UNIVERSITY OF CALCUTTA

DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION

PLACEMENT BROCHURE
2018 - 2020

"Excellence with Ethics"
VISION
Pursuing excellence with ethics

MISSION
To produce socially responsible management professionals of the highest order, under the holistic framework of research and applications

VALUES
The value system of MBA encompasses the attributes like quality, integrity and honesty, transparency, respect for individuals, commitment and compassion towards quality performance and social and ethical sensitivity
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Batch: 2018-2020
Since 1976, the University of Calcutta has been inculcating the values and principles of business management (as a course), under the umbrella of the commerce department. The Department of Business Management was formed, as a separate department, in 1985 to cope with the increasing importance of management education. The department within a very short time made its mark in the world of business by providing high quality management education at an affordable price and at present, is regarded as one of the best post-graduate departments on Business Management both at a National as well as an International level. In 2016, the Department of Business Management, University of Calcutta was presented with the Dewang Mehta National Education Awards for Business School with Best Academic Input (Syllabus) in Marketing in India.

We develop students of business into ethical leaders who can navigate their way through a changing global marketplace and world, using their deep experimental knowledge, skills and perspectives. The department combines intellectual expertise of faculty drawn from multi-disciplinary fields and they contribute new knowledge through high-quality research which is evident from their publications. We provide access to a strong network of people who share in the endeavour to build a sustainable world in which to live and work.

I am confident that you will see in our students, a reflection of all that we stand for high academic standards, good understanding of the issues and ability to work for the organisation as well as for the society with a deep sense of commitment.

D. R. Dandapat
Dean, Faculty Council for P. G. Studies
In Commerce, Social Welfare and Business Management
University of Calcutta
Message from the HOD

The department of Business Management came into existence in the year 1976 as part of the Commerce department of University of Calcutta to provide management education within the structure of a university in conformity with all the rules and regulations defining a university department. The idea, a unique one at that time, was the brainchild of Professor Kshitimohan Mukherjee, the-then Head of the Department, a great visionary and researcher.

Sensing the need of the hour, he bethought himself of this way to bring management education within reach of the common middle class. As bank loans were not easy to come by and private management institutions were too costly for the common people, this management proved just perfect for churning out high quality management graduates with humble backgrounds who would be ideal for industry, academics, business, NGOs and government sectors with their roots firmly planted in the everyday reality.

The department started its independent journey in the year 1985 while continuing to share faculty with the parent department. Our advantage of being a university management department is the easy access to a common academics pool of diverse departments of arts and science. This ensures quality education as well as regular classes. The ensuing academic discipline and knowledge is an asset that stays with our students throughout their lives.

The other advantages of being part of the prestigious heritage that University of Calcutta is, is the ease of getting resource persons from almost all sectors, the corporate, the judiciary, the government, the NGOs, not to speak of other management institutions. This diversified exposure enriches our students and shapes their graduation to future administrative and management positions. The network of contacts thus built up also facilitates the Internships, Industrial Visits that go with the curriculum, and finally, the placements.
Apart from academics, our students are regular participants of seminars, workshops, symposia and debates organised by the student fraternity of different institutions. They also regularly engage themselves in extracurricular activities like sports, management games and cultural programmes frequently organised within and outside the university campus. The department is the proud repository of numerous prizes, trophies and medals our students have won in various contests.

However, the best advertisement of our department over a span of nearly forty years of its existence is in it’s alumni. The department has produced an alumni that is scattered all over the globe, some in teaching profession, others in the corporate world, in advertisement, tourism, business, government, banking & finance to name but a few.

Now that the 43rd batch is going to join the galaxy, we are confident that they will be the same worthy torch-bearers of our legacy as their predecessors have proved to be. The department wishes them all the success they duly deserve.

Ms. Mahua Bhattacharya
Associate Professor and Head of the Department
Department of Business Management
Warm Greetings to all from the Department of Business Management, University of Calcutta. Our MBA course is the flagship course of the Department of Business Management since 1976 with high ranking in the country, in a University that made its presence permanent in the world ranking so far. It is my pride and privilege to cordially invite all the Business Houses to make a visit to us under your Campus Recruitment Programme or in any other Industry-Institute Partnership. I also hereby earnestly request you to enlist the name of the Department of Business Management, Calcutta University in your selection-list of B-schools for placement visit and to allow us to add your esteemed company in the galaxy of our listed recruiters.

The outgoing batch of MBA students who are budding managers are on the threshold of entering the world of business in the ensuing year 2020 and I am confident that our post graduates are well equipped to meet the highest standard of performance expectations, with a blend of academic and practical knowledge and with the will to pursue excellence with ethics. With these words, I look forward to a positive response from the industry through your fervent participation in the Placement Drive 2020.

