

AICTE MANDATORY DISCLOSURE 2022-23

Mandatory Disclosure	Updated as on January 2022
Region	Eastern
Permanent Institute Id.	1-3380648861
Current Application Number	1-9318473646
AICTE File No.	Eastern/2017/1-3380648861
NBA Accreditation Status: NAAC Accreditation Status:	Applied for Accreditation – NO Applied for Accreditation - NO
Name of the Institute	INTERNATIONAL SCHOOL OF BUSINESS & MEDIA, KOLKATA
Address	Premises No. 330/2, Pujali Trunk Road, Mouza Rajibpur, JL No. 43, Police Station- Budge Budge, Kolkata- 700138.
City /Village	PUJALI
District	SOUTH 24 PARGANAS
State	WEST BENGAL
Pin	700138
Contact No.	033 24820013/18/19 9230562592/97/71/72
Longitude & Latitude	Longitude - 88,7,28 and Latitude - 22,27,36
Email id	isbm.pegfoundation@gmail.com
website	www.isbmk.ac.in
Nearest Railway Station (dist. In Km)	Howrah Station (27 Km)
Nearest Local Train Railway Station (dist. In Km)	Budge Budge Station (8 Km)
Nearest Airport (dist. In Km)	Netaji Subhas Bose International Airport (44 Km)

Type of Institute	Unaided Private
Category of the institution	Non Minority and Co-Ed.
Name of the organization running the Institution	Peoples Empowerment Group Foundation
Type of the Organization	Society
Registered Office Address of the Society	Rectangular No. 41, Village Maidawa, Distt. Gurgaon
Date of Registration of the society	13 th May 2015
Name of the President	Dr. Pramod Kumar
Email id & Contact No.	pk0306.isbm@gmail.com 020-25754651 / 664
Highest Degree	Ph.D. , IIT Bombay
Field of Specialization	Organizational Behaviour

Members of the Society	Peoples Empowerment Group Foundation
Pramod Kumar	President
Bhishmaraj Srivastava	Secretary
Shiv Kumar Srivastava	Member
Santosh Kumar Srivastava	Member
Subramaniam Jayaraman	Member
Anand Bisht	Member
Abhay Kumar Agarwal	Member

Name of the Principal/ Director	Dr. Ranjan Ghosh
Email id	director@isbmk.ac.in
Contact No.	9820169896
Highest Degree	Ph.D., PGDM Operations, M. Pharm, B. Phram
Field of Specialization	Operations Management

Programme Offered	PGDM - AICTE Approved
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Members of the Governing Body

Name	Designation
Pramod Kumar	President of People's Empowerment Group Foundation
Bhishmaraj Srivastava	Secretary of People's Empowerment Group Foundation
Shiv Kumar Srivastava	Member of People's Empowerment Group Foundation
Santosh Kumar Srivastava	Member of People's Empowerment Group Foundation
Ranjan Ghosh	Ex-Officio, Director of International School of Business & Media, Kolkata
Arpita Roy	Assistant Professor: Faculty member of International School of Business & Media, Kolkata

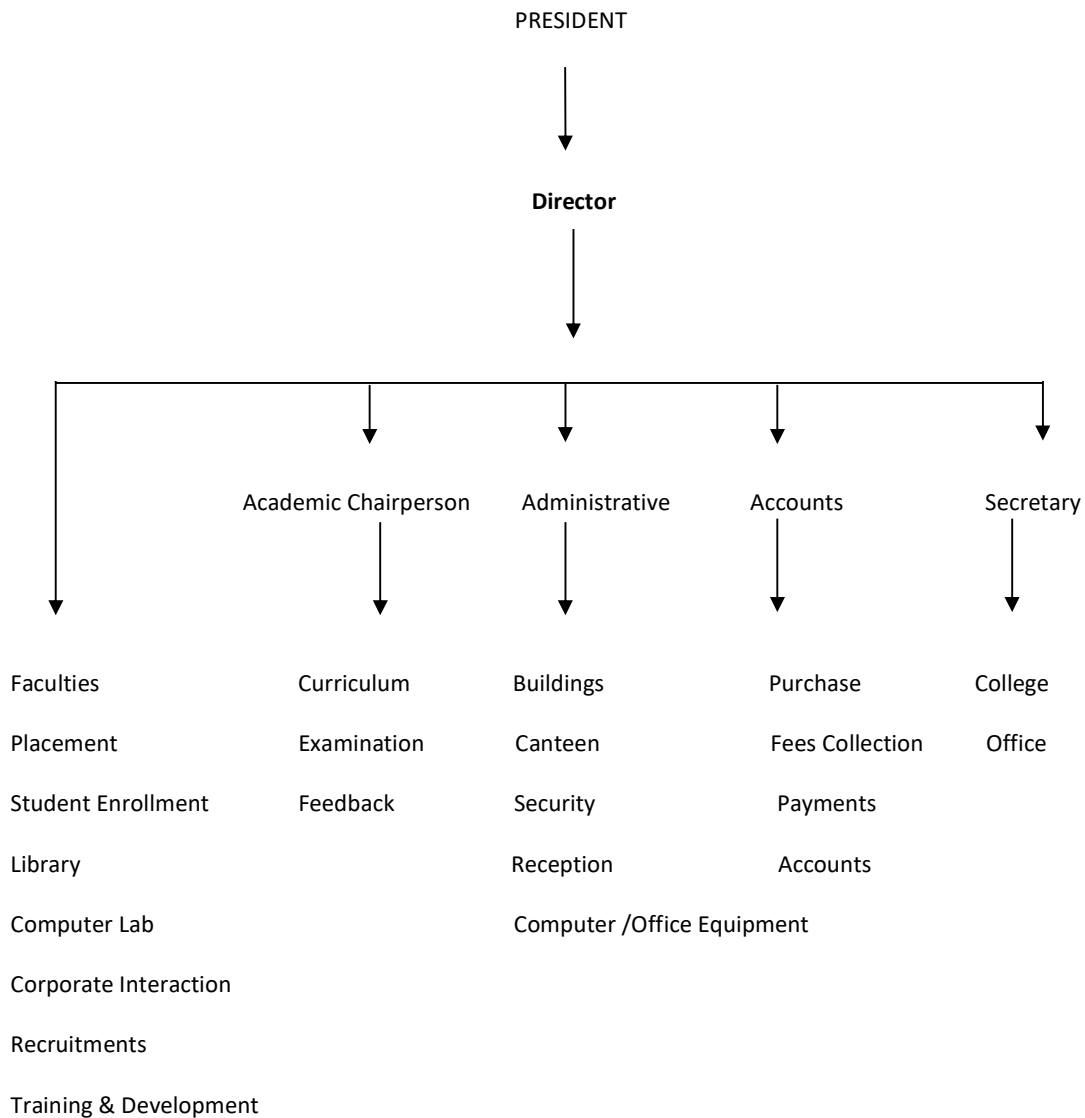
Members of Academic Advisory Body:

