



# **Bengal Engineering and Science University, Shibpur**

## **School of Management Sciences**

**TWO YEAR FULL-TIME AICTE APPROVED  
MBA Programme 2012-14**







## Message from Vice Chancellor's Desk

For the last 13 years, School of Management Sciences has grown as an integral part of Bengal Engineering and Science University, Shibpur. As an institution with a hundred-and-fifty six years old history of academic excellence in the field of engineering and technology, Bengal Engineering and Science University, Shibpur. (formerly, B.E. College, Shibpur) is proud to promote studies and researches in basic sciences and humanities as well.

The university also fosters the study and researches in Management Sciences. From a simple beginning in 1999, the School of Management Sciences (formerly known as B.E. College School of Management Sciences) has now grown into an important Business School. The School caters to the increasing need of the state for technocrats and industrialists with modern management orientation. It is appropriate that in an engineering institution, School of Management Sciences should be located as the prospective engineering students require the value-addition of the knowledge of Management Sciences as they would be mostly absorbed in large industrial organisations.

School of Management Sciences in Bengal Engineering and Science University, Shibpur is developing in the right direction. Besides imparting fundamental courses in Management Sciences, the School offers specializations in Finance, Marketing, Human Resource, Operations and Information Technology Management. The School has started Ph.D. research programmes : seven students have already been awarded Ph.D. degrees, while eight more Ph.D. researches are in progress.

The University aims at an international standard of excellence in technology education. School of Management Sciences equally aims at an international standard. I wish the School great success in its academic and professional aspirations and efforts. I extend hearty greeting to all the stakeholders of the School and specially welcome new students to the School of Management Sciences for its fourteenth batch 2012-2014

**Prof. Ajoy Kumar Ray**

# Mission Vision & Values

## MISSION

To be one of the best in building business environment in India, to nurture future corporate leaders and entrepreneurs of the country along with creating and disseminating knowledge in the field of management and allied disciplines.

## VISION

To position the School of Management Sciences, Bengal Engineering and Science University, Shibpur as one of the most dynamic and inspiring Business Schools of the country that will satisfy the corporate and societal needs of today and tomorrow.

To provide value-based management education and research, groom management students into excellent managers with entrepreneurial competence, humane approach, interdisciplinary innovative thinking and adaptability to the fast-changing business environment.

## VALUES

- Commitment to academic excellence
- Fostering creativity
- Global perspective
- Enhancing Intellectual depth
- Holistic value-addition for societal welfare
- Promoting national and global economic development



## From the Director's Desk

Welcome to the School of Management Sciences.

This year fourteenth batch of students will join our MBA Programme. Today's business environment, characterized by globalization and rapid changes of technology, demands a new type of manager – a manager who recognizes and adapts himself to the changes, who is confident in a wide range of functions and who knows how to get things done.

Here, in School of Management Sciences, Bengal Engineering and Science University, Shibpur, we want to create entrepreneurial leaders who would have a sense of individuality, high level of analytical thinking with openness to possibilities and broad perspective without ignoring requisite details of implementation.

With a 156 years history of excellence in engineering education and 13 years experience in management education, we believe that we will continue our tradition of conducting superior programmes and challenging the boundaries of what we think is feasible.

By choosing our School of Management Sciences, you will experience the education that is multidimensional in nature – the education that will equip you with a rigorous and lifelong foundation to deal with present as well as future complexities in the years to come.

**Prof. Sekhar Ranjan Bhadra Chaudhuri**



# Introduction

With the advent of globally interdependent business environment BESU, formerly known as B.E. College, responded to the needs of the industry. This process was triggered in 1999 by starting B.E. College School of Management Sciences (BECSOMS) which was subsequently renamed as School of Management Sciences (SOMS).

The Campus has sylvan surroundings of Western Banks of river Hoogly adjacent to Indian Botanical Garden and covering an area of nearly 49 hectares. It is connected to the city of Kolkata through Vidyasagar Setu & Rabindra Setu (Howrah Bridge) and is a 8 KM drive from the heart of the city. The nearest railway station is Howrah. The Campus is 6 KM away from Howrah and 30 KM away from Kolkata Airport.