Dr. Ananda Mohan Pal
Professor and Preceding HOD
Department of Business Management
The University of Calcutta was established on 24 January 1857. It is the first institution in Asia to be established as a multidisciplinary and secular Western-style university. Within India it is recognized as a "Five-Star University" and accredited "A" Grade by National Assessment and Accreditation Council (NAAC). The university was declared as a "University with Potential for Excellence" and a "Centre with Potential for Excellence In Particular Area" by the University Grants Commission (UGC). Its alumni and faculty include several heads of state and government and four Nobel laureates: Ronald Ross, Rabindra Nath Tagore, C. V. Raman and Amartya Sen. Internationally, University of Calcutta was ranked 801-1000 in the QS World University Rankings of 2019. The same rankings ranked it 134 in Asia and 68 among BRICS nations. In India, University of Calcutta ranked 12 overall by National Institutional Ranking Framework (NIRF) in 2019 and 5 among universities. Undergraduates enroll for a three-year program at the university. Most departments offer masters programs of a year or a few years' duration. Research is conducted in specialized institutes as well as individual departments, many of which have doctoral programs. The university has a total of 14 campuses spread over the city of Kolkata and its suburbs. Sahid Khudiram Siksha Prangan in Alipore is one of its major campuses.
About the Department of Business Management

The Department of Business Management initially started out under the Department of Commerce in 1976, with a view to shape up students as functional specialists in different areas of business and management.

Three programmes run in this department:

2-year post graduate courses offering:

- MBA
- MBA-HRD (Self-financed)

Ph. D. Programmes (part time)

Departmental Infrastructure:

Teaching in the course is conducted primarily on lectures on the basis of discussion supplemented by different analysis, workshops and field studies. The department is equipped with audio visual facilities such as projectors for reproduction of teaching materials. The department has sophisticated computer labs with multi terminal facilities and management system packages, equipped with a LAN set up. University library provides an access to more than 14000 e-journals and over 3 lakh e-books for all its users, apart from a wide collection of books in physical form.

Department of Business Management is fostering value based management education and research in order to cater to the country’s growing need for qualified and efficient managers and management academics. The department has emerged as coveted institution in the world of management within a short span of time as represented by its alumni.
Our MBA course in its 34 years of existence has made its mark amongst the leading B-schools in India, being sponsored by UGC and offering a degree rather than a diploma.

Ours is a university management department with easy access to a common academics pool of diverse departments of arts and science, ensuring quality education.

Academic excellence with ethics being our motto, our students come out with a rich repertoire of values and knowledge.

Dual specialization is offered to provide an extra edge to our students. Students can opt for Major and Minor in-

- Marketing Management
- Financial Management
- Human Resources Management
- Operations Management
- Management and Systems Analysis

Students are chosen for the course through a rigorous selection process on the basis of CAT/MAT/or any other national level admission test score followed by a Group Discussion (GD) and Personal Interview (PI).

In the two-year full time MBA program, the aim is to make students proficient in various subjects of management with expertise in at least one, through a course curriculum comprising of 30 courses spread over 4 semesters.

2 papers are based on two-month internship experience in various sectors of the industry business and financial institutions.
List of full time faculty

Ms. Mahua Bhattacharya
Associate Professor
Head of the Department
M.A. | Economics

Dr. Sitanath Mazumdar
Professor
BE, ME, MBA, PhD
Systems and Marketing

Dr. Ananda Mohan Pal
Professor
M.Com, ACA, PhD
Finance

Dr. Suvasis Saha
Professor
MBM, PhD
Marketing

Dr. Sharmistha Banerjee
Professor
M.Com, B. Ed, FICWA, PhD
Human Resource Management
List of visiting faculty

Dr. Kanika Chatterji - Professor, Department of Commerce, C.U.
Dr. Soumya Sen - Assistant Professor, A. K. Chowdhury School of Information.
Mr. Arindam Banik - Assistant Secretary, UCAC.
Dr. Ishita Chatterjee - Assistant Professor, Department of Applied Psychology, C.U.
Dr. Arnab Das - Associate Professor, Department of Anthropology, C.U.
Dr. Sudeshna Basu Mukherjee - Professor, Department of Sociology.
Dr. Atanu Kumar Dogra - Assistant Professor, Department of Psychology, C.U.
Dr. Rahul Bhattacharya - Assistant Professor, Department of Statistics, C.U.
Dr. Smwarajit Lahiri Chakravarty - Assistant Professor, St Xavier’s College.
Dr. Tapas Kumar Pal - Associate Professor, Darjeeling Government College.
Dr. Shantanu Chakraborty - Associate Professor, Bharatiya Vidya Bhavan.
Dr. Dipankar Dey - Associate Dean, IBS.
Dr. (CA) Abhijit Kundu - Faculty, Rashtraguru Surendranath College.
Dr. Mohua Banerjee - Professor, IMI, Kolkata.
Ms. Baishakhi Bardhan - Analytics, Retail Banking & Wealth Management.
Dr. Anjan Chakraborty - Project Director, Allwave Consultant.
Mr. Asim Kumar Biswas - Chartered Accountant.
Dr. Chintaharan Sengupta - Former Faculty, Sri Chaitanya College of Commerce.
Dr. Kaushik Kundu - Faculty, Aliah University.
Dr. Sandeep Roy Chowdhuri - Professor, Department of MBA, Techno India Group.
Dr. Nilangshu Ghosh - Associate Professor, Swami Vivekananda Institute of Management.
Dr. Anutam Pal - Associate Professor, Commerce, Dinabandhu Andrews College.
Dr. Amit Kundu - Professor of Management, Techno India Group.
Mr. Jayanta Laha - Teaching Assistant, Sreeshan Group, Kolkata.
Dr. Sumana Guha - Assistant Professor of Commerce, St. Xavier’s College, Kolkata.

