

IISWBM

"Our graduates nurture and build companies"

ADMISSION BROCHURE 2020-2022



MBA – Public Systems Batch 2020-22

Two- Year (Full Time) University of Calcutta

ADMISSION SCHEDULE

- **Group Discussion and Personal Interview** : Phase I: 17th & 18th March, 2020
Phase II: 23rd & 24th June, 2020
- **Result** : Phase I: 24th March, 2020
Phase II: 30th June, 2020
- **Course Commencement** : 24th July, 2020



BOARD OF GOVERNORS

Dr. Partha Chatterjee

Minister in Charge, Department of Higher Education, School Education & Parliamentary Affairs, Govt. of West Bengal
President

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University of Calcutta*

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Dr. K. K. Chaudhuri

President's Nominee

Mr. Amitabha Dutta

Director, CMI

Sri Dipankar Das Gupta

Member Secretary & Director, IISWBM





THE INSTITUTE

IISWBM is the first and premier management institution in the country. The institute started its journey on 25th April 1953 by a resolution passed by the Senate of the University of Calcutta. The institute is the culmination of the joint initiative taken by the University of Calcutta, the Government of West Bengal, the Government of India and the captains of industry. The Government of India, Department of Posts, in recognition of 50 years of glory of the first B-School in the country, released a Commemorative Postage Stamp on IISWBM in 2004. In the 65 years of its journey, the institute has been the pioneer in starting new business and socially relevant programs and steered them through.

THE 2-YEAR FULL-TIME MBA-PUBLIC SYSTEMS PROGRAM (MBA-PS)

The Public Systems Program was started in 1993 at the behest of the recommendations of the Task Force constituted by the Ministry of HRD, Government of India. It was increasingly felt that there is a lack of professional management in the areas of Energy management, Environment management, Healthcare and Hospital management and Transportation & Logistics management. Present estimate states that there is a demand-supply gap of about 30% between the requirement and availability of professional managers in these areas of public systems management. The present program intends to fill this void.

The industry has been a patron of this programme since inception. All graduates receive placement offers and many of the 2000 + alumni of the program are employed in the country and abroad in key strategic decision making positions.





The MBA-Public Systems has four specializations:

Energy Management:

The specialization has been grooming the students in response to industrial and social need to face the challenge from depletion of resources and attain sustainability of business in India and abroad. The course harmonizes knowledge and skills development in the areas of energy conservation, renewable energy, energy economics, trading and policy, green building and evolving issues. This is the only course in India approved by the Association of Energy Engineers (USA). Every year eligible students of Energy Dept receive International Scholarship from AEE (USA)

Environment Management:

Aims at heightening environmental concern in business practices, green awareness, eco-friendly productions, usage of natural resources, policy-making in sustainable management, controlling pollution of habitats, addressing compliance and corporate social responsibility issues and integrating environmental issues in strategic business planning

Healthcare and Hospital Management:

Equips the students with appropriate efficiency in systematic management practices, at the same time strengthening their operational base to meet the health challenges of reducing the cost, improving the quality and making it accessible and available to all

Transportation and logistics Management:

Imparts students with knowledge on various aspects of supply chain and transportation management through introductory and advanced level course delivery. Students are equipped with methodologies, tools and software that enable them to analyze, design and manage agile, adaptive and resilient supply chains

Summer Internships in Reputed Organisation:

- Approval: This two-year full time day course is approved by AICTE
- Degree: The students receive MBA-PS Degree conferred by the University of Calcutta

INFRASTRUCTURE

library:

- Collection of 53765 books & 1375 CD ROMS
- Access to Foreign & Indian journals & Periodicals
- Access to a-databases like ProWess and EBSCO

Business Intelligence lab:

- Business Analytics, SPSS, Rapid Minor, Rattle
- Statistical Softwares

Hostel:

Separate hostel facility for boys and girls.

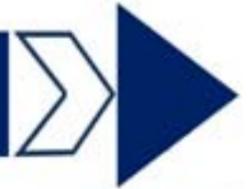
Gym:

The institute has a well-equipped gym for its students, guided by a qualified instructor.

Doctor:

The Institute has a doctor on campus, alongwith tie-up with leading hospital of the state.





DIRECTOR

Sri Dipankar Das Gupta

REGISTRAR (ACTING)

Prof. (Dr.) P. K. Sikdar, *M.Sc. (Cal), ICZM Dip. (UK), Ph.D. (Cal), F.G.M.S., F.G.S. (Ind), MMGI*

HEAD OF DEPARTMENT

Dr. Jayanti De, *M.A., M.Phil., Ph.D.*

PROFESSORS

Dr. B. K. Choudhury, *B.E., Ph.D.*

Dr. Chinmoy Jana, *Ph.D.*

Dr. K. M. Agrawal, *Ph.D.*

Dr. Madhumita Mohanty, *M.A., M.Phil., Ph.D. (IIT KGP)*

Dr. P. K. Sikdar, *M.Sc. (Cal), ICZM Dip. (UK), Ph.D. (Cal), F.G.M.S., F.G.S. (Ind), MMGI*