Over a period of 13 years SOMS has emerged as an Institution of emergence in all facets of management education with highly specialized, sophisticated & 21st Century oriented courses and curriculum. The goal of SOMS is to achieve professional growth through holistic management education to shape future leaders for the corporate through intermingling of functional knowledge of Marketing, Finance, Operations, Human Resource & IT Management.

With latest changes in business and industry, its team of teachers work in close association with various Government institutions and industry. Faculty members are continuously undertaking relevant research and developmental activities which help to improve the quality of teaching materials and cases relevant rooted in Indian Ethos and societal values. SOMS has over the years maintained an excellent reputation with recruiters and the industry, in general achieving consistent good placement figures.



# Academic Excellence

Students of MBA Programme keep in touch with the full-time faculty members of SOMS and other distinguished visiting faculty members from the industry as well as from other renowned management institutions. They enjoy an effective student-teacher ratio in day-to-day academic interactions with adequate personal care.

School of Management Sciences provides an academic ambience and milieu conducive to the growth and development of future Business Leaders.

School of Management Sciences provides the following for the overall development of the aspirants in management education :

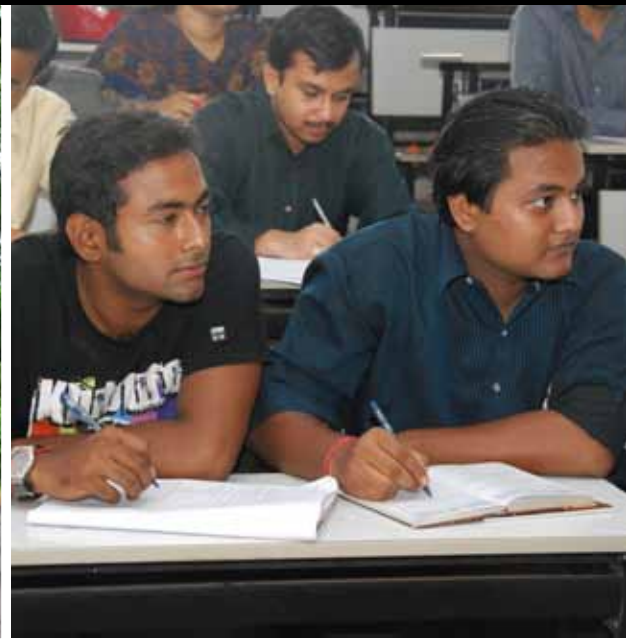
- Industry - requirements - based curricula
- Theoretical exposure along with practical experience
- Innovative decision-making with state-of-the art information technology
- Development of independent thinking with strong reasoning Atmosphere encouraging entrepreneurship



# Students' Achievements

- 1st Prize Winner in Management Game (BHAVISHYA) at Future Business School Aug., '05
- 1st Prize Winner in Management Game (PRARAMBH) at Heritage Business School Sept., '05
- 2nd Prize Winner in PRARAMBH at Heritage Business School Sept. '06
- 2nd Prize Winner in HR Role Play (INFERNO) at Army Institute of Management Nov., '05
- 1st Prize Winner (Choreography) in Aurora at BESUS March '07
- 2nd Prize Winner (Management Game) in Aurora at BESUS March '07
- Champion in Business Idea competition in TATA Udyogparbo 2008-09
- 2nd Prize Winner in Entrepreneurship Quiz at IIM Calcutta, Entrepreneurship Summit 2009
- 1st Prize Winner in TATA UDYOG PARBO February, 2009
- 3rd Prize in Debate Competition at CII, Kolkata February, 2009
- 2nd Prize in Extempore and B Plan Competition & 1st Prize in Case analysis at ISB & M
- 3rd Prize in Business Plan Competition at All India technical Symposium in IIT Kharagpur April, 2009
- Eastern Zonal Winner in DARE 2009 organised by IIPM July, 2009
- A student won the 3rd prize in Business India Idea Generation competition held at IIM, Kolkata in 2010.





