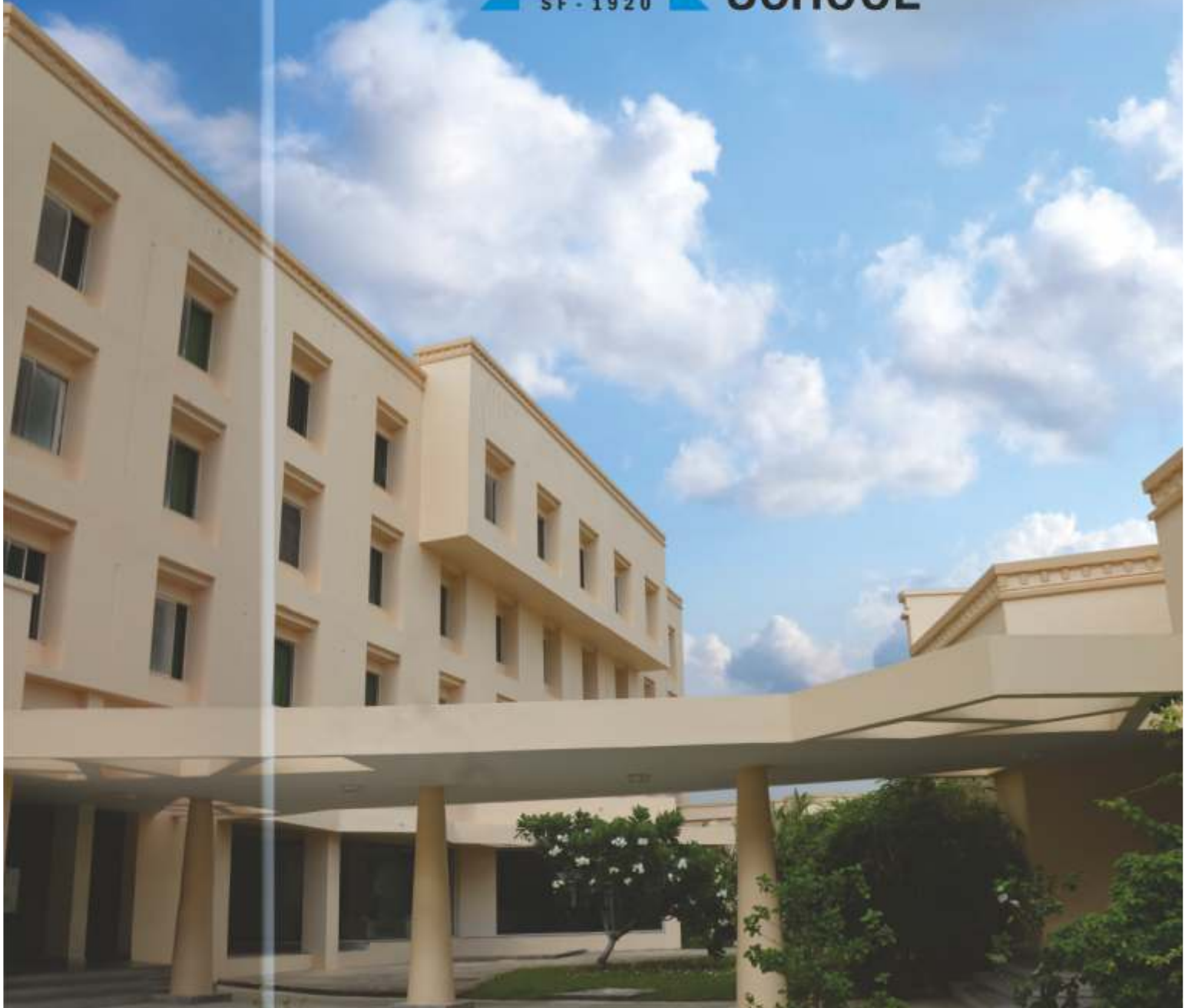




**CALCUTTA
BUSINESS
SCHOOL**





The major challenge before today's business management education is to change and be relevant to the requirement of the changing time.



Chairman's Message

Worldwide, business and economy are going through a difficult time. In the backdrop of unpredictable global economy, uncertain political climate, fast changing consumer mindset, intense competition, and rapid advances in technology, managing a business is becoming a very complex and arduous task. Under these circumstances, age old leadership and managerial practices or ways of doing business are at a point of inflection. There is a need to change drastically.

