration for shortlisting by CBS. CBS will not entertain any correspondence on this subject and decisions of the CBS Admissions Committee will be final in all matters.



FACULTY MEMBERS



PROFESSOR SUMAN KUMAR DAWN
 AREA :MARKETING MANAGEMENT
 LinkedIn: <https://www.linkedin.com/in/dr-suman-kumar-dawn-a426b325>



PROFESSOR SIDDHARTHA SENGUPTA
 Area : Operations Management
 LinkedIn: <https://www.linkedin.com/in/siddhatha-sengupt-9b374325/>



PROFESSOR PINAKI RANJAN BHATTACHARYYA
 Area : Marketing Management
 LinkedIn: <https://www.linkedin.com/in/dr-pinaki-ranjan-bhattacharyya-b7001719>



PROFESSOR SHUVENDU MAJUMDAR
 Area : Human Resource Management
 LinkedIn: <https://www.linkedin.com/in/dr-shuvendu-majumdar-0b9a4752>



PROFESSOR SANJIB BISWAS
 Area : Operations Management
 LinkedIn: <https://www.linkedin.com/in/sanjib-biswas-29ab3238>



PROF. ANANDA MOHAN PAL
 Professor, Dept. of Business Management
 Calcutta University
 Area : Corporate Finance



PROF. DEBAJYOTI BANERJEE
 Founder & CEO, Seven Boats
 Area : Digital Marketing



PROF. INDRANIL CHAKRABORTY
 Translator, Electrosteel,
 Pricewater House Cooper, Eveready
 Area : Foreign Language (Qualifying)



PROF. PURUSOTTAM SEN
 Ex-Professor, IIM Calcutta
 Area : Security Analysis & Portfolio Management



PROF. RAGHUBIR MUKHERJEE
 Partner, CA Firm
 Area : Financial Reporting, Statements and Analysis



PROF. RAHUL BOSE
 Business Consultant, IBM Global Business Service
 Area : Managerial Skills for Effectiveness, Strategic
 Human Resource Management, Leadership



PROF. SANTANU MITRA
 Head of Heritage Law College, Kolkata
 Area : Legal Aspects of Business



PROF. SHAMYA ROY CHOUDHURY
 Ex-General Manager Personnel & IR, Berger Paints India Limited
 Area : Performance Management and Appraisal,
 Employment Relations : Laws of Industrial Relations



PROF. SHIBAJI BOSE
 Partner, Positive Vibes Consulting & Advisory
 Area : The Art of Selling



PROF. PRITHWIRAJ NATH
 Professor, Newcastle Business School,
 Northumbria University, UK
 Area : Services Marketing



PROF. SREEMATI CHATTERJEE
 Freelance Content Developer of
 School Books Pearson Education Ltd.
 Area : Oral Communication, Written Communication



PROF. JAYANTA KUMAR SEAL
 Associate Professor at
 Indian Institute of Foreign Trade
 Area : Treasury & Forex Management



PROF. GAUTAM DUTTA
 Faculty and Director of
 Indian Institute of Entrepreneurship
 Area : International Management



PROF. AMITAVA GHOSH
 Dean of Commerce, St. Xavier's College, Kolkata,
 Ex-ICAI, ex-Army Institute of Management, Kolkata
 Area : Managerial Economics



PROF. MOHUA ROY
 Founder- ThetaSkills-Education & Management
 Service Counsellor, Trainer and Consultant Career &
 Employability Skills & Mental Health
 Area : Communication



PROF. MAYA ROY CHOUDHURY
 Teacher: English Language and Mandarin Language,
 Ramakrishna Mission Institute of Culture.
 Area: Foreign Language

CALCUTTA BUSINESS SCHOOL RESEARCH INITIATIVES

CENTRE FOR SUPPLY CHAIN AND OPERATIONS

Centre for 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. The Centre will serve as a knowledge-generating resource and contribute to development of innovative strategies and practical solutions to problems encountered by organizations in the management of end-to-end supply chains.

CENTRE FOR SOCIAL ENTERPRISE

The Centre for Social Enterprise has been set up with a vision to shape the extent of supports required for the development of social enterprise including facilities of technical expertise, financial plans, community services, training programmes and cross-sector partnerships. The centre is devoted to designing and organizing event management and workshops in association with a number of organizations to scale the background of social enterprise. The centre will act as a Resource Based Facilitator [RBF] for fulfilling obligations of social responsibility.



CENTRE FOR DIGITAL MARKETING

The Centre of Digital Marketing at Calcutta Business School is to enhance the opportunities of digital marketing and media to the students, so as to encourage and impart right knowledge and skills to students so that they become competent in meeting the multichannel marketing goals of any business, adopt to the best deployment practices in relevant digital media and acquire experience and insight of technology in this domain.

