

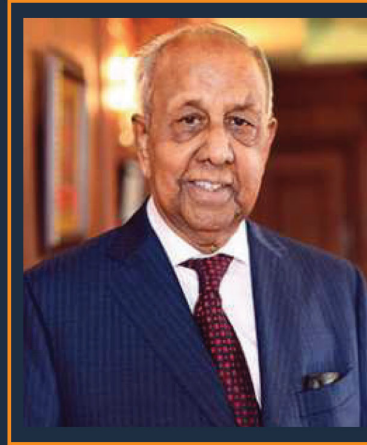


WELCOME TO CALCUTTA BUSINESS SCHOOL 2021-2023



www.calcuttabusinessschool.org.in

CHAIRMAN'S MESSAGE



S.K. BIRLA



Studying at Calcutta Business School (CBS), Kolkata will enhance your career prospects to the best. We continue in our indefatigable pursuit towards excellence at CBS by continually refining the quality of our Management curricula that prepare students for leadership positions and the challenges of the 21st Century. In today's VUCA business world, (characterized by volatility, uncertainty, complexity and ambiguity), managers have to constantly update themselves to be effective in their Organisations. We have, therefore, adopted "learner-centric" pedagogical approaches to make the students more tactical and resourceful to enable them to respond in complex business scenario. In fact, we have built an educational eco-system that puts emphasis on 'learning by doing' through student engagement in the variety of co-curricular and extra-curricular activities apart from purely academic classroom learning.

Worldwide, a need is being felt among Business stalwarts and Academicians to make Management Education more practice-driven rather than theory-driven. In CBS we connect Industry practices and Business School Education appropriately in a holistic manner to benefit our students. We teach how businesses have to be well-prepared for the changing times, changing environment and economic disruptions. This unique curricula, developed in such a way and taught by some of the finest faculty members and senior corporate leaders, provide you the power to excel in all aspects of your career.

PRINCIPAL'S (In charge) MESSAGE



PROFESSOR SUMAN KUMAR DAWN



Welcome to Calcutta Business School (CBS). I wish you a happy and academically rewarding student life at CBS and hope that you will enhance your knowledge and skills here. We are student centric and make every effort to improve in every sphere of academic activities including research orientation and overall development. We believe that the personality of an individual is groomed by the environment and hence at CBS we have developed a healthy and disciplined environment that ensures quality education through a corporate driven course curriculum. We try to achieve the overall transformation of an individual student to become a professional through practical labs, extra-curricular activities and major competitive events.

Aligning with the requirements of the global market, where the right set of knowledge, skills and trade is the key to meet the requirements of the globalized economy, CBS nurtures its students not only for the corporate sector but also sensitize them to important issues of global research. This school encourages students to organize different activities independently or with the support and guidance of faculty such as - management conventions, business plan competitions, talks by ons, talks by leading professionals, cultural events, sports activities for their holistic development that adds the much needed value by inculcating in them skills as team building, decision making and financial management. The school has close association with the corporate world for mutual benefits such as summer internship, introduction of need based new courses, guest speakers and management development programs to meet the expectations of the corporate sector. It has been our continuous effort to extend the best of placement opportunities to our students.

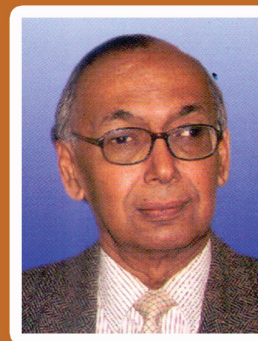


OUR MENTORS



Mr Girish Khetan

Trustee & President Shikshayatan College



Dr Subir Chowdhury

Mentor & Core Committee Member



Mrs Bratati Bhattacharya

Secretary General, Shikshayatan
Foundation & Secretary Shikshayatan School



Mr Pradip Sharma

Secretary, Shikshayatan College



Mr Sourav Ghosh

Advisor, Shikshayatan Foundation

COURSE OBJECTIVE AND STRUCTURE



Calcutta Business School offers an AICTE approved 2-year full time residential Post Graduate Diploma in Management. The school is located on a sprawling 15 acre fully residential, eco-friendly and intelligent campus on the outskirts of Kolkata. CBS has been set up and managed by Shishayatan Foundation (Formaly Marwari BalikaVidyalaya Society), founded in 1920. The institute is governed by reputed industrialists, business leaders, and former IIM Director with Mr. S.K. Birla as the Chairman.

PROGRAMME OBJECTIVES

Our PGDM program learning experience is aimed to prepare candidates who want to make a career in the field of management. It is designed by its cross-functional approach to general management, innovative teaching methodologies, co-scholastic activities and experiential learning environment that promotes teamwork and collaboration.

>Students at CBS are exposed to an in depth education that goes beyond framework and theories and prepare them to leverage their enhanced leadership capacity to build sustainable advantage for their workplace.

>CBS offers holistic development and preparation for aspiring managers by exposing the students to Simulations, Leadership labs, Experiential Learning Labs and Entrepreneurship Labs, Value added certifications and 12 Centre of Excellences.

>Calcutta Business School Learning Model is a dynamic process in which the goal is a broader web of qualities and not just a specific sets of skill development. We focus on preparing a talent for analytical reasoning, judgmental and capable decision making, quality leadership, clear, intelligible, coherent and effective communication ability, diverse action appetite and diverse viewpoints openness.