- SOMS students received 'E-leaders' certificates for Entrepreneurial Leadership from national Entrepreneurship Network (NEN) at a National level in 2010.
- SOMS students won the 1st prize in Street Play competition held in SCINTILLATIONS 2010, a program to nurture & encourage entrepreneurs organized by EDC at BESU, Shibpur.
- SOMS students won the honors of NEN E-Leaders in a workshop on Entrepreneurship at EILM, Kolkata in 2010.
- **Akash Deb** reached the Final Round in "Assent 2010" organised by IIM-Calcutta, "Eureka 2010" organised by IIT-Bombay and "Scintillation 2011" organised by BESUS.
- **Krishnendu Bhandary** participated in the Post Finance Budget Discussion organised by 24 Ghanta TV Channel, in 2011.
- **Sagnik Roy, Vivek Kumar Sinha, Megha Mishra, Sruti Das, Payel Mondal, and Avishek Chandra** participated in "4th International Entrepreneurship Summit" organised by IIM-C, 2011.
- **Tanmoy Chakraborty** successfully coordinated "The Tycoon Challenge- A test of Managerial Skill" organised by Entrepreneurship Development Cell, BESUS, 2011.
- **Tanmoy Chakraborty, Vivek Kumar Sinha, Payel Mondal, Dipayan Bhattacharya, Rajib Kumar Das, Avishek Das and Mousumi Das** participated in the program "Shaping Young Minds" organised by AIMA, 2011.
- **Vivek Kumar Sinha, Sagnik Roy, Payel Mondal, Megha Mishra and Sruti Das** participated in SCINTILLATION 2011 organised by BESUS.

**Sagnik Roy** and **Avishek Chandra** are the core members of "Re-Comp Project" - A Project on Computer Recycling.

**Sagnik Roy, Vivek Kumar Sinha** and **Payel Mondal** are the core member of "Re-pep" - A Project on Paper Recycle

- **Tanmoy Chakraborty** and **Sanhita Bhowmick** are presently working in the "Earthian" -A project on Home waste Management organised By WIPRO.
- **Arnab De, Mousomi Sen, Rushita Chakraborty, Ramanuj Sarkar and Arijit Bagchi** won the first Prize in the B-Plan Competition of Prarambh 2012 at Management Education Centre, Heritage Institute of Technology, Kolkata.

# Infrastructure

## BUILDING, CLASSROOM & FACILITIES

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

## LIBRARY FACILITIES

### Library Facilities

- Over 1.2 lakhs(approx) titles, including 4000 titles on Management.
- 800 Indian and International Journal (inclusive of e-journal)
- 10 daily newspaper and business magazine
- Reprographic facilities
- CD Reader & Printing Facilities.
- Totally Computerised Cataloguing

## SOMS LIBRARY

The library of SOMS is equipped with 6000 books & Journals. Each student is provided with 3 Library cards and books are issued for 15 days. They are also provided with 2 Business journal for a week.



## BRITISH COUNCIL LIBRARY

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

## LABORATORIES

- Computer Laboratory
- Updated Central computer Centre
- Internet with Broadband Connectivity

## COMMUNICATION LABORATORY

To equipped student with value – added competitive advantage and to develop their communicative skills, state-of- the-art Communication Laboratory at par with Global benchmark has been set up. At a time 32 students can attend the communication class. Laboratory has been set up for catering to the needs of the students to enhance soft skills and also build their confidence through Mock Group discussion and Personal Interview session.

## STUDENTS ACTIVITY CENTRE

A full fledged department of the University, headed by a Professor-in-charge of Students Activities (PICSA) encourages and enables the students to participate in Games, Sports and various cultural activities and offers, inter-alia, facilities :

- Institute hall with a capacity to accommodate 400 people at a time, complete with state-of-the-art sound system, stage, and lighting arrangement.
- Athletic Club which houses a well-equipped Gymnasium, and also has the infrastructure for Lawn tennis, Badminton, Basketball, Boxing, Table Tennis, Swimming.
- University has a couple of beautifully maintained grounds called Oval and Lords which host cricket and football matches on a regular basis.
- Students' Canteen serving hygienic foods.
- School encourages students to participate in the interuniversity fests, management games, quizzes and other cultural programs.

