

ADMISSION PROCEDURE

The admission form may be obtained for all courses :

- From the counter.
- By downloading the form from the site and sending it along with a demand draft drawn for the exact amount in favour of IISWBM payable at Kolkata, or Through post by sending a demand draft of the correct amount drawn in favour of IISWBM.
- **Fees once paid will only be refunded as per norms laid down by AICTE.**

Draft to be drawn in favour of 'IISWBM' and should be payable at Kolkata.

2

MBA (Eve) Degree (CU)

Duration	3 years Evening
Minimum Qualification	The minimum qualification for admission to the course is a Bachelor's Degree (10+2+3 system) with Honours in Arts / Science / Commerce / Business Administration or Bachelor's Degree (10+2+4 system) in Engineering / Technology / Medical Science / Law/ Professional Courses /or its equivalent from any University recognized by the University of Calcutta with minimum two's year work experience.
Advertisement Given	March last week – leading newspaper & Website- iiswbm.edu
Admission Test	<ul style="list-style-type: none">• Publication of short list of GD/Interview 1st week of June• Publication of final list of selected candidates for admission by 3rd week of June
Course begins	July Last date of submission of fees is by last week of June
Sale of form	After advertisement

Draft to be drawn in favour of 'IISWBM' and should be payable at Kolkata.

Cost of Brochure and Admission forms:

MBA(Eve) : Rs 700 by cash and Rs 750 by post

Course wise student intake :

MBA (Eve) 0 60

3
FEES STRUCTURE

Duration		3 years (MBA(E))
Admission fees		8,000/-
Tuition fees		1,45,000/-
Development fees		9,000/-
Library Caution Money & Security Deposit (both refundable)		5,000/- + 5,000/-
Venue visits		
Total in first year		1,72,000/-
Tuition fees (from 2nd yr onwards)		1,45,000/-
Development fees (from 2nd year onwards)		9,000/-
Total in second year		1,54,000/-
Tuition fees (from 3rd yr onwards)		1,45,000/-
Development fees (from 3rd year onwards)		9,000/-
Total in third year		154,000/-
		4,80,000/-

Fees once paid will be refunded only as per norms laid down by AICTE.

MBA (EVE) ACADEMIC ACTIVITIES

MBA (Eve) Admission 2011

Advertisement	March last week 2011
Last date of Issue & receipt of Application Form	May 31,2011
Short list of GD/Interview	1 st week of June 2011
GD/Interview Held	2 nd week of June 2011
Final Result	3 rd week June 2011
Class begins	2 nd week of July 2011
Class Hours	06.00 p.m. to 09.00 p.m..

5

CURRICULUM

MBA (EVENING)

IISWBM conducts Master's Degree programmes of Calcutta University in Business Administration in Day (full-time) and Evening sessions. The applicants for the admission to the MASTER OF BUSINESS ADMINISTRATION course shall be required to undergo UGC specified national entrance tests like CAT, MAT, XAT, JEMAT.

The minimum qualification for admission to the course is a Bachelor's Degree (10+2+3 system)with Honours in Arts / Science / Commerce / Business Administration or Bachelor's Degree(10+2+4 system) in Engineering / Technology / Medical Science / Law/ Professional Courses /or its equivalent from any University recognized by the University of Calcutta.

The candidates short-listed on the basis of certain cut-off marks in the above mentioned selection test shall be required to appear for Group Discussion and Personal Interview.

Admission of reserved categories students may be admitted as per existing University rules and regulations, if the test is conducted by the University/constituent colleges.

Students admitted to the two-year/three year MASTER OF BUSINESS ADMINISTRATION

course shall pursue the regular courses of lectures, and other academic arrangements made for the two-year/three year academic term.

Duration of the Course

For Part Time Courses (Evening Session):

Three academic years, which will include theoretical papers, project and dissertation work, divided into six semesters.