Dr. Soma Roychowdhury, *M.Sc. (Stat), Ph.D.*

Dr. Sudeepa Banerjee, *MBA, Ph.D. Head-Social Welfare, Computer & Media Management*

Dr. Sumati Ray, *M.Sc., MBA, Ph.D. Head-MBA (HRM)*

Dr. S. K. Mallick, *B.Com. (Hons.), C.A., Ph.D. (NYU), Convenor - M-Phil/Ph.D.*

Dr. Tanima Ray, *M.A. (CU), RTP (CSSSC), Ph.D. (CU), PGDBM (IIM, Calcutta), Head-MBA (Day)*

ASSOCIATE PROFESSORS

Dr. Archana Sharma, *MBA, Ph.D. Head-MRM*

Dr. Dipa Mitra, *Ph.D. (University of Calcutta)*

Dr. Gairik Das, *M.E., MBA, (UK), Ph.D., Head-MDP & Business Management Projects*

Dr. Jhumoor Biswas, *M.Sc., M.Tech., Ph.D.*

Dr. Madhab Milan Ghosh, *M.Com., Ph.D., Head-Sports Management*

Dr. Sarbani Mitra, *B.Ed., PGDMEnvM, PGDSA, MBA, Ph.D. Head-Fire Management*



ASSISTANT PROFESSORS

Mr. Ankan Banerjee, *M.A., PGDSM*

Dr. Arindam Dutta, *B.E., M.Tech., Ph.D.*

Mr. Buddhadip Mukherjee, *MPMIR (Psychology, BHU), DSW (Calcutta University), CoA (Mind Mapping) (PDC, Singapore)*

Dr. Malini Nandi Majumdar, *MBA, Ph.D.*

Mr. Manjit Sarkar, *MBA (BU), FDP (IIMK), UGC-NET*

Ms. Piyali Sengupta, *M.Sc., PGDEM*

Mr. Sandip Ghosh, *M.A., LL.B, MBA*

Dr. Sanghamitra Sen, *MBBS, DLO, PGDHM, MBA*

Dr. Sohini Banerjee, *LL.B (Hons.), LL.M (University of Cambridge, UK), Ph.D.*

Ms. Sona Banerjee, *MA (Education), PGD Mass Communication (JU), CELTA / RSA (Cambridge University)*

Mr. Subhasis Ray, *M.Stat., M.Tech. (Comp. Sc.)*

Dr. Surajit Chakraborty, *M.Sc., Ph.D.*

Dr. Soubarna Pal, *M.Sc. (Cardiff University, UK), Ph.D. (Cardiff University, UK)*

Student Activities

- Annual Alumni Meet: Fiera Fiesta - Every year toward the end of January.
- World Health Day: 7th April
- Earth Day: 22nd April
- Energy Conservation Day: 14th December





Eligibility

Honours candidates or equivalent course (where Honours are not available), from a recognized university with minimum 50% marks (45% in case of SC/ST/PWD/NC-OBC) in Graduates in any professional course (Engineering, etc.) LLB (5 years) of a recognized University. Experienced candidates preferred.

ENERGY MANAGEMENT-

B.E./B.tech in Engineering, AMIE, Graduate with Honours in (Physics | Chemistry | Mathematics/ Economics). Bachelor in Business Administration, Computer Applications are eligible to apply.

ENVIRONMENT MANAGEMENT-

Graduates with honours or equivalent in Engineering, AMIE/Science/ Economics/ Bachelor/ Master in all disciplines eligible to apply.

HEALTH CARE AND HOSPITAL MANAGEMENT-

MBBS, AYUSH, BBA, BHMS, BAMS, BUMS, BDS, BPTB. OPTM, LLB, Bachelor in Business Administration, Graduates with Honours or equivalent in Pharmacy, Science, Economics, Commerce, Nursing, Nutrition and Engineering, AM IE are eligible to apply.

TRANSPORTATION & LOGISTICS MANAGEMENT-

Graduates with honours or equivalent, in Engineering, AMIE / Science / Commerce / Arts / Economics / Business Administration / Computer Applications are eligible to apply.

Master degree students in all the above disciplines can also apply.

All graduates must have a degree from AICTE/UGC approved Colleges/Universities/Institutes and should have at least 50% marks in total

SELECTION PROCEDURE

The applicants for the admission to the MBA-PS Course are required to take CAT / MAT / CMAT / JEMAT / GATE / GMAT / ATMA. The candidates short-listed on the basis of cutoff marks in the above selection tests would be required to appear for a group discussion and personal interview at IISWBM, Kolkata. The Final selection of candidates will be strictly on the basis of merit. The composite score is calculated on the basis of relative weightage in four categories, viz. academic qualifications & work experience, MAT/CAT/CMAT/JEMAT/ GATE/ATMA/GMAT Score, Performance in Group Discussion (GD) and Personal Interview (PI). SCI ST I OBC Candidates will be selected as per norms.

