



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](http://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 ecosystem 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 databases and interactive application oriented software. Its wi-fi oriented campus enables students and faculty members to access these databases, 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**



## MESSAGE FROM PRINCIPAL

Dear Aspirant,

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 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. 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 adds 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

**Prof. (Dr.) Vijay V. Nimbalkar**

### 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 and 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 eminent personalities of the business world of India.

### **18 Month AICTE Approved Autonomus 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 a mixture 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.



## 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 20101
2	Business Statistics for Decision Making 1	3	30	DM 20301
3	Marketing Management- 1	3	30	DM 20201
4	Operations Management	3	30	DM 20302
5	Organizational Behavior	3	30	DM 20401
6	Spread Sheet Applications in Business	2	30	DM 20501
7	Financial Accounting	3	30	DM 20102
8	Oral Communication	Qualifying	30	DM 20901
9	Basic Mathematics	1	10	DM 20303
<b>Total Credit</b>		<b>21</b>		
Industrial Visit				

### COURSE STRUCTURE : 2nd Trimester

TERM-II	COURSES	CREDITS	HOURS	CODE
1	Financial Management	3	30	DM 20103
2	Organizational Structure and Design	3	30	DM 20402
3	Business Laws	1.5	15	DM 20902
4	Corporate Social Responsibility	1.5	15	DM 20903
5	Business Statistics for Decision Making II	3	30	DM 20304
6	Marketing Management- II	3	30	DM 20202
7	Digital Marketing	3	30	DM 20203
8	Managerial Skills for Effectiveness (Including Business Communication)	1.5	15	DM 20904
9	Business Analytics –I (Using Application Software)	1.5	15	DM 20502
10	Written Communication	Qualifying	30	DM 20905
11	Design Thinking and Innovation (Workshop Mode)	1	10	DM 20603
<b>Total Credit</b>		<b>22</b>		
Industrial Visit				

### COURSE STRUCTURE : 3rd 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	3	30	DM 20105
7	Business Analytics -II (Using Application Software)	1.5	30	DM 20503
8	Logistics And Supply Chain Management	3	30	DM 20306
	Human Values & Business Ethics (Workshop Mode)	1.5	15	DM 20907
9	Foreign Language	Qualifying	30	DM 20908
10	Leadership & Change Management Practicum	1.5	15	DM 20404
<b>Total Credit</b>		<b>24</b>		
Industrial Visit				



SL. NO.	COURSES	CREDITS	WEEKS	CODE
1	Summer Internship Programme (SIP)	3	8-10 WEEKS	DM 21001
2	Grand Viva -I (Term I, Term II, Term III)	Qualifying		DM 21002

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 2022-24

#### 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
<b>Core Courses</b>				
1	Business Analytics –III (Using Application Software)	1.5	10	DM 20504
2	Advanced Course on NEN	3	30	DM 20602
<b>Three Electives Course from one area of Specialization ( Credits: 9 +9 =18)</b>				
<b>Total Credit</b>		<b>22.5</b>		

#### COURSE STRUCTURE : 5th Trimester

TERM-V	COURSES	CREDITS	HOURS	CODE
<b>Core Courses</b>				
1	International Management	3	30	DM 20909
2	Social Enterprise	1	10	DM 20701
<b>Three Electives Course from one area of Specialization ( Credits: 9 +9 =18)</b>				
<b>Total Credit</b>		<b>22</b>		

## COURSE STRUCTURE : 6th Trimester

TERM-VI	COURSES	CREDITS	HOURS	CODE
1	Technology Management And New Business Model	1	10	DM 20604
2	Development	1.5	15	DM 20702
3	Dissertation	3		DM 21003
4	Grand Viva II	Qualifying		DM 21004
<b>Total Credit</b>		<b>5.5</b>		

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

SL. NO.	COURSES	CODE
1	Advance Strategic Management	DM 20910
2	Environmental, Social and Governance	DM 20911

**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

### FEES STRUCTURE FOR WORKING EXECUTIVES 2022 - 24 BATCH

Particular	1st Instalment 30th May 2022	2nd Instalment 17th Oct 2022	3rd Instalment 17th Jan 2023	4th Instalment 30th May 2023	5th Instalment 17th Oct 2023	6th Instalment 9th Jan 2024	TOTAL
Tuition Fees	55,000.00	90,000.00	90,000.00	55,000.00	55,000.00	55,000.00	<b>400,000.00</b>
Admission Fees	50,000.00						<b>50,000.00</b>
Laboratory Fees	10,000.00			10,000.00			<b>20,000.00</b>
Library & Course Material	25,000.00			25,000.00			<b>50,000.00</b>
<b>TOTAL</b>	<b>140,000.00</b>	<b>90,000.00</b>	<b>90,000.00</b>	<b>90,000.00</b>	<b>55,000.00</b>	<b>55,000.00</b>	<b>5,20,000.00</b>

Accommodation Fees (Optional) Rs. 60,000/- per year if Student pays total Accommodation fees with the First Installment.

