



INSTITUTE OF BUSINESS MANAGEMENT

(Affiliated to Jadavpur University & approved by AICTE)

THE NATIONAL COUNCIL OF EDUCATION, BENGAL



MBA

from Jadavpur University

About IBM

- Institute of Business Management (IBM) is affiliated to JADAVPUR UNIVERSITY, one of the top-ranking Universities in India.

It is the only institute which offers MBA degree of Jadavpur University.

- It is an integral part of the National Council of Education, Bengal (NCEB) which pioneered national education movement in India in 1906.
- Jadavpur University was formed out of the resources and knowledge bank of NCEB.
- IBM is one of the few institutions, which offer both Bachelor and Master's degree facilitating a seamless carrier in Management.
- IBM is located in the same campus as Jadavpur University.
- IBM has been working closely with the Industry and the Academia for developing new domains of Management Education, contributing to building the future leaders in Business and Management.
- To continue with the legacy of NCEB, IBM is offering MBA degree programme for last four decades through an integrated curriculum and an interactive learning process which combines analyticity, innovativeness and teamwork.



Academic Team of IBM



- ❖ **Name** : **Dr. SAIBAL KUMAR MUKHOPADHYAY**
- **Designation** : Director
- **Qualifications** : B.Sc (Tech), M.B.A. PhD, F.I.E, D.O.T, D.T.S.
- **Experience** : 40 years in Academics and Industry.
- **Teaching Areas** : Marketing Management, Advertising, Strategic Management
- **Research Interests** : Marketing and HR related areas.

Core Faculty Members



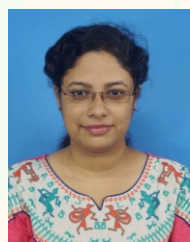
- ❖ **Name** : **DR. MANIDIPA CHATTERJEE**
- **Qualifications** : B.Sc (Hons), MBA, MS (IPMS), Ph.D.(CU)
- **Experience** : 18 years in Academics and Industry
- **Teaching Areas** : Human Resource Management, Organization Behaviour, Strategic Management.
- **Research Interests** : Organization Behaviour, Stress Management & Quality of work life, Performance Management, Industrial Relations



- ❖ **Name** : **ASHISH DUTTA**
- **Qualifications** : MCA, M.Tech
- **Experience** : 22 years in Academics and Industry.
- **Teaching Area** : Information Technology & Systems Management Group, Project Management.
- **Research Interest** : Data Analysis, Management Information System, Multimedia & E-Learning.



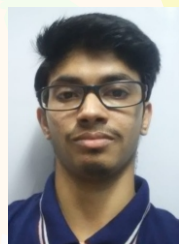
- ❖ **Name** : **BARNINI CHAKRABORTY**
- **Qualifications** : B.Sc.(Hons), MBA
- **Experience** : 16 years in Academics and Industry
- **Teaching Area** : Human Resource Management / Organization Behaviour, Corporate Social Responsibility
- **Research Interests:** In areas of social science and Corporate Social Responsibility.



- ❖ **Name** : **MOULI CHOWDHURY**
- **Qualifications** : B.Sc (hons), M.Sc
- **Experience** : 6 years in Academics and Industry
- **Teaching Areas** : Microeconomics, Macroeconomics, Statistics, Mathematics, Econometrics, Development Economics.
- **Research Interests:** Development Economics, Gender Economics, Econometrics



- ❖ **Name** : **TANUSREE DAS**
- **Qualifications** : B.Com (Hons.), M. Com (Gold Medalist - University of Calcutta).
- **Experience** : 14 years in Academics.
- **Teaching Areas** : Marketing Management, Market Research, Human Resource Management, Cost & Management Accounting and many more.
- **Research Interests**: Organisational Behaviour, Employee Engagement, Job Embeddedness, Social Capital.



- ❖ **Name** : **SHREYANSH SHAH**
- **Qualifications** : M.COM, PGDBFM
- **Experience** : 6 years in Academics and Industry
- **Teaching Areas** : Taxation, Accountancy and Cost Accountancy.
- **Research Interests**: Taxation and Accountancy.