The major challenge before today's business management education is to change and be relevant to the requirement of the changing time. Worldwide, a need is being felt among management thinkers and academicians to make management education more practice driven rather than theory driven. A need is being felt to connect industry practices and Business School education in real time in an intensive way.

At Calcutta Business School, we are in constant dialogue with the industries to connect our curriculum to their manpower requirements. Through members of our Advisory Board, Industry-Institute Collaboration Advisory and corporate participants in our MDP programs, we assimilate valuable insights about the structure and content of our PGDM curriculum.

This makes our curriculum in tune with the industry requirement and makes our graduates competent and ready for making significant contribution to growth of enterprises where they may get employment or if they so want, start their own businesses.

The curriculum developed in such a way and taught by some of the finest academicians and senior corporate leaders gives you the power to excel in all aspects of your career.

S. K. Birla
Chairman



**CALCUTTA
BUSINESS
SCHOOL**

DIRECTOR'S MESSAGE



Prof. Shekhar Chaudhuri
Director

Thank you for your interest in Calcutta Business School. 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. Therefore we have adopted a "learner-centric" pedagogy in our curriculum. The habit of self-learning which takes root during the PGDM Programme remains with them as an important asset during their career. Apart from our "learner-centric" pedagogy two other important planks of our PGDM Programme curriculum are "Entrepreneurship" and "Industry Readiness". To develop entrepreneurial skills we conduct a compulsory course titled "Creating and Managing New Ventures". We have also built an educational eco-system that puts emphasis on "learning by doing" through student engagement in a variety of co-curricular and extra-curricular activities apart from the purely academic classroom learning.

We welcome you to visit Calcutta Business School and learn more about our programmes and activities.





**CALCUTTA
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PRINCIPAL'S MESSAGE



Prof. Tamal Datta Chaudhuri
Principal

Calcutta Business School (CBS) values education and encourages learning. With this view, the curriculum has been designed in a unique fashion, and delivery has been ensured through renowned professors from home and abroad. For adequate support, CBS has an excellent library with a wide variety of books and journals, both in hard and soft form. CBS subscribes to many data bases and interactive application oriented software. Its wi-fi oriented campus enables students and faculty members to access these data bases, software and other e-applications on a continuous basis.

Besides offering basic and higher end courses in Marketing, Finance, Human Resources Development and Operations Management, CBS offers some unique courses like History of Human & Business Development, Research Methodology & Market Research, Stock Market Simulation Game (Project based), Business Ethics, Corporate Governance & Corporate Social Responsibility, Critical Analysis of an Organization (Project based), Total Quality Management, Innovation & Entrepreneurship (Compulsory) and E-Commerce & E-Business.

CBS believes that a manager should essentially believe in ethical ways of conducting business. It also believes that being a part of an organization requires communication skills and interactive values. The 2- year course in CBS provides a balance between development of knowledge and skills and also value based education.





HOSTEL FACILITIES AND INFRASTRUCTURE

- ◆ 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 organizations.
- ◆ It cuts down on time of travel thus saving precious time for self-development. It reduces health hazard from dust and other kinds of pollution while traveling daily. It enables students to attend classes on time, particularly during monsoon.
- ◆ 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.
- ◆ Hostel life brings about self-discipline and learning from classmates.
- ◆ Students have the opportunity to devote more time towards academics.
- ◆ Residential Program helps the students to develop leadership skills, the ability to work in a team, and build long lasting bonds with classmates.





**CALCUTTA
BUSINESS
SCHOOL**

FULL TIME FACULTY MEMBERS



Prof. Shekhar Chaudhuri
Fellow of IIM, Ahmedabad (Business Policy) B.Tech (Hons) (Mechanical Engineering), IIT Kharagpur
Director and Chair Professor in Strategic Management



Prof. Tamal Datta Chaudhuri
Ph.D (Johns Hopkins University)
Principal & Professor of Finance and Economics



Prof. Bani K Sinha
Ph.D (Wharton), M.Sc
Advisor & Professor Emeritus



Prof. Siddhartha Sengupta
ME(Prod. Engg.), BE (Mech.)
Associate Professor-Operations, Supply Chain & Retail Management



Prof. Pinaki Ranjan Bhattacharyya
Ph.D (Calcutta University), MBA
Associate Professor-Marketing



Prof. Suman Kumar Dawn
Ph.D (Burdwan University), MBA, M.Sc (IIT-KGP)
Associate Professor-Marketing