## MBA PROGRAMME

The MBA programme is designed to deliver the latest business education. The emphasis of the programme is on an integrated understanding of the totality of business, its philosophy and socio-economic inter-relationship. The programme is specially designed to develop and enhance the basic managerial skills and abilities of students and to equip them with tools & techniques of modern management for better decision-making. Different teaching methods like case studies, simulation games, group discussions, group seminars, scenario building and project work are used to make the teaching-learning process



interesting. Students are encouraged to analyze, innovate and prepare themselves for professional challenges of the industry. The two years' programme leading to the Masters in Business Administration comprises of the following core areas :

- General Management
- Organization Theory and Practices along with Human Resources Management skills
- Accounting and Financial Management
- Operations Research and Information Technology Management
- Marketing Management
- Professional values & Ethics and Practical Values
- Entrepreneurship Development
- Operations Management



## RESEARCH PROGRAMMES

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

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

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

## CO-CURRICULAR ACTIVITIES

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

- Students of SOMS (2008 - 2010) batch has introduced Wall Manazine for the first time under the leadership of Dr. S.C.Saha, Ex-Director, SOMS.
- Students organize monthly cultural programmes to refresh their minds.
- Seminars, Symposia and Panel Discussions are conducted with active participation of faculty members, experts from industry and students.
- Industrial Visits are organized for our students to sensitize them to the ever-changing environment of business and industry.
- Special classes are held for students on improvement of English Communication Skill and Personality Development in general.
- British Council experts held classes in English Communication Skills for students

# Course Design

## FIRST SEMESTER

1. PRINCIPLES AND PRACTICES OF MANAGEMENT
2. ORGANIZATIONAL BEHAVIOUR
3. MANAGERIAL ACCOUNTING
4. MANAGERIAL ECONOMICS
5. QUANTITATIVE METHODS IN MANAGEMENT
6. COMPUTER APPLICATIONS IN MANAGEMENT

## SECOND SEMESTER

1. MARKETING MANAGEMENT
2. OPERATIONS RESEARCH
3. HUMAN RESOURCE MANAGEMENT
4. FINANCIAL MANAGEMENT
5. OPERATIONS MANAGEMENT
6. INDIAN BUSINESS & LEGAL ENVIRONMENT

### THIRD SEMESTER

- MANAGEMENT INFORMATION SYSTEM
- LOGISTICS AND MATERIALS MANAGEMENT
- NATIONAL ENTREPRENEURSHIP DEVELOPMENT AND INTERNATIONAL BUSINESS ENVIRONMENT
- BUSINESS AND GOVERNMENT

#### SPECIALIZATIONS

##### FINANCE:

- COMPANY ACCOUNTS AND CORPORATE TAXATION AND PLANNING
- STRATEGIC FINANCIAL MANAGEMENT AND SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

##### MARKETING:

- GLOBAL MARKETING MANAGEMENT
- CONSUMER BEHAVIOUR AND MARKETING RESEARCH

##### HRM:

- PERFORMANCE, COMPENSATION AND REWARD MANAGEMENT
- INDUSTRIAL RELATIONS AND LABOUR LAWS

##### OPERATIONS:

- BUSINESS PROCESS REENGINEERING
- TOTAL QUALITY MANAGEMENT

##### ITM:

- RDBMS & SQL CONCEPTS
- SECURITY AND CONTROL INFORMATION SYSTEM

### FOURTH SEMESTER (DUAL SPECIALIZATION)

- CORPORATE PLANNING AND STRATEGIC MANAGEMENT
- BUSINESS ETHICS AND PROFESSIONAL VALUE

#### SPECIALIZATIONS

##### FINANCE:

- FINANCIAL MARKETS, INSTITUTIONS AND SERVICES
- INTERNATIONAL FINANCIAL MANAGEMENT

##### MARKETING:

- ADVANCED MARKETING MANAGEMENT
- ADVERTISING, SALES & DISTRIBUTION AND HRD AUDIT

##### HRM:

- ADVANCED HUMAN RESOURCE MANAGEMENT
- CORPORATE HUMAN RESOURCE PLANNING AND HRD AUDIT

##### OPERATIONS:

- ADVANCED PRODUCTION MANAGEMENT
- PROJECT MANAGEMENT

##### ITM:

- ENTERPRISE RESOURCE PLANNING
- SYSTEM ANALYSIS AND DESIGN

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

\* Specialisations will be offered subject to minimum enrollment by students



### ATTENDANCE

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

## PROGRAMME MEMORANDA

Commencement of Session : July, 2012  
Duration : 2 year Full-time course approved by the All India Council for Technical Education. (AICTE)  
(MBA degree is awarded by Bengal Engineering and Science University, Shibpur.)