- ❖ **Name** : **LAKSHMI KANTA SINHA RAY**
- **Qualifications** : M. Sc; MBA; CAIIB; M.Phil
- **Experience** : 32 years in Academics and Industry
- **Teaching Areas** : Corporate Finance, Commercial Banking, Merger & Acquisition, Investment Management.
- **Research Interests**: Company related issues like Return on Equity, Debt Equity Phenomenon, NPA, DTC etc.



- ❖ **Name** : **PARTHA BHATTACHARYA**
- **Qualifications** : BME (Hons), MBA
- **Experience** : 41 years in Industry and Academics.
- **Teaching Areas** : Operations Management, Business Research Methodology, Contract Management.
- **Research Interests**: Supply Chain Management

Guest Faculty

- Prof. Dipak Biswas** : BE (CIVIL ENGG) from Jadavpur University, MBA (Marketing) from Atlanta University, USA, PhD (International Marketing) from CU
- Prof. (Dr) Souvik Sengupta** : MTech, PhD
- Prof. Joydev Bandhopadhyay** : (i) Bachelor of Engineering (Mechanical Engg.) from B.E. College, Shibpur (now IEST) in 1982 (ii) Master of Engineering (Thermal Engg.) from Indian Institute of Science, Bangalore, 1984 (iii) MBA (Operation Research) from Jadavpur University in 1989.
- Abhijit Mitra** : M. Tech (IIT, Kgp), B. ChE (Jadavpur)
- Dr. Arijit Ghosh** : Ph.D., MSc., MBA, GDOR
- CS Mousumi Banerjee** : M. Com., LLB., FCS
- Dr. Debasish Jana** : PhD (Comp Sc) (JU), MBA (Fin) (IGNOU), MMATH (Comp Sc) (Waterloo, Canada),

Placement Cell

Presently placement cell is looked after by the Director, IBM

Message from The President



Welcome to the Institute of Business Management (IBM), a premier management institute that trains and offer both Bachelor's and Master's Degree, for the new age, intelligent students to become future leaders of the industry. The degrees are offered by Jadavpur University which is one of the few top ranking universities in India.

IBM is the flagship institution of the National Council of Education, Bengal (NCEB), which has a heritage of 116 years behind it, and which pioneered National Education in India in 1906. Luminaries such as Rabindranath Tagore, Satish Chandra Mukherjee, Aurobindo Ghosh, Acharya Prafulla Chandra Roy, Rashbehari Ghosh, Raja Subodh Chandra Mullick, and many such dedicated persons were the founding members of NCEB. IBM, which is almost four decades old, is trying to maintain the tradition and heritage. At the same time, the institution is continuously evolving to embrace the new technologies. The various upcoming technologies those we hear of, will soon be part of the institution's knowledge bank and will prepare the students for the near future.

I invite all aspiring leaders to be a part of this institution.

Sri. Ranjit Sengupta,
President, IBM

Message from The Secretary



Institute of Business Management (IBM), affiliated to Jadavpur University, is an integral part of the National Council of Education, Bengal, which originated out of the nineteenth-twentieth century national education movement in the country. The purpose for which the National Council of Education was established in 1906 was to impart education-literacy and scientific as well as technical and professional.

After independence in 1947, when Jadavpur University was founded in 1955, the parent body, the National Council of Education, Bengal decided to undertake another journey in the field of professional education, instrumental to social changes leading to a better quality of life of the fellow countrymen. Institute of Business Management established in 1984 is a natural outcome of council's objective to cater to the demand for management skills in an expanding global economy. It is one of the first few dedicated management institutes in the country offering both undergraduate and post graduates courses in management.

The ambience at IBM is more conducive to holistic learning than merely obtaining a management degree from Jadavpur University. The institute is against any rigid structure and methods in which students are passive receivers and not active partners in learning. The objective of IBM is to promote creativity and individuality, not produce stereotypes.

Finally, I welcome our young students to become a part of this institute with rich heritage.