CENTRE FOR ENTREPRENEURSHIP

Entrepreneurship is a source of job-creation, innovation leading to economic growth of a country. At Calcutta Business School (CBS), the entrepreneurial legacy of our Chairman, being an entrepreneur himself, has always been reflected in making attempts to create and inculcate value to the graduating students who are interested in taking up entrepreneurship as a career; and make them ready to face challenges on their stride. This particular cell, unlike traditional jobs, will create an environment where the student can learn and develop entrepreneurial spirit while studying and can look forward to indulge themselves in becoming successful entrepreneurs.

CENTRE FOR WEALTH MANAGEMENT

Wealth Management is a form of investment management and financial planning that provides solutions to clients who range from affluent to high net worth individuals. It gives personalised solutions grounded in good outcomes. It is a consultative process whereby the advisor gathers information about client's wants and tailors a strategy utilising appropriate financial products and services. Students can become wealth advisors or wealth managers both in a firm or independently.

CENTRE FOR ECONOMIC POLICY

The mission of Centre for Economic Policy (CEP) at Calcutta Business School is to carry out interdisciplinary research to address important policy points related to the relationship between economic activities and the natural environment to contribute towards sustainable development of India. CEP will work towards the development of people centric economic policies through provision of high-quality survey data to guide policy formulation, generate discussion amongst key stake holders and evidence-based planning and research in the social and economic sectors of the country.

CENTRE 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. The Centre intends to improve teaching learning pedagogy using new tools leveraging advances in new technology for the Management Schools teaching community.

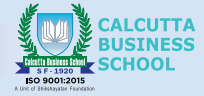
CENTRE FOR FINANCIAL MARKETS

Financial Markets include Stock Markets, Bond Markets, Forex Markets, Commodity Markets and Derivative Markets. The Centre intends to spread the awareness of Financial Markets among the community of Students and Teachers of Business Schools. The Centre will facilitate the creation of Financial Market Lab which intends to bring working of Live Markets to the classroom.



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CENTRE FOR DATA ANALYTICS

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 techniques and processes of Data Analytics like Artificial Intelligence tools, Neural Networks, Machine Learning and Deep Learning.

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 cryptocurrency to be introduced in 2009. The Distributed Ledger Technology popularly known as Blockchain has progressed significantly. The Centre intends to popularise the adoption of these new technologies by leading global and Indian Firms and incorporate in the Business School curriculum.

CENTRE FOR PRIVATE EQUITY & VENTURE CAPITAL

Unlike Business Angels who invest their personal money, Venture Capitalists invest third party money. The money that Private Equity & Venture Capital firms invest comes from a variety of sources, including pension funds, Sovereign Wealth funds, Insurance Companies, Fund of Funds, Endowments, Foundations, Corporations and Family Offices. The Centre is committed to advancing knowledge about these industries and popularise the culture of setting up Startup Companies and seek avenues of funding young businesses.

CENTRE FOR HUMAN VALUES & BUSINESS ETHICS

The vision of the Centre for Human Values and Business Ethics [HVBE] is to validate the conceptual framework of human values towards direction in varied sphere of human life with the support of workshops, collaborative research, corporate training, CSR practices etc. It will endeavour application of ethics and values based on Indian traditional spirit. The Centre starts with the sentiment of civic sensitivity where students, academicians, industry experts, scholars can join as a voluntary member and contribute innovative concepts related to Human Values.

Newspaper :
All popular Newspapers are subscribed

ONE WEEK ONLINE CASE WRITING WORKSHOP
JULY 5TH - 10TH, 2021
Register Here
<https://forms.gle/d9j9Fw05wz23qakx7>
● Rs 1000/- per participant. The payment has to be made in advance
● Last date of registration 30th June, 2021
● +91 33 2428217 / 2428336 ● +91 943229128 ● info@calcuttabusinessschool.org ● www.calcuttabusinessschool.org



DIGITAL RESOURCE

1. EBSCO
2. Proquest : E-Book
3. CMIE Prowess
4. DELNET
5. Indian Electronic Theses & Dissertations on Shodh Ganga
6. Open Access Thesis & Dissertation (OATD)
7. Directory of Open Access Books
8. Directory of Open Access Journals
9. Open DOAR: Directory of Open Access Repositories
10. World Bank Open Knowledge Repository (OKR)
11. EconPapers- Economics at your fingertips
12. Data Portal India (Government of India)
13. Census Digital Library
14. Employment News

DATABASE:

JOURNAL

CBS Library also subscribes to print an online journal from Sage Publication, ICAI University Press, IIM Bangalore and Amhedabad and also has access to Economic and Political Weekly Archives.