Accommodation Fees (Optional) Rs. 72,000/- per year if student pays total accommodation fees in two installments. (Rs. 36,000/- with First Installment and Rs. 36,000/- with Second Installment). Security Deposit (Refundable) of Rs. 30,000/- will be paid with First Installment

**BANK DETAILS :**

Beneficiary Name	: CALCUTTA BUSINESS SCHOOL	Beneficiary Name	: CALCUTTA BUSINESS SCHOOL
Bank Name	: AXIS BANK LIMITED	Bank Name	: HDFC BANK LIMITED
Branch	: AMTALA	Branch Name	: CHOWRINGHEE SQUARE
Account No.	: 440010100106092	Account Number	: 50100418978529
IFSC	: UTIB0000440	IFSC Code	: HDFC0001303

## TUITION WAIVER SCHEME

- Performance based Tuition Waiver Scheme :
  - 25% Waiver for the topper in Term wise (for every term) on Tuition Fee
  - 15% Waiver for the 2nd position in Term wise (for every term) on Tuition Fee
- Entry Level Tuition Waiver Scheme :
  - Any Recognized University Topper will get 50% waiver on commitment fees (First 10 Students) subject to interview by Competent Authority
  - 50% waiver on commitment fees for candidates scoring 90 percentile or above on CAT.

## ACADEMIC RECORD

Only shortlisted 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 2022 (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



**PROF. (DR.) VIJAY V. NIMBALKAR**  
 Area: Human Resource Management  
 LinkedIn: <https://www.linkedin.com/in/vijay-nimbalkar-b794281a>



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



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



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



**PROF. NEHA JOSHI**  
 Area - Finance  
 LinkedIn : <https://www.linkedin.com/in/nehajoshi-741116168>



**PROF. APARAJITA SANYAL**  
 Area: Marketing  
 LinkedIn: [www.linkedin.com/in/aparajita-sanyal-22976324](http://www.linkedin.com/in/aparajita-sanyal-22976324)



**PROF. RANGANA MITRA**  
 Area - Mathematics  
 LinkedIn : <https://www.linkedin.com/in/dr-rangana-mitra-00025474>



**MS. DEBANSHEE DATTA**  
 Research Associate  
 LinkedIn : <https://www.linkedin.com/in/debanshee-datta-16b43036/>



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



**PROF. DEBJYOTI 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



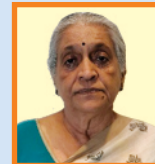
**PROF. GAUTAM DUTTA**  
 Faculty and Director of  
 Indian Institute of Entrepreneurship  
 Area : International Management



**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 Mandrin Language,  
 Ramakrishna Mission Institute of Culture.  
 Area: Foreign Language

## CALCUTTA BUSINESS SCHOOL RESEARCH INITIATIVES

### CENTRE OF EXCELLENCE

#### 1. 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.

#### 2. 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.

#### 3. 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.

#### 4. 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.

#### 5. 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.

#### 6. 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.

#### 7. 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.

#### 8. 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.

#### 9. 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.

## Newspaper :

All popular Newspapers are subscribed



CALCUTTA BUSINESS SCHOOL  
(A UNIT OF SHIKSHAYATAN FOUNDATION)

**ONE WEEK ONLINE CASE WRITING WORKSHOP**  
JULY 5<sup>TH</sup> - 10<sup>TH</sup>, 2021  
Register Here  
<https://forms.gle/a3jufW02wz3qak7>

- Rs 1000/- per participant. The payment has to be made in advance
- Last date of registration 30<sup>th</sup> June, 2021

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## 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, ICFAI University Press, IIM Bangalore and Amhedabad and also has access to Economic and Political Weekly Archives.

## WEBINARS

**Calcutta Business School**  
(A Unit of Shikshayatan Foundation)

**INTERNATIONAL PLACEMENT**

**CONGRATULATIONS**

**Rs. 25 LPA CTC**

Batch 2020-22

FEW ESTEEMED CORPORATES

**CALCUTTA BUSINESS SCHOOL**  
(A Unit of Shikshayatan Foundation)

Career Development Workshop Series  
Center of Excellence

**A Panel Discussion**  
on  
**CAREER PROSPECTS IN COMMERCE-  
MANAGEMENT AS A CAREER OPTION**

Speakers: Dr. Manoj Nathor, Ms. Mausumi Saha, Mr. Kamol Vora, Prof. Neha Joshi

5:00 pm Friday, 11th February, 2022

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**A Panel Discussion**  
on  
**DESIGN THINKING-  
AN ESSENTIAL SKILL**

Speakers: Ms. Rupur Dutta, Mr. SP Sinha, Mr. Sanjit Biswas

5:30 pm Tuesday, 25 January, 2022

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**Calcutta Business School**  
Presents

Career Development Webinar On  
**Women Empowerment**

Speakers: Ms. Shanti Gaitan, Ms. Pranabani Chatterjee, Ms. Nisha Sharma, Dr. Rupali Basu, Ms. Rakshita Gupta

Moderator: Ms. Chirala Ditya

24th JUL 5 PM

Live on Facebook

**CALCUTTA BUSINESS SCHOOL**  
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**Panel Discussion**  
on  
**ETHICS IN WORKPLACE AND  
GREEN CONSUMPTION**