Prof. Alok Kumar Mukhopadhyay
Secretary, IBM

Message from The Director



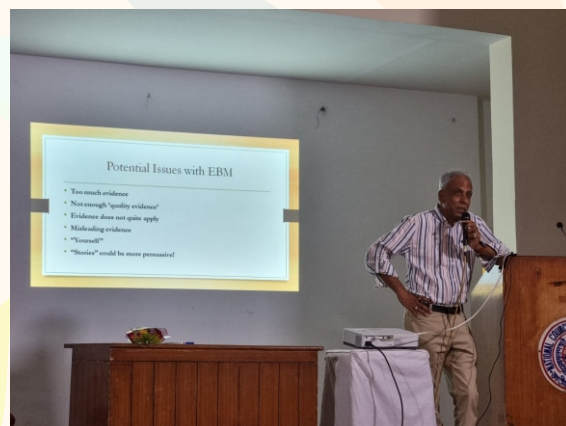
From a modest beginning in 1984, Institute of Business Management (IBM) has now grown into a fully integrated management school. The guiding philosophy of the Institute, throughout, has been to create knowledge, influence management practices and integrate. The objectives of imparting education, combined with creation, dissemination and application of knowledge are being met in an integrated form, to create a synergetic impact. The institute fosters and nurtures future leaders capable of making difference in the management of corporate and non corporate sectors. It inculcates human values with social responsibility and professional ethics in the students. To fulfill its mission in new and powerful ways, each member of IBM community strives to achieve excellence in every endeavour – be it education, research or training.

The business school that offers MBA as well as BBA, stands tall on the foundation of committed and knowledgeable faculty and an eclectic and diverse student community that has a burning desire to make new paths of its own. We have a simple mission to nurture excellence and promote leaders capable of managing available resources. We strive to achieve excellence in every endeavour – creation of knowledge, imparting the knowledge and augmenting the practice through education. We extend support to the youths of the nation with customized effort to nurture the abilities to the competence levels and build a strong skillful and talented nation to bridge the gaps of Indian and global markets. At IBM, we welcome this opportunity and feel confident that our youthful energy, our faith and dedication will forward this endeavour and help the country in future.

Dr. Saibal Kumar Mukhopadhyay
Director-IBM

The Genesis

Institute of Business Management, affiliated to Jadavpur University, is an integral part of the National Council of Education, Bengal, which originated out the nineteenth-twentieth century national education movement. The purpose for which the National Council of Education was established in 1906 was to impart education-literary and scientific as well as technical and professional. When Jadavpur University was founded in 1955, the National Council of Education, Bengal decided to undertake another journey in the field of professional education, instrumental to social changes and changes in the quality of life of fellow countrymen. Institute of Business Management established in 1984 is a natural outcome of council's objective to cater the demand for management skills in an expanding global economy. It is one of the first few dedicated management institutes in the country offering both undergraduate and post graduates courses in management.



The Programme, Academic Calendar and Class Timing

The Institute conducts a 3-year evening MBA Degree Programme, approved by All India Council of Technical Education (AICTE) and offered by Jadavpur University.

Normal Class Session : July to June, 6.30 p.m. to 9 p.m.

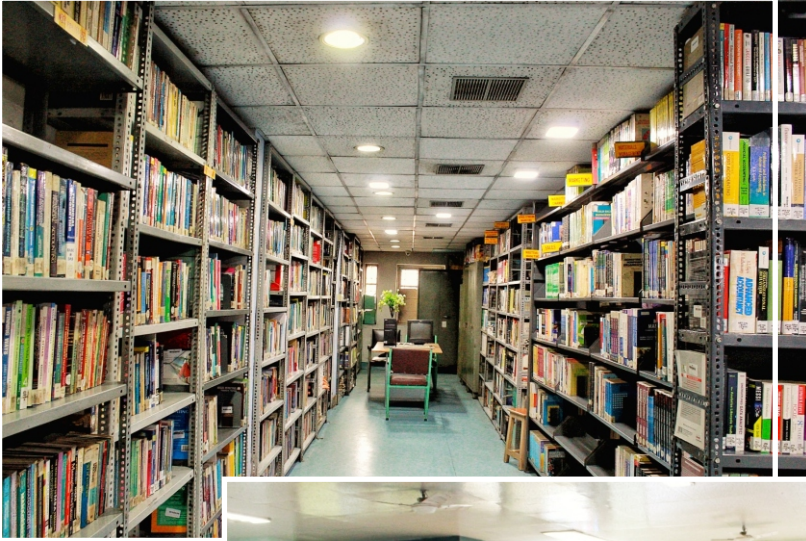


Committees

- ❖ Academic Committee
- ❖ Admission Committee
- ❖ Library Committee
- ❖ Purchase Committee
- ❖ Statutory Committee - Anti Ragging Committee, Grievance Redressal Cell.
- ❖ Internal Complaints Committee (ICC)
- ❖ SC/ST Committee
- ❖ Internal Quality Assurance Committee (IQAC)
- ❖ Industry Institute Partnership Cell (IIPC)

