M. Phil. Programme
(Management, Public Systems & Social Welfare)
University of Calcutta

ADMISSION BROCHURE
2021-2023

IISWBM
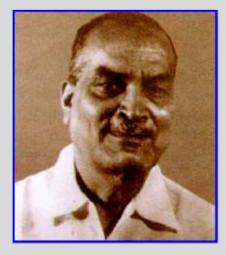Our graduates nurture and build companies

Pandit Jawaharlal Nehru laying the Foundation
Stone of the Academic Block-1958

Inauguration of the First Business Management course in India (PGDBM) on 5th July, 1954
(Dr. B. C. Roy addressing the gathering : Dr. J. C. Ghosh, Vice-chancellor of University of Calcutta, sitting)

Dr. B. C. Roy,
Chief Minister of West Bengal (1948-1962) &
the Founder President Board of Governors

Professor D. K. Sanyal,
the Founder Director

M. PHIL. IN MANAGEMENT

University of Calcutta

CONTENTS

About the Institute

IISWBM was constituted on 25th April 1953 by a resolution passed by the Senate of the University of Calcutta. This was the culmination of the joint initiative taken by the University of Calcutta, Government of West Bengal, Government of India and the captains of industry in India to set up for the first time a management education institute in India, a concept alien to many in the educational fraternity at that time. The Institute has successfully crossed its Diamond Jubilee Year, signifying over 60

years of an eventful journey in management education in India. IISWBM, the first management institute of India was thus established by Dr. B. C. Roy, the then Chief Minister of West Bengal as its Founder-President and Prof. D. K. Sanyal as the first Director. Government of India, Department of Posts in recognition of 50 years of glorious existence of the first B-school in the country, released a Commemorative Postage Stamp on IISWBM, on 25th April 2004 in New Delhi.

IISWBM has launched M. Phil. in Management since 2014 and Ph.D Programme in Management, Public Systems and Social Welfare has been introduced from the year 2015 under University of Calcutta. It has reintroduced its Master in Social Welfare (M.S.W.) 2 years full time programme and upgraded its Retail and Media Management programme to Masters in Retail Management of the Calcutta University as a degree and Post Graduate Diploma in Media Management (offered jointly with Calcutta Media Institute promoted by ABP Private Limited) as a Calcutta University diploma programme.

The Institute takes pride in its faculty that consistently ranks highest amongst premier B-Schools in terms of their Intellectual Capital. The faculty members are dedicated to the development of its students and the Institute and regularly engage themselves in research and project work. Several faculty members have won prestigious awards over the years.

The Institute boasts of alumni in reputed organizations both in India and abroad. The alumni are respected for their knowledge, commitment, loyalty and ethical values in this fast changing world.

INFRASTRUCTURE

IISWBM provides the faculty and students with a state of the art, technologically advanced, modern and large campus .The campus has a serene environment, which is conducive to education and learning. The students can pursue their academics with utmost focus and also unwind from time to time in the open areas and its student activity centre.

Classroom

The spacious air conditioned classrooms are well equipped with Smart boards, LCD multimedia projector etc. and properly maintained to cater to the academic requirements of the students. The seminar rooms possess all the necessary amenities so that ideas can be exchanged between the students and faculty and even members from other institutes or corporate houses.

Conference room

The conference rooms have been constructed on the most modern lines with audio-visual aids. The facility of video conferencing makes the Institute even more industry friendly with scope of uninterrupted interaction. The conference rooms have in-built speakers to make conversations distinctly audible. The cordless microphones help speakers to interchange ideas.

Auditorium

The auditorium boasts of a well-designed stage, good acoustics, comfortable seating   and audio-visual screen. It is the perfect platform for meetings, stage shows and interactive sessions. The screen complements any kind of audio-visual communications with amplifiers, speakers and an installed projector.
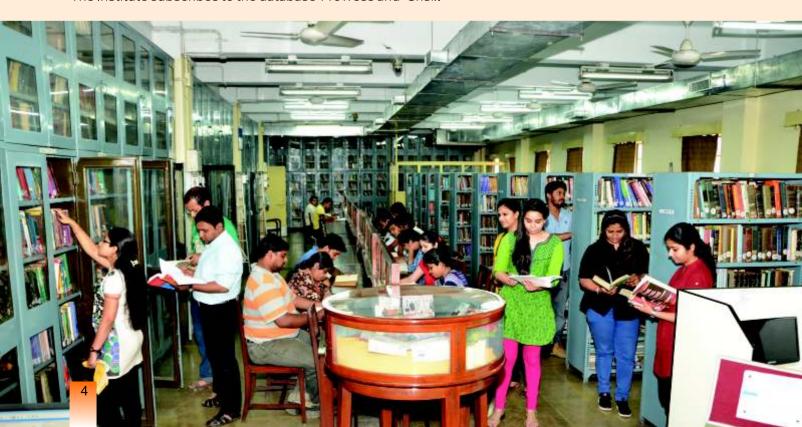
Computer Centre

The Computer Centre of the institute is housed on the first floor. It has all the state-of-the art resources in place to facilitate the academic and administrative activities of the institute. Apart from providing high end academic support to the students, it also provides leased line Internet connectivity, through wireless and wired LAN. Students have access to continuous free Wi-Fi facility at the Institute.

