



CALCUTTA BUSINESS SCHOOL PLACEMENT BROCHURE PGDM 2015-17



Power to Excel



Message from the Chairman

Ethical and value driven

One of the key mindsets that the future leaders of your organisation should have is an approach based upon ethics and human values. Customers are connected to the internet twenty four hours through their digital devices. Information flows at the speed of light and feedback on your company's products and services reach your prospective customer virtually in no time, giving you little time to control. The key to survival in this world is doing it right the first time and every time.

Customers demand transparency now. They want your organisation to be transparent, one which is upholding the rights of human beings and one which is working towards a sustainable environment.

Calcutta Business School, since its inception, has deeply believed in this approach. It endeavours to create leaders with their feet on the ground and with the mindsets for the future.

I am sure that you will find your potential leaders among the students of Calcutta Business School who would deliver with ethics, transparency, and human values.



Shri S. K. Birla
Chairman

Message from the Director

Calcutta Business School's Post Graduate Diploma in Management Program has been designed to develop our students into managers and leaders for the organization of the 21st Century. The curriculum aims to equip the students with the knowledge, skills, values and attitudes that are essential for providing effective leadership at higher level management positions.

We believe that given the present business environment it is essential that students graduating from Business Schools should be in a position to start contributing to their organization immediately after joining it. We at CBS therefore lay emphasis on making our students "Industry ready". There are several aspects of our PGDM Program that cumulatively help in achieving this objective; (a) a learner centric teaching learning process, (b) focus on development of analytical skills and skills for synthesizing disparate information for drawing managerially relevant conclusions, (c) an emphasis on developing a bias for action through study and analysis of real-life case studies, (d) development of decision-making and problem solving skills, and (e) development of people management skills.

CBS's curriculum provides a general management orientation through the compulsory courses that cover the basic disciplines-economics, quantitative methods, organizational behavior- as well as the functional areas of management. Additionally it allows the students to acquire in-depth knowledge in certain areas of their choice.

The practical and pragmatic approach in our students is developed through extensive exposure to industry practices. We are helped by an Advisory Board and an Industry Institute Collaboration Board comprising of reputed industrialists and corporate leaders of the country.

It gives me immense pleasure in inviting you to CBS for our annual placement program.



Prof. Shekhar Chaudhuri
Director

Calcutta Business School

Calcutta Business School is an autonomous institute offering an AICTE approved two-year fully residential Post Graduate Diploma in Management (PGDM) program and several Executive Education Programs. The school, modelled on some of the top ranking Business Schools in the world, is located on a sprawling 15 acre fully residential, eco-friendly and 'intelligent' campus on the outskirts of Kolkata.

Calcutta Business School has been set up and managed by Shikshayatan Foundation (formerly Marwari Balika Vidyalaya Society), founded in 1920. The Institute is governed by reputed industrialists, business leaders, and former IIM Directors with Mr. S. K. Birla as the Chairman.

Full time Faculty members at Calcutta Business School have distinguished academic and research background from some of the world's leading institutions like Wharton Business School, USA, Johns Hopkins University, USA, IIMs, XLRI, and IITs. They have long years of teaching experience in leading institutions like IIMs or have long years of industry experience in organizations like ITC Ltd., Tata Motors, Philips and Exide Industries among others. Apart from full time faculty members, Calcutta Business School attracts eminent Visiting Faculty members from across the world.

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Director, IEST, Shibpur
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Calcutta Business School
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Prof. Tamal Datta Chaudhuri, Principal, Calcutta Business School

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& Investment Company Ltd

Mr. Sanjay Budhia
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Mr. Sandipan Chakravorty
Managing Director, Tata Steel Processing and Distribution Ltd

Mr. P.R. Ramesh, Chairman, Deloitte Haskins & Sells

Mr. Harsh Bardhan Agarwal, Director, Emami Ltd

Mr. R.S. Jhawar, Director, Williamson Magor Group

Post Graduate Diploma in Management : Objectives and Overall Structure

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

Program Objectives

The objective of the 2-year full-time residential program is to train students to become excellent and effective managers who are involved in decision making with broad strategic perspective.

The program 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.

Major and Minor Areas

The program 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 major in any one of these clusters by selecting courses equivalent to 24 credits offered in the chosen cluster. In addition, they are required to select courses equivalent to 18 credits from any one of the remaining clusters, as the minor area.

- Economics, Banking and Advanced Financial Management
- Marketing Management
- Operations and Supply Chain Management
- Human Resource Management and Leadership
- Healthcare Management
- Business Analytics

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

- 1) Creating and Managing New Ventures
- 2) Management Game
- 3) International Management

Program Structure

The program 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 ten weeks. It is equivalent to 6 credits. Many courses require project work, presentation and term paper.



Post Graduate Diploma in Management : Course Structure

Course Structure

Term-I	Courses	Credits	Hours	Number of classes
1	Micro Economics	3	30	20
2	Financial & Management Accounting	3	30	20
3	Introductory Statistics & Applications	3	30	20
4	Essentials of Marketing Management	3	30	20
5	Business Process Management	3	30	20
6	Information Systems & Computer Applications in Management	3	30	20
7	Principles & Practices of Management	3	30	20
8	Mathematics for Management	0	30	20
	Total Credits and Hours	21	240	160
Term-II	Courses	Credits	Hours	number of classes
1	Macro Economics & Business Environment	3	30	20
2	Financial Management	3	30	20
3	Statistical Inference & Application	3	30	20
4	Integrated Marketing Communication & Social Media	1.5	15	10
5	Concepts of Management	1.5	15	10
6	Advanced Computational Methods for Management	3	30	20
7	Stock Market Simulation Game	1.5	15	10
8	Evolution of Man and Management	3	30	20
9	Organisational Behaviour : Indian Psycho - Philosophical Insights	1.5	15	10
	Total Credits and Hours	21	210	140
Term-III	Courses	Credits	Hours	number of classes
1	Business Research Methodology	3	30	20
2	Human Resource Management	3	30	20
3	Strategic Management	3	30	20
4	Productions and Operations Management	3	30	20
5	Critical Analysis of Organization	3	30	20
6	Legal & Regulatory Framework of Business	3	30	20
7	Risk Management	1.5	15	10
8	Human Values and Business Ethics	1.5	15	10
	Total Credits and Hours	21	210	140
	SIP	6		
Term-IV	Courses	Credits	Hours	
1	Management Game [compulsory]	3	30	20
2	Elective Papers in Major Area } Equivalent to 9 credits	3	30	20
3		3	30	20
4		3	30	20
5		3	30	20
6	Elective Papers in Minor Area } Equivalent to 6 credits	3	30	20
		3	30	20
	Total Credits and Hours	18	180	120
Term-V	Courses	Credits	Hours	
1	International Management [compulsory]	3	30	20
2	Elective Papers in Major Area } Equivalent to 9 credits	3	30	20
3		3	30	20
4		3	30	20
5		3	30	20
6	Elective Papers in Minor Area } Equivalent to 6 credits	3	30	20
		3	30	20
	Total Credits and Hours	18	180	120
Term-VI	Courses	Credits	Hours	
1	Elective Papers in Major Area } Equivalent to 6 credits	3	30	20
2		3	30	20
3	Elective Papers in Minor Area } Equivalent to 6 credits	3	30	20
4		3	30	20
	Total Credits and Hours	12	120	80