**** For details kindly refer to the Mandatory Disclosure given in our Website www.ibmnce.in**

Infrastructure



Class-Rooms

Spacious well ventilated A.C. classrooms with comfortable seating arrangements and projector facilities in all the Classrooms including state of the art Smart Classroom.

Library

The institute library has about 12,950 books with 3200 (reference, lending & e-books) titles and subscribes to various National & International Journals including e-journal database like J-Gate. There is air-conditioned reading room adjoining the library with in-house photocopy facility for students. Library database has been developed through “KOHA” the full-featured open-source integrated library software.

Computer Laboratory & Communication Laboratory

The institute is equipped with state of the art computer facilities with two Computer Laboratories comprising more than 80 nodes in LAN, high speed internet & Wi-Fi. The Communication Laboratory of IBM is equipped with the most modern gadgets for enhancing communication and personality developments of the students with emphasis on team building.

Dear
iChere Services Ltd Recruitment 2021 notification released by TCS ION Digital for filling up Analyst
Financial Markets vacancies. 500 Vacancies are to be filled.

Basic Qualification

Bachelor of Business Administration (B.B.A) – Banking
Bachelor of Commerce (B.Com) – Accounting & Finance
Bachelor of Commerce (B.Com) – Finance
Master of Business Administration (MBA) – Others

How to Apply

Visit official site of TCS ION Digital Learning Hub
Search for the "Analyst Financial Markets" under job option
Click on it check eligibility
Apply for the post by clicking the "Apply Now" option
Enter the details
After the completion of application process
Take a printout for future use

If you are interested please go through the link

<https://learning.tcsionhub.in/perig1/pub/1016/IDH/Instance/1/job/1185/Analyst-Financial-Markets>

Thanks,
Ankan Bandyopadhyaya
Placement Co-ordinator

Institute of Business Management
188, Raja S.C. Mukherjee Road
Jadavpur University Campus (Near JU Gate No.4)
Kolkata 700032.
Ph: 9433068533
Website: <http://ibmnce.in/web/>

Dear all

COGNIZANT is offering paid Internship Pan India including Kolkata.

Eligibility:

60% and above throughout.
Any year pass out is fine.
Any BBA, BSc, B.com and MBA stream is eligible to apply
6 month of work experience would be an advantage.

Duration : 4-6 months

There will be stipend provided to the selected candidates for duration of 4-6 months.

25,000 per month

If you are interested please do needful through following link

<https://app.joinus.persnet.com/join?signUp/student&jobprofile/c40883c5-aa3f-4132-8a2c-8c40c6b0d9>

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Application deadline	Announcement number	Expected date	Duration of assignment
16 December 2021	21/Intern3/SCCE Gender climate change	As soon as possible to December 2022	Three to six months

Background

UN Climate Change supports all aspects of the intergovernmental process to address climate change, including the implementation of the Paris Agreement and all global climate action instruments, and organizational support to meetings of the Parties.
The gender team supports Parties with respect to the implementation of the Convention, the Protocol and the Paris Agreement, and provides advice to secretariat management on gender and organization issues related to gender equality and the empowerment of women.
At its twenty-fifth session the Conference of the Parties (COP) adopted the enhanced work programme on gender (LWPG) and its gender action plan (GAP). More information on the LWPG and GAP can be found here: <https://unfccc.int/gender>

Objective of the Internship and responsibilities
Interns will work closely with the Gender Affairs Officer to undertake tasks in connection with the ongoing activities and projects of the gender team. This often includes research as well as the writing of articles, background papers on different topics and collecting and analyzing data related to gender and climate change at the national level. In determining the intern's assignments due consideration is given to the nature of the projects currently being undertaken in the Programme.