PROGRAMME STRUCTURE

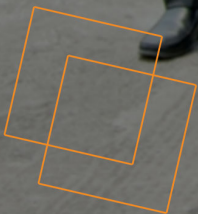
The programme comprises of Six Terms. Each term is of approximately 3 months duration. Each course is of 3 credits unless otherwise stated. There 7 credit courses in term I,II and III respectively with a total of 21 credits in each term. Along with that few non-credit courses are offered in each term for overall development of a student and transform him/her to adopt the need of business environment and industry requirement.

The programme has a 2 tier structure. The first year is focussed on developing the business fundamentals through compulsory courses spanning over different areas of management studies. In the second year in term IV and V all students have to opt for 2 compulsory subjects with 6 elective subjects from each specialization area, where as in term VI, the students must undertake dissertation and 2 core courses.

AREAS OF SPECIALISATION

Calcutta Business School Offers PDGM Specialization in the following areas

- General Management
- Financial Management
- Marketing Management
- Human Resource Management
- Operations Management
- Business Analytics



PGDM PROGRAMME CURRICULUM – 1ST YEAR COURSE STRUCTURE BATCH 2021-23



TERM I	CREDITS	HRs	TERM II	CREDITS	HRs	TERM III	CREDITS	HRs
MANAGERIAL ECONOMICS	3	30	FINANCIAL MANAGEMENT	3	30	BUSINESS RESEARCH METHODOLOGY (10 HRS LAB ON EXCEL/ R/ SPSS APPLICATION)	3	30
BUSINESS STATISTICS FOR DECISION MAKING 1 (10 HRS LAB ON EXCEL/ R/ SPSS APPLICATION)	3	30	ORGANISATIONAL STRUCTURE AND DESIGN	3	30	STRATEGIC MANAGEMENT	3	30
MARKETING MANAGEMENT-1	3	30	BUSINESS LAWS AND CORPORATE SOCIAL RESPONSIBILITY	3	30	HUMAN RESOURCE MANAGEMENT	3	30
OPERATIONS MANAGEMENT	3	30	BUSINESS STATISTICS FOR DECISION MAKING II (10 HRS LAB ON EXCEL/ R/ SPSS APPLICATION)	3	30	INDIAN ECONOMY AND POLICY	3	30
ORGANISATIONAL BEHAVIOUR	3	30	MARKETING MANAGEMENT- II	3	30	MANAGERIAL ACCOUNTING	3	30
SPREAD SHEET APPLICATIONS IN BUSINESS	3	30	DIGITAL MARKETING	3	30	INTRODUCTION TO PYTHON AND ITS APPLICATIONS TO BUSINESS	1.5	1.5
FINANCIAL ACCOUNTING	3	30	MANAGERIAL SKILLS FOR EFFECTIVENESS	2	20	PROJECT MANAGEMENT	1.5	1.5
ORAL COMMUNICATION	0	30	DESIGN THINKING AND INNOVATION (WORKSHOP MODE)	1	10	BUSINESS COMMUNICATIONS	1.5	1.5
INDUSTRIAL VISIT	NC		WRITTEN COMMUNICATION	0	30	FOREIGN LANGUAGE	0	30
			INDUSTRIAL VISIT	NC		GRAND VIVA (TERM I, TERM II, TERM III)	1.5	
						INDUSTRIAL VISIT	NC	
Total Credit hrs.	21			21				21

COURSES	CREDITS	WEEKS	CODE
SUMMER INTERNSHIP PROGRAMME (SIP)	3	8-10 WEEKS	

PGDM PROGRAMME CURRICULUM – 2ND YEAR COURSE STRUCTURE BATCH 2021-23



LIST OF COMPULSORY COURSES FOR 2ND YEAR (TERM IV, V, VI)


1. ADVANCED STRATEGIC MANAGEMENT
2. INTERNATIONAL BUSINESS
3. CREATING AND MANAGEING NEW VENTURES
4. SOCIAL ENTERPRISE
5. BUSINESS ETHICS AND SUSTAINABILITY
6. DIGITAL ECONOMY AND NEW BUSINESS MODEL (Facebook, Amazon, Apple, Netflix, Google and Sales Force).

IN TERM VI, DISSERTATION WILL BE 3 CREDITS AND TWO CORE COURSES WILL BE INCLUDED WHEREIN EACH COURSE WILL CARRY 1.5 CREDITS

SPECIALISATION IN MARKETING MANAGEMENT	SPECIALISATION IN FINANCIAL MANAGEMENT	SPECIALISATION IN OPERATIONS MANAGEMENT	SPECIALISATION IN HUMAN RESOURCE MANAGEMENT	SPECIALISATION IN BUSINESS ANALYTICS
Consumer Behavior	Security and Portfolio Management	Supply Chain Management	Strategic Human Resource Management	Introduction to Data Science & Machine Learning Frameworks: Applications in Managerial Context.
Product and Brand management	Financial Derivatives Management	Operations Strategy	Performance Management and Appraisal	Data Mining Using R
Sales and Distribution Management	Corporate Finance	Total Quality management	Transformational Leadership and Change	Applied Predictive Modeling Using Python
Rural Marketing	Project Finance	Logistics and Distribution Management	HR Analytics	Time Series Econometrics
Services Marketing	Commercial Banking	Pricing and Revenue Management	Employee Relations and Employment Laws	Text Mining & Sentiment Analysis
Retail Management	Audit and Taxation	Sustainable Operations Management	Talent Management	Introduction to Advanced Analytics & IoT using AWS
Strategic marketing	Wealth management	Technology Management	Compensation Management	Julia Programming Language & Data Visualization
Customer Relationship Marketing	Financial Analytics	Business Process Reengineering	HR System and Audit	Big Data Analytics for Decision Making
Marketing Analytics	Mergers and Acquisition	Global Operations Management	Managerial Competence and Psychometrics	Optimization & Supply Chain Analytics