Dr. Arijit Sil - Assistant Professor, Meghnad Saha Institute of Technology.

Mr. Sanjoy Das - Visiting Faculty, IISWBM, Kolkata.

Dr. Srabanti Pal - Assistant Professor, J D Birla Institute.

Mr. Pramit Brata Chanda - Guest lecturer, Kalyani University.

Mr. Joydeep Mukherjee - Teaching Assistant, C.U.

Dr. Sudin Bag - Assistant Professor - Vidyasagar University.

Mr. Soumya Saha - Assistant Professor, St. Xavier’s College.

Ms. Chaitali Mukherjee - Head-HR-Operations, Dalmia Bharat Group.

Dr. Suvendu Majumdar - Academic Coordinator, Institute of Advance Studies, Kol-58.

Dr. Amitava Roy - Assistant Professor, St. Xavier’s College.

Dr. Ananya Deb Roy - Assistant Professor, NIFT Kolkata.

Dr. Madhumita Mahanty - Professor & Head, MHRM - IISWBM.

Dr. Saheli Roy Chowdhury - Assistant Professor, Ramkrishna Sarada Mission Vivekananda Vidyabhavan.

Dr. Shuvendu Chakraborty - Associate Professor, Haldia Institute of Technology.

Mr. Hirak Ghosh - Head-HR(SR), Pharpur Cooling Towers Ltd.

Dr. Susmita Bhattacharyya - Assistant Professor, Department of Sociology.

Dr. Sarmita Guha Roy - Guest faculty, C.U.

Ms. Sayani Roy Chowdhury - Practicing Lawyer, Calcutta High Court.

Dr. Amit Sadhukhan – Guest Faculty, C.U.

Mr. Samrat Roy - Assistant Professor of Commerce, St. Xavier’s College.

Dr. Ipshita C Patranabis - Assistant Professor, Globsyn Business School.

Dr. Shivaji Banerjee – Assistant Professor of Commerce, St. Xavier’s College.

Dr. Budhadip Mukherjee - Assistant Professor, IISWBM.

Dr. Bibek Ray Chaudhuri - Assistant Professor, IIFT.

Dr. Sumati Ray - Faculty, IISWBM.

Ms. Riddhi Mukherjee - Teaching Assistant, Department of Business Management, C.U.

Ms. Anila Hembram - Guest Faculty, Goenka College of Commerce & Business Administration, Kolkata.

Ms. Somashree Banerjee - Visiting Faculty, Techno India Group.

Dr. Gagari Chakraborty - Associate Professor, Presidency University

Ms. Debarati Ray (Chatterjee) – Guest Faculty, C.U.
COURSE STRUCTURE
In the first year of MBA program the main focus is on giving students a brief idea about various subjects of management. It consists of **14 Core Courses** and **2 Generic Elective Courses** spread over 2 semesters.

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<th>SEM – I</th>
<th>SEM – II</th>
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<td>Management Principles and Process</td>
<td>Business Environment</td>
</tr>
<tr>
<td>Organisation Behaviour and Management of Change</td>
<td>Strategic Management and Business Policy</td>
</tr>
<tr>
<td>Managerial Economics – I (Micro)</td>
<td>Financial Management</td>
</tr>
<tr>
<td>Managerial Economics – II (Macro)</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>Statistical Methods</td>
<td>Production Management &amp; Operations</td>
</tr>
<tr>
<td>Accounting for Managers</td>
<td>Research Techniques</td>
</tr>
<tr>
<td>Ecology, Ethics and Business</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>Fundamental of Computers</td>
<td>Research Methodology &amp; Econometrics</td>
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<td></td>
<td>MIS and Computers Applications</td>
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In the second year students are introduced to the specialized areas. The curriculum for 2 semesters consist of **10 Major Specialisation Elective Courses**, **4 Minor Specialisation Elective Courses** and **2 Elective Courses** on Project and Viva.