Sl.No	Name	Designation	Organization
1	Dr. Y.V. Verma	Management Consultant	Business & Strategy Consultant
2	Mr. Yashwant Mahadik	Executive Vice President	Global CHRO at Sun Pharma, Mumbai, Maharashtra

3	Mr. Sanjay Jorapur	Chief Human Resource Officer	Hero MotoCorp with Global Human, Resources Leadership Experience
4	Mr. Chandan Chatteraj	President – HR (INDIA & Global)	UFLEX Group New Delhi
5	Dr. C.M. Dwivedi	Member of the Board	Senior HR Advisor, Mentor & Coach, HR Consultancy, Mumbai
6	Mr. R.S Chopra	Managing Director & Chairperson	Piaggio Vehicles Pvt. Ltd. Pune
7	Mr. Udai Upendra	Sr. Fellow Global Human Capital	The Conference Board, USA
8	Mr. Marcel Parker	Owner at Marcel R Parker	Associates, Mumbai
9	Mr. Rohit Suri	Chief HR & Talent Officer	South Asia at GroupM, Mumbai
10	Mr. Rajesh Pant	Director & Founder	Kandor Solutions Pvt Ltd. Mumbai

Frequency of the Board Meetings and Academic Advisory Body Meetings: Minimum 4 in a year

Organisational chart and processes:



Nature and Extent of involvement of faculty and students in academic affairs/improvements:

The faculty and the students are involved in academic activities very actively. Faculty is involved into consultancy and training which in turn raised the standard of teaching. The teaching methodologies used by faculty are highly participative and application oriented. Students are encouraged to undertake live projects.

Mechanism / Norms and Procedure for Democratic /Good Governance:

Regular Faculty meeting /Student Council Meeting/ Non Teaching Staff Meeting for improvement of academic rigour and associated activities.

Student feedback mechanism on Institutional Governance/faculty performance	Feedback is collected from each student for every semester in faculty feedback form. This data is analysed and necessary corrective action is taken. Also www.old.aicte-india.org/feedback/index.php
Feedback facility of Students & Faculty	Available on the Web Portal of AICTE www.aicte-india.org
Grievance Redressal mechanism for faculty, staff and students	Anti Ragging Committee/ Internal Complaint Committee/Grievance Redressal Committee & OMBUDSMAN/ Committee of SC - ST/Internal Quality Assurance Cell
Name of the Department	Management
Course/ Programme approved by AICTE	Post Graduate Diploma in Management - PGDM
Level	PG
Status of Approval by the Council: Approved	Letter of Approval for New Institution 2017-18 issued on 30 th April, 2017 EOA 2018-19 EOA 2019-20 EOA 2020-21 EOA 2021-22 EOA 2022-23
Proposed Batch Strength	180 Intake
Duration of the Programme	2 years programme
Cut off Marks for admission for 2018 and 2019 batch	Eligibility Criteria as per AICTE mandate ensured
Proposed Course Fee Structure	Rs. 4,00,000/- per annum
Break up of Course Fee Structure	

	Rs. 2,50,000/-	for Coursework		
	Rs. 75,000/-	for employability & skill development workshops (skill training, attitude, values & personality change workshops, body language development, articulation & communication, leadership development workshop, stress management & yoga) and outbound training. A total talent development approach for both campus placement and career development.		
	Rs. 25,000/-	for Corporate Guest lectures by senior management executives		
	Rs. 50,000/-	for infrastructure facilities		
	Total Rs. 4,00,000/-			
Other Expenses				
	Placement Assistance Fee per year	Rs. 20,000		
	Alumni Life Membership Fee	Rs. 10,000		
	Caution Money Deposit (Refundable)	Rs. 10,000		
Eligibility for admission in PGDM	As per AICTE norms Passed Bachelor's degree of minimum 3 years duration and had obtained at least 50% marks (45% in case of reserved category candidates) in the qualifying examination.			
Selection Process	Candidates need to qualify CAT/XAT/CMAT/ATMA/MAT/GMAT followed by GD&PI			
Distribution of Weightage for final selection:	1	Group Discussion	25 Marks	15% Weightage
	2	Personal Interview	60 Marks	15% Weightage
	3	Admission Test/XAT/CAT/MAT scores		35% Weightage
	4	Academics		25% Weightage
	5	Experience & Extracurricular Activity		10% Weightage
			Total	
Duration	2 years			

PLACEMENT FACILITIES:

Career building is key element of education in International School of Business & Media Kolkata. The curriculum helps in inculcating high quality professionalism, team building, leadership qualities, attitude and values. It includes mandatory internship in top corporates for a duration of 5 months where the student's performance is evaluated by the corporates and Pre Placements Offers are also a high possibility.

In the second year of the programme, the Final placement drive is initiated and corporates are encouraged to come and interact with our students.

INTERNSHIP RECORD OF BATCH 2021-23:

All Students had paid internship offers with the minimum stipend of Rs. 10,000/- per month .

FINAL PLACEMENT RECORD OF BATCH 2020-22:

All Students placed with average CTC of Rs. 7 lacs.

INTERNSHIP RECORD OF BATCH 2020-22: All Students had paid internship offers

FINAL PLACEMENT RECORD OF BATCH 2019-21: Students got placed, some with multiple offers. Average CTC is 7.5 lacs

FACULTY DETAILS

Faculty Unique ID	Title	First Name	Last Name	Qualification
1-3400720022	Ms.	ARPITA	ROY	M. PHIL , MSc. ECONOMICS
1-3400720029	Mrs.	KARABI	BANDYOPADHYAY	M TECH
1-3400821116	Mr.	ASHIS	MITRA	CA
1-3400846123	Mrs.	MAHUYA	MAITRA	MA(JOURNALISM), PG Diploma in Media & films
1-3589906963	Mr.	SHOVAN	NANDI	MBM (MARKETING)
1-4564240534	Mr.	RAVI	PANDEY	PGDM
1-4571806539	Ms.	AVIRUPA	BHADURI	PGDM
1-4620830551	Dr.	SUBHASIS	BERA	PHD, MA ECONOMICS
1-4638199421	Mr.	DIPTENDU	HALDAR	PGDBM
1-9528058025	Dr.	RANJAN	GHOSH	PHD, M PHARMA, PGDBM
1-10989354674	Dr.	ANUPA	BARIK	PHD, MICA, MEDIA COMMUNICATION
1-11297990378	Ms.	SUDESHNA	SARKAR	MBA (MARKETING)
1-11300803302	Dr.	SONIA	MUKHERJEE	PHD. MPHIL ECONOMICS
1-11306863448	Mr.	SAMIR RANJAN	SAMAL	MBA (MARKETING)
1-11306864047	Ms.	DIPTIMAYEE	SAHOO	MBA (HR & BANKING)
1-11307410679	Mr.	SEIKH	ABUZAR	PGDM (MARKETING & FINANCE)
1-11307867538	Mr.	ANAND	RAJ	PGDM (MARKETING & FINANCE)
	Ms.	SUNETRA	MAITRA PAUL	PGDM (MARKETING) PHD. (submitted)
1-11308077379	Ms.	NEHA	SAKHARKAR	MBA HR
1-11314748678	Ms.	LOVELY	CHODHARY	MBA (MARKETING)