Post Graduate Diploma in Management - Elective Courses for Major and Minor Areas

I : Economics, Banking & Advanced Financial Management

International Finance
Financial Derivatives Management
Risk Management in Banks
Security Analysis and Portfolio Management
Working Capital Management and Bank Finance
Corporate Finance
Financial Econometrics
Mergers and Acquisitions
Project Appraisal & Finance

II : Marketing Management

Product & Brand Management
Sales and Distribution Management
Services Marketing and Tourism Management
Consumer Behaviour
B2B Marketing
Marketing Analytics
International Marketing
Strategic Marketing Management
Rural Marketing

III : Operations & Supply Chain Management

Project Management
Total Quality Management
Technology Management
Strategic Supply Chain Management
Operations Strategy
Green Manufacturing
Lean Manufacturing
Global Operations Management
Network Optimization and DEA

IV : Human Resource Management

Human Resources Planning & HRD Audit
Strategic Human Resource Management
Employee Relations
Employment Laws
Performance and Compensation Management
International Human Resource Management
Leadership
Competency Mapping & Talent Management
HR Analytics

V: Healthcare Management

Healthcare Fundamentals and Health Education;
Epidemiology;
Patient Care Management and Support Services Management;
OT, Ward and Floor Management;
Biomedical Waste Management and Disaster Management;
Medical Equipment and Biomedical Engineering;
Health Statistics and HIMS;
Medical Transcription and Medical Insurance System;
Total Quality Management in Hospitals;
Nursing Administration & Hospital Project Management.

VI: Business Analytics

Fundamentals of R Programming
Data Mining and Data Warehousing
Marketing Analytics
Financial Econometrics
Business Analytics Using R
Python in Business Analytics
Big Data in Business and Innovation
Advanced Statistical Analysis in Business
HR Analytics

Teaching Methodology

At Calcutta Business School, besides classroom lectures the teaching methods include case analysis, project work, assignments, business simulation games and team activities.

Case Studies

Students study and critically analyse management cases covering different facets of business environment. These give students very good exposure to real life scenarios. They learn how to handle different situations under adverse circumstances in industry and business. It enhances their analytical ability and problem solving attitude.

Projects

Strong emphasis is given to project work. The projects are distributed and balanced in different terms. Through these projects students learn to analyse business issues and evolve solutions.

Group Activities & Assignments

Many of the activities and assignments are done in groups. In this process, students learn to effectively handle group dynamics and interpersonal relationships. They learn to work in teams with mutual respect and this is essential in business environment. While working in groups, they come across diverse thinking processes and learn to take decisions under such circumstances. Presentation of projects before an audience increases their self-confidence, presentation skills and ability to handle questions.

Business Simulation Games

Several business simulation games are operated during the program. Through these games the students learn to become more analytical and to take decisions under diverse situations and uncertainties. This also makes them more confident to handle similar situations in real life competitive business environment.



Full Time Faculty Members

Prof. Shekhar Chaudhuri (Director and Chair Professor)

Fellow of IIM Ahmedabad (Business Policy), B.Tech Hons. (Mechanical Engineering), IIT Kharagpur

Prof. Shekhar Chaudhuri is a B.Tech(Hons) in Mechanical Engineering from IIT Kharagpur and a Fellow of IIM Ahmedabad with specialization in Business Policy. He taught at IIM A from March 1981 till November 2002 before moving to IIM Calcutta as its Director. He served IIMC as its Director for two consecutive terms till April 2013. From May 2013 till April 2015 he was on leave from IIMC during which period he was the Founding Director of the School of Management & Entrepreneurship at the Shiv Nadar University, Greater Noida. During his tenure at IIMC he was instrumental in bringing about a major transformation involving architecting a new vision and mission, launch of new academic programs, significant growth in the number of students, faculty and physical infrastructure, executive education and initiation of efforts to get international accreditation by the world's top accreditation agencies.

Prof. Chaudhuri has been a Senior Fulbright Fellow at U.C. Berkley, U.S.A.; Visiting Scholar at Twente University of Technology, Enschede, Netherlands; Visiting Professor of Strategic Management in the College of Business and Administration, Southern Illinois University at Carbondale, Illinois, USA (1989-1991); and Visiting Professor at ESCP, Paris, France. He was the President of the Association of Indian Management Schools (AIMS) and has been a member of the Executive Board of the Association of Management Development Institutions in South Asia (AMDISA) and sits on the boards of several organizations. In 2009 he was awarded the Bharat Asmita Acharya Shreshtha Award (Best Teacher in Management) and in 2012 he received the Ravi J Mathai National Fellowship Award from AIMS.



Prof. Shekhar Chaudhuri

Prof. Tamal Datta Chaudhuri (Principal and Professor, Economics)

PhD (Johns Hopkins University), MA (Johns Hopkins University), MA (CU)

Prof. Tamal Datta Chaudhuri has 37 years of teaching experience and 22 years of industry experience. He was with Industrial Investment Bank of India as Chief General Manager in Charge. He has taught in several institutes like Calcutta University, ICFAI Business School in Kolkata and Hyderabad, IIFT Kolkata, IISWBM, Army Institute of Management, ISI and Towson State University, Maryland. He was a visiting fellow in University of Illinois at Urbana Champaign, USA. He has published several papers in various international and domestic journals and has contributed a few papers in edited books.



Prof. Tamal Datta Chaudhuri

Prof. Bani K Sinha (Academic Advisor and Professor Emeritus)

PhD (Wharton), MSc (Delhi)

Prof. Bani K Sinha is former Professor of Operations Management at IIM Calcutta; former Director of Asia Pacific Institute of Management, New Delhi; and former Director of Management Education Centre, Heritage Institute of Technology, Kolkata. He has about 45 years of teaching, research, training and consultancy experience. He is also former Editor-in-Chief of OPSEARCH, the flagship international journal of the Operational Research Society of India. Currently, he is the Chairman, Editorial Board, OPSEARCH.



Prof. Bani K Sinha

Prof. Pinaki Ranjan Bhattacharyya (Associate Professor, Marketing)

PhD in Marketing (CU), MBA in Financial Management (University of Burdwan)

Prof. Pinaki R Bhattacharyya obtained his PhD (Business Management) in Marketing area from University of Calcutta and Masters in Business Administration from University of Burdwan. He is an academician, trainer, researcher with more than 14 years of experience along with 10 years of industry experience in various capacities in organisations of repute. He has several papers to his credit in reputed national and international journals. His research interest includes traditional and emerging concepts of Consumer Behaviour, Ethical Issues in Services Marketing Practices, Customer Relationship Management, Consumer Decision Making, Consumer Perception and Nation Branding. He has conducted a number of Management Development Programmes for Junior Commissioned Officers and Army Officers. He is also a Member of Board of Studies, CMES, UPES, Dehradun, and Member – Editorial Board, MERC Global's International Journal of Management.