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INDUSTRY CONNECT

Calcutta Business School

Webinar on
"How to shine in your career"

Dr. D N Sarkar
Director - PepsiCo
(Eastern Region)

WEBINAR LINK 17th Nov., 2020 | 11.30 AM
<https://meet.google.com/dby-xonf-udz>

Calcutta Business School

Webinar on
"Key Aspects of Company Law for Business Managers"

CS Mamta Binani,
An Advocate
Calcutta High Court and National President (2018)
The Institute of Company Secretaries of India (ICSI)

Webinar Link 31st Oct., 2020 | 7:00 PM
<https://bit.ly/5m4h8fq>

DO NOT MISS THE OPPORTUNITY

Calcutta Business School

Webinar on
"Technology, Management, Creative and Critical Thinking"

Mr. Sabarna Roy
Senior Vice President
Electrosteel Group

Webinar Link 5th Oct., 2020 | 4:00 PM
<http://bit.ly/CBS-Webinar-6>

DO NOT MISS THE OPPORTUNITY

Calcutta Business School

Webinar on
"Building resilience in organisations during a crisis"

Mr. Subir Chakraborty
(Alumni of IIT, IIM)
Deputy Managing Director
Exide Industries Limited

Register Now 26th Sept., 2020 | 2:00 PM
<http://bit.ly/CBS-Webinar-5>

DO NOT MISS THE OPPORTUNITY

Calcutta Business School

Webinar on
"Talent Market Today and Tomorrow: Changing Trends in Employability"

Mr. M.R.Chaki
Group Vice President - Human Resources
Skipper Ltd

18th Dec, 2020 | 3:30 PM

DO NOT MISS THE OPPORTUNITY

Calcutta Business School

Webinar on
"Expectations of Big Four from Freshers"

Mr. Sudip Datta
Partner PwC India

WEBINAR LINK 10th Nov., 2020 | 5:00 PM
<https://meet.google.com/myd-iafp-ybs>

Calcutta Business School

Special Sessions on
"Sales Management Basic Concepts"

Prof. Sudas Roy
Former Professor, Sales & Marketing, IIM (C), XLRI

WEBINAR LINK 19th Nov., 2020 | 10:30 AM
20th Nov., 2020 | 10:30 AM
Day 1 - <https://meet.google.com/fvg-jzpt-ryh>
Day 2 - <https://meet.google.com/xuf-smaa-pxr>

Calcutta Business School

Webinar on
"Marketing strategy in the post Covid world"

Dr Ramendra Singh
Associate Professor,
IIM, Calcutta.

WEBINAR LINK 05th Nov., 2020 | 4:30 PM
<https://meet.google.com/bki-vsmm-ngg>

Calcutta Business School

Knowledge Series Webinar
Water And Circular Economy

Panelist **Mr. Sagarika Roy**
Executive Director
Panelist **Mr. Rajat Ray Chatterjee**
Executive Director

Host **Prof. Siddhanta SenGupta**
Associate Professor, School of Business
Calcutta Business School

26th JUL | 7 PM | Live on Facebook

Calcutta Business School

Career Development Workshop Series
Competing With Supply Chain Management

Panelist **Dr. Parag Upadhyay**
VP, Strategy
Panelist **Mr. Pratik Bhatnagar**
VP, Finance
Panelist **Mr. Anurag Mishra**
VP, Operations
Panelist **Mr. Rajat Ray Chatterjee**
Executive Director

Host **Prof. Sanku Bhowmik**
Associate Professor, School of Business
Calcutta Business School

10th JUL | 5 PM

Calcutta Business School

Career Development Workshop Series
Center of Excellence Presents
Power of Business Analytics

Panelist **Prof. Sanku Bhowmik**
Associate Professor, School of Business
Calcutta Business School
Panelist **Mr. Saptarshi Ray**
VP, Data Science & Analytics

Host **Prof. Siddhanta SenGupta**
Associate Professor, School of Business
Calcutta Business School

3rd JUL | 5 PM | TO REGISTER CLICK: <https://open.spotify.com/show/14648487646464646464>

Calcutta Business School

Career Development Webinar On
Women Empowerment

Panelist **Ms. Anurag Mishra**
VP, Operations
Panelist **Ms. Sagarika Roy**
Executive Director
Panelist **Ms. Pratik Bhatnagar**
VP, Finance
Panelist **Ms. Rajat Ray Chatterjee**
Executive Director

Host **Prof. Siddhanta SenGupta**
Associate Professor, School of Business
Calcutta Business School