Research Publications by Faculty Members:	
	Dr. Soumik Gangopadhyay
	JOURNAL PUBLICATIONS
1	Gangopadhyay S; Sur S. (2017). Changing Perception of Indian Women Regarding Two Wheeler: A Survey of Kolkata. International Journal of Academic Research & Development. (ISSN- 2395-1737) Vol 2(2), 83- 89.
2	Gangopadhyay S; Bose A. (2017). "Perception Of International Mobile Communication Service: A Study Of Kolkata". Viswakarma Business Review. (ISSN-2229-6514) Vol.VII(1), 56-61.
3	Gangopadhyay S; Sur S. (2017). "Burden of NCDs Among Nuclear Families: A Study in the City of Joy". Journal of Health Management. (ISSN-0972-0634) Vol.19(4), 602-609.
4	Gangopadhyay S; Chakraborty S. (2019). "A Model Of Strategic Communication For Clinical Premises Based On Perceived Risk Of Ncds: A Study Of Kolkata, India" International Journal of Business Innovation and Research. (ISSN-1751-0260), Accepted for publication.
	CONFERENCE PROCEEDINGS & EDITED BOOK CHAPTER PUBLICATION
5	Gangopadhyay S; Sarkar A. (2017). The Utility Paradox of Biodiesel: A Selective Study of Kolkata. IIM- Ahmedabad (ISBN- 9788192080062). 478-484.
	EDITED BOOK
6	Gangopadhyay S; Ukil A. (2018). "Sustainable Health Development Model Based on Patient's Perception: A Study of Kolkata". Contemporary Economic Issues in India. P.K. Chaubey & M.A. Beg. BHARTI PUBLICATIONS, New Delhi. (ISBN- 978-93-86608-28-4).
	CONFERENCE ATTENDED & PAPER PRESENTED
7	"A model of strategic Communication for Clinical Premises based on Perceived Risk of NCDs: A Study of Kolkata, India" at International Conference on Global Health & Medical Tourism(GloHMT) at IIM-Kozhikode In Mar'19

8	"Strategic Marketing of Clinical Premises Based on Perceived Risk of NCDs: A Study of Kolkata" at 1st International Conference on Commerce and Pharma Management, Manipal Academy of Higher Education, Manipal University, Udupi in SEP'18
9	"Sustainable Health Development Model Based On Patient's Perception: A Study Of Kolkata" at Centenary conference of IEA to be held at Jai Narayan Vyas University, Jodhpur in DEC'17
10	"The Utility Paradox of Biodiesel: A Selective Study of Kolkata" at 7th International Conference on Marketing in Emerging Economies by IIM - Ahmedabad in JAN'17
	Dr. N. Srividya
	PUBLICATIONS IN JOURNALS
11	"Performance of A Firm in the wake of Women Employees in Key Positions: An Overview", Parikalpana, KIIT Journal of Management ISSN: 0974-2808, Volume 13(1), Jan-June 2017 Pg No: 17 – 30, an UGC Refereed Journal
12	"A Study on Need for Uniqueness in Human Behaviour", The NEF Journal of Commerce & Management, Vol.7, No.1, Jan-June 2017, ISSN 2231-492X
	Dr. Subhasis Bera
	PUBLICATIONS IN JOURNALS
13	"Club Convergence and Drivers of Digitalization Across Indian States", Telecommunications Policy, Vol 43, Issue 8, Elsevier, 2019
14	Cyber- attack and COO effect on Russian Software Industry", In JK Das, H Arora (ed) Reinventing Indo-Russia Relations, Bloomsbury, 2019
15	"Determinants of Indian Economic Growth" in Imagining India as a global power: Prospects and Challenges ed by Sangit K. Ragi, Sunil Sondhi, Vidhan Pathak, Routledge, 2017
16	"Impact of Foreign Direct Investment on Total Factor Productivity in Vietnam" in Vietnam: The Emerging Asian Star From A War-Stricken Nation ed by Das, Arora, Bloomsbury, 2017
	Ms. Sharmila Sinha
	INTERNATIONAL CONFERENCES