Prof. Pinaki Ranjan Bhattacharyya

Prof. Suman Kumar Dawn (Associate Professor, Marketing & Strategic Management)

PhD in Marketing, M.Sc (Mathematics) (IIT, Kharagpur), MBA in Marketing

Prof. Suman Kumar Dawn has obtained the degrees in MSc (Mathematics) from IIT Kharagpur, MBA (Marketing) and earned his PhD from the University of Burdwan. He is also NET (in Management) and GATE qualified and a research fellow in ICSSR, New Delhi, under MHRD, Govt. of India. The areas of interest of Dr. Dawn are Marketing Management, Marketing Research, Strategic Management, Research Methodology, Quantitative Techniques, Statistics, International Marketing and Operations Research. He has accumulated 23 (twenty three) years of teaching, research, administration and industry experience. He has published 30 publications in refereed national and international journals and attended several international and national conferences and seminars. Before joining Calcutta Business School, he was associated with Asia Pacific Institute of Management, New Delhi in the capacity of Associate Professor in Marketing. He also served in Centre for Management Studies, JIS College of Engineering (Autonomous, AICTE approved, NAAC and NBA accredited) as Head of the Department in Management Sciences. Moreover, he was associated as a visiting faculty in Universities and Indian Institute of Social Welfare and Business Management (IISWBM). He is also a member of the editorial board in refereed National and International Journals. He has the distinction of serving as Head Examiner of Universities and Institutes of repute in Management Sciences and has also served as External Examiner, Paper Setters for different academic institutions. He has more than 23 years of experience in Teaching, Administration, Research and Industries.



Prof. Suman Kumar Dawn

Full Time Faculty Members

Prof. Kankana Mukhopadhyay (Associate Professor, HR & OB) PhD, BESU, MBA (HR), MCA

Prof. Kankana Mukhopadhyay has more than nine years of experience, eight years in Management Education and Research and one year in Industry as Executive – HR in a leading Publishing house. She has four years of post Ph. D experience. Prof. Mukhopadhyay earned her Ph. D in the field of Strategic Human Resources Management with a special emphasis on Competency Management. She was a Lecturer-cum-Doctoral Fellow at Indian Institute of Plantation Management and then taught at School of Management, Bengal Science and Engineering University, Dayanand Sagar Institutions, Bangalore and at the Calcutta Institute of Engineering and Management. She has published several research works in Indian and International journals, books and conferences.



Prof. Kankana Mukhopadhyay

Prof. Siddhartha Sengupta (Associate Professor, Operations & Supply Chain Management) BE in Mechanical Engineering, ME in Production Engineering, Jadavpur University

Prof. Siddhartha Sengupta has over 3 decades of experience, both as a professor and a practitioner, in the field of Operations Management and Supply Chain Management. He holds a BE in Mechanical Engineering and an ME in Production Engineering from Jadavpur University, Kolkata, which he followed up with an area specific Advanced Management Training on Operations Management from IIM-Bangalore. Prior to entering academia, Prof. Sengupta brings with him an experience of over 27 years with organizations such as KAIL Limited, Kolkata (A Videocon Group Company) as the Head – Supply Chain Management and Head – Factory Operations. At LG Electronics India Pvt. Ltd. Noida, Prof. Sengupta has served as the Assistant General Manager for Corporate Logistics. Prof. Sengupta had his longest stint with Philips India Limited, prior to joining LG Electronics, where he served in senior managerial positions handling the Supply Chain Management, Logistics & Spares Management and Manufacturing activities for the Business Electronics Projects, Domestic Appliances and the Consumer Electronics Factory respectively. Prof. Sengupta has co-authored publications and has presented projects on areas such as “Dynamic response of micro-processor controlled stepper motor driven feed system of a lathe” and “A Resilient Supply Chain Model” at prestigious conferences both nationally and internationally.



Prof. Siddhartha Sengupta

Prof. Jayita Bit (Assistant Professor, Economics) Ph.D in Economics, Calcutta University

Prof. Jayita Bit did her doctoral degree in Economics from the Department of Economics, University of Calcutta. Before her doctoral degree she completed her M.Phil., M.Sc. and B.Sc. in Economics from the same University. Her research works focused on areas of Environmental Economics whereby she studied on management of forest resources in India and has applied techniques like Input-Output Analysis, Time-series Econometrics and Multi-criteria Decision Making Analysis. She has published her research works in international and domestic journals and has contributed few papers in edited books. One of her published paper has been selected by Springer as one of the 'ground-breaking articles' of 2015. Different parts of her research findings have been presented in National and International Seminars and Conferences. She also has several research experiences based on handling official statistics, questionnaire framing, primary survey design, data collection, response-coding and data analysis. In her previous assignments, she taught at School of Management Sciences, IEST, Shibpur as a guest faculty.



Prof. Jayita Bit

Prof. Somnath Mukhopadhyay (Assistant Professor, IT) Ph.D (Engg.), M.Tech (CSE)

Prof. Somnath Mukhopadhyay has obtained his PhD and M.Tech in Computer Science and Engineering from University of Kalyani. He has rich and varied experience of working in different research projects as Senior Research Fellow in the Department of Computer Science and Engineering, University of Kalyani and also at Indian Statistical Institute, Kolkata. His research area includes Digital Image Denoising, Image Clustering, Optimization, Soft and Evolutionary Computing and Network Security. His teaching interests are Design and Analysis of Algorithms, Data Structure, Theory of Computation, Computer Networks, Soft Computing and Digital Image Processing.

Prof. Mukhopadhyay has published papers in several international journals, book chapters and conferences.



Prof. Somnath Mukhopadhyay

Prof. Prasanjit Dasgupta (Assistant Professor HR, OB & OD) Fellow in HRD & OD, Ph.D in Management

Prof. Prasanjit Dasgupta is a Fellow in HRD & OD (Equivalent to PhD) from Academy of HRD (Initiative of IIM Ahmedabad and NHRDN); he is also PhD in Management from Calorx Teachers' University (An Exclusive Teachers' Training University). Currently he is Adjunct Professor at Indian Institute of Management Kozhikode.

Prof. Dasgupta has twenty-three years of managerial experience in Multinationals, Indian Private and Public sector enterprises. For the last nine years he has worked as General Manager (HR) of reputed companies. He has eight years of teaching experience in different educational institutions and was associated with WBUT and WBUHS as Subject Moderator, Paper Setter and Examiner. He was in the Panel of 'Expert' of WBUT for college accreditation. He has also received 'Best Researcher Award' by NHRDN for his research work, which have been published in reputed International and National Journals. Prof. Dasgupta is a Certified Trainer; he has discharged consulting assignments of reputed companies as 'Subject Matter Expert'. Before joining Calcutta Business School he was with Asia Pacific Institute of Management, New Delhi as a Full Time Faculty.