Central Library

The Central Library was started along with the establishment of the Institute in 1953 in order to cater to the academic and research needs of the faculty, research scholars, students, officers and non-teaching staff. Since then, the Institute Library has gone from strength to strength to live up to the expectations of its users. Central Library has open-access facility for the members. It provides lending, reprographic and bibliographic and other services to the students, faculty and other scholars. The books in the Library are arranged according to the DDC numbers mainly on specialized subjects on Management, Social Welfare, Industrial safety, Transport, Environment, Energy, Health Services, Economics, Mercantile and Labour Law, Bio-Informatics, Sports and Intellectual property etc. The Library subscribes good number of foreign as well as Indian periodicals and journals. The Library also has e-journals and e-books for the benefit of the users. The Central Library has already implemented the bar-code based circulation system. The members can also search the OPAC through our MIS system.

The Institute subscribes to the database-Prowess and Crisil.

Hostel

The Institute provides safe, separate, well-furnished and comfortable hostel facilities to both male and female outstation students, subject to availability of seats. A 4 storied hostel of 11,000 sq ft built up area, accommodating 42 boarders adjacent to the present campus has been constructed. The Prantick hostel for boys has been updated and remodelled to accommodate 19 students..

Canteen / Gym

The Institute has a canteen facility offering a variety of healthy cuisine at reasonable and affordable rates. It is essentially a student's zone with free Wi_Fi facility.

The Institute also maintains a well-equipped gym with all modern equipments and a trainer to guide and encourage students to work out daily.

Communication and Soft-Skills Training

The Institute encourages its students to undergo training in communication and soft-skill to improve their presentation and articulation skills through its Soft-Skills Development Department as it is felt that it complements technical skills and knowledge.

Language Laboratory

The Institute has a Web Assisted Language Laboratory to support students in the language learning process. Innovative interactive tools such as digital multimedia control, wireless headsets and microphones are provided not only to enhance language teaching but also to enable instructors accomplish continuous assessment and grading of students' performance.

The facilities in the Language Laboratory allow students to listen to model pronunciation and diction, practice by repeating and recording the same, which allows students to compare with the model and conduct self- assessment.

A Ragging Free Environment

Although there has been not a single instance of ragging in the Institute in its history of 60 years, it is declared that ragging is totally banned in Indian Institute of Social Welfare and Business Management and any one found guilty of ragging and/or abetting ragging is liable to be punished.

The Hon'ble Supreme Court has issued the following directions to prevent ragging in Technical Institutions :

The Institute strictly complies with the directions of the Hon'ble Supreme Court and AICTE regulations in this regard.

New Campus

IISWBM has plans to develop a 2nd campus at New Town, Kolkata.

ACADEMIC SET UP

DIRECTOR
Prof. Dipankar Das Gupta

CONVENER
Prof. (Dr.) S. K. Mallick, B.Com (Hons.), C.A., Ph.D (NYU)

PROFESSORS
Dr. Archana Sharma, MBA, Ph.D
Dr. B. K. Choudhury, B.E, Ph.D
Dr. Chinmoy Jana, Ph.D
Dr. Gairik Das, ME, MBA, (UK), Ph.D
Dr. Jayanti De, M.A., M. Phil., Ph.D
Dr. Jhumur Biswas, M.Sc. M.Tech, Ph.D
Dr. K. M. Agrawal, Ph.D
Dr. Madhumita Mohanty, MA, 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. Sarbani Mitra, B.Ed. PGDMEnvM, PGDSA, MBA, Ph.D
Dr. Sudeepa Banerjee, MBA, Ph.D
Dr. Sumati Ray, M.Sc, MBA, Ph.D
Dr. Tanima Ray, M.A. (CU), RTP (CSSSC), Ph.D (CU), PGDBM (IIM,Calcutta)
Dr. Soma Roychowdhury, M.Sc. (Stat), Ph.D

ASSOCIATE PROFESSORS
Dr. Dipa Mitra, MBA, M.Phil (Management), Ph.D (University of Calcutta)
Dr. Madhab Milan Ghosh, M.Com, Ph.D
Dr. Sohini Banerjee, LL.B (Hons.), LL.M (University of Cambridge, UK)