Assignments may include specific tasks in one or more of the following areas:

- Procedural or substantive issues relating to the implementation of the enhanced Lima work programme on gender and its gender action plan;
- Research and drafting background papers and tracking the integration of gender considerations in national climate policies, plans and actions;
- Research and preparation of official reports and technical papers, collecting, analyzing and presenting data and other related information gathered from various sources as required;
- Tracking and reporting on how work under the Convention and within the secretariat contributes to achieving the SDGs on gender equality and the empowerment of women and girls;
- Capacity-building and training for the chairs and members of UNFCCC constituted bodies, requested, and technical teams in the secretariat on how to integrate gender considerations into their respective areas of work;
- Awareness raising and advocacy efforts, including writing articles for internal and external publication and organizing events to observe relevant international days;

Including decisions of the Conference of the Parties to the Convention (COP), the Conference of the Parties serving as the meeting of the Parties to the Kyoto Protocol (CMP) and the Conference of the Parties serving as the meeting of the Parties to the Paris Agreement (CMA).

Photo: der Vereinten Nationen 1 - 5313 Bonn - Germany - Telephone +49 228 895-1000 - Fax: +49 228 895-1000 - secretariat@unfccc.int

Dear

Applications are open for Bp India Sales & Marketing Graduate Programme 2022.

Joining Castrol, bp's global lubricants company, means you'll be exposed to a world of opportunity. Castrol India is one of India's leading automotive and industrial lubricant manufacturing and marketing companies, with a proud heritage of innovation and success over 100 years.

If you are interested please follow the below given link:

<https://www.bp.com/india/global/careers/jobs-at-bp/bp-india-sales-and-mktg-graduate-program>



Dear all

Ministry of Commerce and Industry, GOI is offering internship opportunities for applicants pursuing Graduation/Post Graduation from any recognised University within India in the following domain:
Engineering, Management, Economics, Finance etc.

Duration is for at least One Month but not exceeding three Months

Stipend Rs.10000/Month

If you are interested please apply through the following link:

<https://www.bp.com/india/global/careers/jobs-at-bp/bp-india-sales-and-mktg-graduate-program>



Dear

Position is for Tax Intern (Finance) – Remote – Mexico –VIRTUAL

Essential Requirements
Active student of careers: Business Administration, Accounting, Finance or similar degrees.
Intermediate English skills
MS Office skills
Basic knowledge of finance.
If interested apply through



Dear

Received information from Wipro on the subject:

Qualification
Bachelor's Degree (preferably commerce/accounting)
Work Experience: 0 to 24 months
Working knowledge in EXCEL and Word
Job Location: Airoli, Mumbai

If interested please apply through the following link:



Dear,

The January window on the subject is now open . You could apply through the following link

<https://www.nitg.gov.in/internship>

Last date of application 10/1/22

Duration : At least 6 (Six) weeks but not exceeding 6 (Six) months.



Dear All,

Applications are invited from eligible candidates for the HDFC Bank Future Bankers Program 2021.

Program Eligibility

You need to be 21 years of age or less than 27 years of age as on 01.06.2021
You need to be a Full Time Graduate with a minimum graduation percentage of 50%
You should not have any relatives working with HDFC Bank or in the Future Bankers Program
You should not have any pending legal cases in any court of law

Candidates who are currently employed with HDFC Bank or its subsidiaries are not eligible to apply for this program. Once you have registered for the Future Bankers Program, you cannot re-apply again for 6 months.

Duration of Program
The duration of the program is 12 months comprising of 6 months full time residential classroom training and 6 months of internship at any of the HDFC Bank Branches located anywhere in India.

First 6 months (Classroom learning) Rs. 5,000/- per month
Next 3 months (Internship) Rs. 10,000/- per month
Final 3 months (On the job training) Rs. 10,000/- per month

Selection Process

Registration
Assessment Fee
Online Aptitude Test
Personal Interview

If you are interested apply through the following Link

<https://futurebankers.mylcm.com/candidate/home/registration>

Thanks,
Ankan Bandyopadhyaya
Placement Co-ordinator

Institute of Business Management
188, Raja S.C. Mukherjee Road
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Kolkata 700032.
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Website: <http://ibmnce.in/web/>



Date: 26th Nov 2021

Sub: Offer Letter

I am pleased to inform you that your application and subsequent interview with us, the management is pleased to offer you a position of **Assistant Sales Manager** at our office of Property/Promo Realty Pvt. Ltd.