17	<p>Purba JOSHI and Sharmila SINHA Indian Institute of Technology Bombay, India Title: A DESIGN INQUIRY INTO THE ROLE OF DESIGN PROCESS IN FOSTERING CREATIVE EXPLORATION OF IDEAS AND CONCEPTS: AN EXPLORATORY STUDY OF DESIGN PROJECTS OF ENGINEERING STUDENTS at 21st INTERNATIONAL CONFERENCE ON ENGINEERING AND PRODUCT DESIGN EDUCATION (E&PDE 2019) 12-13 SEPTEMBER 2019, DEPARTMENT OF DESIGN, MANUFACTURING AND ENGINEERING MANAGEMENT, UNIVERSITY OF STRATHCLYDE, UNITED KINGDOM</p> <p>Editor: Bohemia, Erik; Kovacevic, Ahmed; Buck, Lyndon; Brisco, Ross; Evans, Dorothy; Grierson, Hilary; Ion, William; Whitfield, Robert Ian</p> <p>https://www.designsociety.org/publication/42217/DS+95%3A+Proceedings+of+the+21st+International+Conference+on+Engineering+and+Product+Design+Education+%28E%26PDE+2019%29%2C+University+of+Strathclyde%2C+Glasgow.+12th+-13th+September+2019</p> <p>Year: 2019 Series: E&PDE, DOI number: https://doi.org/10.35199/epde2019, ISBN: 978-1-912254-05-7</p>
18	<p>"Fostering Creative Ideation: A case of Idea Stimulation with Analogy" in International Journal of Research and Analytical Reviews, Special Edition , 387 – 392, ISSN No:2349-5138 and E-ISSN No: 2348-1269, Jan 2019, at INTERNATIONAL CONFERENCE on Emerging Socio Economic Trends & Business Strategy, January 18 and 19, 2019</p>
19	<p>Purba Joshi & Sharmila Sinha Indian Institute of Technology Bombay, India with title The Effect of Idea Representation Techniques on Design Decisions During Idea Exploration Phase: An Exploratory Study of New Product Design</p> <p>International Conference on Research into Design ICORD 2017: Research into Design for Communities, Volume 2 pp 567-576, First Online 11 February 2017,</p> <p>DOI https://doi.org/10.1007/978-981-10-3521-0_49, Publisher Name: Springer, Singapore, Print ISBN 978-981-10-3520-3, Online ISBN 978-981-10-3521-0</p>
	<p>Dr. RAJIB BHATTACHARYA</p> <ol style="list-style-type: none"> Paper titled "SERVICE SECTOR IN INDIA: ROLE OF CMAS" The Management Accountant. November 2011. Volume 46. No.11 pp. 994 – 999 [ISSN : 0972 – 3528]; Paper Titled "A STUDY ON SUSTAINABLE DEVELOPMENT OF MICRO SMALL AND MEDIUM ENTERPRISES [MSMES] OF INDIA- CHALLENGES AND THE WAY FORWARD " contributed to 2nd International Conference: Sustainability: People, Planet & Prosperity, 9th - 11th November, 2011, IIM Shillong, India. Conference Compendium pp 184 – 203; Paper titled "SUSTAINABLE DEVELOPMENT OF INDIAN SMES: A DIFFERENT APPROACH" presented at International Conference on "Emerging Trends for Value Creation in the Era of Knowledge Economy" – Organized by Datta Meghe Institute of Management Studies, Nagpur, in association with Northern Illinois University, USA and Lawrence Technological University, USA. February 17th – 18th 2012. Conference Proceedings compendium. pp 317 – 327. [ISBN: 978-93-81432-12-9]; Paper titled "TEMPLE TOURISM: A STRATEGIC TOOL FOR ACHIEVING INCLUSIVE GROWTH AND SUSTAINABLE DEVELOPMENT OF THE SECTORALLY LINKED MSME IN RURAL WEST BENGAL" in Tourism: Theory and Practice – Tourism Economics Issue. January 2012. Volume 10. Number 1. pp 172 – 190. [ISSN: 0973-6611]; Paper titled "BEHAVIORAL FINANCE: AN INSIGHT INTO THE PSYCHOLOGICAL & SOCIOLOGICAL BIASES AFFECTING FINANCIAL DECISIONS OF INVESTORS". Zenith International Journal of Business Economics & Management Research. July 2012. Volume 2. Issue 7. pp 147 – 157 [ISSN: 2249-8826]; Paper titled "EXTENDING MANAGEMENT EDUCATION TO RURAL ENTREPRENEURS OF MSME UNITS IN INDIA: A STRATEGIC TOOL FOR SUSTAINABLE DEVELOPMENT" published in August 2012 Issue of Excel International Journal Of Multidisciplinary Management Studies [ISSN: 2249-8834]; Paper titled "TRAINING THE ENTREPRENEURS: A STRATEGY FOR ENHANCING TALENT MANAGEMENT IN INDIAN MICRO, SMALL AND MEDIUM ENTERPRISES [MSMES]" IFRSA Business Review Volume 2 issue 2 June 2012 pp 206 – 214 [ISSN: 2249 – 5444]; Paper titled "A COMPARATIVE STUDY OF VOLATILITY OF SECTORAL STOCK MARKET INDICES IN INDIA: STRATEGIC IMPLICATIONS FOR THE COMMON RETAIL INVESTORS" presented at International Conference on Emerging Trends in Finance and Accounting August 3rd - 4th 2012, Mysore, India. Published in Conference Compendium ISBN: 978-81-922146-2-7; Paper titled "DIFFERENTIATED MARKETING COMMUNICATION FOR MARKETING OF MANAGEMENT COURSES – A CASE STUDY" contributed to International Conference on Engineering, Technology and Management (ICETM Sep '12) September 7th - 8th 2012, Tirupati, India;