ASSISTANT PROFESSOR

Mr. Ankan Banerjee, M.A, PGDSM

Dr. Arindam Dutta, B.E., M.Tech

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

Dr. Gita Khawas, MSW, Ph.D

Ms. Malini Nandi Majumdar, MBA, Ph.D

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

Ms. Piyali Sengupta, M.Sc, PGDEM

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

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

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)

ASSOCIATED VISITING SENIOR FACULTY MEMBERS

Prof. (Dr.) Kumkum Mukherjee

Ms. Sujata Saha, Professor

Prof. Saibal Chatterjee

M.Phil PROGRAMME

Convener - Prof. (Dr.) S. K. Mallick

Master of Philosophy in Management

At present, a large number of Institutes in the State are offering a Post Graduate degree in Management. As per AICTE norms, the teacher-student ratio for such programmes is expected to be 1:10. In most institutes there is a dearth of MBA teachers both in terms of numbers and in terms of desired qualifications.

Hence there is an urgent need for a programme to develop and train MBA faculty. Besides, such a course will give an option to MBA students to continue with academics after completion of their course instead of joining the corporate sector by default.

Objectives:

- At present there is a pressing shortage of quality faculty in Management. This requirement of the Management schools will be addressed by the M. Phil. Programme.

- The world of Management is of a fast-changing dynamic nature. Constant study and research in M. Phil. Programme will meet this requirement of pressing forward the frontiers of knowledge and dissemination of updated information in different areas of Management research. It will contribute to the growing body of knowledge in Management, particularly in the Indian context.

- The Programme has been designed to provide an interdisciplinary approach to research. Water-tight compartments between different disciplines will be broken down through this Programme. This will lead to cross-fertilization of ideas which will enrich Management research and teaching.

- The Programme will provide government, industry and management institutes with individuals equipped with a high level of research capability and experience.

- Graduates of the M. Phil. program will have a thorough understanding of the principles of business theory and its applications in various fields, along with the ability to think systematically about, and apply quantitative methods to, business problems. They will have acquired the knowledge and skills necessary to begin working on their future possible Ph.D dissertations.

Eligibility criteria:

Candidates with Master's degree in Management, Commerce or Social Welfare and any other related discipline from Calcutta University, with minimum 55% marks in aggregate (SC/ST with 50% marks) or with 60% marks in aggregate of other recognized University.

Selection :

Through written test and personal interview. Candidates who have cleared NET/SET or equivalent national level examination will be exempted from written test.

Award:

M. Phil. in Management (University of Calcutta)

Admission:

Shortlisted candidates will have to appear for an entrance examination. Candidates who have qualified in NET, SET or equivalent national level examination will be exempted from the Entrance Test. Candidates who qualify in or are exempted from the written test will be called for an interview.

Structure of the course:

The M. Phil. Programme in Management will be of 2 years' duration.

First Year (Semester I & Semester II) :

The First Year will comprise of course work followed by exams. There will be a total of 4 papers 2 compulsory and 2 optional.

The two compulsory papers will cover Research Methodology and Computer Applications. (Semester I)

The two optional papers will constitute advanced courses in different areas of functional management Marketing, Finance, Systems, Operations, HR & OB, Public Systems Management, Social Welfare. For each area of specialization there will be a bouquet of papers offered from which each student will opt for two papers. All the different areas of specialization may not necessarily be offered each year. The areas of specialization to be offered each year will depend upon the students' area of interest. (Semester II)

The number of lectures / seminars per paper shall not be less than 25 units. The number of lectures / seminars for the entire course work shall not be less than 100 units.

Conventional lectures will be replaced to the extent possible by seminars, paper presentations and group discussion in order to encourage active participation by the students.

During the First Year each student will be required to present at least one seminar for the purpose of discussing new results and developments in his / her chosen field.

At the end of the First Year, there will be an examination based on the course work. The total marks allotted to the exam will be 200, distributed over 4 papers of 2 hours duration and 50 marks each.

A student may be allowed to appear for the Semester examination provided he / she has the minimum attendance as per University norms.

A student must obtain at least 50% marks in each semester order to continue with the next semester of the programme.

Second Year (Semester III & Semester IV) :

The second year of the Programme will be devoted to Dissertation and Term Papers. The student will have to work on any one functional area in Management-Marketing, Finance, Systems, Operations, HR & OB, Public Systems Management, Social Welfare.

The date of submission of dissertation shall be fixed and the same shall be submitted within 1 year from the date of publication of Semester II examination.

Prior to the submission of the Dissertation, the student shall have to deliver a pre-submission seminar at the department open to all faculty members and other students for feedback and comments which may be incorporated into the final dissertation on the advice of the Supervisor.

At the end of the 4th Semester, evaluation will be on the basis of internal assessment, dissertation and viva, totaling to 300 marks (details given below).