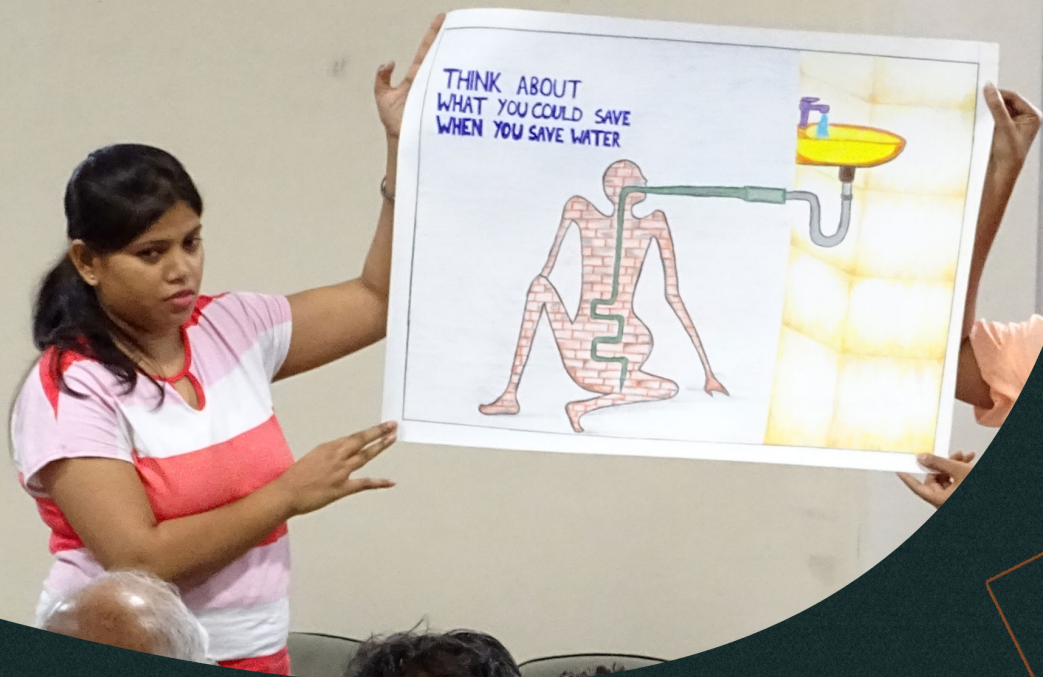
FEES/ELIGIBILITY/ADMISSION PROCESS AND TUITION WAIVER SCHEME

Fee Structure



Payment Head	Term I	Term II	Term III	Term IV	Term V	Term VI	Total
Due Date	30th May 2021	17th Oct 2021	9th Jan 2022	17th July 2022	17th Oct 2022	9th Jan 2023	
Tuition Fees	55,000	1,45,000	1,45,000	85,000	85,000	85,000	6,00,000
Admission Fees	50,000						50,000
Library & Course Material	25,000			25,000			50,000
Total	1,30,000	1,45,000	1,45,000	1,10,000	85,000	85,000	7,00,000
Hostel Accommodation (optional)	60,000			60,000			1,20,000

ELIGIBILITY CRITERION and ADMISSION PROCESS



Educational Qualification: Minimum 50% marks in Class X, XII and Graduation to be eligible for admission to the PGDM (s), the participants must possess a bachelor's equivalent degree, with a minimum of 50% aggregate marks or equivalent in any discipline, from a recognized university in India or abroad (recognized by the UGC / Association of Indian Universities). The Bachelor's degree or an equivalent qualification obtained by the candidate must entail a minimum of three years education after the completion of higher secondary schooling under the 10+2 system or equivalent.

Candidates appearing in the final year of their Bachelor's degree or equivalent are also eligible, provided they furnish the proof of having met the minimum eligibility criteria by September 30, 2021, failing which the candidates may be asked to withdraw from the programme.

*To pursue PGDM in Data Analytics candidate must have Science/ Engineering/ Statistics/Mathematics or Economics Background in UG Level.

SELECTION PROCESS

Candidates who apply online for the admission for PGDM will be shortlisted on the basis of information provided in the application form: CAT/XAT/MAT/ATMA/JEE MAT/CMAT or GMAT score. CBS also conducts its own aptitude test CBSAT. All candidates are required to qualify in CBSAT to get selected for GD/PI round.

PERSONAL INTERVIEW



DURING THE PERSONAL INTERVIEW PROCESS HE/SHE WILL BE EVALUATED ON THE FOLLOWING PARAMETERS:

- COMMUNICATION ABILITY AND INTERPERSONAL SKILLS
- LISTENING AND CONCEPTUALIZING ABILITY
- PERSUASIVE SKILL AND LEADERSHIP
- COGNITIVE AND PROBLEM SOLVING SKILLS
- ATTITUDE
- GENERAL AWARENESS
- DOMAIN KNOWLEDGE
- FUTURE POTENTIAL FOR EMPLOYABILITY

ACADEMIC RECORD



Only shortlisted candidates will be called for the final stage of the selection process - Individual Assessment Process (Situation Analysis and Personal Interview etc.). Individual Assessment Process will be held in February/March 2021 (tentative). Past academic records, performance in the individual assessment process along with other qualitative parameters, like quality of work experience and extra-curricular activities constitute the core components of the selection process.