Prof. Kankana Mukherjee
Ph.D (BESU), MBA, MCA
Associate Professor-HRM & OB



Prof. Sanjeev Bajaj
MBA (Finance), B.Com
Associate Professor- Finance



Prof. Sanjib Biswas
MBA, B.Tech
Assistant Professor- Operations Management



Prof. Sanjana Mondal
MBA
Assistant Professor-Marketing



Prof. Indranil Ghosh
M.Tech (Industrial Engg.), BE (IT)
Assistant Professor- IT & Operations



Prof. Padmavathy Dhillon
BE (Electronics and Electrical)
Assistant Professor-HRM & OB



Prof. Nitu Singhi
M.Sc (Psychology)
Assistant Professor-HRM & OB



Prof. Paromita Dutta
M.Com, M.Phil
Assistant Professor-Finance & Accounting



Prof. Mukta Mukherjee
Ph.D (Syracuse University), M.A (State University of New York), M.Sc
Assistant Professor-Economics



Prof. Partha Saha
Fellow of IIM Calcutta, B.Tech (ECE)
Associate Professor - Decision Sciences, Operations Management and Information Systems



- 1** Tamal Datta Chaudhuri and Indranil Ghosh (2014), **“A Multi-Criteria Decision Making Model Based Approach for Performance Evaluation of Commercial Banks in India”**, The IUP Journal of Bank Management, Vol. XIII, Issue 3, pp 23–33.
- 2** Tamal Datta Chaudhuri and Indranil Ghosh (2015), **“Using Clustering Method to Understand Indian Stock Market Volatility”**, Communications on Applied Electronics, Volume 2, Issue 6, pp. 35-44.
- 3** Tamal Datta Chaudhuri, Indranil Ghosh and Shahira Eram (2016), **“Application of Unsupervised Feature Selection, Machine Learning and Evolutionary Algorithm in Predicting Stock Returns – A Study of Indian Firms”**, IUP Journal of Financial Risk Management, Vol. 13, Issue 3, pp. 20-47.
- 4** Indranil Ghosh and Tamal Datta Chaudhuri, **“Understanding and Forecasting Stock Market Volatility through Wavelet Decomposition, Statistical Learning and Econometric Methods”**, 4th International Conference in Business Analytics and Intelligence (ICBAI-2016), Held at IISC Bangalore, December 19-21, 2016.
- 5** Sanjana Mondal (2015), **“Tourist’s SPOT Buying Behavior: An Analytical Study”**, Journal of Tourism & Hospitality, Vol. 4, Issue 1.
- 6** Somnath Mukhopadhyay, J. K. Mondal and Tandra Pal (2016), **“Variable Length PSO-based Image Clustering for Image Denoising”**, Handbook of Research on Natural Computing for Optimization Problems, IGI Global, Chapter 13, pp. 294-320.
- 7** Siddhartha Sengupta and Bani K. Sinha (2014), **“A Resilient Supply Chain Model”**, CBS Journal of Management Practices, Vol. 1, Issue 1, pp. 5-20.
- 8** Sunetra Maitra (Paul) and Pinaki Ranjan Bhattacharyya (2015), **“Determining Satisfying Level of Customer for Auto Industry in Kolkata”**, CBS Journal of Management Practices, Vol. 2, Special Issue, pp. 179-188.
- 9** Prathima V. G. and Kankana Mukhopadhyay (2015), **“Ascertaining the Factors Influencing Re-employment of Women Post Maternity Leave – An Indian Perspective”**, CBS Journal of Management Practices, Vol. 2, Issue 2, pp. 83-92.
- 10** Sanjib Biswas & Jaydip Sen (2016), **“A Proposed Architecture for Big Data Driven Supply Chain Analytics”**, The IUP Journal of Supply Chain Management, Vol. XIII, Issue 3, pp. 7-33.





