

# IISWBM

# IISWBM

"Our graduates nurture and build companies"

ADMISSION  
BROCHURE  
2020-2022

## MASTER IN RETAIL MANAGEMENT

2- Year (Full Time)

### ADMISSION SCHEDULE

- Last Date of Issue & Receipt of Application Form : 5th June, 2020
- Group Discussion, Interview & Result : 2nd week of June, 2020
- Class Begins: July, 2020

INDIAN INSTITUTE OF SOCIAL WELFARE  
& BUSINESS MANAGEMENT

FIRST B SCHOOL IN INDIA  
ESTD, 1953

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UPCOMING NEW CAMPUS

INDIAN INSTITUTE OF SOCIAL WELFARE  
& BUSINESS MANAGEMENT

NEW TOWN, KOLKATA



# MASTERIN RETAIL MANAGEMENT(MRM)

2- Year (Full Time)

## ADMISSION BROCHURE 2020 - 2022

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**Application Form**





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Dr. Chinmoy Jana, Ph.D

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

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

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

## ASSOCIATE PROFESSORS

Dr. Anupam Ghosh, M.Com, M.Phil, PGTLM, Ph.D

Dr. Archana Sharma, MBA, Ph.D, Head-Deptt. of Retail Management

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

Dr. Gairik Das, ME, MBA, (UK), Ph.D, Head-Busi. Management Projects & MDP, Head-Busi. Analytics

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

Dr. Jhumoor Biswas, M.Sc. M.Tech, Ph.D, Head-MBA (PS)

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

## ASSISTANT PROFESSOR

Mr. Ankan Banerjee, M.A, PGDSM

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

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

Dr. Madhab Milan Ghosh, M.Com, 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. Sohini Banerjee, LL.B (Hons.), LL.M (University of Cambridge, UK)

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)

Students of Department of Retail Management participating in the 4th Rural Panchayat organised by CII in Park Hotel, Kolkata





Prof. D. N. Chakraborty, BE, FCE, FWMM.  
Mr. Kankan Bose, Chief - Deputy General Manager, HR, Aditya Birla Fashion & Retail Ltd.  
Mr. Samir Goswami, Retd, Chief Public Relations Officer, Eastern Railway  
Mr. Pinaki Moitra , Regional Field Manager, Smollen India  
Mr. Suranjan Dasgupta, MA, LL.B.C.ADR(LASWEB), Advocate High Court at Calcutta  
Mr. Anirban Kundu, Marketing Head, MUMUSO India  
Dr. Malavika Desai, Ph.D, M.Sc in Psychology, Assistant Professor, IIM Shillong  
Ms. Shompa Mukherjee, Senior Operation Manager - Shopper's Stop Ltd.  
Mr. Anirban Banerjee, Group Manager and Regional Business Manager-Tanishque  
Mr. Dipankar Mukherjee, Senior Manager (HR), Dalmia Bharat Ltd.  
Mr. Bidyut Biman Sarkar, Ph.D in Computer Science  
Mr. Shuvra Dev Burman, GM (Operation), Bazaar Style Retail Pvt. Ltd.  
Ms. Haimanti Upadhyaya, Chief Manager Visual Merchandising Spencer's Retail, Kolkata  
Dr. Sarmita Guha Ray, Ph.D in International Finance

Students of the Department of Retail Management students participating in "Manning Modern Retail" organised by Retailer of India (RAI) at Mumbai



## OVERVIEW

The Programme leads to Two-Year Master Degree in Retail Management, affiliated to University of Calcutta.

This course aims to provide the students with the skills and knowledge as well as an understanding of retailing as a management discipline. The academic content is designed to impart multiple specializations in Retail Operations, Marketing, Supply Chain and Human Resource Management. During the two years programme, the first year comprises two semesters and the first project for two months. In the second year there are two semesters and the final project. The Programme is supported by practical course assignments and case studies. Teaching methods include lectures, workshops, industry visits and assignments.

On successful completion, the Programme provides a career in the retail sector as well as a solid foundation for employment in any industry which interfaces with retailers.