The Calcutta Business School Admissions Committee reserves the right to modify these components while communicating these to the applicants at the Individual Assessment stage. The overall objective will be to identify and assess the candidate's potential for a managerial career.

Applicants should note that mere fulfillment of minimum eligibility criteria may not ensure consideration for shortlisting by CBS. CBS will not entertain any correspondence on this subject and decisions of the CBS Admissions Committee will be final in all matters.



TUITION WAIVER SCHEME

1. Performance based Tuition Waiver Scheme

- A. 25% Waiver for the topper in Term wise(for every term) on Tuition Fee
- B. 15% Waiver for the 2nd position in Term wise(for every term) on Tuition Fee

2. Entry Level Tuition Waiver Scheme

- A. Any Recognized University Topper will get 50% waiver on commitment fees (First 10 Students) subject to interview by Competent Authority
- B. 50% waiver on commitment fees for candidates scoring 90 percentile or above on CAT.

FULL TIME FACULTY MEMBERS



PROFESSOR SUMAN KUMAR DAWN

AREA: MARKETING MANAGEMENT

LinkedIn: <https://www.linkedin.com/in/dr-suman-kumar-dawn-a426b325>



PROFESSOR SIDHHARTHA SENGUPTA

AREA: OPERATIONS MANAGEMENT

LinkedIn: <https://www.linkedin.com/in/siddhartha-sengupta-9b374325/>



PROFESSOR PINAKI RANJAN BHATTACHARYYA

AREA: MARKETING MANAGEMENT

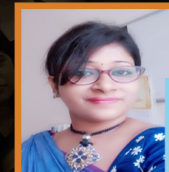
LinkedIn: <https://www.linkedin.com/in/dr-pinaki-ranjan-bhattacharyya-b7001719>



PROFESSOR SUVENDU MAJUMDER

AREA: HUMAN RESOURCE MANAGEMENT

LinkedIn: <https://www.linkedin.com/in/dr-shuvendu-majumder-0b9a4752>



PROFESSOR SANJANA MONDAL

AREA: MARKETING MANAGEMENT

LinkedIn: <https://www.linkedin.com/in/dr-sanjana-mondal-4500a846/s>



PROFESSOR INDRANIL GHOSH

AREA: OPERATIONS MANAGEMENT

LinkedIn: <https://www.linkedin.com/in/indranil-ghosh-37628917/>



PROFESSOR SANJIB BISWAS

AREA: OPERATIONS MANAGEMENT

LinkedIn: <https://www.linkedin.com/in/sanjib-biswas-29ab3238>

VISITING FACULTY MEMBERS



VISITING FACULTY	DESIGNATION	SUBJECT
Prof. Ananda Mohan Pal	Professor, Dept. Business Management, Calcutta University	Corporate Finance
Prof. Debajyoti Banerjee	Founder & CEO, Seven Boats	Digital Marketing
Prof. Indranil Chakraborty	Translator, Electrosteel, Pricewater House Cooper, Eveready	Foreign Language (Qualifying)
Prof. Purusottam Sen	Ex-Professor, IIM Calcutta	Security Analysis and Portfolio Management
Prof. Raghubir Mukherjee	Partner, CA Firm	Financial Reporting, Statements and Analysis
Prof. Rahul Bose	Business Consultant, IBM Global Business Service	Managerial Skills for Effectiveness, Strategic Human Resource Management, Leadership
Prof. Santanu Mitra	Head of Heritage Law College, Kolkata	Legal Aspects of Business
Prof. Shamyia Roy Choudhury	Ex-General Manager Personnel & IR, Berger Paints India Limited	Performance Management and Appraisal, Employment Relations : Laws of Industrial Relations
Prof. Shibaji Bose	Partner, Positive Vibes Consulting & Advisory	The Art of Selling
Prof. Sreemati Chatterjee	Freelance Content Developer of School Books, Pearson Education Ltd.	Oral Communication, Written Communication
Prof. Prithwiraj Nath	Professor, Newcastle Business School, Northumbria University, UK	Services Marketing
Prof. Anupurba Banerjee	Tagore Research Scholar, Rabindranath Tagore Center for Human Values	Human Values and Business Ethics-Workshop Mode
Prof. Jayanta Kumar Seal	Associate Professor at Indian Institute of Foreign Trade	Treasury & Forex Management
Prof. Gautam Dutta	Faculty and Director of Indian Institute of Entrepreneurship	International Management
Prof. Amitava Ghosh	Dean of Commerce, St. Xavier's College, Kolkata, ex- ICAI, ex-Army Institute of Management Kolkata	Managerial Economics

Industry Connect



Calcutta Business School

Webinar on
"Significance of NBFCs in the Financial Sector of India"

CA Vinaay Agrawal
Senior Vice President
Srei Equipment Finance Ltd.

Webinar Link
<https://bit.ly/31MzvVh>

28th Oct., 2020 | 6:00 PM

DO NOT MISS THE OPPORTUNITY

Calcutta Business School

Webinar on
"Key Aspects of Company Law for Business Managers"

CS Mamta Binani,
Asst. Secretary,
Calcutta High Court and National President (2016)
The Institute of Company Secretaries of India (ICSI)

Webinar Link
<https://bit.ly/3mwhBFq>

31st Oct., 2020 | 7:00 PM

DO NOT MISS THE OPPORTUNITY

Calcutta Business School

Webinar on
"How to shine in your career"

Dr. D N Sarkar
Director - PepsiCo
(Eastern Region)

WEBINAR LINK
<https://meet.google.com/dby-xonf-udz>

17th Nov., 2020 | 11:30 AM

Calcutta Business School

Webinar on
"Marketing strategy in the post Covid world"

Dr Ramendra Singh
Associate Professor,
IIM, Calcutta.