- 1** Soma Mondal, **“Identifying the Determinants of Dividend Payout Ratio in an Artificial Neural Network Framework”**, 8th International Conference on Strengthening Strategies, Shaping Policies, & Empowering Personnel: Key to Organizational Competitiveness, January 7-9, 2017 at Prestige Institute of Management, Gwalior, India.
- 2** Payal Pattnaik, **“Using Wavelet Decomposition and Cross Correlation Analysis for Portfolio Formulation”**, 8th International Conference on Strengthening Strategies, Shaping Policies, & Empowering Personnel: Key to Organizational Competitiveness, January 7-9, 2017 at Prestige Institute of Management, Gwalior, India.
- 3** Radhika Bhalotia and Tamal Datta Chaudhuri, **“An Investigation of Intraday Stock Market Volatility Patterns in India”**, BIT International Conclave on Innovations in Engineering and Management, February 22-23, 2013, Patna, India.
- 4** Kamal Rajanikant Vora and Tamal Datta Chaudhuri, **“An Alternative Approach to Pair Trading: Some Examples from the Indian Stock Market”**, 7th International Conference on Managing Organisations of Tomorrow by Capitalising Generation Next, 16-17 January, 2015, at Bharati Vidyapeeth Institute of Management and Research, New Delhi, India.
- 5** Kavita Sharma and Tamal Datta Chaudhuri, **“Factors Affecting Stock Returns: A Study of Indian Firms”**, 7th International Conference on Managing Organisations of Tomorrow by Capitalising Generation Next, 16-17 January, 2015, at Bharati Vidyapeeth Institute of Management and Research, New Delhi, India.
- 6** Anupam Das (2015), **“Application of Cluster Analysis in Identifying Herding Behavior in Indian Stock Market”**, CBS Journal of Management Practices, Vol. 2, Issue 2, pp. 93-102.
- 7** Shashi Prabha Jha and Sruti Chowdhary (2014), **“Technical Analysis of Share Prices”**, CBS Journal of Management Practices, Vol. 1, Issue 1, pp. 103-106.
- 8** Gitartha Pal and Sanjib Biswas (2015), **“A Review of Critical Factors Affecting the Success of Lean Implementation in Indian Manufacturing Organizations – Challenges & Way Forward”**, CBS Journal of Management Practices, Vol. 2, Special Issue, pp. 103-112.
- 9** Somnath Jana, Sourav Roy and Kankana Mukhopadhyay (2015), **“Management Lessons: Akbar Birbal Stories Heard from Grandma”**, CBS Journal of Management Practices, Vol. 2, Issue 2, pp. 21-28.
- 10** Nutan Kumari and Tamal Datta Chaudhuri (2015), **“What Determines the Dividend Payout Ratio for Indian Firms?”**, CBS Journal of Management Practices, Vol. 2, Special Issue, pp. 163-168.



POST GRADUATE DIPLOMA IN MANAGEMENT OBJECTIVES AND OVERALL STRUCTURE

Calcutta Business School offers an AICTE approved 2-year full time residential Post Graduate Diploma in Management.

"The 2 year Post Graduate Diploma in Management programme of Calcutta Business School has been granted provisional accreditation by NBA for two years, i.e. 2016-17 & 2017-18. Students who graduate during the validity period of accreditation, will be deemed to have graduated with an NBA accredited degree."

Programme Objectives

The objective of the 2-year full-time residential programme is to train students to become excellent and effective managers and leaders of organizations of the 21st century.

The programme considers management as an integrated process and it helps students develop a global perspective and respond effectively to the changes in the economic, technological, cultural and political environment.



Areas of Specialisation

The programme has a 2-tier structure. The first year is committed to develop the business fundamentals through compulsory courses spanning over different areas of management studies. The second year offers course clusters given below:

Students are required to specialise in two of these clusters by selecting courses equivalent to 18 credits in each of the chosen clusters.

- Economics, Banking and Advanced Financial Management
- Marketing Management
- Operations and Supply Chain Management
- Human Resource Management and Leadership
- Information Technology & Management Information Systems

There are 3 compulsory subjects that students have to take in the second year, which are

- ① Creating and Managing New Ventures
- ② Critical Analysis of Organization - Workshop
- ③ International Management

Program Structure

The programme comprises of six terms. Each term is of approximately three months' duration. Each course is of 3 credits unless otherwise stated. After the completion of the third term, students are required to undergo "Summer Internship" for about eight to ten weeks. It is equivalent to 6 credits. Many courses require project work, presentations and term papers.