	<p>10. Paper titled "AWARENESS OF AND ATTITUDE TOWARDS ETHICS IN WORK PLACE AMONG POST GRADUATE MANAGEMENT STUDENTS – AN EMPIRICAL STUDY" – contributed to the 6th International Conference on Challenges in Human Resource Management organized by Desh Bhagat Institute of Management and Computer Science, Mandi Gobindgarh, India. September 21st & 22nd, 2012 & published in the anthology (titled "Human Resource management – Challenges and Choices" Volume I ISBN 978-81-910125-8-3) of selected papers presented at the seminar;</p> <p>11. Paper titled "SUSTAINABLE DEVELOPMENT OF MSME UNITS IN INDIA THROUGH STRATEGIC ENTREPRENEURSHIP" – contributed to Kushagra International Management Conclave 2012 (in collaboration with the University of Washington, USA and supported by WASITRAC USA & North Seattle Community College, USA); November 17th & 18th, 2012 & published in Kushagra International Management Review (ISSN: 2250 – 0960) Issue II, No-2, 2012;</p> <p>12. Paper titled "EFFECT OF MEDIA SELECTION ON EFFICACY OF ADVERTISEMENT OF PRODUCTS – AN EMPIRICAL STUDY" Presented at 1st National Conference on Paradigm Shift in Innovative Business Management, December 1st & 2nd 2012, Indore, Madhya Pradesh, India; Published in a book titled Value based Innovative Business Management edited by Dr. S M Anas Iqbal & Naveen Narang, Shroff Publishers & Distributors Pvt. Ltd. ISBN 13: 978-93-5110-155-0, 1st Print June 2013, pp 194 - 197</p> <p>13. Paper titled "AWARENESS OF AND ATTITUDE TOWARDS LEARNING NON-ENGLISH FOREIGN LANGUAGES AMONG HIGHER SECONDARY, GRADUATION AND POST-GRADUATION STUDENTS IN THE CITY OF KOLKATA – AN EMPIRICAL STUDY" presented at International Conference on Managing Human Resources, December 14th & 15th 2012, Mysore, Karnataka, India; Published in SDMIMD Journal of Management, Volume 4, Issue 1, March 2013, pp. 10 – 18;</p> <p>14. Paper titled "EFFECT OF CELEBRITY ENDORSEMENT ON CONSUMER ATTITUDES TOWARDS BRANDS – AN EMPIRICAL STUDY" presented at 5TH DYPDBM International Research Conference 2012 on Managing Business in Economic Crisis, December 15th 2012, Mumbai, Maharashtra, India;</p> <p>15. Paper titled "SPIRITUALITY: A TOOL FOR BUILDING UP SUSTAINABLE ORGANIZATIONS THROUGH ENLIGHTENED ENTREPRENEURSHIP" presented at the International Conference on Leadership and Management through Spiritual Wisdom, February 22th – 24th 2013, Varanasi, Uttar Pradesh, India;</p> <p>16. Paper titled "CULTURAL TOURISM: A STRATEGIC TOOL FOR FOSTERING SME SECTOR IN RURAL WEST BENGAL" contributed to the 2nd International Conference on Emerging Markets and Issues in Management (ICEMIM) 2013, April 19th – 20th 2013, Vellore, Tamil Nadu, India;</p> <p>17. Paper titled "FINANCIAL TIME SERIES MODELLING ON STOCK MARKET INDICES: A LITERATURE SURVEY" contributed to the International Conference on Management, Business & Economics (ICMBE), June 7th – 8th 2013, Vijayawada, Andhra Pradesh, India; Published in Business Sciences International Research Journal, Volume 1, Issue 2 (2013) pp 397 – 405 ISSN: 2321-3191</p> <p>18. Paper titled "RISK ASSESSMENT AND MANAGEMENT FOR SUSTAINABLE DEVELOPMENT OF MICRO SMALL AND MEDIUM ENTERPRISES [MSMEs] IN INDIA" presented at the National Seminar on Changes and Challenges in Global Business Scenario, May 3rd – 4th 2013, Kolkata, West Bengal, India.</p> <p>19. Paper titled "NEUROMARKETING: A CRITICAL STUDY ON THE CONCEPT, APPLICATION AND ETHICAL ASPECTS" contributed to the International Interdisciplinary Research Conference on Economics, Commerce, Management & Technology organized by Indo Global Chamber of Commerce, Industries and Agriculture in Association with - PSD Shastri Educational Foundation's, ASMA Institute of Management, Pune, June 1 2013, Nasik, Maharashtra, India and published in International Journal of Multidisciplinary Research, ISSN: 2277-9302, Vol. II, Issue 3(II), June 2013, pp 41-44 .</p> <p>20. Paper titled "A QUANTITATIVE ANALYSIS OF TROPENEAARS'S DIMENSIONS OF NATIONAL CULTURE: IMPLICATIONS FOR MULTINATIONAL CORPORATIONS" presented at the International Research Conference on Innovative Strategies in Commerce, Management, Engineering, Technology & Social Sciences organized by Indo Global Chamber of Commerce, Industries and Agriculture, Goa Commerce Association, The Global Open University - Nagaland, Indira Gandhi Technological and Medical Sciences University - Arunachal Pradesh, Goa Chamber of Commerce and Industry - Goa and Vidya Vikas Mandal - Goa, June 10 - 11, 2013, Goa, India and published in International Journal of Multidisciplinary Research, Vol. II, Issue 3(V), June 2013, ISSN 2277 – 9302, pp 134-139.</p> <p>21. Paper titled "AN ALTERNATE APPROACH TOWARDS FORECASTING SECTORAL AND THEMATIC STOCK MARKET INDICES : A TOOL FOR FINANCIAL RISK MANAGEMENT" presented at the 2nd International Conference on Emerging Trends in Finance and Accounting, August 9th – 10th 2013, Mysore, India;</p> <p>22. Paper titled "AN ANALYTICAL STUDY ON HOFSTEDE'S DIMENSIONS OF NATIONAL CULTURE: IMPLICATIONS FOR INTERNATIONAL BUSINESS MANAGEMENT" published in SIT Journal of Management, June Issue 2013, ISSN: 2278 9111</p> <p>23. Paper titled "QUALITATIVE APPROACH TOWARDS RISK ASSESSMENT AND MANAGEMENT: AN INNOVATIVE MANAGEMENT TOOL FOR SUSTAINABLE DEVELOPMENT OF MICRO, SMALL AND MEDIUM ENTERPRISES [MSMEs] IN INDIA" presented at the 4th International Conference on Technical and Managerial Innovation in Computing and Communications in Industry and Academia - IEMCON 2013, August 23, 2013, Kolkata, India and published in Compendium of the Conference, ISSN: 978-81-923777-9-7;</p> <p>24. Paper titled "EFFECT OF GOING GREEN ON STOCK PRICES: A STUDY ON BSE-GREENEX" presented at The International Conference on Green Computing and Technology, September 05 -06 2013, Mumbai, India.</p> <p>25. Paper titled "AN EMPIRICAL STUDY ON AWARENESS OF AND ATTITUDE TOWARDS SPIRITUALITY AT WORK PLACE AMONG POST GRADUATE MANAGEMENT STUDENTS IN KOLKATA" presented at the AICTE Sponsored 7th International Seminar on Spiritualism in Education, September 27-28 2013, Mandi Gobindgarh, Punjab, India;</p> <p>26. Paper titled "A STUDY ON THE RELATIONSHIP BETWEEN SECTORAL STOCK MARKET INDICES OF THE INDIAN INDUSTRY & PROMINENT BRAOD-BASED STOCK MARKET INDICES OF THE WORLD" presented at the Peter F Drucker Memorial 5th National Conference on "Business Innovation, Economics & Management (BIEM-2013)", Siliguri, India and published in Conference Compendium ISBN:978-93-82338-87-1;</p> <p>27. Paper titled "PREDICTING DAILY HIGHS AND LOWS OF EQUITY SHARE PRICE: A MULTIVARIATE LINEAR REGRESSION APPROACH" accepted and due for presentation at the 11nd International Conference on "Paradigm Shift in Innovative Business Management", December 7th – 8th 2013, Indore, India;</p> <p>28. Paper titled "EFFECT OF THE US GOVERNMENT SHUTDOWN ON GLOBAL STOCK MARKET INDICES" published in the International Journal of Advances in Arts, Science & Engineering (IJOAASE), Volume 2, Issue 4, January 2014 Issue, ISSN: 2330-6136;</p> <p>29. Paper titled "INTRA-DAY PREDICTION OF CNX BANK INDEX – A LINEAR MULTIVARIATE REGRESSION APPROACH" presented at The IXth International Conference on Finance and Business Management (ICFBM-14), Ranchi, India, July 11 – 12, 2014;</p> <p>30. Paper titled "PREDICTION OF SECTORAL STOCK MARKET INDICES – A COMPARATIVE STUDY ON CNX BANK INDEX USING AN AUTOREGRESSIVE MODEL FOR TIME SERIES ANALYSIS AND LINEAR MULTIVARIATE REGRESSION APPROACH" contributed to The 3rd International Conference on Emerging Trends in Finance & Accounting, Mysore, India, August 22 – 23 2014;</p> <p>31. Paper titled "IDENTIFYING CULTURAL CLUSTERS OF NATIONS BASED ON HOFSTEDE'S DIMENSIONS OF NATIONAL CULTURE: A MULTIVARIATE CLUSTER ANALYSIS APPROACH" contributed to The 4th Annual ELIXIR Conference at Datta Meghe</p>