**MARKETING MANAGEMENT**

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<th>SEM – III</th>
<th>SEM – IV</th>
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<td>Consumer Behaviour</td>
<td>Sales Management &amp; Retail Management</td>
</tr>
<tr>
<td>Advertising Management – (I) &amp; Sales Promotion – (I)</td>
<td>Market research &amp; Assessment</td>
</tr>
<tr>
<td>International Marketing</td>
<td>Market Forecasting Techniques</td>
</tr>
<tr>
<td>Sectoral Marketing Management</td>
<td>Advertising Management – (II) &amp; Sales Promotion – (II)</td>
</tr>
<tr>
<td>Strategic Marketing &amp; Services Marketing</td>
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<tr>
<td>Industrial Marketing</td>
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FINANCIAL MANAGEMENT

SEM – III
- Accounting for Management
- Indian Financial System
- Financial Economics
- Cost Management
- Tax Management
- Project Management & Control

SEM – IV
- Financial Management
- Investment Management
- International Finance
- Portfolio Management

HUMAN RESOURCE MANAGEMENT

SEM – III
- Managing Interpersonal & Group Process
- Human Resource Management and policy
- Labour Economics
- Management of Industrial Relations
- Cross & Global Human Resource Management
- Human Resource Accounting & Compensation Management

SEM – IV
- Human Resource Development
- Human Resource Counselling & Discipline
- Legal Framework Governing Human Relations
- Industrial Psychology

OPERATIONS MANAGEMENT AND SYSTEMS ANALYSIS

SEM – III
- Quantitative Techniques and Control – I
- Application Software Development
- Advanced Mathematics, Network Analysis & Project Management
- Reliability, Sequencing & Replacement Model
- Principles of Operating Systems and Data Structure & Algorithms
- E-commerce Programming Languages & Development of Internet Applications

SEM – IV
- Production and Operations Management Principles
- Programming Languages & Computer Networking Principles
- Quantitative Techniques and Control – II
- Structured Query Languages & Software Engineering
BATCH STATISTICS
Batch Strength: 25

Gender Diversity
- Male: 56%
- Female: 44%

Work Experience
- Experienced: 60%
- Fresher: 40%

Work Experience (Classification)
- Upto 6 months: 1
- Upto 12 months: 6
- Upto 24 months: 2
- Upto 36 months: 4
- More than 36 months: 2
Educational Background

- B.Com: 32%
- B.Tech: 32%
- BBA: 12%
- B.Sc: 12%
- BA: 4%
- M.Com: 4%
- MA/M.Phil: 4%

Major

- Human Resource: 20%
- Finance: 40%
- Marketing: 40%

Minor

- Finance: 28%
- Marketing: 44%
- Operations Research: 28%
STUDENT PROFILES
HUMAN RESOURCE MANAGEMENT
Educational Background:

Specialization:
- Major: Human Resource
- Minor: Marketing

Previous Experience:
- Employer: Cognizant Technology Solutions
- Designation: Test Professional (Software Tester)

Academic Achievements:
- Received ‘Most Creative Person’ Award in School

Key Skills/ Certifications:
- Received ‘Pillar Of The Month’ award for work delivery
- Completed the International Software Testing Qualification board certification

Name: Sohini Das
Date of Birth: 25.10.1993
E-Mail: sohini.mili@gmail.com

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Educational Background:

Specialization:
- Major: Human Resource
- Minor: Marketing

Previous Experience:
- Fresher

Key Skills/ Certifications:
- Editing-Publishing course completion
- Computer awareness (Adobe Photoshop, MS-Office)

Name: Anandi Mukherjee
Date of Birth: 06.11.1991
E-Mail: anandimukherjee7@gmail.com
Educational Background:
› B.Sc. Hons. [Chemistry] (2015-18)

Specialization:
› Major: Human Resource
› Minor: Marketing

Previous Experience:
› Fresher

Academic Achievements:
› Awarded Gold medal in the International Mathematics Olympiad, level-1 in 2013
› Achieved State rank of 72 in finals of 7th SOF – International Mathematics Olympiad in 2014
› Felicitated with Award of Excellence - Times NIE Student of the Year, 2014
› Secured 1st position in school in 11th standard (Science) in 2014 and 2nd position in 12th standard (Science) with 99% in Biology (ISC Examinations, 2015)
› Awarded Ram Avtar Gupt Pratibha Puruskar (Award) for Incredible Achievement in Hindi in 2015
› Member of the Students’ Council and Class Representative of the Department of Chemistry (2016-2017) at St. Xavier’s College (Autonomous), Kolkata
› Secured 1st position in MBA 1st Semester Examinations, 2018

Key Skills/ Certifications:
› Diploma in Computer Applications (MS Office, HTML and Internet Handling)
› Active member of NSS (National Service Scheme)
› Student volunteer at the Global Links Alumni Connect, 2019 India (on Social Entrepreneurship).
Supriti Mustafi
Name: Supriti Mustafi
Date of Birth: 06.12.1995
E-Mail: supriti_mustafi@yahoo.com