Group Discussion and Personal Interview :

A candidate will be allotted a date for group discussion, and personal interview and will complete the process during the same day.

Foreign/NRI/PIO Students

A Candidate from abroad may apply, giving details of academic background along with a certified copy of passport and other relevant documents. GMAT/equivalent score is desirable. Admission may be considered subject to Bachelor's Degree qualification and any other requirements of university of Calcutta.



Fees

The details of the fee structure are shown in the chart placed in the last page. Fees are subject to change. Fees are not refundable, except for caution money & security deposit.

Loan Facilities

Institute will provide the certificate to an applicant seeking loan from a bank which have floated the "Loan Scheme", referring that the candidate is a bonafide student of the Institute

International Scholarship

Few meritorious and deserving energy management students receive International Scholarship every year by Association of Energy Engineers (USA)

Medals

- Silver Medals are awarded to the students of all the four specializations, standing first in the first class, in order of merit in the final examination
- Ninita Ghosh Memorial Gold Medal is awarded to the best MBA-PS (Environment Management) student of the year
- Jitendra Nath Bhaduri Memorial Silver Medal is awarded to the second best MBA-PS (Environment Management) student of the year
- Bimala Bala Biswas Memorial Silver Medal is awarded to a lady student of MBA-PS (Environment Management) Programme for best project work
- Nisha Rani Bhaduri Memorial Silver Medal is awarded to the best Environment Manager of the Year

Value Added Courses and Short term Courses which our students may pursue during their period of study.

The department regularly organizes courses for further value addition for the student including, but not restricted to, foreign languages, software packages, self development, Disaster Management, Energy Management and Audit, ISO 50001 - Export-Import Freight Forwarding Risk Management and Groundwater Development and Management, CIS Techniques and Applications, EMS/ISO14000.

Migration

Students from other Universities are required to get the Calcutta University's registration after migration. They will have to pay the Migration and University Registration fees etc, separately. Calcutta University's rules and procedures in this regard are to be followed.

Student Events

Annual event with alumni members, corporate executives, students and Faculty members is held every year, such as Fiera Fiesta, Observance of Energy Conservation Day, Observance of World Environment Day, Observance of World Health Day, etc.

Placement

Students of MBA-PS course get Training of placement assistance towards the end of 3rd and beginning of 4th Semester, i.e., Dec ember-March. Reputed companies from all over India visit our Institute for conducting campus interview. Students having supplementary are not eligible for Placement Assistance.

Summer Project

Opportunities are available for project work all over India. The dissertation/ project work in companies / organizations is carried out as a part of the programme.



- Dr. Anindya Bhattacharjee, Executive Director, Celestial Earth and Sr.Consultant, KPMG & Ex Alumni of Energy Management Dep. delivered a talk on Energy Management on 14th September 2018
- Mr. Tapas Kr. Ghatak Former Project Director, MSW, (JICA) and In-Charge Environment Cell, KMDA, Department of Urban Development, Government of West Bengal delivered a talk on Environment Management on 14th September 2018
- Mr. Subhro Sen, Senior Coordinator, Energy Access and Communities Climate Change and Energy, WWF-India delivered talk on Renewable Energy and Climate Change on 11th May, 2018 at 14.00 hrs. to the 2nd Semester students of Environment Management and Energy Management (session 2017-2019)
- Mr. R C Dutta, Chief Inspector of Safety, Govt of West Bengal delivered a talk on industrial safety on 8th September, 2017 to the 3rd semester students of Energy Management (session 2016-2018)
- Dr. Gour Das, Board of Directors, Peerless Hospital and renowned social activist delivered a talk on rural development & management on 3rd September, 2017 to the 3- semester students of Energy, Environment and Health Care & Hospital Management (session 2016-2018)
- Mr. Tanul Chakraborty, Area Manager-Business Development, CG Power and Industrial Solutions Limited delivered a talk on energy efficient products and energy management on 3'd September, 2017 to the 3rd semester students of Energy Management (session 2016-2018)
- Mr. V B Mahendra, CMD, Encon Thermal Engineers Pvt Ltd. delivered a talk on energy efficiency and best practices on furnace and solar, on 3rd September, 2017 to the 6th semester students of Energy Management (session 2016- 2018)
- Mr. Bijayan Srivastava, Environment Manager, Reshmi Group delivered talk on industrial sustainable during the month of July, 2017 to the 2"d semester students of Environment Management (session 2016-2018)
- Mr. Indranil Mitra, Manager Environment health and safety, JLL delivered talk on industrial safety during the month of July, 2017 to the 4th semester students of Environrnt Management (session 2016-2018)
- Mr. Harish Saran, Executive Vice President, PTC India Ltd. delivered a talk on power trading on 14th December, 2018 on the occasion of Energy Conservation day observed by Energy Management Dept.
- Shri Arindam Saha, Joint CEO, Ticher Plant Ltd. & Ex. Alumni of Energy Management Dept. delivered a talk on IOT application in Energy on the occasion of Energy conservation Day on 14th December, 2018



Laboratory facilities and field experiment/live project opportunities are readily available as the Institute undertakes quite a number of prestigious research and consultancy assignments. The Institute has state of the art Energy and Environment Laboratories.