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	<p>Institute of Management Studies, Nagpur, India, September 19 – 20 2014;</p> <p>32. Paper titled "CULTURAL CLUSTERING OF NATIONS BASED ON TROMPENAARS'S DIMENSIONS OF NATIONAL CULTURE: A MULTIVARIATE CLUSTER ANALYSIS APPROACH" published in GE – International Journal of Management Research (GE-IJMR), Volume – 2, Issue – 8 (August 2014), pp 310 – 322, ISSN: 2321- 1709;</p> <p>33. Paper titled "THE CNX SERVICE SECTOR INDEX: A COMPARATIVE STUDY OF RETURNS, VOLATILITY AND PREDICTABILITY" contributed to The National Seminar on Service Sector and Indian Economy in Post-Reform Era, organized by North Bengal St. Xavier's College, Jalpaiguri, West Bengal, India on September 22, 2014.</p> <p>34. Paper titled "FINANCIAL CONTAGION: A CASE STUDY ON THE EFFECTS OF THE US GOVERNMENT SHUTDOWN ON GLOBAL STOCK MARKET INDICES WITH SPECIAL FOCUS ON INDIA" published in the book titled Paradigm Shift in Business Practices & Corporate Management, Levant Books & NCE Bengal, pp 1-7, 2015, ISBN: 978-93-84106-23-2</p> <p>35. Paper titled "A COMPARATIVE STUDY ON PREDICTION OF CNX BANK INDEX USING AN AUTOREGRESSIVE MODEL FOR TIME SERIES ANALYSIS AND LINEAR MULTIVARIATE REGRESSION APPROACH" published in Management Mirror, Volume 1, April 2015, ISSN: 2339-0099, pp 32-55</p> <p>36. Paper titled "AN ANALYTICAL INSIGHT INTO THE EFFECTS OF CHANGES IN SELECTED BROAD BASED STOCK MARKET INDICES OF THE WORLD, FOREIGN EXCHANGE RATES AND INTERNATIONAL PRICES OF GOLD & CRUDE PETROLEUM ON CNX NIFTY" published in International Journal of Management Research (GE-IJMR), May 2, ISSN: 2321-1709,</p> <p>37. Paper titled "AN INSIGHT INTO TECHNIQUES OF TIME SERIES MODELING FOR PREDICTION OF STOCK PRICES AND STOCK MARKET INDICES" published in VSRD International Journal of Business and Management Research, Vol. V Issue IV May 2015, ISSN: 2319-2194;</p> <p>38. Paper titled "PREDICTIVE MODELING OF EXCHANGE RATES – A LINEAR MULTIVARIATE REGRESSION APPROACH" presented at the UGC Sponsored National Seminar on Financial Inclusion: Challenges and Prospects organized by Department of Commerce, Malda College, Malda, West Bengal, September 12th & 13th 2015</p> <p>39. Paper titled "TRAINING UP MANAGEMENT STUDENTS IN DEVELOPING A SPIRITUAL OUTLOOK TOWARDS BUSINESS" presented at the International Conference on Indigenous Models of Sustainability, Good Governance & Spiritual Transformation at IIM Bangalore, 4-6 January 2016</p> <p>40. Paper titled "A STUDY ON THE ASSOCIATION BETWEEN MOVEMENTS OF CNX NIFTY AND SELECTED BROAD-BASED STOCK MARKET INDICES OF THE WORLD" presented at the National Conference on Skilling for Tomorrow at Army Institute of Management, 21 November 2015</p> <p>41. Paper titled "ASSESSING THE RISK PROFILE OF MSME UNITS A STUDY ON MSME UNITS IN AND AROUND THE CITY OF PATNA" presented at the National Conference on Skilling for Tomorrow at Army Institute of Management, 21 November 2015</p> <p>42. Paper titled "CHIT FUNDS AND BEHAVIOR OF MARGINAL INVESTORS – THE POST-SARADHA SCENARIO" presented at SUSCON 5, 5th Annual International Conference on Sustainability at Rajiv Gandhi Indian Institute of Management, Shillong, Meghalaya, March 17 – 19 2016</p> <p>43. Paper titled "A STUDY ON THE ASSOCIATION BETWEEN S&P 500 AND SELECTED BROAD-BASED STOCK MARKET INDICES OF THE WORLD" presented at National Conference on Dynamism of Global Era & Changing Management Practices organized by Acropolis Institute of Management Studies & Research, Indore, MP, 13 May 2016</p> <p>44. Paper titled "SENSITIVITY OF STOCK RETURNS AND VOLATILITY TO DECLARATION OF DIVIDEND – THE INDIAN SCENARIO" presented at International Conference on Business, Economics & Commerce – 2016 organized by IMRF, Vijaywada, AP, July 15-16, 2016 & published in Business Sciences – International Research Journal Vol 4 Issue 2 pp 35-39 ISSN: 2321-3191</p> <p>45. Paper titled "RELEVANCE OF DECLARATION OF DIVIDEND ON STOCK RETURNS AND VOLATILITY – AN EMPIRICAL STUDY ON SELECTED INDIAN COMPANIES" presented (poster) at International Conference on Financial Markets & Corporate Finance organized by Indian Institute of Technology, Madras, 12-13 August 2016.</p> <p>46. Paper titled "RELEVANCE OF DECLARATION OF DIVIDEND FOR STOCK RETURNS AND VOLATILITY – AN EMPIRICAL STUDY ON SELECTED INDIAN COMPANIES" presented at UGC Sponsored National Seminar on Contemporary Issues in Finance, Management & Economics organized by Shri Shikshayatan College, Department of Commerce in collaboration with The Institute of Cost Accountants of India, Kolkata, 26 August 2016;</p> <p>47. Paper titled "SUSTAINABLE CORPORATE SOCIAL RESPONSIBILITY – AN EMPIRICAL STUDY ON SHIKSHA PROJECT BY PROCTER & GAMBLE (INDIA)" presented at the 1st International Conference on Management & Business Practices (ICMBP 2017) organized by Aliah University, Kolkata, 11-12 January 2017 & abstract published in Conference Proceedings bearing ISBN 9789383463305 pp 17;</p> <p>48. Chapter titled "Training up management students in developing a spiritual outlook towards business" (co-authored) published in a book titled "Creative Entrepreneurship – A Sustainable Approach for Economic Growth" ed. Satish Modh & Nisha Pandey, New Academic Publishers, New Delhi 110002, 2016, ISBN: 978818672911, Chapter 13, pp 160-178</p> <p>49. Paper titled "EFFECTS OF THE US GOVERNMENT SHUTDOWN ON GLOBAL STOCK MARKETS WITH SPECIAL FOCUS ON INDIA – A CASE STUDY ON FINANCIAL CONTAGION" presented at the National Conference on A paradigm Shift in managing Enterprises – The Emerging Future, organized by Indo Asian Academic Degree College, Bangalore, 17th March 2017 & published in Conference Proceedings bearing ISBN 978-93-86537-15-7 pp 201-209;</p> <p>50. Paper titled "PREDICTION OF CNX BANK INDEX USING AN AUTOREGRESSIVE MODEL FOR TIME SERIES ANALYSIS AND LINEAR MULTIVARIATE REGRESSION APPROACH" presented at the XV International Conference on Business management & Social Sciences, organized by R S More College, Dhanbad, Jharkhand on 14th & 15th April 2017 (Best Paper Award) & published in a book titled "Development & Prospectus of Business Management", Bharti Publications, New Delhi, bearing ISBN 978-93-85000-83-6 pp 198-204;</p> <p>51. Paper titled "IMPACT OF STOCK MARKET INDEX ON INVESTORS: AN EXPLORATORY INVESTIGATION" presented at The ICSSR-Sponsored Two-Day National Conference on Demonetization, Digital India & Cashless Economy: A Socio-Economic Transformation, organized by Institute of Business Studies, Choudhury Charan Singh University Campus, Meerut, UP on March 17 & 18, 2017;</p> <p>52. Paper titled "STOCK MARKET INDICES AND PRICE PREDICTION" presented at The UGC-Sponsored National Seminar on Contemporary Issues in Higher Education, organized by N.R.E.C. College, (Affiliated to Choudhury Charan Singh University), Khurja, UP, on October 27, 2017</p> <p>53. Paper titled "MODELING CNX PHARMACEUTICAL INDEX BY LINEAR MULTIVARIATE REGRESSION TECHNIQUE" published as a chapter contribution in the book titled Post Liberalization Development in Business Management (ISBN 978-93-86608-27-7) edited by Dr. V S Adigal, Dr. Ranbir Singh & Dr.Kavita Singh, published by Bharti Publications, New Delhi, 2018, pp 390 - 399</p> <p>54. Paper titled "MODELING CNX PUBLIC SECTOR BANK INDEX BY LINEAR MULTIVARIATE REGRESSION TECHNIQUE" published in Business Sciences International Research Journal (UGC India Approved), Vol 5, Issue 2, December 2017, ISSN: 2321-3191, pp 20 – 27</p>
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	<p>55. Paper titled "MODELING CNX PUBLIC SECTOR BANK INDEX BY LINEAR MULTIVARIATE REGRESSION TECHNIQUE" presented at the International Conference on Advances in English Studies, Women Empowerment, Business, Humanities, & Social Sciences organized by Carmel College for Women, Nuvem, Goa, India in Collaboration with International Multidisciplinary Research Foundation, December 28 – 30, 2017;</p> <p>56. Paper titled "MODELING CNX PHARMACEUTICAL INDEX BY LINEAR MULTIVARIATE REGRESSION TECHNIQUE" presented at the XVI International Conference on Business Management & Behavioural Sciences (ICBMS-17) organized by Society of Technical and Management Professionals (STMP), Haridwar, Uttarakhand, India, 30-31 December 2017;</p> <p>57. Paper titled "THE EXTENT TO WHICH VALUATION RATIOS CAN BE EXPLAINED BY OTHER FINANCIAL RATIOS – A STUDY ON BSE 500 COMPANIES IN INDIA" presented at the XVII International Conference on Business Management & Behavioural Sciences (ICBMTBS-18) organized by Society of Technical and Management Professionals (STMP), Haridwar, Uttarakhand, India, 14-15 July 2018;</p>
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PGDM Enrollment Details Academic year wise	2018-19	2019-20	2020-22	2021-23
	Sanctioned Intake	180	180	180
Actual Admission	21	55	22	16
Cut off marks	50%	50%	50%	50%
Students Placed	4 as of Nov'19	40	6	NA
Average Salary	7 Lacs	7 lacs	7 lacs	NA