6

***STRUCTURE OF COURSE CONTENTS OF THE MBA (DAY) PROGRAMME :**

FIRST SEMESTER

❖ 8 Compulsory Papers

PAPER 1: MANAGEMENT PROCESS AND PRINCIPLES
PAPER 2: QUANTITATIVE METHODS
PAPER 3: MANAGERIAL ECONOMICS
PAPER 8 : COMPUTER APPLICATIONS IN MANAGEMENT
PAPER 11: HUMAN RESOURCE MANAGEMENT
PAPER 12: FINANCIAL MANAGEMENT
PAPER 13 : MARKETING MANAGEMENT
PAPER 14: PRODUCTION AND OPERATIONS MANAGEMENT

SECOND SEMESTER

❖ 8 Compulsory Papers

PAPER 4: ENVIRONMENT OF BUSINESS AND GOVERNMENT
PAPER 5: ORGANISATIONAL BEHAVIOUR
PAPER 6 : MANAGEMENT SKILLS AND ETHOS
PAPER 7: ACCOUNTING FOR MANAGERS
PAPER 9: BUSINESS POLICY AND STRATEGIC ANALYSIS
PAPER 10: MANAGEMENT SCIENCE
PAPER 15 : RESEARCH METHODOLOGY
PAPER 16: INTERNATIONAL BUSINESS ENVIRONMENT AND MANAGEMENT

THIRD SEMESTER

❖ 3 Compulsory Papers

❖ 3 Major/Minor Papers (Optional Papers)
[Optional Papers are subject to offer by the Department]

PAPER 17: ORGANISATIONAL EFFECTIVENESS AND CHANGE

PAPER 18: DECISION SUPPORT SYSTEMS

PAPER 19: BUSINESS LEGISLATION

FINANCIAL MANAGEMENT (any two)

FINM 24: PORTFOLIO AND INVESTMENT MANAGEMENT

FINM 26: FINANCIAL CONTROL AND TAXATION

FINM 30: RISK MANAGEMENT AND INSURANCE

7

THIRD SEMESTER (Contd)

HUMAN RESOURCE MANAGEMENT (any two)

HROB 24: HUMAN RESOURCE PLANNING

HROB 25: MANAGING INTERPERSONAL AND GROUP PROCESSES

HROB 31: CROSS CULTURAL & GLOBAL HUMAN RESOURCE MANAGEMENT

MARKETING MANAGEMENT (any two)

MKTG 24: ADVERTISING & BRAND MANAGEMENT

MKTG 29: SALES PROMOTION & DISTRIBUTION MANAGEMENT

MKTG 31: RURAL MARKETING

PRODUCTION & OPERATIONS MANAGEMENT (any two)

POM 25 : TOTAL QUALITY MANAGEMENT

POM 27 : LOGISTICS MANAGEMENT

POM 28: GOAL PROGRAMMING IN MANAGEMENT

SYSTEMS MANAGEMENT (any two)

SYST 25: DATA BASE MANAGEMENT SYSTEMS

SYST 28: INTERNET & TELECOMMUNICATION FOR BUSINESS

SYST 31: GOAL PROGRAMMING IN MANAGEMENT

FOURTH SEMESTER

❖ 1 Compulsory Paper

❖ 6 Major/Minor Papers. (Optional papers)

[Optional Papers are subject to offer by the Department

COMPULSORY PAPER

FINANCIAL MANAGEMENT (any four)

FINM 25 : MANAGEMENT OF FINANCIAL INSTITUTIONS & SERVICES

FINM 27: CORPORATE FINANCE

FINM 28: FINANCIAL DERIVATIVES

FINM 29: INTERNATIONAL FINANCIAL MANAGEMENT

FINM 31: PROJECT PLANNING, ANALYSIS AND MANAGEMENT

FINM 32: ADVANCED FINANCIAL AND MANAGEMENT ACCOUNTING

8

FOURTH SEMESTER (Condt)

HUMAN RESOURCE MANAGEMENT(any four)

HROB 26: HUMAN RESOURCES DEVELOPMENT

HROB 27: MANAGEMENT OF EMPLOYEE RELATIONS

HROB 28: COMPENSATION MANAGEMENT

HROB 29: LEGAL FRAMEWORK GOVERNING EMPLOYEE RELATIONS

HROB 30: MANAGEMENT TRAINING AND DEVELOPMENT

HROB 32: MANAGEMENT DEVELOPMENT FOR TECHNOLOGICAL CHANGE

MARKETING MANAGEMENT(any four)