The laboratories are also used for research and consultancy projects and enable the students to gain hands on experience while actively participating in the different consultancy projects undertaken by the Institute. Students are required to conduct experiments and supplement their theoretical knowledge.

IISWBM's Energy Laboratory is well equipped with a 640 watt peak Solar Photovoltaic Power Research Station and a number of electrical and mechanical energy measuring equipments some of which are listed below and softwares like TRNSYS, e-Quest etc. which are required for energy study and for conducting Energy Audit in energy intensive industries such as paper, power, cement and commercial buildings. Virtually the laboratory is extended to remote areas in Sunderbans, to large industrial establishments as students are engaged in the Institute's field research and consultancy services. The Energy Laboratory has also been adorned with various awards from the Association of Energy Engineers AEE (USA). IISWBM Energy Management Dept. is the India Chapter of AEE(USA).

Indian Institute of Social Welfare and Business Management (IISWBM), the first management institute in India, has set up a Groundwater Modelling Laboratory and CIS Cell in the Department of Environment Management of the Public Systems Management Programme. The principle objective of this is to impart quality training to the students on Water Resource Management, GIS and Remote Sensing and to carry out different research projects and consultancy. Faculty members of the Environment Departments have executed several projects funded by the Department of Science and Technology, Government of India; Council for Scientific and Industrial Research, Government of India; United States Geological Survey; Calcutta Urban Services, Kolkata; SIMA VI, Netherlands, Hindalco, Ministry of Defence, Govt. of India (Ichapur Rifle Factory and Cossipore Gun and Shell Factory), National Thermal Power Corporation (NTPC) etc.

Faculty members of this departments also tie-up and collaborate with various industry for research work. These includes United States Geological Survey, University of Delaware, USA, University College London, U.K., Nanyang Technological University, Singapore, Indian Institute of Technology, Kharagpur, Centre for Ground Water Studies, Kolkata and Central University of Gujarat



Aim of the course:

To help build the students a prospective career in the inter-disciplinary areas of energy management to meaningfully contribute to the global energy community. The main focus of the program in depth exposure to modern management approaches and skills needed to face challenges of changing energy business paradigms and energy markets.

Pedagogy:

To meet the aim, the class room sessions are enriched with real life cases and inputs from industry experts in home and abroad. Students are also get great exposure while participating/organizing energy events to sharpen their softskills and working in industrial research and consultancy projects of the Institute as well as dissertation and internship to learn from the field on how to tackle a real-life problem under the guidance of institute and industry experts.

Career Options :

- In Energy Intensive Industries as Energy Manager
- Climate change and sustainability consultant
- Renewable Energy Consultant or Business Development Manager
- Green Building Consultant
- Power Sector Consultant or as Business Development Manager
- Power Trading Consultant / Manager
- In IOT/SCADA Consultant / Manager
- In Energy related software firms as Consultant / Manager
- For Jobs and higher studies Energy Management Students get a very good exposure internationally as this is the unique course in Energy in India which is recognised by Association of Energy Engineers (AEE), USA

GUEST FACULTY MEMBERS

Mr. Anupam Datta, *Vice President (Technical), CESC Ltd.*

Mr. Gautam Ray, *Vice President (HR), CESC Ltd.*

Dr. Arunava Majumdar, *Former Prof. & Head, AIHPH & Professor Emeritus, Jadavpur University*

Mr. Angshuman Majumder, *Divisional Engineer, WZBREDA*

Mr. Al Thumana, *Executive Director, Association of Energy Engineers, USA*

Mr. Swapan Kumar Dutta, *Senior Member – AEE (USA), Energy Consultant*

Mr. Sudeb Bhattacharya, *Emeritus Scientist, Ex Senior Scientist, Saha Institute of Nuclear Physics, Kolkata*

Mr. Dave Lahiri, *Viridian Energy & Environment 1CC, USA*

Mr. Prasun Kumar Chakraborty, *Ex-Executive Director, WBPDC*

Ms. Rumjhum Ray Chaudhuri, *Sociologist and Independent Consultant*

Mr. Tanay Kumar Das, *Consultant Asian Development Bank and Former Chief Engineering, PHED, Govt of West Bengal*

Mr. Indradip Mitra, *Sr. Technical Adviser, GIZ GmbH (Weather Forecasting and Climate Change)*

INTERNATIONAL SCHOLARSHIP

Every Year deserving Energy Management Students get International Scholarship from AEE, USA

Course Curriculum

Semester I

Paper Code	Paper Name
101	Management Principles and Practice
102	Managerial Statistics
103	Organizational Behavior
104	Management Information System
105	Business and Government
106	Managerial Economics
107	Management Science
108	Management Skills and Ethos