Prof. Prasanjit Dasgupta

Full Time Faculty Members

Prof. Sayantan Kundu (Assistant Professor Finance)
Fellow of IIM Calcutta (Finance & Control), MBA (IIT, Kharagpur), B.Tech

Prof. Sayantan Kundu is a Fellow of IIM Calcutta in Finance and Control area. He has 4 years of Industry experience as functional consultant in IT industry for ERP solutions. Sayantan was awarded National Talent Search scholarship in 1998. He obtained his B.Tech degree in Computer Engineering and MBA degree from IIT Kharagpur. His area of research and academic interests are Corporate Finance, Asset Pricing, Derivatives and Risk Management, Investment & Portfolio Management, Econometrics and Business Forecasting. He has presented his research in several international and Indian conferences of repute.



Prof. Sayantan Kundu

Prof. Jaydip Sen (Assistant Professor, IT and Business Analytics)
M.Tech, Computer Science (ISI Kolkata), BE, Mechanical Engineering (Jadavpur University)

Prof. Jaydip Sen has an illustrious career in industries and academics spanning over two decades. He has served as senior scientist in the innovation lab of TATA Consultancy Services and has also had a stint at Akamai technologies, Before Akamai, he worked with ONGC for ten years and worked in the area of Development of communication and network infrastructure in the entire organization. During his tenure in the Industry he handled Multiple R&D projects in the area of wireless communication, wireless sensor networks and security And privacy aspect of communication Networks. In the Wireless communication domain, he handled a research project with an European client on LTE (Long Term Evolution) Base Station Emulator design with particular focus on designing the privacy preserving data aggregation algorithm like PDA. He also has experience of working in several other projects like designing of a WCDMA receiver algorithm with channel estimation, interference mitigation and MIMO Capabilities; designing of a group communication security protocol mobile WIMAX and designing of a femtocell with self organizing capabilities.



Prof. Jaydip Sen

Prof. Sanjib Biswas (Assistant Professor, Operation Management)
MBA in Operation Management, B.Tech

Prof. Sanjib Biswas has an industry experience spanning around 9 years in Consumer Electronics Industry, in managing end to end production operations and academic experience of around 2.5 years in Management Sciences. Presently he is serving as an Assistant Professor at Calcutta Business School in the area of Operations Management. Prior to this assignment, he was associated with Jyotirmoy School of Business as an Assistant Professor (Management Studies). He has also served as an industrial trainer in Quality concepts, Lean Management etc. He is a life member of Quality Circle Forum of India, Kolkata Chapter & member of Indian Institute of Materials Management. His areas of interest include Total Quality Management, Sustainable Lean Supply Chain, Business Analytics, and Green Supply Chain Management etc. He has published and presented research articles in national and international journals and conferences of repute.



Prof. Sanjib Biswas

Prof. Sanjana Mondal (Assistant Professor, Marketing)
MBA

Prof. Sanjana Mondal is pursuing her doctoral degree in Brand Management from the Department of Business Management, University of Calcutta. She completed MBA in Marketing and qualified NET for Lectureship in the field of Management studies. Her research work focuses on Destination Branding and she has a special interest in the field of Services Marketing, Green marketing, and Consumer Behaviour. Prior to joining CBS she was Teaching Associate at IIM Calcutta and was associated with Dinabandhu Institute of Technology and Management as an Assistant Professor of Marketing, teaching AIMA (All India Management Association) and WBUT PGDM & BBA courses. Before joining academics, she had experience of working in industry with companies like Samsung & Bengal Ambuja in marketing domain. She has published and presented research articles in national and international journals and conferences of repute.



Prof. Sanjana Mondal

Prof. Indranil Ghosh (Assistant Professor, Operations Management & IT)
M.Tech., Industrial Engineering, BE, Information Technology (WBUT)

Prof. Indranil Ghosh is an M. Tech in Industrial Engineering and Management and a BE in Information Technology from WBUT. Before joining Calcutta Business School he was at ISI Kolkata. At ISI he was working in the Machine Intelligence Unit in a research project titled Moving object detection & tracking from complex video sequences. The project work encompasses knowledge of Fuzzy set theory with pattern recognition tools and techniques. His work at ISI involved development of new clustering based image segmentation algorithms for object detection and tracking in complicated video scenes. He was testing Statistical models of image sequences with bench mark algorithms.

Indranil is skilled in C, JAVA, SAP ABAP/4 and a host of other tools and technologies which include databases like Oracle and SQL Server, analytical software like MATLAB and SAS, project management tool like Primavera, and CRM tool like Microsoft Dynamics. Before working at ISI, Indranil worked in Infosys Technologies. His areas of interests are Data Mining & Pattern Recognition, AI techniques, Statistical Data Analysis, Design & Analysis of Algorithm, Supply Chain Management & ERP, Image Processing & Computer Vision and Social Network Analysis.



Prof. Indranil Ghosh

Visiting Professors

Dr. Ashok Ganguly, Ph.D (Illinois);

Chairman, First Source Solutions Ltd; Former : Chairman, Hindustan Lever Ltd; Director (R&D), Unilever, UK; Director, British Airways

Dr. Jamshed J Irani, Ph.D (Sheffield); MSc (Geology) Nagpur University

Director, Tata Sons; Director on board of companies like Tata Steel, Tata Motors, Tata Teleservices, BOC (India), Electrosteel Castings, Repro India & HDFC; Chairman, Tata Refractories, TRF and Kansai Nerolac Paints

Dr. Jati K Sengupta, Ph.D (Iowa State University)

Emeritus Professor, University of California, Santa Barbara, USA; Former : Director, IIM Calcutta

Dr. Jahar Saha, Ph.D (Case Western Reserve)

Former Director, IIM Ahmedabad; Member, Sub-Committee on Management Education, Knowledge Commission, Govt. of India

Nikhil K Barat, MSc (Calcutta); AICWAI; FPM (Stanford)

Distinguished Professor, Calcutta Business School; Former : Research Director, Exide Industries Ltd.; Director, Administrative Staff College of India, Hyderabad; Senior Professor, IIM Calcutta

International Visiting Faculty Members

Dr. Prithwiraj Nath

Msc in Nuclear Physics (Jadavpur); Fellow (IIM Calcutta); Professor of Marketing (University of East Anglia - UK), (Area - Marketing)

Dr. Samir Chatterjee

Ph.D (Calcutta); Professor, International Management, Curtin Business School, Australia (Area – International Management)

Dr. Abhijit Biswas

MA (Calcutta); MBA (University of Central Oklahoma); Ph.D (Houston University); Kmart Endowed Chair and Professor of Marketing, Wayne State University (Area - Marketing Management & Consumer Behaviour)

Dr. Avinandan Mukherjee

BE (Jadavpur); Fellow (IIM Ahmedabad); Chair, Department of Marketing, School of Business, Montclair State University, USA (Area - Marketing)

Dr. Sutirtha Chatterjee

BE (Jadavpur University); Ph.D (Washington State University, Pullman, USA); Assistant Professor of Management Information System (MIS), Prairie View A&M University (Area - Systems & HRM)

Dr. Adhip Choudhuri

MA (Delhi School of Economics); Ph.D (Columbia University); Professor, Department of Economics & Core Faculty, School of Foreign Service, Georgetown University (Area - Finance)