Educational Background:

Specialization:
» Major: Human Resource
» Minor: Marketing

Previous Experience:
» Employer: Allons International Public School
» Designation: Teacher
» Time of Engagement: 2 months (June, 2018- July, 2018)

Key Skills/ Certifications:
» Basic knowledge of Computer

Sukrit Chakraborty
Name: Sukrit Chakraborty
Date of Birth: 07.04.1994
E-Mail: sukrit2050@gmail.com

Educational Background:
» B. Tech [CSE] (2013-17)

Specialization:
» Major: Human Resource
» Minor: Marketing

Previous Experience:
» Fresher

Academic Achievements:
» 3100 rank in WBJEE 2013
» 91.5 percentile in Cat 2017

Key Skills/ Certifications:
» Java, Python, C++, Basic Java Course (from Aptech)
FINANCIAL MANAGEMENT
**Indrani Sen**
Date of Birth: 29.08.1995
E-Mail: senindran1995@gmail.com

**Educational Background:**

**Specialization:**
- Major: Finance
- Minor: Marketing

**Previous Experience:**
- Fresher

**Key Skills/ Certifications:**
- MS-Office (MS-word, MS- power point), Advance Excel
- Tally Erp9 (including GST)

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**Mita Das**
Date of Birth: 25.05.1995
E-Mail: mita1994das@gmail.com

**Educational Background:**

**Specialization:**
- Major: Finance
- Minor: Marketing

**Previous Experience:**
- Employer: Christopher Road Govt. Sponsored High School For Girls, Kolkata.
- Designation: Part time commerce teacher for higher secondary classes.

**Key Skills/ Certifications:**
- Diploma in Tally Accounting (including GST)
- MS Office
- Advance MS Excel.
Debomitra Sengupta
Date of Birth: 25.11.1992
E-Mail: senguptadebomitra06@gmail.com

Educational Background:
- B.Sc. Hons. [Economics] (2011-14)

Specialization:
- Major: Finance
- Minor: Operations Research

Previous Experience:
- Employer: Cognizant Technology Solution
- Designation: Test Professional

Professional Achievements:
- Received ‘Pillar of the Month’ Award for the contribution towards delivery.
- Awarded with WAH! Points and Appreciation Notes from LOB Manager for contribution towards delivery.
- Received token of Appreciation from the module lead for module level activities.

Key Skills/ Certifications:
- R, Advanced MS Excel (Lookup, Pivot, VB Scripts)
- SQL (MS ACCESS), SAS; Completed a certification on data Analytics from IVY Pro School

Suraj Shaw
Date of Birth: 20.05.1994
E-Mail: suraj940520@gmail.com

Educational Background:

Specialization:
- Major: Finance
- Minor: Marketing

Previous Experience:
- Employer: Wipro
- Designation: Senior Process Executive
- Time of Engagement: 37 months (May, 2015 - July, 2018)

Key Skills/ Certifications:
- Basic knowledge in MS Word, Excel and, PowerPoint
Name: Suman Saha  
Date of Birth: 10.11.1992  
E-Mail: suman.saha1092@gmail.com

Educational Background:  

Specialization:  
- Major: Finance  
- Minor: Marketing

Previous Experience:  
- Designation: Associated Back – Office Executive  

Key Skills/ Certifications:  
- Knowledge of Advance Excel.

Name: Debmalya Mukherjee  
Date of Birth: 09.06.1996  
E-Mail: dmukherjee392@gmail.com

Educational Background:  

Specialization:  
- Major: Finance  
- Minor: Marketing

Previous Experience:  
- Fresher

Key Skills/ Certifications:  
- Knowledge of Advance Excel.
Name: Subharthi Kar  
Date of Birth: 04.07.1992  
E-Mail: subharthi.kar@gmail.com

Educational Background:  
› B.Sc. Hons. [Economics] (2012-16)  
Specialization:  
› Major: Finance  
› Minor: Operations Research  
Previous Experience:  
› Employer: Globe Construction Co.  
› Designation: Back-office Clerk  
› Time of Engagement: 26 months  
  (Dec, 2015 to Feb, 2018)  
› Employer: Pedagoge  
› Designation: Client Acquisition Associate  
› Time of Engagement: 4 months  
  (March 2018 - June 2018)  
Key Skills/ Certifications:  
› Working knowledge of MS Excel  
› Working knowledge of statistical packages like R and Minitab  
› Fundamental knowledge of computer programming in Python and C (as a part of academic curriculum)  