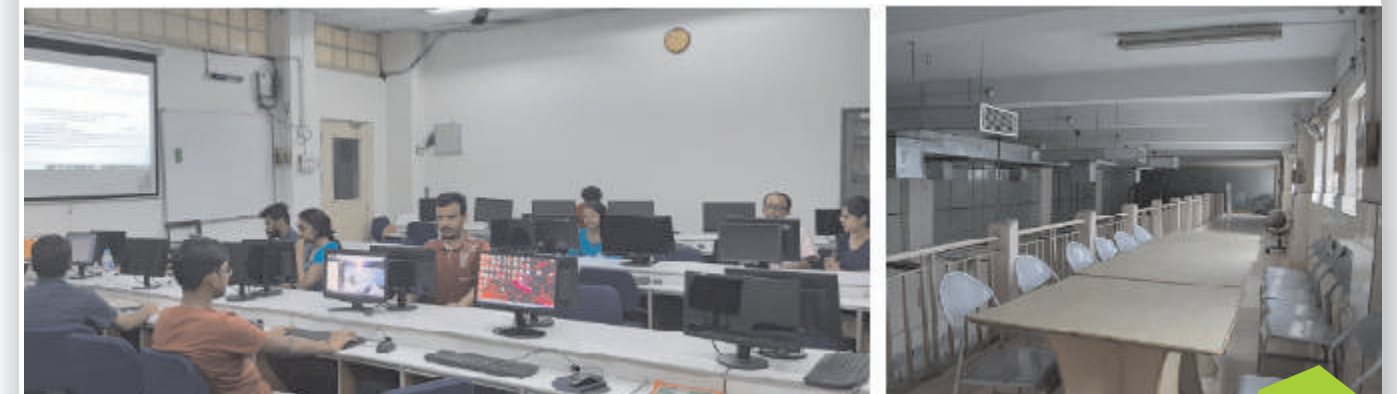
**IISWBM is an academic member of Retailers Association of India (RAI).**

## VISION

Indian organised retail industry has grown by leaps and bounds in the last two decades. Being one of the fastest growing in the world. Indian Retail Industry reached Rs. 66.39 lack crore (US \$ 950 billion) in 2018 at CAGR of 13 per cent and expected to reach Rs. 76.87 lack crore (US\$ 1.1. trillion) by 2020. The Indian Retail Sector accounts for 22 per cent of the country's GDP and contributes to 8 per cent of the total employment. India continues to be among the most attractive investment prepositions for Global Retailers.

Indian Institute of Social Welfare & Business Management (IISWBM) is the oldest management Insitute in the country. It has played a pioneering role in introducing new management programmes in India. Once again in the year 2006 it had taken a giant stride by going for a need-based employment-oriented program for the first time in Eastern India in Retail Management.

The fast changing retail .environment demands that professionals learn new skills, improve their efficiency, learn to compete and think out of the box. Since retailers work directly with Customers there is a need for good managerial talent to interpret and satisfy the demands and desires of customers. All these require an education that is intensive, comprehensive and closely linked to the retail business world. The need is to have a Programme which has all the inherent features of a Business Management Programme and includes experiential learning throughout the Programme.





To meet the growing needs of the retail sector, IISWBM presents a unique two-year fulltime Business Management Programme in Retail Management. This is a Business Management Programme with a difference. It provides rigorous business management education as well as functional specialisation - in Retail Management, Supply Chain and Marketing both through theory and practical work-experience.

We aim to develop the skills and knowledge of students and introduce a new standard of retail professionalism to the industry through leading edge resources, expert faculty and dynamic and flexible learning methods. Officials from top retail companies are invited as visiting faculties to provide a better understanding of the retail working environment. The course is customized for students who would like to advance to retail store operation, store management, procurement, warehousing, human resource and marketing and be qualified to move forward in corporate leadership. The programme aims to create a new class of multi skilled professionals.

### ELIGIBILITY

Honours candidates or equivalent course (where honours are not available) from a recognized University, with BA, B.Sc, B.Com, BBA or in any professional course (Engineering, etc.), LLB (5 years). Those who will be appearing at such examinations within June, 2020 may also apply.

### SELECTION

Through valid CAT/MAT/JEMAT/CMAT/XAT/GATE score and GD & PI



Students of the Department of Retail Management-Winners of the Business Plan Competition at an event on Entrepreneurship



Student participants in the 'Retailers Summit' organised by RAI 2019

It is a two-year full-time management programme. The first year comprises two (2) semesters and the first project of two (2) months. The second year comprises two (2) semesters and a final project.

## FIRST YEAR

### SEMESTER-I

| Paper Code   | Subject   | Marks      |
|--------------|---|------------|
| Paper 101    | Principles of Management  | 100        |
| Paper 102    | Business Statistics & Quantitative Methods in Decision Analysis | 100        |
| Paper 103    | Managerial Economics  | 100        |
| Paper 104    | Financial Accounting & Cost Accounting                          | 100        |
| Paper 105    | Marketing Management  | 100        |
| Paper 106    | Organisational Behaviour  | 100        |
| Paper 107    | Management Skill & Ethos  | 100        |
| Paper 108    | Introduction to Retail & Retail Environment and Concepts        | 100        |
| Paper 109    | Business Communication  | 100        |
| <b>Total</b> |   | <b>900</b> |

Retail Management students - Alumni Night





Master in Retail Management (MRM) students celebrating "Retailers' Day" at MUMUSO with the staff on 12th December In their Park Street Store