Internal Assessment (based on review essays and at least 2 seminars) 100 marks

Dissertation	200 marks
Final comprehensive Viva-voce	100 marks

Single examiner for course work and double examiners (one internal and one external examiner preferably from outside the university) to assess the performance of the candidates at the viva voce examination and also to examine the dissertation shall be appointed by the Board of Studies.

A student who has qualified shall be required to submit dissertation before he / she appears at the final comprehensive viva voce failing which his / her registration shall automatically stand cancelled.

First Year

Semester	Paper Code	Subject	Marks
I	Paper 1.1	Research Methodology	50
	Paper 1.2	Computer Applications	50
II	Paper 2.1	Optional paper 1 (from area of specialization)	50
	Paper 2.2	Optional paper 2 (from area of specialization)	50
	Total		**200**

Second Year

Semester	Paper Code	Subject	Marks
III	Paper 3.1 & 3.2	Internal Assessment (based on review essays and at least two seminars)	100
IV	Paper 4.1	Dissertation / Project work	200
	Paper 4.2	Final comprehensive viva-voce	100
	Total		400
	Total		**600**

Review:

A student may be eligible to apply for review for a maximum of two theoretical papers only provided he / she has appeared at the said examination as a whole and has obtained at least 50% marks in aggregate in the rest of the papers taken in that examination. This shall not apply to a candidate who has partly appeared or has appeared in a supplementary examination. Review will be as per University norms.

ADMINISTRATIVE SET UP

ADMINISTRATIVE SET UP		
Director	:	Prof. Dipankar Das Gupta
Institute Dean	:	Prof. (Dr.) Soma Roychowdhury
Registrar	:	Ms. Rupa Bhattacharya
Finance Officer	:	Mr. Goutam Samanta
Placement Manager	:	Mr. Vishal Francis
Librarian	:	Ms. Susmita Ray

HOW TO APPLY

<u>Option I</u>
- Visit our website **www.iiswbm.edu**
- Download the **DL Form**, Admission Brochure **and** IISWBM/ State Bank of India Power Jyoti A/c No. 32495656710 **Challan** and deposit Rs.**600/-** to any branch of State Bank of India against the **challan** and **DL Form** duly filled in.
- Send the completed **DL Form** with **column 11** duly entered by the State Bank of India **alongwith** the IISWBM's copy of Power Jyoti A/c. No. 32495656710 **Challan** to the Institute, so as to reach the Institute by :

<p align="center">**25th November, 2020 at the latest.**</p>

ADMISSION SCHEDULE

Last Date of Issue & Receipt of Application Forms : 25th November, 2020
Short Listed Names (for written test) : 2nd December, 2020
Written test : 16th December, 2020
Short listed names (for interview) : 18th December, 2020
Interview : 22nd & 23rd December, 2020
Final Result : 24th December, 2020
Last Date for admission : 6th January, 2021
Session Commencement : 15th January, 2021

* These dates may be revised according to the Institutes requirements, which will be notified accordingly.
For any further details please visit our Website at www.iiswbm.edu

COURSE FEES

	1st Year (Rs.)	2nd Year (Rs.)
Admission Fee	8,000/-	-
Tuition Fee	73,000/-	81,000/-
Development Fee	9,000/-	9,000/-
Library Caution Money	5,000/-	-
Security Deposit	5,000/-	-
Total	**1,00,000/-**	**90,000/-**

Total Fees Rs. 1,90,000/- (including refundable deposit of Rs. 10,000/-)

Students will be allowed to pay the fees in four installments (i.e. Rs. 55,000/- in first installment and Rs. 45,000/- each in second, third and fourth installments).

For Details Contact:

Registrar
Indian Institute of Social Welfare and Business Management
Management House
College Square (West), Kolkata - 700 073

EPBX : +91-33- 2241-3756 / 5792 / 8694 / 8695 / 4023 7474
STD : (033), Fax : (033) 2241-3975
E-mail - iiswbm@iiswbm.edu
Visit us at - www.iiswbm.edu
Mobile site : m.iiswbm.edu

Students may choose any of the following disciplines for their research at M.Phil level:

- **MANAGEMENT**
    - Marketing & Strategies
    - HR & OB
    - Finance
    - Systems/ Data Analytics
    - Operations
- **PUBLIC SYSTEM**
    - Environment Management
    - Energy Management
    - Logistics and Supply Chain Management
    - Health Care and Hospital Management

- **SOCIAL WELFARE**

    - Child & Family Welfare

    - Correctional Social Work

    - Community Organisation & Development Practice

    - Labour Welfare

Convener - M. Phil Programme

BOS Members in M.Phil Commencement Program

BOARD OF GOVERNORS

INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

First B-School in India

Estd. - 1953

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