Name: Himadri Ghosh  
Date of Birth: 11.10.1995  
E-Mail: hghosh26@gmail.com

Educational Background:  
Specialization:  
› Major: Finance  
› Minor: Marketing  
Previous Experience:  
› Employer: Elora Electronics  
› Designation: Counter Sales Person  
› Time of Engagement: 21 months (Aug, 2016 - May, 2018)  
Key Skills/ Certifications:  
› MS office and management skills with regard to man management
Name: Arundipta Roy  
Date of Birth: 11.10.1996  
E-Mail: arundiptaroy1110@gmail.com

Educational Background:  
» B.Com. Hons. [Accountancy and Finance] [2015-18]

Specialization:  
» Major: Finance  
» Minor: Operations Research

Previous Experience:  
» Fresher

Academic Achievements:  
» Awarded ‘All Round Performance’ in Middle School [2011] and Senior School [2014]  
» Awarded Best Student by Pariwar Milan 2012 [Rashtriya Samajik Chetna Jagran Kendra]  
» Felicitated with the Times NIE Student Of The Year Award 2014  
» Student Council Head in High School [2013-2015]  
» Global Links Changemaker (Global Links Program is a Public Private Partnership between the U.S. Department of State’s Office of Global Women’s Issues, Rollins College and Tupperware Brands)  
Stood 1st in Phase II of the programme and was part of the 2 week immersion program (Phase III) on Social Entrepreneurship, held in Rollins College, Orlando, Florida, U.S.A.  
» Rank holder in both School [Class 12] and College

Key Skills/ Certifications:  
» Proficient in MS Word, MS Excel, MS PowerPoint, MS Access; Tally ERP; Knowledge regarding Computer

Name: Sabarna Das  
Date of Birth: 29.10.1994  
E-Mail: sabarnadas276@gmail.com

Educational Background:  
» B. Tech [Electrical Engineering] (2012-16)

Specialization:  
» Major: Finance  
» Minor: Operations Research

Previous Experience:  
» Employer: Infosys  
» Designation: System Engineer  
» Time of Engagement: 12 months

Key Skills/ Certifications:  
» Python, SQL, R programming
MARKETING MANAGEMENT
Name: Indrayudh Chowdhury  
Date of Birth: 06.11.1996  
E-Mail: indrayudh6@gmail.com

Educational Background:  
Specialization:  
- Major: Marketing  
- Minor: Finance  
Previous Experience:  
- Fresher  
Key Skills/ Certifications:  
- MS- Office, MS-Excel, MS- PowerPoint  
- Marketing Internships at Fixorra Pvt Ltd. and Khadi and Village Industries commission

Name: Shreya Dutta  
Date of Birth: 21.07.1994  
E-Mail: duttashreya497@gmail.com

Educational Background:  
- B. Tech [Electronics and Communications] (2012-16)  
Specialization:  
- Major: Marketing  
- Minor: Finance  
Previous Experience:  
- Employer: Wipro Ltd.  
- Designation: Senior Associate  
- Time of Engagement: 19 months (Nov, 2016 - Jun, 2018)  
Key Skills/ Certifications:  
- MS Office, Advanced Java.
Name: Abhijit Pal  
Date of Birth: 13.03.1993  
E-Mail: abhijitpalofficial05556@gmail.com

Educational Background:
- B. Tech [Civil Engineering] (2014-17), Diploma in Civil Engineering (2011-14)

Specialization:
- Major: Marketing  
- Minor: Operations & Systems

Previous Experience:
- Employer: Pinnacle Infotech Solutions  
- Designation: Graduate Engineer Trainee (BIM)  

Key Skills/ Certifications:
- MS Word and MS PowerPoint (Intermediate), MS Excel (Basic)

Name: Soham Bardhan  
Date of Birth: 17.06.1993  
E-Mail: sohambardhan2@gmail.com

Educational Background:

Specialization:
- Major: Marketing Management  
- Minor: Operations & Systems

Previous Experience:
- Fresher

Key Skills/ Certifications:
- Google certification on ‘Fundamentals of Digital Marketing’ and ‘Introduction to Data Studio’  
- Certification by National Accounting Association (junior level)  
- Certification on Green Revolution by International Centre for Culture & Education, supported by United Nations.  
- Certification in Google Ads Display and Google Ads Fundamentals, on 10th August, 2019  
- Certification on ‘Google Analytics for Beginners’ and ‘Advanced Google Analytics’  
- Completed Google Analytics Individual Qualification on 24th August, 2019.
Name: Abhishek Sarkar  
Date of Birth: 13.02.1994  
E-Mail: avis19940213@gmail.com

Educational Background:  
- B. Tech [Mechanical] (2012-16)  
Specialization:  
- Major: Marketing  
- Minor: Finance

Previous Experience:  
- Fresher

Key Skills/ Certifications:  
- MS Word, MS PowerPoint, MS Excel

Name: Bishal Roy  
Date of Birth: 11.09.1994  
E-Mail: bishalroy321@gmail.com

Educational Background:  
- B. Tech [Information Technology] (2012-16)  
Specialization:  
- Major: Marketing  
- Minor: Finance