Dr. Purba Rao

Msc (Calcutta); Fellow, IIM Calcutta; Former Professor, Asian Institute of Management, Manila, Philippines (Area - Research Methodology & Marketing Research)

Dr. Saonee Sarkar

MBA (University of Cincinnati); Ph.D (Washington State University); Chair and Hubman Distinguished Professor in MIS, Department of Management, Information Systems and Entrepreneurship, College of Business, Washington State University, Pullman (Area - Systems & HRM)

Dr. Tapas Sarkar

PhD (Stanford University); Fellow, Institute of Actuaries (London); Former Professor, IIM Calcutta and Victoria University, Wellington, New Zealand (Area - Operations Management)

Dr. Raja Roy

Ph.D (University of Pittsburgh); Master of International Business (IIFT, New Delhi); BE (Industrial Robotics, Jadavpur); Assistant Professor of Management, LeBow College of Business, Drexel University, USA (Area - International Business)

Dr. Nilanjan Sen

Ph.D; CFA; Associate Dean, Nanyang Executive Education, Nanyang Business School (Area - Finance)

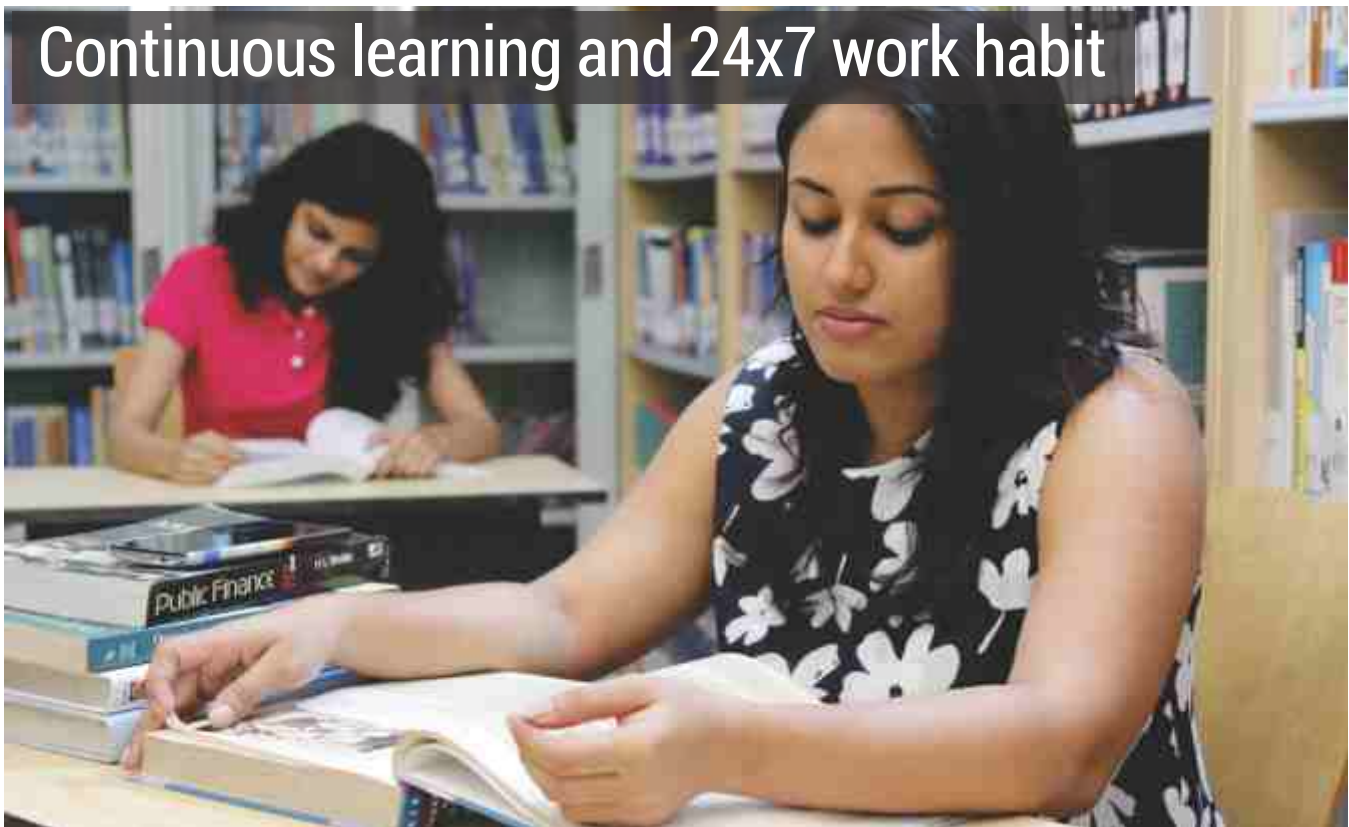
Dr. Neel Das

M. Com. (Calcutta); MBA, Institute of Social Welfare & Business Management, Calcutta; Ph. D. Louisiana State University; Professor, Marketing, Appalachian University