Semester II

Paper Code	Paper Name
201	Marketing Management
202	Research Methodology
203	Human Resource Management
204	Management Accounting and Finance
205	Energy Management, Audit and Measurement
206	Renewable Energy Management: Solar and Wind
207	Energy Technology for Management
208	Energy Efficiency in Electrical Utilities

Semester III

Paper Code	Paper Name
301	Energy Efficiency in Thermal Utilities
302	Climate Change Mitigation and Sustainability Services
303	Conventional Energy Resource and System
304	DSM and Distributed Generation
305	Building Energy Management
306	Energy and Environment
307	Energy Audit & Sustainability in larger industries including DC's
308	Energy Pricing and Economics

Semester IV

Paper Code	Paper Name
401	Renewable Energy Management : Biomass, Small Hydro and others
402	Energy Audit and Sustainability issues in SME's
403	Energy Regulation Schemes and Action Planning
404	Energy Business Models & Processes
405	Project Work/Internship in the area of specialization
406	Dissertation paper in the area of specialization
407	Viva voce (Theory paper/Project/Dissertation) on subject of specialization
408	Viva Voce



PARTIAL list of recruiters'





Aim of the course:

To provide manpower for determining ways to make industrial action compatible with nature by dealing with quality management, environmental, health and safety management issues in private sectors, public and government sectors like coal, power, oil and gas, national highways, ports, municipal bodies, corporate, consulting firms and non-profit organizations. In this program prime focus is given on environmental pollution management, water resource management, environmental impact assessment, environmental auditing, hazardous waste management, industrial safety, risk analysis and disaster management, remote sensing and GIS and application of trading mechanisms in environment.

Pedagogy:

Theoretical lectures, laboratory experiments, industrial visits, field experiments, hands-on-experience in different consultancies and research projects, seminars and conferences and panel discussions by various experts on various environmental aspects. Need-based training is also imparted to make young entrepreneurs.

Career Options :

- Environmental Health & Safety Consultant (Minimum 1 yr experience)
- Waste Management Officer
- Environmental Policy Designer
- Sustainable Reporting and Environmental liaison Officer
- Quality Management
- Recycling Officer
- EIA Consultant
- Pollution Analyst & Soil Analyst
- Environmental Management System (EMS) Consultant
- Environmental Manager

GUEST FACULTY MEMBERS

Dr. Asitava Sur, *In-Charge QA, Metro Dairy Limited*

Dr. Arunava Majumdar, *Former Professor & Head, AHHPH, Kolkata and Emeritus Professor, School of Water Resources Engineering, Jadavpur University*

Dr. Atanu K. Raha, *IPS, Former Principal Chief Conservator of Forest, Govt. of West Bengal*

Shri Tanay Kumar Das, *Consultant Asian Development Bank and Former Chief Engineer, Public Health and Engineering Department, Govt. of West Bengal*

Dr. Rhumjhum Raychaudhuri, *Consultant Sociologist*

Dr. Sandipan Mukherjee, *IPS Chief Conservator of Forest (P ftC) Govt. of West Bengal*

Dr. Satyajit Dhar, *Professor, Dept. of Business Administration, University of Kalyani*

Mr. Dave Lahiri, *Viridian Energy & Environment 1CC, USA*

Dr. Siddhartha Dutta, *Former Pro Vice Phancellor and former Professor & Head, Dept. of Chemical Engineering, Jadavpur University*

Dr. Tapas Gupta, *Chief Engineer, WBPC*

Shri T.M. Joardar, *Consultant Asian Development Bank and Former Chief Engineering, PHED, Govt of West Bengal*

Course Curriculum

Semester I	
Paper Code	Paper Name
101	Management Principles and Practice
102	Managerial Statistics
103	Organizational Behavior
104	Management Information System
105	Business and Government
106	Managerial Economics
107	Management Science
108	Management Skills and Ethos

Semester II	
Paper Code	Paper Name
201	Marketing Management
202	Research Methodology
203	Human Resource Management
204	Management Accounting and Finance
205	Natural Resource Management
206	Water Resource Management
207	Management of Ecology, Forest and Wildlife
208	Management of Socio-Economic Environment

Semester III	
Paper Code	Paper Name
301	Air Pollution – Monitoring & Control
302	Water Pollution – Monitoring & Control
303	Management of Soil, Noise & Odour Pollution
304	Solid & Hazardous Waste Management
305	Environmental Impact Assessment
306	Risk Analysis & Disaster Management
307	Industrial Safety & Occupational Health
308	Environmental Economics

Semester IV	
Paper Code	Paper Name
401	Remote Sensing & GIS
402	Environmental Legislation
403	Environmental Management Systems
404	Climate Change and Trade & Environment
405	Project work/Internship in the Area of Specialization
406	Dissertation Paper in the Area of Specialization
407	Viva Voce (Theory paper/Dissertation) on Subject of Specialization



SEMINARS:

- **Water Laws and Ownership Issues'** held at National Ground Water Training and Research Institute, Raipur. Central Ground Water Board, Ministry of Water Resources, River Development and Ganga Rejuvenation
- **Participated in workshop on 'Solid Waste, C&D Waste, E-Waste & Hazardous Waste Rules 2016 & SBM'** organized by Department of Mechanical Engineering, Jadavpur University, Kolkata
- **Attended a seminar on "Water, Sanitation and Hygiene for All Sustainability Issues under Rural Indian Conditions"** in IEST, Shibpur in 2018
- **Kolkata Clean Air** in associated with Earth Day Network and Switch On 2018

INDUSTRY VISITS:

- **Visit to Water Treatment Plant, Jorabagan and Diamond Harbour** maintained by Kolkata Municipal Corporation
- **Hazardous and municipal waste disposal sites at Haldia, West Bengal.**
- **Open cast coal mine at Gondagaon, Western Coalfields Limited, Maharashtra.**
- **Underground coal mine at Saoner, Western Coalfields Limited, Maharashtra and open cast coal mine at Raniganj, West Bengal**
- **Open cast coal mine at Rayapur, Bharat Coking Coal Limited, Jharkhand.**
- **Groundwater pumping test sites at Pakri-Barwadih coal mine.**
- **Visit to TapavON, an ONskill Institute by Oneregy Solar at Nadia on 10th May, 2018.**
- **Tata Metaliks at Kharagpur.**
- **Rainwater Harvesting Programing schools under URJA-CHETNA, an action program of CESC Limited**
- **KMC Drinking Water Treatment Plant, Phase - II, Garden Reach**
- **Visit to Diamond Beverage Bottling Plant, Pvt. Ltd. (A Coca Cola Unit)**



PARTIAL list of recruiters'



firstclimate²



pwc



Hulladek

Deloitte.





Aim of the course:

Equips the students with appropriate efficiency in systematic management practices, at the same time strengthening their operational base to meet the health challenges of reducing the cost, improving the quality and making it accessible and available to all.

Pedagogy:

Case studies and real-life cases are assigned to the students to exercise the analytical skills to come up with appropriate solutions to realistic professional problems. A highly scientific and structured course module is being elaborately applied to make the learning a lively and realistic experience.

Career Options :

- Hospital Deputy Superintendents with Government-run Hospitals
- Healthcare professional with private Hospitals
- Health Insurance Professional
- Public Health Professional

GUEST FACULTY MEMBERS

Mr. Smarajit Mitra, *M.Com, CA.*

Dr. Aniruddha Mukherjee, *MBBS (Cal), M.Sc. Medical Microbiology, Director—Clinical Services, Global Healthcare Services*

Dr. Ketaki Das, *M.sc., Ph.D., Public Health Research Advisor, WBVHA*

Mr. Sajal Dutta, *MD, Desun Hospital & Heart Research Institute, Kolkata*

Course Curriculum

Semester I	
Paper Code	Paper Name
101	Management Principles and Practice
102	Managerial Statistics
103	Organizational Behavior
104	Management Information System
105	Business and Government
106	Managerial Economics
107	Management Science
108	Management Skills and Ethos

Semester II	
Paper Code	Paper Name
201	Marketing Management
202	Research Methodology
203	Human Resource Management
204	Management Accounting and Finance
205	Concept of Health and Diseases
206	Planning and Organizing of Hospitals
207	Development of Hospitals and Hospital Support Services
208	Healthcare & Hospital Logistics and Stores Management

Semester III	
Paper Code	Paper Name
301	Concept of Community Health and Epidemiology
302	Health Care Delivery System
303	Hospital Management Information System
304	Quality Assurance in Hospitals
305	Legal Aspects in Healthcare Administration
306	Financial Management in Healthcare Sectors and Health Economics
307	Understanding Hospital Services - Group A
308	Understanding Hospital Services - Group B

Semester IV	
Paper Code	Paper Name
401	Marketing in Hospitals and Health Care Organizations
402	Effective Communication in the Health Sector
403	Health Insurance
404	Health System Research and Health Project Management
405	Project Work/Internship in the area of Hospital
406	Dissertation paper in the area of hospital and healthcare
407	Viva voce (Theory paper/Project/Dissertation) in hospital and healthcare



Observed World Health Day, 7th April, 2018, IISWBM, Kolkata



PARTIAL list of recruiters'

COLUMBIA ASIA
HOSPITALS

THE **MISSION HOSPITAL**
DURGAPUR FUTURISTIC TECHNOLOGY.
BRILLIANT MINDS.

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Bhagirathi Neotia[®]
Woman & Child Care Centre

AMRI
HOSPITALS
get well sooner

NH Narayana Health
Health for all. All for health.

CMRI The Calcutta Medical
Research Institute
Enjoy the treatment

RIT Rabindranath Tagore
International Institute of Cardiac Sciences
Unit of Research & Health

Apollo
Gleneagles HOSPITALS
KOLKATA
TOUCHING LIVES

IQcity | **Medical**
College
Health & Knowledge Campus
DURGAPUR

B. M. Birla
Heart Research Centre

MOOLCHAND
health • happiness • life



Aim of the course:

The course equips students with methodologies, tools and software that enable them to analyze, design and manage agile, adaptive and resilient supply chains.