Previous Experience:  
- Employer: Antares Systems Ltd.  
- Designation: Executive CRM  
- Time of Engagement: 9 months (Oct, 2017-July, 2018)

Key Skills/ Certifications:  
- Coding in C, Java, MySQL  
- Completed Certification course in Advanced JAVA (from Globsyn School)
Name: Sourajit Chatterjee  
Date of Birth: 01.12.1994  

Educational Background:  
- B. Tech [Computer Science Engineering] (2012-16)  

Specialization:  
- Major: Marketing  
- Minor: Operations  

Previous Experience:  
- Employer: Mohan Motor Nissan Pvt. Ltd.  
- Designation: Warranty Manager  
- Time of Engagement: 11 months (Jan, 2018-Nov, 2018)  

Key Skills/ Certifications:  
- Adept in database, MySQL and programming languages C, Java, J2EE, Analysis and Coding in J2EE  
- Event Management in IPL, ISL, Govt. events and other events

Name: Riddhi Paul  
Date of Birth: 30.01.1996  
E-Mail: riddhishreya96@gmail.com  

Educational Background:  
- B. Tech [Information Technology] (2014-18)  

Specialization:  
- Major: Marketing  
- Minor: Operations Research  

Previous Experience:  
- Fresher  

Academic Achievements:  
- Have done Home Automation System based on Arduino Uno  
- Stock management System based on Java 8  

Key Skills/ Certifications:  
- Event communication and management, IT Skills, Programming Languages like C, JAVA  
- Proficient in DBMS and MySQL
Name: Dipanwita Paul  
Date of Birth: 12.11.1996  
E-Mail: dipanwitapaul17@gmail.com

Educational Background:  

Specialization:  
- Major: Marketing  
- Minor: Finance  

Previous Experience:  
- Employer: J Tosh Sanitations Pvt Ltd.  
- Designation: Sales Associate  
- Time of Engagement: 12 months (2017-18)  

Key Skills/ Certifications:  
- MS Word, MS Excel, MS PowerPoint, JAVA

Name: Akash Tiwari  
Date of Birth: 02.09.1999  
E-Mail: akashtiwariat0@gmail.com

Educational Background:  

Specialization:  
- Major: Marketing  
- Minor: Finance  

Previous Experience:  
- Employer: Ashoka Battery Industries  
- Designation: Production Manager  
- Time of Engagement: 48 months (2015-18)
Internships

The Department of Business Management provides its students the scope to undergo various Internship programs in different companies of varying industries during the winter (January – February) for two months of industry exposure. The students undergo training and project based on which they are assessed in the final semester of the curriculum. Some of the companies that partner us during the internship program are:

- Nirmal Bang
- LKP
- Indian Oil
- KPMG
- PepsiCo
- G4S
- NYC Health + Hospitals | Bellevue
- Pantaloons
Going the Extra Mile

Students of the Department enthusiastically take part in various co-curricular and extra-curricular activities on and off the campus. An inexhaustive array of such activities and events are listed below.

✦ Workshop on ‘Storytelling for Social Impact’ conducted by U.S. speaker Cynthia Hellen at NASSCOM, Kolkata, on August 7, 2018, which focused on use of digital technology as a powerful tool for social impact.

✦ A seminar titled ‘Feeding the Billions’ under UGC UKIERI Joint Research Programme (UKIERI-III) – ‘Fostering Entrepreneurship for Sustainable and Inclusive Agri-food Innovation: A comparative analysis of India and U.K.’, was held on September 5, 2018, at the campus.

✦ Students participated in a debate competition organised by Indian Oil Corporation Limited (MD), ER under the Vigilance Awareness week, on November 2, 2018, on the topic: ‘Eradication of Corruption – are we doing enough?’, bagging second prize in the competition.

✦ Idea workshop was organised by ‘Catch them Young’ to encourage development of creative ideas by students to tackle business challenges. It was held at Techno India on February 23, 2019, followed by a 4-6 week long mentoring programme held online in the period of February-March, 2019.

✦ Partho P. Lodh, Head of HR Jio, conducted an interactive session on ‘HRIS’ at the campus on March 25, 2019, as a guest lecturer and explained vital benefits of HRIS, future of HR in the era of AI and the evolution of HR as a Strategic Business Partner in today’s scenario.

✦ In the memory of Professor Kshitimohan Mukherjee, the annual Kshitimohan Mukherjee Memorial Lecture was organised at the campus on March 26, 2019, which was conducted by Professor Sugata Marjit on the Economics behind ‘Inequality’.

✦ An Industry Visit was organised on May 3, 2019, to Indian Oil Corporation Limited (IOCL), Rajbandh, which included an informative tour of the site followed by presentations and interactive sessions conducted by the management team of IOCL, which proved to be an enriching learning experience for all students.
In keeping with the annual tradition of our department, ‘Meet-2019’ was held on May 11, 2019, at Middleton Chambers, giving students an opportunity to interact with reputed alumni of the department associated with various esteemed institutions and organisations.