Dr. Gautam Goswami

B. Tech, IIT, Kharagpur; PGDM, IIM Calcutta; Ph. D, Georgia State University; Professor, Finance, Fordham University

Continuous learning and 24x7 work habit

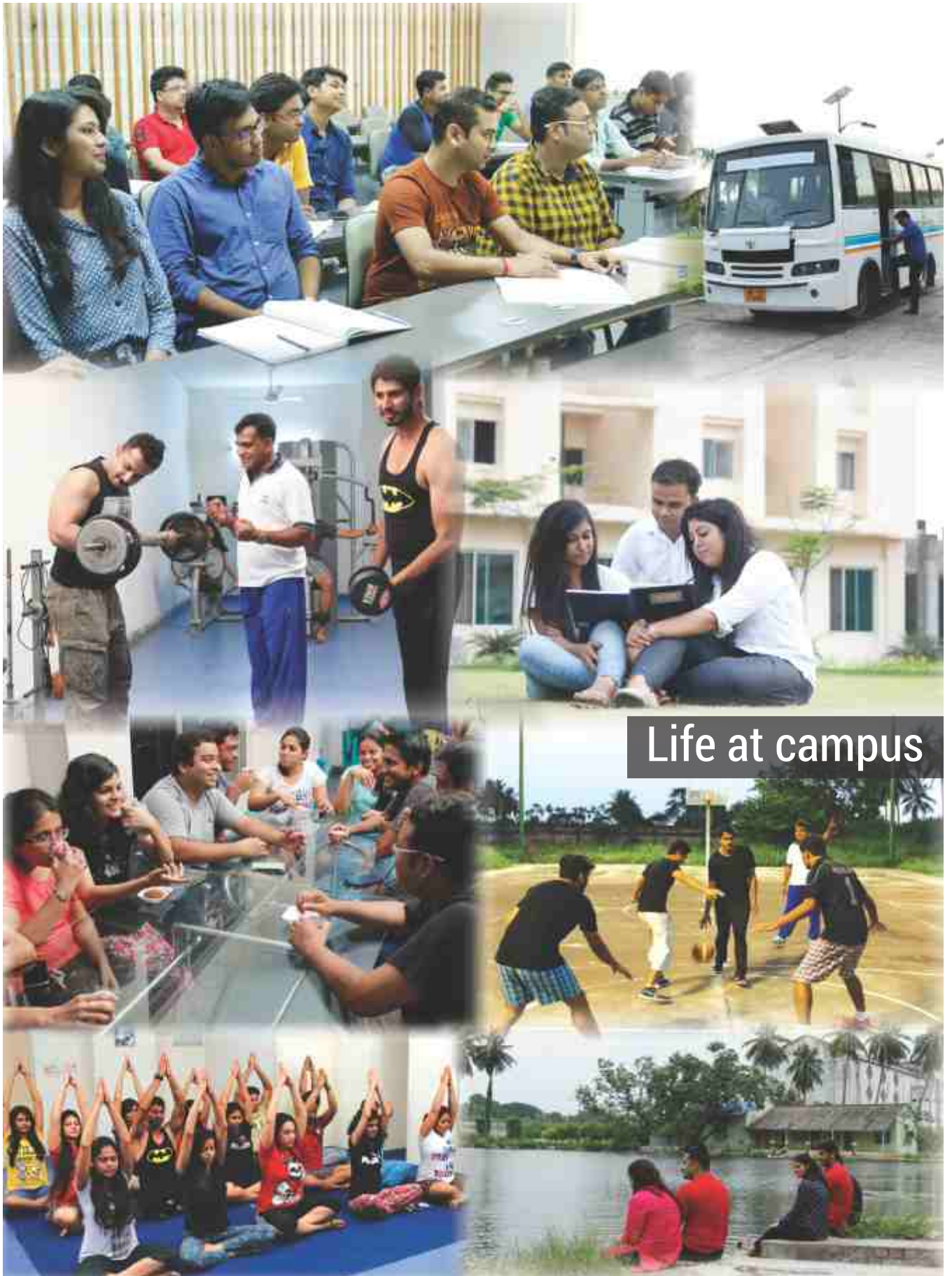


Ability to work in a team

Being groomed in a residential program where success depends a lot on working in groups, students of Calcutta Business School develop the most essential ability for surviving and growing in the future world of business, that is, the ability to work in a team. Through group assignments, case study analysis, and group projects, the students learn to listen to others, appreciate others' views, admire diversity, work towards a consensus and most important, learn to respect others.

Students' residences are made in a unique way to make group learning conducive. They live in residential suites consisting of three rooms and a common sitting area. The common sitting area provides for group study and group work. Besides the residences, there are work enclosures in the academic building which provide a perfect setting for group discussions and deliberations.





Life at campus

Student Activities



It's hard work and fun at Calcutta Business School

Apart from the hard work they have to put in academics, students at Calcutta Business School find time to engage in various activities which shape up their abilities to adjust to different situations, face challenges, solve difficult real life problems and find time to relax and play. Students' activities at Calcutta Business School are planned in such a way so as to emphasize overall development of a multi-faceted personality, which is much required for success in the corporate world.

Students organise several events and seminars through multiple cells at the campus.

Sports Cell

This cell organises various sports events at the campus which include cricket matches, football tournaments, badminton games, table tennis, basketball, volleyball, etc.

Cultural Cell

Organises various cultural events and the annual fest Zeron.

Mess Committee

Manages the canteen at the student hostel.

MPower—the Marketing Club

Organises various seminars and workshops in marketing.

Dolphin—the Finance Club

Organises various seminars, simulation games, etc. in Finance.

Career Development Committee

Involved in summer internship programme and final placement of students.

Corporate Relations Cell

This cell organises various seminars.



CBS has a history of 100% placement year by year in premiere organisations



Successful placement for all past batches

Student Profile PGDM 2015-17



Abhijit Dutta

B.Com Hons., NEHU

SUMMERS:-MotilalOswal Financial Ltd.

"A Study on Consumer Behaviour in Financial Market"

Major:-Marketing

Minor:-Operations

Abhijit is the President of Entrepreneurship Cell, a master in tabla and a keen sportsman.

Abhijeet Karar

BHM, IGNOU

SUMMERS:- Berger Paints India Ltd.

"Adhesives Survey & Paints Requirement Survey Based on Retail Sales from the Perspectives of Berger Paints India Ltd."

Major:- Marketing

Minor:- Healthcare



Abhishek Kapoor

BBA Hons, CU

SUMMERS:- SreeBaidyanath Ayurveda Bhawan Pvt Ltd.

"Baidyanath: Situation Analysis Based on Market Survey & Marketing Analytics"

Major:- Marketing

Minor:- Operations

Aditya Singh

B.Com Hons, CU

SUMMERS:- Mahindra & Mahindra

"Prospecting for Multi-Brand Car Service Franchise Network"

Major:- Marketing

Minor:- Finance

Aditya is member of Entrepreneurship Cell and the Class Representative



Ahsana Alfee

B.Com Hons, Kolhan University

Summers:- Union Bank of India

"Credit appraisal policy of bank as a financial analyst"

Major:- Finance

Minor:- Marketing

Akash Kumar Ghosh

BBA Hons, WBUT

SUMMERS:- Honda Motor Company

"Consumer behavior of the people towards Honda"

Major:- Marketing

Minor:- Finance





Akshay Surana

B.Com, CU

SUMMERS:- HDFC Bank Ltd.

“Digital Banking- A Critical Analysis of the Challenges in the Concept and Competition”

Major:- Finance

Minor:- Marketing

Amal Kanti Banik

BBM Finance, Bangalore University

SUMMERS:-Kotak Mahindra Old Mutual Life Insurance Ltd.

“Fundamental Analysis of Indian Finance and Life Insurance Sector”

Major:- Finance

Minor:- Marketing

Work Ex:- 3 yrs. (TCS & MPhasis)

Amal has received “Samridhi Award” for best performance in MPhasis.



Amaresh Debnath

BA Hons., CU

SUMMERS:- Transport Bazaar and Marino Laminates.

“A Research on the Market Potential of the Decorative Laminates”

Major:- Marketing

Minor:- Healthcare

Amrapali Ghosh

BA Hons, CU

SUMMERS:-EmamiAgrotech Ltd.

“Understanding consumer insights of EmamiAgrotech Limited: A Market Survey Based Approach”

Major:- Marketing

Minor:- HR



Anindita Sadhukhan

B.Sc., CU

SUMMERS:-Sree Baidyanath Ayurved Bhawan Pvt. Ltd.

“Situation Analysis Based on Market Survey & Marketing Analytics”

Major:- Marketing

Minor:- Healthcare

Anirban Bardhan

B.Com Hons, CU

SUMMERS:-Indusind Bank Ltd.

“Commodity Financing in West Bengal: Scenario, Scope and Challenges”

Major:- Finance

Minor:- Marketing





Anjali Agarwal
 BBA, Jadavpur University
 SUMMERS:- HDFC Bank Ltd.
 "Awareness and application of Digital banking in today's scenario"
 Major:- Marketing
 Minor:- HR
 Anjali is the Joint President of Entrepreneurship Cell.