You are required to report to our office on 13th Dec 2021.
You will be required to pay Rs. 24500/- Apart from this, you will also be eligible to get one month's salary as advance on successful completion of your entire contract period.

Documents to be submitted to our office before 13th Dec 2021.

Report to our office on 13th Dec 2021 at 9.30 a.m.

Offer letter will be issued only after joining and due submission of all the testimonials.

Documents: You are also asked to submit copy of the resignation letter duly stamped and signed by you, if you are currently employed.

During process ensure to submit the following documents.

Two copies of the Offer Letter.

Two copies of the resignation letter.

Two copies of the testimonials.

Two copies of the photographs.

Two copies of the bank statement.

Two copies of the passport size photograph.

Two copies of the Aadhar card.

Two copies of the PAN card.

Two copies of the educational certificates.

Two copies of the experience letters.

Two copies of the salary slips.

Two copies of the bank passbook.

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The Institute provides placement support to all its students. Across the trade and industry, our students enjoy a high degree of acceptance and are well placed in a plethora of reputed organizations. Students, in employment before joining the programme, reap rich value addition and job benefits on completion of the course. The Institute's placement cell is also active in arranging internship for students of all the semesters extending project opportunities to final year students specializing in various streams. The institute reconstituted IIPC with the following members :

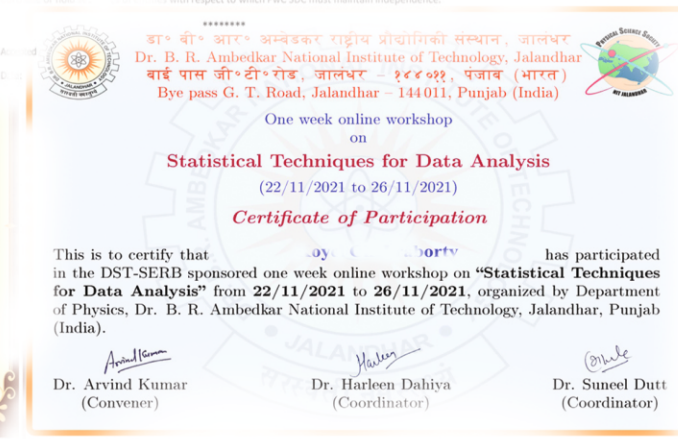
- ❖ Sri Gautam Ray, Executive Director (HR & Administration) CESC Ltd. & President HR (Power Group), RPSG Group of Companies, Chairman IIPC.
- ❖ Sri Sankar Mukhopadhyay, Head, Asia Institute of Power Management, Advisor IIPC.
- ❖ Punnyabrata Mazumder, Project Director, Kochin Port Trust, Ex Senior Executive TCS
- ❖ Mr. Partha Sarkar, Academic Relation Manager, TCS (Eastern Region)
- ❖ Dr. Saibal Mukhopadhyay, Director IBM, Convener IIPC.
- ❖ Mr. Swayambhu Dutta, Manager Operations, TCS

Our Recruiters :

PWC, TCS, Bandhan Bank, Axis Bank, KPMG,

Internships Assistance :

Del Technologies, Wipro,TCS, ICICI,HDFC, FSSAI, ITF, Niti Ayog, Infosys, PWC, ONGC, Barclay, Pantaloons, C.E.S.C., Nalanda Learning, adani Health Ventures Ltd., Shriram Life Insurance, Zeilhoch, Manpower Group, Zreya Wealth, O2 Saver, Investosure, Deltax, Bulk Solids India.



Admission

Eligibility Criteria	Personal Interview
Graduate in any discipline with a valid score in CAT / MAT / XAT / CMAT / ATMA / JEMAT / CMAT examinations.	PI Dates will be intimated at the time of submission of the application forms.

- A) Candidates are advised to enclose photocopies of all mark sheets, admit cards (for age verification) and relevant certificates as applicable with the form.
- B) Where applicable, a no-objection certificate must be submitted from the present employer (an authorized official competent to issue such certificates) mentioning the candidate's present designation, date of appointment, present salary and scale of pay.
- C) Selected candidates are required to bring the following at the time admission :
- Three copies of recent passport size photographs.
 - Original mark sheets and certificates.
 - Admit card of Madhyamik Examination or equivalent for age verification
 - Discontinuity certificate, where applicable.