Pedagogy:

The pedagogy uses examples, illustrations, and case studies from the transport and distribution industries. Students are thoroughly acquainted with all the relevant management skills required by the industry. Regular industry visits, special lectures by industry and academic experts, projects and dissertation supplement the theoretical inputs.

Career Options :

- Logistics Service providing organisations.
- Manufacturing organisations
- Road, Rail, Air and Water Transport Organisations
- E-business.

GUEST FACULTY MEMBERS

Mr. G. K. Mohanty, *IRTS (Retd.)*

Mr. Asim Maitra, *IRTS (Retd.)*

Mr. Utpal Sinha, *M.Sc., PGDM (IIM, Calcutta), Traffic Manager (Retd.), Kolkata Port Trust*

Mr. D.N. Chakraborty, *Former Chief Material Manager CPT & Chairman (Eastern Region) IIMM*

Mr. Analjit Chakraborty, *Kolkata Metro Sales Head, Bluedart Express Ltd. (DHL)*

Dr. Duke Ghosh, *Fellow the RYOICHI Sasakawa young leader's fellowship fund (SYLEF)*

Partner and Researcher, Global Change Research, Kolkata

Dr. Amit Kundu, *B.Tech., MBA, Ph.D.*

Mr. Sanjay Jain, *Managing Director, Inter State Oil Carrier Ltd.*

Mr. Surajit Biswas, *Assistant Manager (Warehousing), Nestle*

Mr. Samrat Chowdhury, *Former Deputy Manager (Operational), Future Supply Chain*

Mr. Raju Sharma, *Assistant Manager (Customer Service), Kimberly Clark India Pvt Ltd.*

Course Curriculum

Semester I*

Paper Code	Paper Name
101	Management Principles and Practice
102	Managerial Statistics
103	Organizational Behaviour
104	Management Information System
105	Business and Government
106	Managerial Economics
107	Management Science
108	Management Skills and Ethos

Semester II

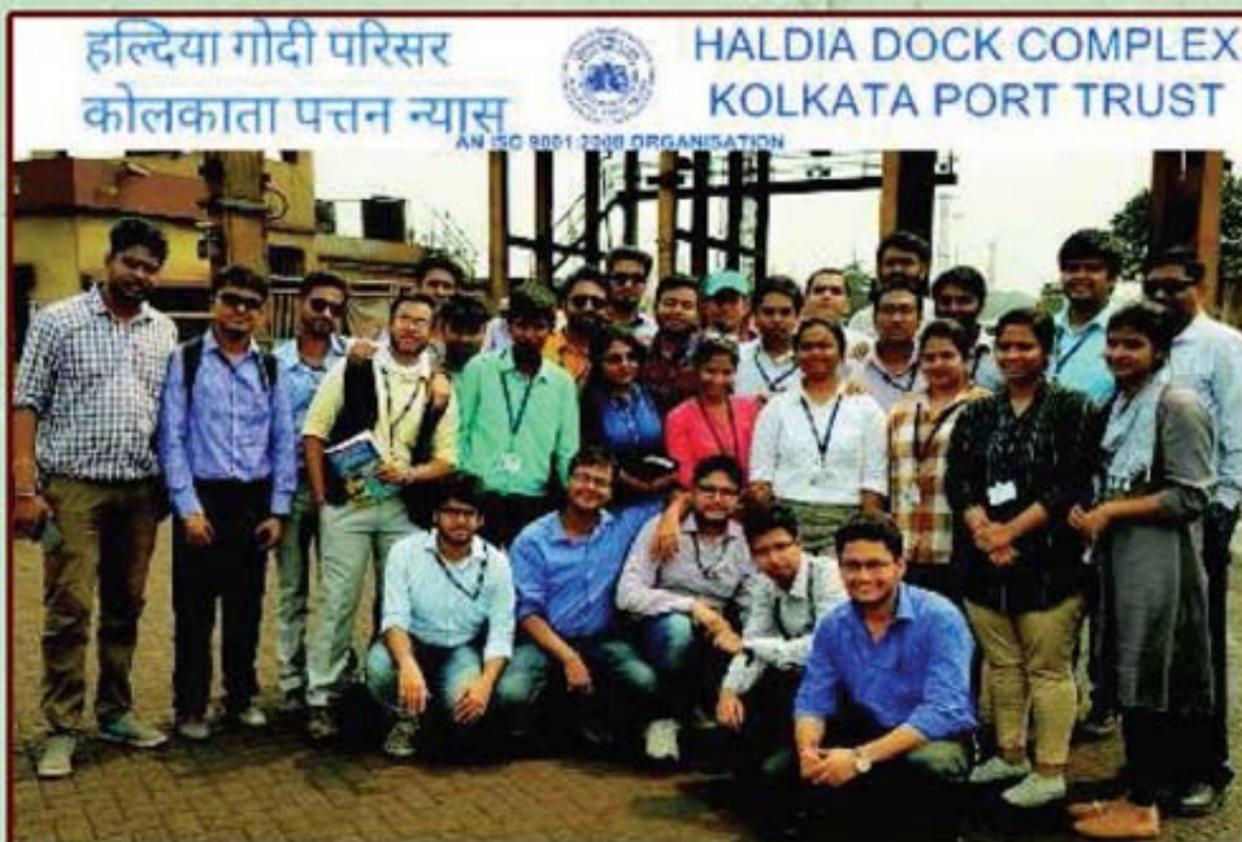
Paper Code	Paper Name
201	Marketing Management
202	Research Methodology
203	Human Resource Management
204	Management Accounting and Finance
205	Logistics and its Integrated Approach in Industry
206	Road Transport Management
207	Water Transport Management
208	Rail Transport Management