## ADMISSION

Eligibility Criteria : Bachelor's Degree (10+2+3/4/5) with 55% marks in aggregate from any A.I.U reognized university. Valid scores of CAT/MAT/XAT/JMET followed by performance in Group Discussion & Personal Interview. Candidates with engineering background and prior work experience will be given preference. Minimum 80 Percentile in MAT and 60 Percentile in CAT/XAT/JMET.

SC/ST Reservation : As per Govt. Rules  
No. of Seats : 60 (Intake of students is subject to change)



## PLACEMENT ASSISTANCE

On successful completion of the programme, the School helps the students in meeting their career aspirations through various on-campus and off-campus placement assistance. In addition, during the course, summer placement assistance is provided to the first-year students.

Workshops on career counselling, business etiquettes, group discussions and interviews, verbal and non-verbal communication skills etc. are the regular events in the school.

The Placement Cell is headed by a Placement Co-ordinator and ably supported by Faculty Advisory Committee and Student Placement Committee.

## OUR RECRUITERS



## CORE FACULTY MEMBERS

The school has a balanced strength of faculty resources having rich experience in academic & industry. These, highly skilled, qualified members come from several interdisciplinary thrust areas to impact quality teaching and undertake research & development consultancy which caters to the ongoing business and industry needs.

**Prof. (Dr.) S. R. Bhadra Chaudhuri**, B.E., M.E., MBA., Ph.D., - Director

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

**Mr. Sukanti Roy**, B.E, MBA, MIE, Assistant Professor cum Placement Coordinator

**Mr. Sumanta Deb**, B.Arch, MBA, Assistant Professor (Marketing)

**Ms. Monalika Dey**, B.Sc, MBA, PGDHR, Assistant Professor (HRM)

**Ms. Surabhi Sinha**, B.Sc, MBA, Assistant Professor (HRM)

## CORE FACULTY MEMBERS FROM OTHER DEPARTMENTS

**Prof. Rupen Basu Mallik**, M.Com, FCMA, Associate Professor & Head, Dept. of Humanities & Social Sciences.



## SCHOOL OF MANAGEMENT SCIENCES

### VISITING FACULTY MEMBERS :-

**Prof. Asok Kumar Banerjee**

B.Sc. (Tech), PGDM(IIMC)

Professor of Marketing, IEM, Salt Lake, Kol

**Mr. Asis Laskar**

B.E., PGDCP, MBA

Former Managing Director, GENELEC Ltd.

**Dr. A. M. Pal**

M.Com., ACA, Ph.D.

Former Vice President, Shaw & Wallace

**Ms. Aruna Pain**

M.Sc. (Econ.), M. Phil

Professor, Calcutta University

**Dr. Mausumi Bhattacharyya**

M.Com., Ph.D.

Assistant Professor, Eastern Institution of Management, Kolkata

**Mr. Prabir Kumar Banerjee**

M.Com, BA, CAIIB

Assistant Professor in Commerce, Sreerampur College

**Dr. Ranjan Kumar Gupta**

MBA, Ph.D

Former Manager, United Bank of India

**Dr. Ruma Bhattacharyya**

M.A.(Econ.), MS, Ph.D.

Asst. Prof. in Management, WBSU, Barasat

**Mr. Rahul Bose**

BE (Mech), MBA (XLRI)

Associate Professor, Calcutta Girls College, C.U.

**Mr. Somnath Banerjee**

M.Com., MBA (Finance)

Learning & Knowledge Manager, IBM Ltd.

**Mr. Saibal Chatterjee**

PGDP (IIMA)

Assistant Professor, NSHM Business School, Kolkata

**Mr. Supriyo Chatterjee**

B.Sc, MBM (Cal), MCA

Managing Director, Lokenath Chatterjee & Sons Pvt. Ltd.

**Mr. Shubha Kumar Bhaduri**

MBM (C.U.)