Global Links (A Public Private Partnership between the U.S. Department of State’s Office of Global Women’s Issues, Rollins College and Tupperware Brands) gave students an opportunity to volunteer for ‘Global Links India Alumni Connect 2019’ – A five-month long programme designed to mentor students while they interact with various real-life women entrepreneurs and experience hands-on learning, beyond their classrooms. Its launch event was held on August 22, 2019, at the American Centre Building and Library, Kolkata.
Partial List of Past Recruiters

- kotak
- PwC
- ICICI
- Kantar IMRB
- Deloitte
- Mahindra Finance
- Tata Consultancy Services
- Genpact
- HSBC
- Cognizant
- NSE Data & Analytics
- Standard Chartered
- Aditya Birla
- Hindalco
- Exide
- Vodafone
- Aditya Birla
- Grasim
- Capgemini
- Belmer Laurie
- ITC Limited
- Wipro
- Reliance Capital
- Samsung
- HP
- IRA
- Canara Bank
- Dabur
- MMTC Limited
- Britannia
“Department of Business Management, University of Calcutta, has an esteemed faculty, the students are among the best in class with an excellent academic background, the alumni are doing well in their professional pursuits. Wishing all the very best.” - **Mr. Jyotirmoy Bhattacharya, Country Group Head (HR), Mahindra and Mahindra Finance**

“I am privileged to share my experience as HR of Belle Vue Clinic. I visited along with my senior & my colleagues for campus interview at Department of Business Management, University of Calcutta (Alipore Campus) few times and recruited Management Trainees for us, they perform well and could grasp the management policies, brimming the name of our Institution. The Management is keen to recruit from the department on priority in future.” - **Mr. Dhrubajyoti Mishra, HR – Belle Vue Clinic**

“Calcutta University is an Icon in Education Arena which influences Indian Culture. Naturally the management studies must be equally excellent and at par with the best institutes. During my interaction with the professors and students of MBA section of Alipore Campus of Calcutta University, I have seen it consists of very good mentors, excellent team and good number of next-gen managers. The quality of education, syllabus and care of the professors are undoubtedly a yardstick. Students are very much serious and want to grow with professional acumen. I wish all the very best to them.” - **Mr. Arnab Biswas, Vice president (HR and ER), VRx Lab (GKB Rx Lens)**
Placement Process and Guidelines

Pre-Placement Talks: Mid-September 2019 onwards

Final Placements
Phase I: Mid-September to November 2019

Final Placements
Phase II: January to mid-May 2020

Joining Dates: July 2020 onwards

Pre-Placement Talks:

Representatives of the companies share the profile of their company and job opportunities available for the students with the Placement office of the department, which is then shared with the students who are asked to apply as per their interest.

Applications and Shortlists:

In response to the job opportunities shared by the companies, interested students apply through the Placement office by submitting their curriculum vitae. Companies are required to create shortlists based on these applications and send it back to the Placement office before the final interviews.

Final Placements:

The department offers a flexible schedule to conduct interviews in two distinct phases over a period of time. Phase I is to be organised from mid-September 2019 to November 2019, followed by Semester-III Examinations in December, 2019. Phase II is to be organised from January 2020 to mid-May 2020, followed by Semester-IV Examinations in June, 2020. Dates are to be decided for the interviews after discussions between the company and the Placement office.

Acceptance and Joining:

After the final interviews companies can make offers to students containing relevant terms and conditions of the job, which is then communicated to them through the Placement office. Date of joining may be discussed after acceptance of offer by the candidate.
Contact Us

Placement Cell
Training and Placement Officer- Mr. Saurabh Bose
Contact no: +91-9836286798
Email ID: b.saurabh1@gmail.com
cubmplacement@bmcaluniv.org

(L-R) Eman Khan Himadri Ghosh, Riddhi Paul, Arundipta Roy

Student Placement Coordinators –
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Riddhi Paul - riddhishreya96@gmail.com
Eman Khan - khan98eman@gmail.com

Website: www.bmcaluniv.org

Google Map- Sahid Kshudiram Siksha Prangan
1, Reformatory Street, Alipore, Kolkata - 700027
Ms. Mahua Bhattacharya, Head of the Department and esteemed faculty members of the Department of Business Management, University of Calcutta, Alipore Campus for their resourceful guidance and support.

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Department of Business Management

Staff members of University Library,
Alipore Campus

Sayantan Chatterjee
Graphic Designer and Professional Photographer
(Email ID - sayantanchatterjee109@gmail.com)

Krishnendu Bhattacharjee and Sourajit Chatterjee
for photography
Education is the most powerful tool you can use to change the world.

- Nelson Mandela