WEBINAR LINK
<https://meet.google.com/bki-vsmm-ngg>

05th Nov., 2020 | 4:30 PM

Calcutta Business School

Webinar on
"Technology, Management, Creative and Critical Thinking"

Mr. Sabarna Roy
Senior Vice President
Electrosteel Group

Webinar Link
<http://bit.ly/CBS-Webinar-6>

5th Oct., 2020 | 4:00 PM

DO NOT MISS THE OPPORTUNITY

Calcutta Business School

Webinar on
"Building resilience in organisations during a crisis"

Mr. Subir Chakraborty
(Alumni of IIM, IIM)
Deputy Managing Director
Exide Industries Limited

Register Now
<http://bit.ly/CBS-Webinar-5>

26th Sept., 2020 | 2:00 PM

DO NOT MISS THE OPPORTUNITY

Calcutta Business School

Webinar on
"Talent Market Today and Tomorrow: Changing Trends in Employability"

Mr. M.R.Chaki
Group Vice President - Human Resources
Skipper Ltd.

Webinar Link
<https://bit.ly/3mwhBFq>

18th Dec, 2020 | 3:30 PM

DO NOT MISS THE OPPORTUNITY

Calcutta Business School

Webinar on
"Expectations of Big Four from Freshers"

Mr. Sudip Datta
Partner PwC India

WEBINAR LINK
<https://meet.google.com/myd-iafp-ybs>

10th Nov., 2020 | 5:00 PM

Calcutta Business School

Webinar on
"Leadership in Business"

Mr. Vivek Sharma
Managing Director
Panasonic Life Solutions, India
Former President of Murphy Richards

JOIN
<https://bit.ly/3INZ7B1>

21st Oct., 2020 | 3:30 PM

DO NOT MISS THE OPPORTUNITY

Calcutta Business School

Special Sessions on
"Sales Management Basic Concepts"

Prof. Sudas Roy
Former Professor, Sales & Marketing, IIM (C), XLRI

WEBINAR LINK
<https://meet.google.com/fvg-jzpr-ryh>

19th Nov., 2020 | 10:30 AM
20th Nov., 2020 | 10:30 AM

Day 1 - <https://meet.google.com/fvg-jzpr-ryh>
Day 2 - <https://meet.google.com/xuf-smaa-pxr>

CALCUTTA BUSINESS SCHOOL [A Unit of Shikshayatan Foundation] organises a webinar on
MANAGING LOGISTICS AND SUPPLY CHAINS IN NEW NORMAL

31st July, 2020
5:30 PM to 7:00 PM



Convener - Prof. Sanjib Biswas
Head of Admissions
Assistant Professor, Decision Sciences,
Operations and Information Systems.



Joint Convener - Prof. Siddhartha Sengupta
Associate Dean
Professor, Decision Sciences, Operations
Management and Information Systems
Chairman, Career Development, Placement
and Corporate Relations

Our Esteemed Panelists



CAPT. A. Nagaraj Subbarao,
Dean - Post Graduate Programs
in Management,
Dayananda Sagar University,
Bengaluru
Former Captain, Van Oord, The
Netherlands



Mr. M. Bose
General Manager
(Operations)
Steel Authority of India
Limited (SAIL)



Dr. K. G. Karmakar
Chair - Agri Supply Chain
Association of Supply Chain
Professionals
Former CEO NABARD.



Mr. Debopam Raha
Executive Director, KPMG
Advisory Services
Infrastructure, Government
and HealthCare
KPMG.

www.calcuttabusinessschool.org • Visit this link to register: <https://forms.gle/3LdWfVZDcGezTNfx9>

MARSOC 2020

Webinar: Skill development for Emerging Market
and Business Today: Post Covid-19 Effect

25th July, 2020 | 2:30 am to 4:00 pm

Convener - Dr. Sanjana Mondal
(sanjanam@calcuttabusinessschool.org)



Dr. Sheshadri Chatterjee
Microsoft Corp Asia Pacific,
Regional Business Solution
Manager, Redmond, WA, US



Mr. Debashish Biswas
Partner, Deloitte



Mr. Kalidas Pramanik
Executive Vice President, Sales
and Marketing Head,
Coromandel International Limited



Mr. Roy Joseph
Group VP - HR,
Tattva Group



Mr. Vivek Sharma
Managing Director,
Panasonic Life Solutions India
Pvt. Ltd.