MKTG 25: INTERNATIONAL MARKETING

MKTG 26: SALES MANAGEMENT

MKTG: 27 CONSUMER BEHAVIOUR

MKTG 28: MARKETING RESEARCH - APPLICATION & ADVANCED TECHNIQUES

MKTG 30: SERVICE MARKETING

MKTG 32: NEO-MARKETING TRENDS

PRODUCTION & OPERATIONS MANAGEMENT(any four)

POM 24 : PURCHASING AND MATERIALS MANAGEMENT

POM 26 : PRODUCTION PLANNING AND CONTROL

POM 29 : WORLD CLASS MANUFACTURING

POM 30: OPERATIONS MODELLING IN PRODUCTIONS & OPERATIONS
MANAGEMENT

POM 31: PROJECT MANAGEMENT

POM 32: TECHNOLOGY MANAGEMENT AND POLICY DYNAMICS

SYSTEMS MANAGEMENT(any four)

SYST 24: DATA STRUCTURE AND OPERATING SYSTEM

SYST 26: ERP AND BUSINESS PROCESS REENGINEERING

SYST 27: SYSTEMS ANALYSIS AND DESIGN AND TQM ITM

SYST 29: TECHNOLOGY FORECASTING AND POLICY DYNAMICS

- **The above Structure of course contents of the MBA (Day) Programme, spread in I, II, III, IV, V and VI Semester for MBA 3 years Evening programme**

MDP CALENDER

FACULTY MDP - 2009 – 2010

- **National Council of Science**
- **GPO**
- **ESI**
- **Garden Reach Shipbuilders**
- **All India Institute of Hygiene and Public Health (Public Health Management)**

Research Projects - 2009 – 2010

- **Research Project on “Financing of Innovative SMEs” by Asian Productivity Organization, Tokyo**
- **Simulation Optimization approaches for Agricultural Decision Making, Department of Science and Technology**

FACULTY MDP - 2010 – 2011

- **WBSEDPL**
- **Dishargarh Power Supply Co. Limited**

EXAMINATION SCHEDULE OF THE PROGRAMME

FIRST SEMESTER

- **8 Compulsory Papers**

Papers 1, 2, 3, 8, 11, 12, 13, 14

SECOND SEMESTER

- **8 Compulsory Papers**

Papers 4, 5, 6, 7, 9, 10, 15, 16

- **Summer Project (in between Second Semester and Third Semester)**

THIRD SEMESTER

- **3 Compulsory Papers**

Papers 17, 18, 19

- **3 Major / Minor Papers (Optional Papers)**

- **Marketing Management**

MKTG 24, 29, 31 (any two)

- **Financial Management**

FINM 24, 26, 30 (any two)

- **Human Resource Management**

HROB 24, 25, 31 (any two)

- **Production & Operations Management**

POM 25, 27, 28 (any two)

➤ **Systems Management**

SYST 25, 28, 31 (any two)

11

FOURTH SEMESTER

▪ **1 Compulsory Paper**

Paper 20

▪ **6 Major / Minor Papers (Optional papers)**

➤ **Marketing Management**

MKTG 25, 26, 27, 28, 30, 32 (any four)

➤ **Financial Management**

FINM 25, 27, 28, 29, 31, 32 (any four)

➤ **Human Resource Management**

HROB 26, 27, 28, 29, 30, 32 (any four)

➤ **Production & Operations Management**

POM 24, 26, 29, 30, 31, 32 (any four)

➤ **Systems Management**

SYST 24, 26, 27, 29, 30, 32 (any four)

□ **MARKS DISTRIBUTION**

❖ **Written Papers: 29 papers of 100 marks each**

❖ **Summer Project: 150 marks (100 marks on written report + 50 marks on Viva Voce)**
(Paper 21)

❖ **Dissertation: 50 marks (Viva Voce only)**
(Paper 22)

❖ **Viva Voce :** **100 marks (on subject papers)**
 (Paper 23)

❖ **Total :** **3200 marks**