Ankita Podder
 BBA Hons, WBUT
 SUMMERS:- Motilal Oswal Securities Ltd.
 "Study of financial products in the equity market"
 Major:- Marketing
 Minor:- Finance
 Ankita is ardent Kathak dancer and passionate about painting.



Ankur Barua
 BBA, PTU
 SUMMERS:- Motilal Oswal and Securities Ltd.
 "Market analysis to understand different financial strategies"
 Major:- Marketing
 Minor:- HR

Anurupa Dasgupta
 BBA Hons, WBUT
 SUMMERS:- Motilal Oswal Securities Ltd..
 "Marketing of different types of financial products offered by the company"
 Major:- Marketing
 Minor:- Operations
 Anurupa is member of Entrepreneurship Cell.



Arijit Banerjee
 B.Com Hons, CU
 SUMMERS:- Axis Bank Ltd.
 "A Study on Credit Appraisal Process for SME Lending"
 Major:- Finance
 Minor:- Marketing

Asraf Hossain Molla
 B.Com Hons, Burdwan University
 SUMMERS:- Hyundai Motors
 "Ascertaining the Existing Marketing Plans of Rudra Hyundai: A Study conducted to understand the marketer's perception about its own Brand, Hyundai"
 Major:- Marketing
 Minor:- Healthcare





Avichal Kumar

BBA Hons, PTU

SUMMERS:- Sree Baidyanath Ayurved Bhawan Pvt. Ltd.

“Baidyanath: Situation Analysis Based on Market Survey & Marketing Analytics”

Major:- Marketing

Minor:- Healthcare

Avichal is a fitness enthusiast and participated in national powerlifting.

Ayan Bhattacharya

BCA, Gauhati University

SUMMERS:-Sree Baidyanath Ayurved Bhawan Pvt. Ltd.

“Baidyanath: Situation Analysis Based on Market Survey & Marketing Analytics”

Major:- Marketing

Minor:- Analytics

Ayan is sportsman and plays football and table tennis for the college team.



Bikash Dutta

BBA, WBUT

SUMMERS:- Hindustan Copper Limited

“A Study on Cost Analysis and Capital Budgeting of HCL/ICC during FY 2011-12 to 2014-16”

Major:- Finance

Minor:- Marketing

Bikash is a sports enthusiast and plays football and cricket for his college team.

Biswajit Singh

B.Com, CU

SUMMERS:-Sree Baidyanath Ayurved Bhawan Pvt. Ltd.

“Baidyanath: Situation Analysis Based on Market Survey & Marketing Analytics”

Major:- Marketing

Minor:- Operations



Chandrima Roy

B.A., CU

SUMMERS:- DDB Mudra Group

“DDB Mudra Group: Client Servicing & Client Campaign Planning for DDB Mudra Group”

Major:- Marketing

Minor:- HR

Chandrima is the founder member of CBS Cine Club and is the class representative.

Deepojyoti Ghosh

BBA Hons, WBUT

SUMMERS:- Berger Paints India Ltd.

“A Study of Requirement of Adhesives & Paints Based on Retail Sales in Kolkata Region from the Perspectives of Berger Paints India Ltd”

Major:- Marketing

Minor:- Healthcare





Fatma Begum

B.Com Hons, Kolhan University

SUMMERS:- Tata Steel Company Ltd.

“Market Analysis to understand major marketing strategies”

Major:- Marketing

Minor:- Finance

Gourab Saha

BBM Finance, Bangalore University

SUMMERS:- McLeod Russel

“A Study on the Overall Tea Production at McLeod Russel”

Major:- Finance

Minor:-Operations

Gourab is a music lover and sports enthusiast and plays football and cricket for his college team.



Jay Kamdar

B.Com Hons, CU

SUMMERS:- KreativeMachinez

“Email marketing using mail chimp, social media marketing,Content marketing”

Major:- Marketing

Minor:- Analytics

Jay is member of Entrepreneurship Cell.

Kousik Ganguly

B-Tech, WBUT

SUMMERS:- Berger Paints India Ltd.

“Analytical Study of Consumer Preference of Paint Brands in Kolkata”

Major:- Finance

Minor:- Marketing

Kousik is passionate about music. He is a singer and plays guitar, synthesizer and drums.



Madhurima Halder

B.A., CU

SUMMERS- Hindustan Unilever Ltd. and ITC Ltd.

“Ayurvedic Industry in India and Scope of Hindustan Unilever to be a Part of this Industry”

“Improvement in the Retail Architecture and Beauty Advisor channel of ITC Ltd”

Major:- Marketing

Minor:- Healthcare

Mahuya Bhattacharjee

BBA, Amity University

SUMMERS- Tata Steel

“Market Mapping of Prवेश Doors”

Major:- Marketing

Minor:- Finance





Mampi Mukherje
 BBA Hons, WBUT
 SUMMERS:-Allahabad Bank
 “ Market Survey to understand the level of customer satisfaction of the customers”
 Major:- Marketing
 Minor:- Finance

Nabyendu Baidya
 B.A., WB STATE UNIV
 SUMMERS:-Sree Baidyanath Ayurved Bhawan Pvt. Ltd.
 “Baidyanath: Situation Analysis based on market survey and market analysis”
 Major:- Marketing
 Minor:- HR



Nabyendu is a member of Entrepreneurship Cell.



Neha Rungta
 B.A. Economics, Depauw University
 SUMMERS:-Clirnet Services Pvt. Ltd.
 “State of Indian Healthcare Industry”
 Major:- Finance
 Minor:- Marketing

Nishant Singh
 B.Com, CU
 SUMMERS:- Motilal Oswal Securities Ltd
 “The Study of Financial Market in Kolkata”
 Major:- Marketing
 Minor:- Operations



Niyati Thakur
 BBA Hons, WBUT
 SUMMERS:-Balmer Lawrie & Co. Ltd.
 “Global and Indian Market Research on Lubricants”
 Major:- Marketing
 Minor:- HR

Payal Pattnaik
 BBA, Utkal University
 SUMMERS:- Bajaj Capital Limited
 “Study on different financial products offered by the company and worked on financial planning”
 Major:- Finance
 Minor:- Marketing





Pooja Banerjee

BCA Hons,WBUT

SUMMERS :-EmamiAgrotech Ltd.

“Pricing System Analysis and Determining the Sales Operation”

Major:- Marketing

Minor:- HR

Pooja Singh

B.Tech,WBUT

SUMMERS:- EmamiAgrotech Limited

“Pricing System Analysis and Determining the Sales Operation”

Major:- Marketing

Minor:- Operations



Pradyuman Misra

B.Com Hons, CU

SUMMERS- Hindustan Copper Ltd.

“Working Capital Management at Hindustan Copper Limited,Ghatsila”

Major:- Finance

Minor:- Marketing

Pranay Kumar

BBA,BIT

SUMMERS- Motilal Oswal Securities Ltd.