Mr. Digbijoy Chakraborty
CEO & Managing Director,
SunEco Tech Ventures Pvt Ltd



Moderator
Mr. Ujjal Majumdar
Director, Cenerg Global Tools
Private Limited

Gain valuable knowledge
from the Industry Leaders
**JOIN AN INSIGHTFUL WEBINAR
WITH CALCUTTA BUSINESS SCHOOL
ON SECTORAL IMPACT OF
COVID 19 IN INDIA**

Coordinator & Introducer - Prof. Siddhartha Sengupta

EMINENT PANELISTS



Mr. Anindya Ghosh
Associate Partner,
IBM India Pvt Ltd



Mr. Sabarna Ray
Senior VP,
Electrosteel Group



Mr. Avez Sayeed
Chief Risk Officer,
SBI General Insurance



Mr. Abhishek Sinha
Director Sales,
Accenture Consulting
Stockholm, Sweden



Dr. Jayanta Kumar Seal
Professor,
Indian Institute
Of Foreign Trade

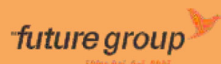


Mr. Debashish Dasgupta
Partner,
BDO International

Date - July 5, 2020 | Time - 1.00 pm to 2.15 pm



INDUSTRY PARTNERS



FACILITIES AND INFRASTRUCTURE



HOSTEL FACILITIES AND INFRASTRUCTURE

CBS believes in offering an educational experience to its students which is aimed at all round development. Therefore students are encouraged to stay in the hostel with in the campus. Staying in hostel is beneficial for the students' development in many ways that are enumerated below. However, incase it is not possible for a student to stay in the hostel he/she may opt to commute from his/her residence a Gertaking prior permission from the competent authority.

- Easy access to numerous campus resources such as faculty and academic advisors, the library, computer labs, residence halls and other campus eateries, the health center, recreational facilities and student organisations.
- Staying in hostel cuts down time of travel thus saving precious time for self-development. It reduces health hazard from dust and other kinds of pollution while travelling daily. It enables students to attend classes on time, particularly during monsoon.
- Hostel Fee includes staying at the hostel only during the Terms when regular classes are conducted. During Summer Internship the students are not allowed to stay in the hostel.
- The serene environment in the CBS campus has brought down the noise pollution to zero.
- Time saved can be used for improving health in the campus through yoga in the morning, exercise in the gym in the evening, cine club activities, spiritual club activities, workshops, CSR activities, playing outdoor games like soccer, cricket, basketball etc.
- Students have the opportunity to devote more time towards academics.
- Residential Programme helps the students to develop leadership skills, the ability to work in a team and build long lasting bonds with classmates.

BUS SERVICE

CBS will provide transport facility to day scholars from Tollygunge Metro Station to CBS Campus and back. The charge for this facility would be Rs.1500/-per month and will have to be paid by 15th of preceding month.

CALCUTTA BUSINESS SCHOOL RESEARCH INITIATIVES



Centre for Supply Chain and Operations

Centre for Supply Chain and Operations (CSCO), is a strategic multidisciplinary Centre of Excellence, dedicated to carrying out specialized applied research on Supply Chain and Operations Management with participation from faculty and industry practitioners. The Centre will serve as a knowledge-generating resource and contribute to development of innovative strategies and practical solutions to problems encountered by organizations in the management of end-to-end supply chains.

Centre for Social Enterprise

The Centre for Social Enterprise has been set up with a vision to shape the extent of supports required for the development of social enterprise including facilities of technical expertise, financial plans, community services, training programmes and cross-sector partnerships. The centre is devoted to designing and organizing event management and workshops in association with a number of organizations to scale the background of social enterprise. The centre will act as a Resource Based Facilitator [RBF] for fulfilling obligations of social responsibility.

Centre for Digital Marketing

The Centre of Digital Marketing at Calcutta Business School is to enhance the opportunities of digital marketing and media to the students, so as to encourage and impart right knowledge and skills to students so that they become competent in meeting the multichannel marketing goals of any business, adopt to the best deployment practices in relevant digital media and acquire experience and insight of technology in this domain.

Centre for Entrepreneurship

Entrepreneurship is a source of job-creation, innovation leading to economic growth of a country. At Calcutta Business School (CBS), the entrepreneurial legacy of our Chairman, being an entrepreneur himself, has always been reflected in making attempts to create and inculcate value to the graduating students who are interested in taking up entrepreneurship as a career; and make them ready to face challenges on their stride. This particular cell, unlike traditional jobs, will create an environment where the student can learn and develop entrepreneurial spirit while studying and can look forward to indulge themselves in becoming successful entrepreneurs.

Centre for Wealth Management

Wealth Management is a form of investment management and financial planning that provides solutions to clients who range from affluent to high net worth individuals. It gives personalised solutions grounded in good outcomes. It is a consultative process whereby the advisor gathers information about client's wants and tailors a strategy utilising appropriate financial products and services. Students can become wealth advisors or wealth managers both in a firm or independently.

Centre for Economic Policy

The mission of Centre for Economic Policy (CEP) at Calcutta Business School is to carry out interdisciplinary research to address important policy points related to the relationship between economic activities and the natural environment to contribute towards sustainable development of India. CEP will work towards the development of people centric economic policies through provision of high-quality survey data to guide policy formulation, generate discussion amongst key stake holders and evidence-based planning and research in the social and economic sectors of the country.

Centre for Teaching Learning Pedagogy

Management education is going through a rapid change. The Centre is envisaged to incorporate worldwide best practices of Teaching & Learning and disseminate to the Faculty for increasing teaching effectiveness. The Centre intends to improve teaching learning pedagogy using new tools leveraging advances in new technology for the Management Schools teaching community.

Centre for Financial Markets

Financial Markets include Stock Markets, Bond Markets, Forex Markets, Commodity Markets and Derivative Markets. The Centre intends to spread the awareness of Financial Markets among the community of Students and Teachers of Business Schools. The Centre will facilitate the creation of Financial Market Lab which intends to bring working of Live Markets to the classroom.

Centre for Data Analytics

Data Analytics helps business mitigate risk and increase operational efficiency. It is the science of analyzing large raw data information to draw conclusions and improve Business decisions. The Centre intends to help understand the techniques and processes of Data Analytics like Artificial Intelligence tools Neural Networks, Machine Learning and Deep Learning.