3rd JUL | 5 PM | Live on Facebook

Calcutta Business School

Career Development Workshop Series
Center of Excellence Presents
Fintech in Financial System

Panelist **Dr. Parag Upadhyay**
VP, Strategy
Panelist **Mr. Sanku Bhowmik**
Associate Professor, School of Business
Calcutta Business School
Panelist **Mr. Anurag Mishra**
VP, Operations
Panelist **Mr. Rajat Ray Chatterjee**
Executive Director

Host **Prof. Siddhanta SenGupta**
Associate Professor, School of Business
Calcutta Business School

17th JUL | 6:30 PM

Calcutta Business School

WEBINAR SERIES
Corporate Insider Trading in the U.S. - Views from the Street and Academic Research

SPEAKER **DR. PARITHA GANGOPADHYAY**
Professor of Finance,
St. Cloud State University, ST. CLOUD, MINNESOTA

13th JUL | 4:30 PM

Calcutta Business School

WEBINAR SERIES
EDUCATION, EMPLOYMENT & EXPECTATIONS AMIDST INTRUDING ENEMIES

Panelist **Dr. Parag Upadhyay**
VP, Strategy
Panelist **Mr. Sanku Bhowmik**
Associate Professor, School of Business
Calcutta Business School
Panelist **Mr. Anurag Mishra**
VP, Operations
Panelist **Mr. Rajat Ray Chatterjee**
Executive Director

Host **Prof. Siddhanta SenGupta**
Associate Professor, School of Business
Calcutta Business School

12th JUL | 5 PM | REGISTER NOW

Calcutta Business School

Webinar on
"Leadership in Business"

Mr. Vivek Sharma
Proprietor, Life Solutions, India
Former President of Murphy Richards

JOIN 21st Oct., 2020 | 3:30 PM

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Industry Partners



ALUMNI SPEAK



PARAGRANJITA BHOWMIK

2008-2010 Batch
Vice-President, WELLS FARGO

disciples who prepared me for a career change and helped me decide which area of business I was interested in. At CBS, we were encouraged to question and argue to see a problem from all aspects and find out the core issues.

We were taught to be competitive yet collaborative and use the strengths of everybody involved during our group projects that has been proved extremely important in my career as for every project, I collaborate with professionals from finance, marketing, operation and risk division with conflicting interests. But most importantly, at CBS, we were taught not to get lost in a myriad amount of data, rather use data as a stepping stone to formulate recommendations. As a Credit Risk Analytics professional in one of the largest banks in the USA, my most helpful lesson was that our decision should be data driven but the data itself is not useful unless one derives insightful information from it and communicates it well.

Prior to joining Calcutta Business School (CBS), I was a researcher in the field of Quantum Mechanics in Academia for 15 years. CBS not only taught me useful concepts that I would need to succeed as a banker, but also provided access to industry experts from various



PRASENJIT SENGUPTA

2009-2011 Batch
Project Manager, India
BoP Innovation Center(Partner with UN Special Projects)

human values made be a loved member of any team and pushed me to choose areas of action that can have a clear social impact.

As I complete a decade of my work life I find with content the large contribution that my alma mater made in making the professional as well as the person I am today. The tools and the skills were future focused that helped me play significant roles at global levels, fast tracked my growth but the seeding of



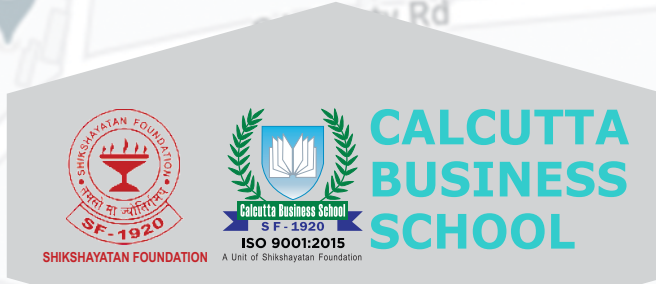
AAYUSH JHUNJHUNWALA

2008-2010 Batch
CFO-Nove Metal Trading, Kaula Lumpur, Malaysia

different perspective, and taught me through self-analysis, rather than memorizing steps and ideologies. I'm more aware of looking at things through a larger lens, from a variety of perspectives with a holistic approach to problem solving. Team work and thoughtful participation with classmates makes the experience one of substance and rich collaboration. I really enjoyed the industry visits and interactive sessions with successful managers and entrepreneurs. Their experiences, navigation of hard times, and advice were interesting to hear and helpful as I can see similarities in the situations I face at work.

BA at CBS helped me in breaking down real-down real-life scenarios. Analyzing the scenarios with various management processes – what might work and what might not – provided a unique method of learning. The reflections throughout each module forced me to look back at my own career with a





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