

**Department
of
Master of Business Administration
(MBA)**



Annual Report
2017-18

SWAMI VIVEKANANDA INSTITUTE OF SCIENCE & TEHCNOLOGY
Dakshin Gobindapur; Sonarpur
Kolkata 700 145

PREAMBLE

The Department of MBA of *Swami Vivekananda Institute of Science & Technology*, *Dakshin Gobindapur, Sonarpur* has started its glorious journey in the year 2008. The newly built department has the exposure in focusing the students' need in imparting excellence and need based technical education for building up prospective career of the students.

The department has the mission to build up the students' need with beautiful ambience, highly qualified faculty, and well stocked books on Management subjects in the library and set up a placement cell keeping in view of the career opportunity of the students coming out in the year 2017.

On this year remarkable interest in higher studies, attending the conferences and seminars, paper publications etc. have been observed among the faculty members.

Availability of faculty in context to related subjects is always scarce; however one new faculty has already joined and further action has already been initiated to recruit faculties as needed.

On this year, a noticeable improvement in students' attendance is observed. Many students of 1st year and 2nd year have achieved more than 90% attendance. Students' performance in semester examinations is also on the higher side.

In regard to future placement, all students of 3rd Semester are doing training programmes at various Companies. It is expected that reputed companies would come for campus recruitment in due course.

Expecting better achievements during the ensuing years to come.

Institution Name: Swami Vivekananda Institute of Science & Technology

1.0 NAME OF THE DEPARTMENT : MBA

2.0 YEAR OF STARTING OF THE PROGRAMME : 2009

3.0 AICTE APPROVAL DETAILS OF THE DEPARTMENT :

(a) Date of first approval by AICTE with reference number (for 60 seats)

- Ref. **06/02/WB/ENGG/2008/04** date **14/07/2009**

(b) Date of approval by AICTE for current academic year with reference number

- Ref. **Eastern/1-3509288673/2018/EOA** dated **04/04/2018**

(c) Approval by West Bengal University of Technology for the current academic year with reference number

- Ref. **241/MBA/Affiliation/2018-19** dated **15/05/2018**

4.0 PROGRAMME DETAILS : MBA

(a) Nature of Programme : Full time

(b) Duration : 2 years

(c) Sanction Intake : 60

(d) Year wise students :

MBA (2017-18)	1 st Year	2 nd Year
No of students	20	27

5.0 COURSE STRUCTURE :

(As per Affiliating University)

List of Subjects

Sl. No.	Subject Code	Subject
First Semester		
1	MB-101	Business Economics I
2	MB-102	Business Communication
3	MB-103	Management Information Systems I
4	MB-104	Organizational Behaviour I
5	MB-105	Quantitative Methods I
6	MB-106	Fundamentals of Accounting
7	MB-107	Indian Social Structure & Values & Ethics in business
8	MB-108	Business Laws
Second Semester		
9	MB-201	Business Economics II
10	MB-202	Organizational Behaviour II
11	MB-203	Quantitative Methods II
12	MB-204	Production & Operations Management
13	MB-205	Management Information Systems II
14	MB-206	Human Resource Management
15	MB-207	Financial Management
16	MB-208	Marketing Management
Third Semester		
Third Semester: Four courses – three from one specialization and one from another.		
COMPULSORY		
17	MB 301	Management Accounting
18	MB 302	Operations Research
19	MB 303	Project Work & Viva Voce
Specialization(Marketing)		

20	MM301	Sales & Distribution Management
21	MM302	Advertising & Sales Promotion
22	MM303	Marketing Research
Specialization(Finance)		
23	FM301	Corporate Taxation & Tax Planning
24	FM302	Corporate Finance
25	FM303	Security Analysis & Portfolio Management
Specialization(HR)		
26	HR 301	Employment & Compensation Administration
27	HR302	Human Resource Planning
28	HR303	Labour Laws
Specialization(System)		
29	SM-301	Database Management
30	SM-302	System Analysis & Design
31	SM-303	Computer Aided Management
Fourth Semester		
Fourth Semester: Four courses – three from one specialization and one from another		
Compulsory		
32	MB-401	Project Management & Entrepreneurship Development
33	MB-402	Strategic Management
34	MB-403	Comprehensive Viva Voce
Specialization(Marketing)		
35	MM-404	International Marketing
36	MM-405	Service Marketing
37	MM-406	Consumer Behaviour
Specialization(Finance)		
38	FM-404	Financial Institutes And Markets.
39	FM-405	International Finance
40	FM-406	Derivatives And Risk Management
Specialization(HR)		
41	HR-404	Industrial Relations
42	HR-405	Organizational Development
42	HR-406	Human Resource Development
Specialization(System)		
44	SM-404	Software Management
45	SM-405	E – Business
46	SM-406	Fundamentals Of Networking