Centre for FinTech & Cryptocurrency

The FinTech industry in India is growing at a phenomenal speed. India has several unicorns in this space. Bitcoin was the first decentralized cryptocurrency to be introduced in 2009. The Distributed Ledger Technology popularly known as Blockchain has progressed significantly. The Centre intends to popularise the adoption of these new technologies by leading global and Indian Firms and incorporate in the Business School curriculum.

Centre for Private Equity & Venture Capital

Unlike Business Angels who invest their personal money, Venture Capitalists invest third party money. The money that Private Equity & Venture Capital firms invest comes from a variety of sources, including pension funds, Sovereign Wealth funds, Insurance Companies, Fund of Funds, Endowments, Foundations, Corporations and Family Offices. The Centre is committed to advancing knowledge about these industries and popularise the culture of setting up Startup Companies and seek avenues of funding young businesses.

Center for Human Values & Business Ethics

The vision of the Centre for Human Values and Business Ethics [HVBE] is to validate the conceptual framework of human values towards direction in varied sphere of human life with the support of workshops, collaborative research, corporate training, CSR practices etc. It will endeavour application of ethics and values based on Indian traditional spirit. The Centre starts with the sentiment of civic sensitivity where students, academicians, industry experts, scholars can join as a voluntary member and contribute innovative concepts related to Human Values. Centre for Supply Chain and Operations (CSCO)

CALCUTTA BUSINESS SCHOOL EXPERIENTIAL LEARNING



Experiential Leadership Lab

1. LAB 1 – Story Telling
2. LAB 2 – Motivational Speak
3. LAB 3 – Leader Biopic
4. LAB 4 – Transformational Leadership
5. LAB 5 – Technology Leadership
6. LAB 6 – Seed Money Venture

Entrepreneurship Lab

1. LAB 1- How to write a business Plan
2. LAB 2- How to approach Accelarators
3. LAB 3- How to approach Business Financers
4. LAB 4- Workshop by Wadhvani Foundation (NEN)
5. LAB 5- Society For Entrepreneurship Educator Series
6. LAB 6- Lab to Market Series

Experiential Learning Lab

1. LAB 1 - Flip Classes
2. LAB 2 - Gamification
3. LAB 3 - Simulation Business
4. LAB 4 - Trading Simulation
5. LAB 5 - Case Studies from Harvard/ Ivey etc.
6. LAB 6 - Design Thinking and Innovation Workshop



1. FACEBOOK CERTIFICATION
2. GOOGLE CERTIFICATION
3. HUBSPOT CERTIFICATION
4. NISM
5. CFA (AIMR, USA)
6. CERTIFICATION FOR ALTERNATIVE INVESTMENTS
7. ALPHA BETA



LIBRARY FACILITIES



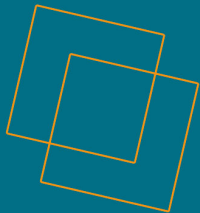
Digital Library:

DELNET

It was initially supported by the National Information System for Science and Technology (NISSAT), Department of Scientific and Industrial Research, Government of India. It was subsequently supported by the National Informatics Centre, Department of Information Technology, Ministry of Communications and Information Technology, Government of India and the Ministry of Culture, Government of India. DELNET has been established with the prime objective of promoting resource sharing among the libraries through the development of a network of libraries. It aims to collect, store, and disseminate information besides offering computerized services to users, to coordinate efforts for suitable collection development and also to reduce unnecessary duplication wherever possible.

National Digital Library of India (NDL India)

Ministry of Human Resource Development (MHRD) under its National Mission on Education through Information and Communication Technology (NMEICT) has initiated the National Digital Library of India (NDL India) pilot project to develop a framework of virtual repository of learning resources with a single-window search facility. Filtered and federated searching is employed to facilitate focused searching so that learners can find out the right resource with least effort and in minimum time. NDL India is designed to hold content of any language and provides interface support for leading Indian languages. It is being arranged to provide support for all academic levels including researchers and life-long learners, all disciplines, all popular form of access devices and differently-abled learners. It is being developed to help students to prepare for entrance and competitive examination, to enable people to learn and prepare from best practices from all over the world and to facilitate researchers to perform inter-linked exploration from multiple sources.





ONLINE LEARNING RESOURCE

NPTEL

NPTEL is an acronym for National Programme on Technology Enhanced Learning which is an initiative by seven Indian Institutes of Technology (IIT Bombay, Delhi, Guwahati, Kanpur, Kharagpur, Madras and Roorkee) and Indian Institute of Science (IISc) for creating course contents in engineering and science. It has 100 courses as web based supplements and 100 complete video courses, for forty hours of duration per course. Web supplements were expected to cover materials that could be delivered in approximately forty hours.

SWAYAM

It is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most disadvantaged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy. The current SWAYAM platform is developed by Ministry of Human Resource Development (MHRD) and NPTEL, IIT Madras with the help of Google Inc. and Persistent Systems Ltd.