**SECOND YEAR  
SEMESTER-II**

| Paper Code   | Subject  | Marks      |
|--------------|--|------------|
| Paper 201    | Buying, Merchandising and Vendor Management                | 100        |
| Paper 202    | Retail Selling Skills and Sales Management                 | 100        |
| Paper 203    | Operations Management                                      | 100        |
| Paper 204    | Retail Information System & Information Technology         | 100        |
| Paper 205    | Consumer Buying Behaviour and Consumer Service & Standards | 100        |
| Paper 206    | Advertising & Brand Management                             | 100        |
| Paper 207    | Research Methodology & Market Research                     | 100        |
| Paper 208    | Legal Issues in Retail                                     | 100        |
| Paper 209    | Project I  | 100        |
| <b>Total</b> |  | <b>900</b> |

**SEMESTER - III**

| Paper Code   | Subject   | Marks      |
|--------------|---|------------|
| Paper 301    | Retail Marketing & Retail Strategy              | 100        |
| Paper 302    | Supply Chain Management & Warehousing           | 100        |
| Paper 303    | Retail Decision Making & Information Technology | 100        |
| Paper 304    | Store Design & Visual Merchandising             | 100        |
| Paper 305    | Management Accounting                           | 100        |
| Paper 306    | Retail Store Operations                         | 100        |
| Paper 307    | HR in Retail                                    | 100        |
| Paper 308    | E-tailing                                       | 100        |
| <b>Total</b> |   | <b>800</b> |

**SEMESTER - IV**

| Paper Code         | Subject   | Marks       |
|--------------------|---|-------------|
| Paper 401          | Mall Management   | 100         |
| Paper 402          | Category Management & Private Label Development             | 100         |
| Paper 403          | Trends in Global Retail                                     | 100         |
| Paper 404          | Store Events & Promotions                                   | 100         |
| Paper 405          | Design Management   | 100         |
| Paper 406          | Retail Audit & Finance                                      | 100         |
| Paper 407          | Retail Verticals  | 100         |
| Paper 408          | Project II  | 100         |
| <b>Total</b>       |   | <b>800</b>  |
| <b>Grand Total</b> | <b>Semester-I+ Semester-II+ Semester-III+ Semester-IV =</b> | <b>3400</b> |

The projected rate of growth in the retail sector is extremely encouraging and there will be an increase in the need for trained professionals in the years to come. This Programme has been conceptualized keeping in mind the growing need for talent in the retail sector.

Along with the Institute's placement cell, the department has an extensive networking with retail chains and other commercial organisations to facilitate the placement process.

The Department since its inception in 2006 has achieved excellent placement. Our students are successfully making their mark in companies like

- TCS
- Future Group
- Reliance
- Shoppers Stop
- L&T
- Walmart
- TVS
- HP
- Madura Coats
- Airtel
- Novartis
- ICICI Bank
- State Bank of India
- Tanishq
- Mango
- Puma
- Sahara Q shop
- HSBC Bank
- Decathlon
- ITC
- Khadim's
- HFS Smollan Group (South Africa)
- Big Bazar
- Landmark Group
- Peter England
- TITAN
- Hindustan Uniliver Limited
- Asian Paints
- Aditya Birla Retail
- Max Retail
- Mahindra Retail
- Pantaloon Retail India Limited
- High Media Entertainment India Limited
- Samsung
- Matrix
- Federal Bank
- Ajanta Footware
- Vera Moda
- Cadburry
- Calvin Klein
- Wills Lifestyle
- Citi Style
- OYO

Our Students are also placed in Dubai & UK.



## ADMINISTRATIVE SET UP

|                           |   |                               |
|---------------------------|---|-------------------------------|
| <b>Director</b>           | : | Mr. Dipankar Das Gupta        |
| <b>Institute Dean</b>     | : | Prof. (Dr.) Soma Roychowdhury |
| <b>Registrar (Acting)</b> | : | Prof. (Dr.) Pradip K. Sikder  |
| <b>Placement Manager</b>  | : | Mr. Vishal Francis Gaitano    |
| <b>Librarian</b>          | : | Ms. Susmita Ray               |

## HOW TO APPLY

**Application Fee Rs. 700/-**

### Option I

- Online application through Debit/Credit Card / Net Banking

### Option II

- Online application through State Bank of India, Power Jyoti Account of IISWBM (A/c No. 32495656710)

### Option III

- Collect from the reception counter of IISWBM Application form and Admission Brochure against cash payment of Rs. 700/-

**The last date for issue and submission of the completed admission form is 5th June 2020**



## COURSE FEES

|                      |   |
|----------------------|---|
| Fee for the 1st Year | Rs. 1,45,000/-<br>Rs. 5,000/- (Refundable library caution Deposit)<br>Rs. 5,000/- (Refundable Security Deposit) |
| Fee for the 2nd Year | Rs. 1,45,000/-  |
| Total                | Rs. 3,00,000/-  |

On the day of admission, the student will have to submit  
Rs. 1,55,000/- of which Rs. 10,000/- is refundable

### Contact:

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

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