Semester III

Paper Code	Paper Name
301	Air & Pipeline Transport Management
302	Urban Transport Management
303	Operations Management
304	Information Technology in Transport Management
305	Warehousing and Materials Management
306	Supply Chain Management
307	Multimodal Transport System
308	Export-Import & Risk Management

Semester IV

Paper Code	Paper Name
401	Transport Economics
402	Supply Chain Analytics
403	Sustainable Transportation
404	Corporate & Strategic Planning in Transport Management
405	Project Work/Internship on the area of Transportation and Logistics Management
406	Dissertation paper on the area of Transportation and Logistics Management
407	Viva Voce (Theory paper/Project/Dissertation) on Transportation and Logistics Management
	Soft Skill



Visits to Haldia Port, Dankuni Railway freight station and Kolkata Port were organised for the students of 2017-2019 Batch.



PARTIAL list of recruiters'

- ACC Ltd.
- Aditya Birla Online Fashion
- AFL
- Astra Lifestyle
- Bertling Logistic India Pvt. Ltd.
- Balmer Lawrie & Co. Ltd.
- BPCL
- Birla Tyres
- Bata India Ltd.
- Berger Paints Ltd.
- Bengal Ambuja
- Cafe Coffee Day
- Castrol India Ltd.
- Coates of India Ltd.
- Cadbury India Ltd.
- Cargo Partner Logistics India Pvt. Ltd.
- Commercial Carriers
- CONCOR
- Dabur India Ltd.
- Eveready Industries (I) Ltd.
- Exide Industries Ltd.
- Flipkart
- Gati Express Cargo
- Home Centre, Landmark Group, Dubai
- Hewlett Packard
- Haldia Petrochemicals Ltd.
- IFB Agro Industries Ltd.
- ITC Ltd.
- ITC Infotech
- India Foils Ltd.
- Interstate Oil Carriers Ltd.
- Jindal Steel & Power Ltd.
- Johnson Diversey
- Nestle India Limited
- JSW
- Khadim's
- Lafarge India Ltd.
- Leeway Logistics
- Lemuir Group
- Linde India
- Mendine Pharmaceuticals Ltd.
- Naresh Kumar & Co. Pvt. Ltd.
- Nilkamal Furniture
- NALCO
- Parekh Integrated Services Pvt. Ltd.
- Philips India Ltd.
- Pantaloons
- Ruchi Soya Industries Ltd.
- Reliance Infotech
- Reliance Logistics Ltd.
- Samsung Data System
- SAIL
- TCS
- Tata Projects
- Tata Iron and Steel Company Ltd.
- TM International Logistics Ltd.
- Tata Nyk
- Transport Corporation of India Ltd.
- United Breweries
- Usha Martin
- Ultra Tech Cement
- Vi-ettrans Pvt. Ltd.
- Prism Cement

ADMINISTRATIVE SETUP

Director	:	Sri Dipankar Das Gupta
Registrar (Actg.)	:	Prof. (Dr.) Pradip K Sikdar
HOD, Public Systems Management	:	Dr. Jayanti De
Finance Officer (Actg.)	:	Mr. Goutam Samanta
Placement Manager	:	Mr. Vishal Francis Gaitano & Pritam Kar
Librarian	:	Ms. Susmita Ray

HOW TO APPLY

**Applications can be submitted via online or offline or SBI Power Jyoti process.
Read the Brochure to check eligibility criteria and other details.**

- Purchase by paying Rs. 900/- in cash at IISWBM, Management House, Kolkata 700 073.
- Visit our website www.iiswbm.edu apply online. Pay by Net Banking, Credit Card or Debit Card
- For SBI Power Jyoti Download Application Form and Power Jyoti Challan (AC No. 32495656710) and deposit Rs. 900/- to any branch of SBI against the downloaded challan and Application form duly filled in.
- Send Completed application form and money receipt/challan to IISWBM by Speed Post or Drop at IISWBM drop box with all the documents.

COURSE FEES

1st year	:	Rs. 1,86,500/- Rs. 5,000/- (Refundable Library caution deposit) Rs. 5,000/- (Refundable Security deposit)
2nd Year	:	Rs. 1,78,000/-
Total	:	Rs. 3,75,000/-



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