“The Study of Financial Market in Kolkata”

Major:- Finance

Minor:- Marketing



Rajdeep Dasgupta

B.Tech,WBUT

Summers:- Berger Paints India Ltd.

“A Study of Requirement of Adhesives & Paints Based on Retail Sales in Kolkata Region from the Perspectives of Berger Paints India Ltd”

Major:- Marketing

Minor:- Operations

Rajdeep is passionate about music and plays the guitar.

Ramavtar Pandey

BBA,PTU

SUMMERS- Sree Baidyanath Ayurveda Bhawan Pvt. Ltd.

“Baidyanath: Situation Analysis based on Market Survey & Marketing Analytics”

Major:- Marketing

Minor:- Finance





Rohit Mukherjee
 B.Com Hons, CU
 SUMMERS:- Indian Oil Corporation Limited
 "Ascertaining the Success of XTRAREWARD Loyalty Program"
 Major:- Marketing
 Minor:- Finance

Saurav Basak
 B.Tech, WBUT
 SUMMERS:- Union Bank of India
 "A Study of NPA & Loan Recovery Process at Union Bank"
 Major:- Finance
 Minor:- Marketing
 Saurav is a member of the Entrepreneurship Cell and is a part of the editorial team of college magazine.



Sayan Kundu
 B.Com Hons, CU
 SUMMERS:- Clirnet Services Pvt. Ltd
 "State of Indian Healthcare Industry: The Last Mile"
 Major:- Marketing
 Minor:- Operations
 Sayan is the Joint Secretary of Entrepreneurship Cell.

Sayantana Basak
 B.Sc.
 SUMMERS:- Sree Baidyanath Ayurved Bhawan Pvt. Ltd.
 "Baidyanath: Situation Analysis Based on Market Survey & Marketing Analytics"
 Major:- Marketing
 Minor:- Healthcare



Sayantana Dutta
 B.Com Hons and M.Com, CU
 SUMMERS:- Berger Paints India Limited
 "A Study of Requirement of Adhesives & Paints Based on Retail Sales in Kolkata Region from the Perspectives of Berger Paints India Ltd"
 Major:- Marketing
 Minor:- Finance

Shampa Shaw
 B.Com Hons, CU
 SUMMERS:- EmamiAgrotech Limited
 "Developing Consumer Insight by Direct Interaction of POS at Emami Agrotech Ltd."
 Major:- Marketing
 Minor:- Finance





Shikha Burman

B.Com Hons, Burdwan University

SUMMERS:- Hyundai Motors India Ltd.

“Ascertaining the Existing Marketing Plans of Rudra Hyundai: A Study conducted to understand the perception about its own Brand, Hyundai”

Major:- Marketing

Minor:- Finance

Shikha is a sports enthusiast and plays basketball and table tennis. She has also participated in various dance competitions.

Shobhit Pandey

B.Com, TATE University

SUMMERS-Aircel India

“Consumer Profiling in Kolkata Metro”

Major:- Marketing

Minor:- Finance



Shreyasee Chatterjee

BBA Hons., WBUT

SUMMERS:- Allahabad Bank

“Retail Credit Schemes of Allahabad Bank”

Major:- Finance

Minor:- Marketing

Soma Mondal

BBA Hons, WBUT

SUMMERS:- Allahabad Bank

“Retail Credit Products and E-Products of Allahabad Bank”

Major- Marketing

Minor- Finance



Sonali Das

B.A. Hons, CU

SUMMERS:-EmamiAgrotech Ltd.

“Developing Consumer Insights by direct interaction with the consumers”

Major:- Marketing

Minor:-HR

Sonali is the head of the event management cell in college.

Srabani Seal

B.Com Hons, WN State University

SUMMERS:- Allahabad Bank

“Debtor’s Management of Allahabad Bank Sodepur Branch”

Major:- Finance

Minor:- Marketing





Subhajit Bera

B.Com, CU

Summers:- Hindustan Copper Limited

“A Study to Improve the Plant Availability for Better Production & Productivity at Hindustan Copper Limited Ghatsila”

Major:- Marketing

Minor:- Operations

Shubhajit is a member of Entrepreneurship Cell.

Subhajit Das

B.Tech. EC, WBUT

Summers:- Indian Oil Corporation

“Ascertaining the Success of XTRAREWARD Loyalty Program”

Major:- Marketing

Minor:- Healthcare



Sudipayan Basu

BBA, Bangalore UNIV

Summers:- DDB Mudra Group

“Client Servicing and Campaign Planning for Corporate Clients”

Major:- Marketing

Minor:- Operations

Work Ex:- 7 yrs. (German Multinational)

Sudipayan plays football for the college team. He is also the editor of college magazine and the entrepreneurship cell newsletter.

Sutanu Palodhi

B.Tech(ECE), WBUT

Summers:- Berger Paints India Limited

“A Study of Requirement of Adhesives & Paints Based on Retail Sales in Kolkata Region from the Perspectives of Berger Paints India Ltd”

Major:- Marketing

Minor:- Operations

Work Ex:- 3 yrs.

Sutanu is a sportsman and plays football for his college team.



Sushovan Saha

BBA Hons, WBUT

Summers:- Aircel India

“Consumer Profiling in Kolkata Metro”

Major:- Marketing

Minor:- Finance

Suvadip Ghosal

B.Tech. ECE, WBUT

Summers:- Berger Paints India Limited

“A Study of Requirement of Adhesives & Paints Based on Retail Sales in Kolkata Region from the Perspectives of Berger Paints India Ltd”

Major:- Marketing

Minor:- Operations

Work Ex:- 1 year

Suvadip is the Vice President of Entrepreneurship Cell and a founder member of CBS Cine Club.





Trisha Roy

BBA Hons, WBUT

Summers:- Motilal Oswal Securities Ltd.

“The Study of Financial Market in Kolkata”

Major:- Marketing

Minor:- Finance

Vardhika Mohta

B.A. Hons, CU

Summers:- Emami Agrotech Ltd.

“Developing Consumer Insight by Direct Interaction with consumers”

Major:- Marketing

Minor:- HR

Vardhika is a member of Entrepreneurship Cell and is a part of editorial team of the college magazine.



Vinit Kumar Singh

B.Com Hons, CU

Summers:- HDFC Bank

“Awareness and Application of Digital Banking in Today's Scenario”

Major:- Finance

Minor:- Marketing

V Arun Kumar

B.Com Hons, CU

Summers:- Hindustan Petroleum Corporation Limited

“Growth Trends of Petroleum Products & Cost Benefit Analysis of Different Product Input Modes”

Major:- Finance

Minor:- Marketing

Arun's interests are in blogging, reading, music and sports.



MD Irfan

B.Com, Dr. Bhimrao Ambedkar University Agra

Summers:- Sree Baidyanath Ayurved Bhawan Pvt. Ltd.

“Baidyanath: Situation Analysis based on Market Survey & Marketing Analytics”

Major:- Marketing

Minor:- Finance

For recruitment, contact:

Mr. Partha Sen, Senior Manager, Placements & Corporate Relations, Email: parthas@calcuttabusinessschool.org, Tel: +91-33-24205256, +91-9674794042



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