Fee Structure

Every candidate selected for admission will have to pay the following fees (through Bank Draft payable at Kolkata. A/c payee cheque, NEFT) at the time of admission

The total course fee is Rs. 4,10,025/- for the MBA programme. The course fee breakup is given below :

	1st Installment (at the time of admission)	2nd Installment (at the beginning of 2nd year 1st semester)	Grand Total
	(A)	(B)	(A+B)
Tuition Fees	2,00,000	1,60,000	3,60,000
Admission Fee	12,000	-	12,000
Library Caution Fee	2,500	-	2,500
Student's Forum	5,500	-	5,500
University Reg. Fee	25	-	25
Development Fee	30,000	-	30,000
Total (Rs.)	2,50,025	1,60,000	4,10,025

(The application form can be downloaded from www.ibmnce.in and deposited with a Demand Draft of Rs. 500/- in favour of "NCE, BENGALA/C I.B.M.")

Educational Loan

Loan assistance from SBI (Jadavpur University Branch) & PNB (Jadavpur Vidyapith Branch)

Candidates will have to pay all their fees by Bank Draft / Pay Order, drawn in favour of "NCE, BENGAL, A/C I.B.M."

Payment can also be made through NEFT.

Details of NEFT :

PUNJAB NATIONAL BANK, Jadavpur Vidyapith Branch

Account No.	0103050010003
IFSC code	PUNB0151720
MICR code	700024390

Staff Members

Library Staff

Ms. Sakuntala Dey, Librarian (Offg)
Sri Subrata Sarkar
Sri Debasish Mishra

Computer Laboratory

Sri Surojit Banik
Sri Santu Chanda
Sri Bishwajit Jana

Administrative Staff

Sri Debashis Datta
Sri Uttam Das

Admission Counselor

Ms. Reema Banerjee

Support Staff

Sri Tapas Maity
Sri Mabul Mondol
Sri Ajay Das
Sri Tarun Shit
Smt. Mamoni Ghorai
Sri Saroj Mahapatra, Caretaker



IBM Family

Course Structure

The first two years (four semesters) will comprise core papers common to all students, while the third year (5th and 6th semesters) will be the specialization semesters (Marketing, Finance, Human Resource, System / IT, Project Management).

1ST YEAR SEMESTER-I

	Marks Distribution
11001 Quantitative Technique I	100
11002 Financial & Cost Accounting for Managers	100
11003 Computer Applications in Management	100
11004 Organization Behaviour	100

1ST YEAR SEMESTER-II

12001 Quantitative Technique II (Operation Research)	100
12002 Taxation, Audit & Managerial Accounting	100
12003 Managerial Economics-I	100
12004 Corporate Governance & Business Law	100

2ND YEAR SEMESTER-III

23001 Managerial Economics-II	100
23002 Human Resource Management	100
23003 Marketing Management	100
23004 Operations Management	100

2ND YEAR SEMESTER-IV

24001 Information Technology & Managerial Decisions	100
24002 Strategic Management, Corporate Planning & Business Policy	100
24003 Research Methodology in Management	100
24004 Financial Management	100

3RD YEAR SEMESTER-V (Specialization)

Marketing Management

35MM1 Product & Strategic Brand Management	100
35MM2 Marketing Research	100
35MM3 Consumer Behaviour	100
35MM4 Integrated Marketing Communication	100

Human Resource Management

35HR1 Human Resource Development & Social Responsibility of Business	100
35HR2 Labour Laws	100
35HR3 International Human Resource Management	100
35HR4 Change Management & Organizational Development	100

Financial Management

35FM1 Corporate Finance	100
35FM2 Security Analysis & Portfolio Management	100
35FM3 Merger & Acquisition	100
35FM4 International Finance	100

Systems / IT Management

	Marks Distribution
35SM1 E-Commerce & Its Application in Business	100
35SM2 Object Oriented Programming Using C++	100
35SM3 Networking	100
35SM4 Data Structure Using C	100