Admission Procedure	Important Dates
Last Date of Request of Admission	1st June, 2022
Last date of Submission of Application	15th June, 2022
Starting of the session	1 st July, 2022
Refund Policy last date of cancellation	30th June, As per AICTE guidelines

Criteria and Weightage for Admission

Entrance Test	CAT/XAT/CMAT/MAT/GMAT/ATMA /WB JEE MAT
Written Test/ GD&PI / Graduation Score	Minimum 50%

Information of Infrastructure and other Resources Available

Number of Class rooms	6 classrooms 4 of size 105 sq. m each and 2 of size 70 sq. each
Number of Tutorial rooms	2 tutorial rooms of size 37.45 Sq. m each
Computer Lab	162.75 Sq. m
Language Lab	23.8 Sq. m
Computer Center facilities	<p>Internet Bandwith 100</p> <p>Printers 3</p> <p>No. of Pcs. In Language Lab 20</p> <p>Legal Application Software 10</p> <p>Legal System Software 1</p> <p>PCs to Student ratio 60</p>
Library Facility	<p>Volumes 5406</p> <p>e- Books Volumes 1250</p> <p>Titles 3074</p> <p>e book titles 1250</p> <p>Journals 12</p> <p>Library Management software 1</p> <p>Reading Room Seating Capacity 90</p> <p>MultiMedia PC 10</p>

Auditorium/ Seminar Halls	Available
Boys Common Room	Available
Girls Common Room	Available
Cafeteria	Available
Stationary Store	Available
First aid cum Sick room	Available
Outdoor Sports Facilities	Available
Indoor Sports Facilities	Available
Barrier Free Built Environment for Disabled	Available

Teaching Learning Process : PGDM

Trimester I	Trimester II
Managerial Economics I	Managerial Economics II
Organizational Structure, design and theory	Marketing Management II
Marketing Management I	Quantitative Techniques II/Econometrics (business analysis)
Financial Accounting for Managers	Management & Cost Accounting
Management Communication I	Financial Management
Quantitative Techniques I	Management Communication II
Production & Operations Management	Organizational Behaviour
Information Technology	Technology in Business
Trimester III	Trimester IV
Research Methodology /Marketing Research	Summer Internship
Financial Markets, Institutions & Services	
Business & Company Law	
Introduction To Retail	
Strategic Management	
Supply Chain Management / Logistics	
Human Resource Management	
Consumer Behaviour	
Trimester V	
Marketing	Human Resource
Integrated Marketing Communication	Training, Development & Talent Management
Product & Brand Management	Performance Management System
Sales & Distribuion Management	Executive Compensation/Competency Based Recruitment
Digital Marketing	Talent Management/ Incentives & Productivity
Business Ethics & Corporate Governance	Business Ethics & Corporate Governance