1st Year Compulsory Courses

Term-I	Courses
1	Micro Economics
2	Financial and Management Accounting
3	Spreadsheet Applications in Business
4	Introductory Statistics and Applications
5	Marketing Management
6	Organizational Behaviour & Management Practices
7	Mathematics for Management
8	Oral Communication

Term-II	Courses
1	Macro Economics & Business Environment
2	Financial Management
3	Statistical Inference and Applications
4	Production and Operations Management
5	Marketing Management II
6	Legal Aspects of Business & CSR
7	Management Information System
8	Written Communication

Term-III	Courses
1	Business Research Methodology
2	Human Resource Management
3	Strategic Management
4	Introduction to Operations Research
5	Foreign Language (Qualifying)
6	Soft Skills Workshop – 4 days
7	Human Values and Business Ethics - Workshop

Summer Internship Programme





2nd Year Specialization Courses

Term-IV	Courses
1	Creating and Managing New Ventures
2	Critical Analysis of Organization - Workshop
Marketing	Consumer Behaviour
	Sales & Marketing Management
	Strategic Marketing Management
Finance	Security Analysis and Portfolio Management
	Corporate Finance
	Risk Management in Banks
	Working Capital Management and Bank Finance
Operations	Project Management
	Operations Strategy
	Lean and Green Manufacturing
HR	Strategic Human Resource Management
	Employee Relations & Employment Laws
	Performance & Compensation Management

Term-V	Courses
1	International Management
Marketing	Product and Brand Management
	Rural marketing
	Services Marketing
Finance	International Finance
	Financial Derivatives Management
	Financial Econometrics
Operations	TQM
	Strategic SCM
	Global Operations Management
HR	Human Resource Planning and HRD Audit
	Competency Mapping and Talent Management
	Leadership

Term-VI	
1	Dissertation
2	Grand Viva



FEES

■ Tuition Fees (for 2 years)	Rs. 5,85,000
■ Admission Fees	Rs. 50,000
■ Library, Course Materials & IT Labs & Softwares (Library stocked with 7,000 books, e-books, Journals related to HBR, EBSCO online Journals, Business Magazines, Course Materials & IT Labs & access to Softwares like ProWess, Metastock.)	Rs. 50,000
Total Course Fees	Rs. 6,85,000
■ Laptop (Optional)	Rs. 40,000
■ Cost of Residential Accommodation for each year (Optional)	Rs. 60,000
■ Refundable Caution Money Deposit	Rs. 30,000
■ Fees to be paid in six instalments (To be paid in advance before each term)	
■ Education Loan Assistance available	

Eligibility Criteria

- Graduates with minimum 50% marks in any discipline from a University recognized by UGC / AICTE. Emphasis is given on GD & PI conducted by Calcutta Business School
- Candidates appearing in the Final Year of Bachelor's Degree in 2018 can also apply if they complete their graduation requirements by June 2018 and submit their graduation results by 30 th September 2018
- Valid CAT, MAT, XAT, CMAT, and JEMAT score card



FINANCIAL ASSISTANCE SCHEME

Scholarship from Rs. 1.0 lakh to Rs. 3.0 lakh

Financial Assistance to be provided by Calcutta Business School to the incoming PGDM Batch 2018-20

Percentage marks obtained at Graduation	Amount in Rupees
50-54.99	NIL
55-59.99	1,00,000
60-64.99	1,75,000
65-69.99	2,25,000
70 and above	3,00,000

SCHOLARSHIP SCHEME

Two (2) Scholarships of Rs.25000 each for top 2 positions in academic results (GPA) in each of Terms I, II, and III

RESEARCH ASSISTANCE SCHEME

Four (4) Research Assistantships (RAs) in Term IV, based on academic performance at the end of 1st year (CGPA of 7 or more)

For continuation of RAship in Term V, students who will be selected as RAs in Term IV will have to maintain CGPA of 7 or more by the end of 4th Term. Similarly, for continuation of RAship in Term VI, students who will be selected as RAs in Term V will have to maintain CGPA of 7 or more by the end of 5th Term

Those selected for RA positions, will have to pay only 50% of the tuition fee for the term

RAs will have to assist professors in their research work

TUITION WAIVER SCHOLARSHIP SCHEME

i. Four (4) students, at the time of entering the PGDM programme, will be selected for Tuition Waiver (TW) scholarships. The students selected for TW scholarships would have to meet two requirements:

- a. Secure 75% or more marks at the undergraduate level
- b. Have 85 percentile and above in CAT held in 2017/ XAT 2018

The selected students would be required to pay 40% of the applicable Course Fee. Continuation of TW scholarship will depend on academic performance (CGPA of 7 or more throughout)

ii. Students selected for TW scholarships would not be eligible for RAs scholarships; however, interested students may be associated with faculty members as research associates