Project Management

35PM1 Project Concept, Feasibility Study & Appraisal	100
35PM2 Project Planning, Scheduling and control	100
35PM3 Project Materials & Finance	100
35PM4 Project Quality Management	100

3RD YEAR SEMESTER-V (Specialization)**Marketing Management**

36MM1 International Marketing	100
36MM2 Sales & Distribution Management	100
36MM3 Service Marketing	100
36MM4 Retail Marketing	100

Human Resource Management

36HR1 Training & Development	100
36HR2 Industrial Relations	100
36HR3 Management of Compensation & Wages	100
36HR4 Project Human Resource Management	100

Financial Management

36FM1 Derivatives & Risk Management	100
36FM2 Commercial Banking	100
36FM3 Corporate Taxation & Investment Management	100
36FM4 International Business Economics	100

Systems / IT Management

36SM1 Database Management System	100
36SM2 Software Engineering	100
36SM3 Java & Web Technology	100
36SM4 Information Security & Risk Management	100

Project Management

36PM1 Project Human Resources	100
36PM2 Contract Management	100
36PM3 Project Environment	100
36PM4 Project MIS	100

PROJECT WORK

Two projects, one in semester-V & one in semester-VI	400
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GRAND VIVA-VOCE

100

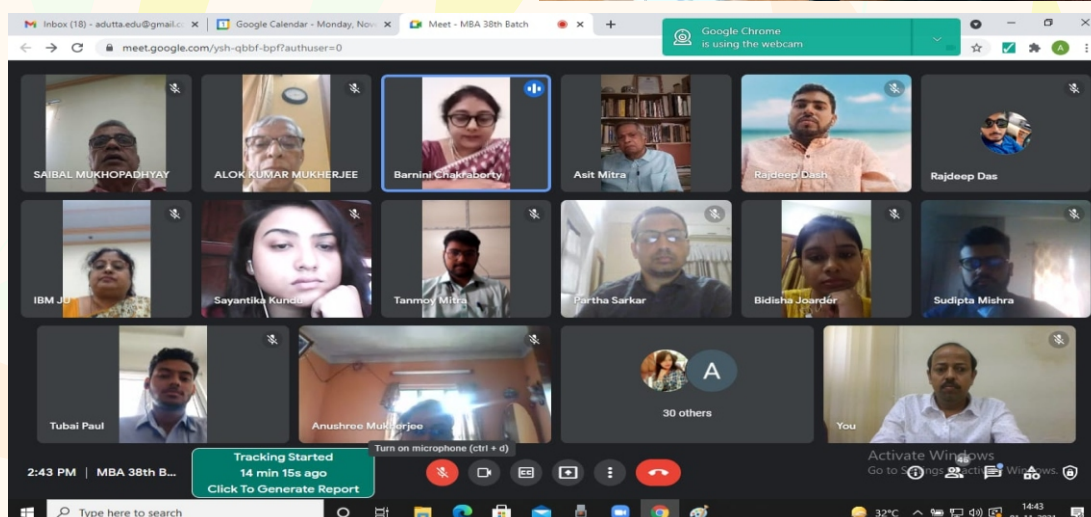
Examination and Assessment

Students are required to attend classes regularly on all the six working days of the week. As per University norms, students are required to attend at least 75% lectures including tutorials. Shortfall is liable to debar a student from appearing in the University Examinations. Examinations will be held twice in an academic year. The evaluation of a student in each Examination paper will be based on marks distributed as follows :

- A) University semester examinations 70%
- B) Two Mid Term internal assessments 20%
- C) Class attendance 5%
(For 95%-100% attendance marks allotted is 5, 90%-94% marks allotted is 4, 85%-89% marks allotted is 3, 80%-84% marks allotted is 2, 75%-79% marks allotted is 1, Below 75% there is no allocation of marks i.e.0)
- D) Seminar & Workshop attendance 5%
- E) Pass marks will be 50% in each paper. Other examination rules will be as decided by Jadavpur University.

Grades

Grades	Marks
S	90% and above
A	80% to less than 90%
B	70% to less than 80%
C	60% to less than 70%
D	50% to less than 60%
X	Below 50% (i.e. Failed)



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INSTITUTE OF BUSINESS MANAGEMENT

(Affiliated to Jadavpur University & approved by AICTE)

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