Software Consultant (BEC)

**Dr. Tridib Chakraborti**

M.A, Ph.D (Cal)

Marketing & Advertising Consultant

**Mr. Tulsi Charan Bhattacharyya**

M.Com, M.A, LL.M.

Management Consultant & HR Trainer

Faculty Member (Retd.), Dept of Law, C.U.

### STAFF MEMBERS

- |                            |                        |
|----------------------------|------------------------|
| 1. Mr. Goutam Sarkar       | 4. Mr. Pranab Satpathi |
| 2. Mr. Kanchan Kumar Maji  | 5. Ms. Dipsikha Pal    |
| 3. Mrs. Mousumi Das (Shaw) | 6. Mr. Sukanto Guha    |





## FEES STRUCTURE\*

Fees payable at the time of Admission

Item			Payable at the time of admission (Rs.)	Remarks
Registration Fee			200.00	One-time
Admission Fee			200.00	One-time
Student's Activities and other fees	Student's Activities Fees	20.00	100.00	Payable annually
	Athletic Club Fees	60.00		
	Medical Fees	20.00		
Caution Money			1000.00	One-time, Refundable
Tuition Fee	[Rs30, 000/-x 1]		30,000.00	For 1st Semester
Infrastructure Maintenance Fees			1,000.00	Rs.1000.00 per Semester
Placement and Training Brochure			500.00	One-time
Placement Activities			2,000.00	One-time
<b>Net amount payable at the time of admission</b>			<b>35,000.00</b>	

\*The fees structure mentioned above is under review for revision by the University. Students taking admission in MBA course **2012 – 14 academic session** will be required to pay the revised fees as soon as this comes into effect which would be intimated to them in due course.

## Mode of Payments

Rs. 35,000.00 payable by demand draft drawn in favour of "The Registrar, Bengal Engineering & Science University, Shibpur" payable at Kolkata.



## IMPORTANT DATES & DATA

Eligibility : Bachelor's Degree in (10+2+3/4/5) system with 55% marks in aggregate from any A.I.U recognized University; Valid scores of MAT (80 percentile or above) or CAT / XAT/ JMET (60 percentile or above)/high rank in CMAT followed by performance in Group Discussion & Personal Interview. Candidates with engineering background and prior work experience will be given preference.

Dates	Particulars
28.03.12 to 16.04.12	(i) Forms are available from the office of SOMS. (ii) Outstation candidates may download the application form from the website.
18.04.12	Last date of submission of filled up forms.
23.04.12	Names of short-listed candidates for GD & PI will be put on the notice-board.
27.04.12 and 28.04.12	Group Discussion & Personal Interview.
04.05.12	Final list of selected candidates to be put up at SOMS notice board and BESU website

### Enclose with application form:

1. Age proof certificate (attested copy)
2. Mark sheets and certificates from Madhyamik and equivalent onwards (attested copy)
3. MAT/CAT/XAT/JEM Score Card (attested copy)
4. SCIST/OBC Certificate (if applicable)
5. A demand draft of Rs 750/- drawn in favour of Registrar BESUS, Payable at Kolkata (For downloaded applications only)

### Documents required at the time of admission:

- 1 **Cash or Demand Draft of Rs. 35,000/**
2. **Age Proof Certificate (Original)**
3. Mark sheets and certificates from Madhyamik and equivalent onwards. (Original)
4. Blood Group Certificate (Original)
5. Stamp-size photo – 3 copies

### Particulars of DD.

Demand Draft of Rs. 35,000 to be drawn in favour of **"The Registrar, Bengal Engineering & Science University, Shibpur"** payable at Kolkata.

## SCHOOL OF MANAGEMENT SCIENCES

Bengal Engineering and Science University, Shibpur

<b>Vice-Chancellor:</b>	Professor (Dr.) Ajoy Kumar Ray
<b>Dean:</b>	Professor (Dr.) Manas Kumar Sanyal
<b>Director:</b>	Professor (Dr.) Sekhar Ranjan Bhadra Chaudhuri
<b>Registrar:</b>	Dr. Biman Bandyopadhyay
<b>Finance Officer:</b>	Sri Manindra Nath Sarkar
<b>Controller of Examinations(Acting):</b>	Dr. Nirmalya Bhattacharya



## **Bengal Engineering and Science University, Shibpur**

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