Dual Specialisation



International Study Tour



International Exchange Programme



Outbound Leadership Practicum



Rural Immersion Programme



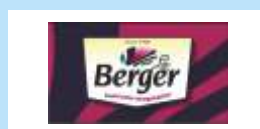
Foreign Language

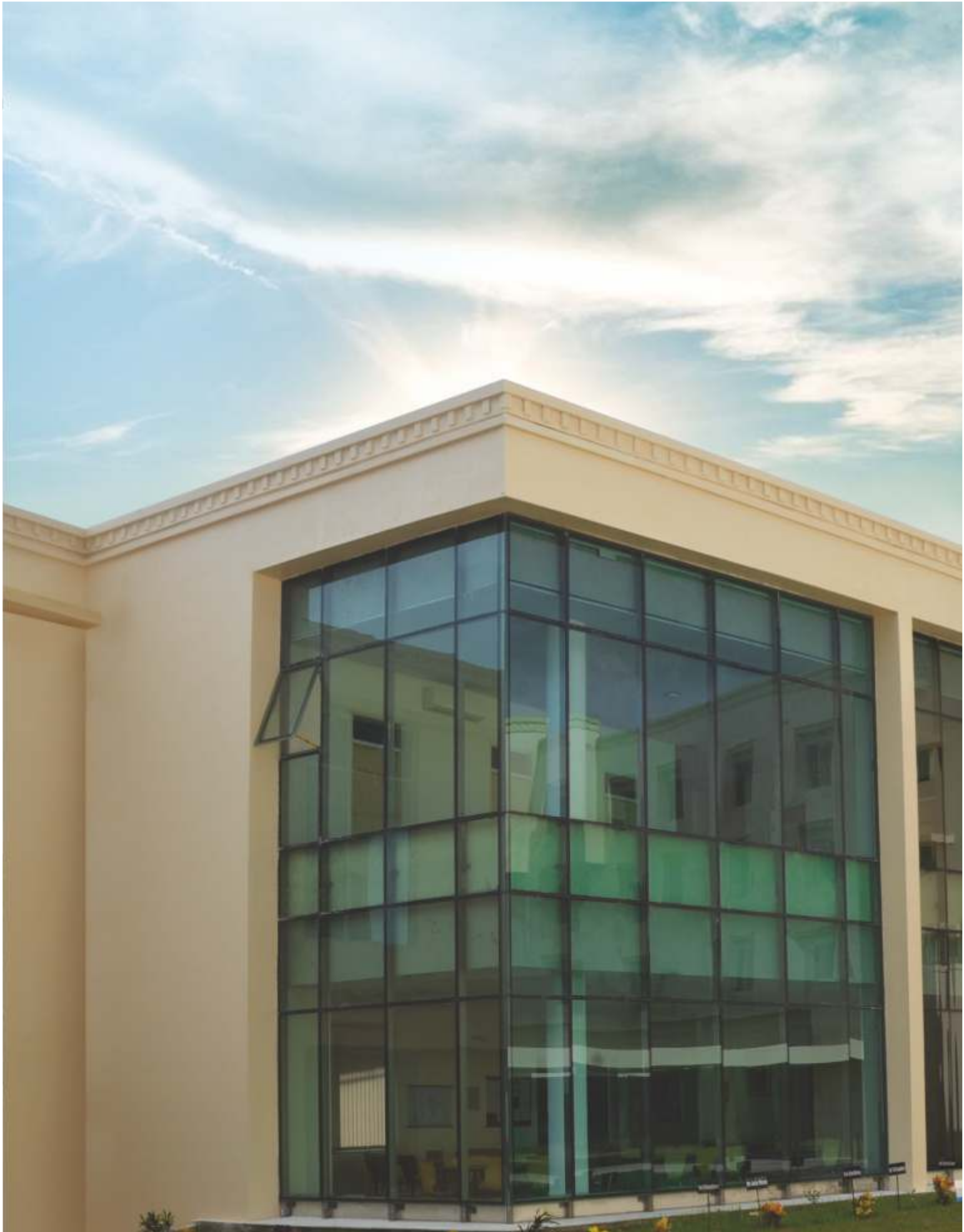


Case Study Teaching Method



RECRUITERS







CALCUTTA BUSINESS SCHOOL

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24 Parganas(S) - 743503

www.calcuttabusinessschool.org