Speakers: Dr. Sandip Chatterjee, Dr. Nayan Mitra, Prof. Sankarshu Sengupta

5.00pm to 6.00 pm January 13, 2022

**CALCUTTA BUSINESS SCHOOL**  
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Career Development Workshop Series  
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**A Panel Discussion**  
on  
**IMPORTANCE OF CAREER  
ORIENTATION IN THE  
POST-COVID ERA.**

Speakers: Ms. Deep Mala Chowdhury, Ms. Sonali Sarkar, Ms. Pragna Biswas

5:30 pm Friday, January 21, 2022

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## CONCLAVES

**CALCUTTA BUSINESS SCHOOL**  
Presents:

**National Level HR Conclave**  
on  
**Talent Management:  
A Key to Next Gen  
Human Capital**

**Eminent Speakers:**  
Dr. Sujit K. Basu, Mr. Kallol Dutta, Dr. Nataraj Ray, Mr. Rahul Bose, Dr. Sharmistha Banerjee, Dr. Partha Sarkar, Mr. Surya P. Mahapatra, Mr. Mainak R. Chaki, Mr. Mitrajit Chatterjee, Ms. Susmita Chowdhury, Mr. Ankit Jhamb

**Dates:**  
26.08.21 :- Inaugural Session  
27.08.21 :- Technical Session I & II  
28.08.21 :- Valedictory Session

**Convenor:-**  
Dr. Shuvendu Majumder  
Associate Professor

+91 7003607784 / 033-24205205  
shuvendum@calcuttabusinessschool.org  
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**CALCUTTA BUSINESS SCHOOL**  
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welcomes

**DR. D N SARKAR**  
Director-Sales, PepsiCo India

as Keynote Speaker  
**MARKETING  
CONCLAVE 2021**

17th December 2021  
10.15 AM onwards

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## Industry Partners



## ALUMNI SPEAK



### ALUMNI SPEAK

#### Mr S. Deepak

Lead - Business Development,  
Salesforce

Apart from increasing the perceived value, CBS helped me jump on the corporate ladder by helping me with diverse set of knowledge in a short period of time. CBS was a platform for me that helped me learn and experiment with different hypotheses and keep the ones that work for me and make sure I am industry ready.



PGDM Batch: 2014-16

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#### SUJATA SHARMA

PGDM 2018-20  
Placed At- Ernst & Young

I am **Sujata Sharma** born and brought up in Jamshedpur, Jharkhand. I completed my MBA- **PGDM in 2020** from Calcutta Business School. Thereafter I got placed with E&Y as a Tax Analyst from CBS.

I cherish every moment of my college. I got infinite love from my faculties. I am happy to state that CBS gave me the opportunity to write my own research paper with the help of wonderful Mentors who had always been my support throughout and also gave me the opportunity to present my paper in the International Conference organised by CBS. Proud enough to say that my paper has already been published.

This college teaches how to climb the ladder to success. CBS made me the person who I am today.. BOLD & CONFIDENT.

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#### MEGHALI SEN

PGDM 2019-21  
Placed At- Amazon

I am a final year PGDM pursuant at **Calcutta Business School**, a unit of Shikshaytan Foundation with Operations and Marketing as my specializations. To talk about my internships at Calcutta Business School which helped me develop well defined skillsets, I interned with Bank of Baroda Financial Services, SOTC.in and Covid India Task Force . I extend my heartfelt gratitude to the whole fraternity for helping me ace a notable position at one of the most reputed organization-Amazon. Besides being the President of Marketing Club and member of Student Placement Committee, Calcutta Business school gave me exposure to corporate culture even before joining one. As a Fresher, I am looking forward to start my career with Amazon and appreciate the efforts of every individual for fabricating my stepping stone. Thank you.

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### ALUMNI SPEAK

#### Ms. Payal Maskara

Manager, PwC

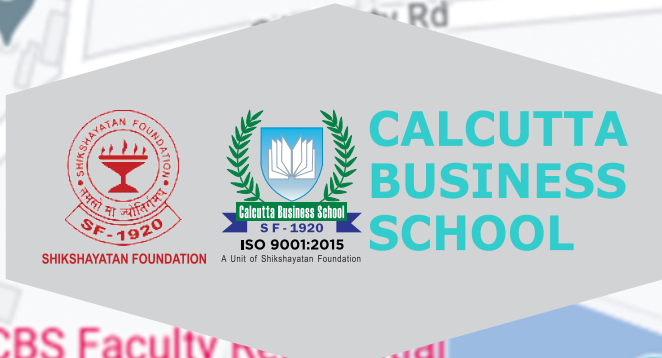
PGDM Batch 2012-2014



CBS.. I can't thank this place enough! It has been a home away from home for me! The learnings and experiences I have had here will be with me forever. CBS gave me the opportunity to join an organisation which has moulded and shaped me into a good professional. It is because of this great institution I got a chance at PwC which is a great place for anyone to start a career. THANK YOU CBS for giving me a career and future.

Visit : [www.calcuttabusinessschool.org.in](http://www.calcuttabusinessschool.org.in)





**CAMPUS OFFICE**

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