E-BOOK:

Business E-Book Collection (ProQuest)

ProQuest's Business Ebook Subscription offers anytime, anywhere access to more than 21,500 ebooks hand selected to provide relevant materials that meet the needs of academic, community college, and business school libraries. With topics ranging from economics, marketing, leadership, finance and business planning, etiquette, intelligence and logistics, and much more, this collection helps researchers succeed in the classroom and develop skills essential to a competitive workforce. It including Oxford University Press, Copenhagen Business School Press, Princeton University Press, Hong Kong University Press, Amsterdam University Press, and Stanford University Press. Other key contributing publishers include Bloomsbury Press, Kogan Page, No Starch Press, AMACOM, Taylor & Francis, Elsevier Science, Emerald Group Publishing, Wiley, Sage, CUP, Himalaya Publishing, New Age and BRILL Publishers

Newspaper:

1. Business Standard
2. Financial Express
3. HT-Mint
4. The Economics Times
5. The Economics Times Wealth
6. The Telegraph
7. The Times of India

OPEN ACCESS RESOURCE

1. Indian Electronic Theses & Dissertations on Shodh Ganga
2. Open Access Thesis & Dissertation (OATD)
3. Directory of Open Access Books
4. Directory of Open Access Journals
5. Open DOAR: Directory of Open Access Repositories
6. World Bank Open Knowledge Repository (OKR)
7. EconPapers- Economics at your fingertips
8. Data Portal India (Government of India)
9. Census Digital Library
10. Employment News



DATABASE:

SCREENER

Screeener: Stock Analysis & Screening tools, is a financial data of listed Indian companies which helps to find and analyse new stock ideas.

The following are the salient features:

- Get an overview of any listed company in minutes.
- Run queries on 10 to 15 years of financial data.
- Track announcements and other regulatory filings at one place.
- Get tailor made news feed of all the new announcements and results.
- Compare historical performance of different companies through customizable Peer Comparison.
- Get automatic updates for insider trades such as promoter buying and selling in your news feed.
- Get insights about qualitative changes in companies through smart tracking of Credit Ratings.
- Click on any line item to get its detailed break.
- Understand cyclicity of businesses by seeing their performances over long term.

Journal:

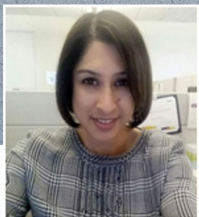
CBS Library also subscribes to print and online journal from Sage Publication, ICFAI University Press, IIM Bangalore and Amhedabad and also has access to Economic and Political Weekly Archives.

ALUMNI SPEAK



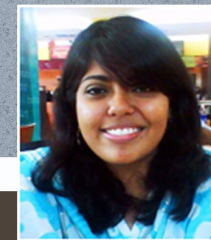
AAYUSH JHUNJHUNWALA
2008-2010 Batch
CFO-Nove Metal Trading, Kuala Lumpur, Malaysia

MBA at CBS helped me in breaking down real- down real-life scenarios. Analyzing the scenarios with various management processes – what might work and what might not – provided a unique method of learning. The reflections throughout each module forced me to look back at my own career with a different perspective, and taught me through self-analysis, rather than memorizing steps and ideologies. I'm more aware of looking at things through a larger lens, from a variety of perspectives with a holistic approach to problem solving. Team work and thoughtful participation with classmates makes the experience one of substance and rich collaboration. I really enjoyed the industry visits and interactive sessions with successful managers and entrepreneurs. Their experiences, navigation of hard times, and advice were interesting to hear and helpful as I can see similarities in the situations I face at work. ●●



PARAGRANJITA BHOWMIK
2008-2010 BATCH
VICE PRESIDENT –WELLS FARGO

Prior to joining Calcutta Business School (CBS), I was a researcher in the field of Quantum Mechanics in Academia for 15 years. CBS not only taught me useful concepts that I would need to succeed as a banker, but also provided access to industry experts from various disciplines who prepared me for a career change and helped me decide which area of business I was interested in. At CBS, we were encouraged to question and argue to see a problem from all aspects and find out the core issues. We were taught to be competitive yet collaborative and use the strengths of everybody involved during our group projects that has been proved extremely important in my career as for every project, I collaborate with professionals from finance, marketing, operation and risk division with conflicting interests. But most importantly, at CBS, we were taught not to get lost in a myriad amount of data, rather use data as a stepping stone to formulate recommendations. As a Credit Risk Analytics professional in one of the largest banks in the USA, my most helpful lesson was that our decision should be data driven but the data itself is not useful unless one derives insightful information from it and communicates it well. ●●



SREETAMA BAKSHI (2008-2010 BATCH)
AVP-Project Management, Risk & Controls-
J.P.Morgan Chase

The two years (2008-10) PGDPM course CBS gave that added advantage to explore, develop, groom oneself to a corporate professional or an entrepreneur. Faculty was excellent supportive and gave individual attention as the class strength was less that time. Opportunities were provided to every student, along with placements, internships according to needs and interest of the students. It was a nice experience to be a part of such an educational ●●

ALUMNI SPEAK



PRASENJIT SENGUPTA

Project Manager, India

BoP Innovation Center(Partner with UN Special Projects)

Batch 2009-2011

As I complete a decade of my work life I find with content the large contribution that my alma mater made in making the professional as well as the person I am today. The tools and the skills were future focused that helped me play significant roles at global levels, fast tracked my growth but the seeding of human values made be a loved member of any team and pushed me to choose areas of action that can have a clear social impact





CAMPUS OFFICE

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Bishnupur, Bara Gagan, Gohalia, 24 Parganas South,
Kolkata, West Bengal 743503

<https://goo.gl/maps/hwHU6S4Rq4HxLgvz9>



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Shikshayatan Foundation
11, Lord Sinha Road Kolkata - 700017

<https://goo.gl/maps/HSQNf6TbwJz5zTJ77>

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