Finance	IR
Security Analysis & Portfolio Management	Industrial Relations & Trade Union
Financial Planning & Wealth Management	Administration of Payroll and Superannuation funds
Corporate Finance (includes Working Capital Management) / Strategic Financial Management	Labour Law I / Legal Aspects of HRM
Commercial Banking /Insurance & Risk Management	Organizational Change & Development
Business Ethics & Corporate Governance	Business Ethics & Corporate Governance
Supply Chain & Operations Management	Media & Communication
Inventory Management	PR and Event Management
Warehousing & Material Handling	Photo-videography and Filmmaking
Land, Sea & Air Logistics	Radio production (writing and programming)
Procurement & Vendor Management	Global Media environment-Technology and Aesthetics
Business Ethics & Corporate Governance	Business Ethics & Corporate Governance
Trimester VI	
Marketing	Human Resource
Service Marketing	Global HRM / Diversity Management
Business Marketing	HR analytics/ HR accounting & audit / Human Resource Planning
International Marketing	Strategic HRM / Assessment Center & Development Center (including Psychometrics)
Dissertation	Dissertation
Finance	IR
Insurance & Risk Management / International Finance / Financial Modeling	Labour Law II /Statutory Compliances & Negotiation
Mergers & Acquisitions and Corporate Taxation	Negotiation & Collective Bargaining
Future Options Derivatives/ Financial Derivatives	Industrial Discipline & Grievance Management
Dissertation	Dissertation
Supply Chain & Operations Management	Media & Communication
Logistics & Distribution Management	Media entertainment and data ,Business and ecosystems-(Account planning media planning and creative strategy)
Risk Management in Supply chain	New Media
Services Operational Management	CSR and Media
Dissertation	Dissertation
Qualifying CGPA is 5 on a scale of 8 point	

LIST OF WORKSHOPS

Few Workshops to be conducted from the list below for specific groups of students as per requirement so as to ensure their all round development for the corporate world and to maintain and build their business capabilities and competencies as a self-driven and competitive talent.

English Communication Level I , II , III(vocabulary, reading, writing, speaking)	Motivation
Presentation Skills	Personality Development
Business Plan	General Etiquette including Bathroom etiquette
GD & PI preparation	Self Assessment and Self Management
General Awareness & maintaining Log book	We are the Champions...
Accent Training (language Lab) English & American	Time Management & Handling Stress
Achievement Orientation and goal setting	Anchoring and diction
Interpersonal Relations	Visual communication
Assertiveness Training	Theatre and body language
Leadership Skills	Role play
Managing Conflict	Creativity and innovative thinking-
Handling Crises	Strategic management and creativity

List of Research Projects/ Consultancy Works	Industry Connect - Guest Talks
INTERNATIONAL CONFERENCE ON EMERGING SOCIO ECONOMIC TRENDS & BUSINESS STRATEGY- SPONSORED BY ICSSR IN COLLABORATION WITH IEA., Jan 18 & 19, 2019	Address by Chief Guest, Mr. Narasimha Rao, Sr. V P , Human Resources & Corporate Communications, Agro Tech

<p>7 Day Workshop on Advanced Research Analytics at International School of Business & Media, ISB&M (Kolkata) from June 17 – 23, 2019</p>	<p>Address by Guest of Honour: Mr.Minal Shanghavi, Director, Ernst & Young</p>
<p>MDP by Dr. Soumik Gangopadhyay: A two day training session on “Developing Analytical Skills for Decision Making” for Sr. executives of CESC Ltd. 16-17th July, 2019.</p>	<p>Address Mr. Kaizad Pardiwalla, Chief Operating Officer & President, The 120 Media Collective</p>
<p>AWARDS & RECOGNITION of Dr. N. Srividya as Fellow Member of CEGR (Centre for Education Growth and Research): Fellow Membership No. FAC016</p>	<p>Address Mr. Rajiv Ghosh, CEO, SelvelOne</p>
<p>AWARDS & RECOGNITION of Dr. Subhasis Bera as International Innovative researcher in Economics by RULA, 2019</p>	<p>Address Mr. Kunal Vora, CEO SHRM Biotechnologies Pvt. Ltd. & Ms. Brinda Sarkar, Principal Writer at The Telegraph, ABP Group</p>
<p>Prof. Shovan Nandy Conducted Training Workshop on Contemporary Marketing, Evolution and Relevance of Digital Marketing and eCRM on 14.02.2018 for Andrew Yule Company</p>	<p>Address by Mr. Pinaki Mullick, VP, Sahaj Retail Ltd. Srei Group of Companies</p>
<p>I</p>	<p>Industry Connect - Guest Talks</p>
	<p>Address by Mr. Nilendu Lal Mukherjee, Exec. Dir. & Sr. Coverage Banker, Coöperatieve Rabobank U.A., Workshop on Relationship & Relationship Building</p>
	<p>Address by Mr. Subhjit Goswami, Principal, Business Strategy, Accenture</p>
	<p>Address by Ms. Kamalika Guha, Senior Account Director, Genesis Advertising</p>
	<p>Address by Ms. Nilanjana Majumder, Sr. Manager, Advertising & Sales, Zee News</p>
	<p>Address Ms. Prema Rajaram, Senior Correspondent, CNN, News 18</p>
	<p>Address by Mr. Naveen Kejriwal, General Manager Marketing ,Lenovo</p>
	<p>Address by Mr. Sanjay Kumar, V P, ITC InfoTech : Workshop on Learning Models & Methods</p>
	<p>Address by Mr. Deepak Gupta, Group Head, H R, KARVY</p>
	<p>Address by Mr. Sahil Nayar, Senior Associate Director, H R, KPMG</p>

SESSION UNDER THE GUIDANCE OF NATIONAL AWARD WINNING & CERTIFIED YOGA INSTRUCTOR Ms. MADHUSATTA CHAUDHURY.

Address by Mr. Amitabha Sinha, Head Technology Practice, IT & Digital, ABP Pvt. Ltd.

Address by Mr. Abhisek Chatterjee , Senior Manager, Philips Lighting , Signify

Address by Mr. Sugata Halder, Chief People Officer at Darjeeling Organic Tea Estates Pvt. Ltd.

Address by Mr. Dipanjan Banerjee, Founder , GULLUCK

Address by Mr. Subrata Dutta, Director - Standard Chartered Bank

Workshop on Importance of Personality Development in Career Management by Ms. Anita Chakrabarti & Ms. Sohni Chakrabarti

Live Chat with Mr. Sambit Gan , Regional Manager, ITC Ltd.

Live Chat with Mr. Rahul Chandra , Commercial Marketing Manager Stanley Black and Decker

MoU with Industries as per requirement by AICTE	Uploaded
LoA 2017-18 / EoA 2018-19/ EoA 2019-20 /EoA 2020-21/EoA 2021-22 /EoA 2022-23	Uploaded
Contact the Institute for any further information and clarification	Prof. Arpita Roy (9230562592)