6.0 COURSE STRUCTURE:**List of Subjects****First Semester:**

Theory		Contacts hours per week				Credit Point	Marks					
Code	Subject	L	T	P	Total		UT 1	UT 2	Assignment	Total Internal	Total External	Total
MB-101	Business Economics I	4	0	0	4	4	10	10	10	30	70	100
MB-102	Business Communication	4	0	0	4	4	10	10	10	30	70	100
MB-103	Management Information Systems I	4	0	0	4	4	10	10	10	30	70	100
MB-104	Organizational Behaviour I	4	0	0	4	4	10	10	10	30	70	100
MB-105	Quantitative Methods I	4	0	0	4	4	10	10	10	30	70	100
MB-106	Fundamentals of Accounting	4	0	0	4	4	10	10	10	30	70	100
MB-107	Indian Social Structure & Values & Ethics in business	4	0	0	4	4	10	10	10	30	70	100
MB-108	Business Laws	4	0	0	4	4	10	10	10	30	70	100
Total Theory					32	32						

List of Subjects**Second Semester:**

Theory		Contacts periods per week				Credit Point	Marks					
Code	Subject	L	T	P	Total		UT 1	UT 2	Assignment	Total Internal	Total External	Total
MB-201	Business Economics II	4	0	0	4	4	10	10	10	30	70	100
MB-202	Organizational Behaviour II	4	0	0	4	4	10	10	10	30	70	100
MB-203	Quantitative Methods II	4	0	0	4	4	10	10	10	30	70	100
MB-204	Production & Operations Management	4	0	0	4	4	10	10	10	30	70	100
MB-205	Management Information Systems II	4	1	0	4	4	10	10	10	30	70	100
MB-206	Human Resource Management	4	0	0	4	4	10	10	10	30	70	100

MB-207	Financial Management	4	0	0	4	4	10	10	10	30	70	100
MB-208	Marketing Management	4	0	0	4	4	10	10	10	30	70	100
Total Theory					32	32						

List of Subjects

Third Semester:

Theory		Contacts Periods Per Week				Credit Point	Marks					
Code	Subject	L	T	P	Total		UT 1	UT 2	Assign ment	Total Internal	Total External	Total
MB 301	Management Accounting	4	0	0	4	4	10	10	10	30	70	100
MB 302	Operations Research	4	0	0	4	4	10	10	10	30	70	100
MB 303	Project Work & Viva Voce	0	0	0	0	8	10	10	10	30	70	100
MM301	Sales & Distribution Management	4	0	0	4	4	10	10	10	30	70	100
MM302	Advertising & Sales Promotion	4	0	0	4	4	10	10	10	30	70	100
MM303	Marketing Research	4	0	0	4	4	10	10	10	30	70	100
FM301	Corporate Taxation & Tax Planning	4	0	0	4	4	10	10	10	30	70	100
FM302	Corporate Finance	4	0	0	4	4	10	10	10	30	70	100
FM303	Security Analysis & Portfolio Management	4	0	0	4	4	10	10	10	30	70	100
HR 301	Employment & Compensation Administration	4	0	0	4	4	10	10	10	30	70	100
HR302	Human Resource Planning	4	0	0	4	4	10	10	10	30	70	100
HR303	Labour Laws	4	0	0	4	4	10	10	10	30	70	100
SM-301	Database Management	4	0	0	4	4	10	10	10	30	70	100
SM-302	System Analysis & Design	4	0	0	4	4	10	10	10	30	70	100
SM-303	Computer Aided	4	0	0	4	4	10	10	10	30	70	100

	Management											
Total Theory					32	32						

List of Subjects

Fourth Semester:

Theory		Contacts periods per week				Credit Point	Marks					
		L	T	P	Total		UT 1	UT 2	Assignment	Total Internal	Total External	Total
MB-401	Project Management & Entrepreneurship Development	4	0	0	4	4	10	10	10	30	70	100
MB-402	Strategic Management	4	0	0	4	4	10	10	10	30	70	100
MB-403	Comprehensive Viva Voce	0	0	0	0	8	10	10	10	30	70	100
MM-404	International Marketing	4	0	0	4	4	10	10	10	30	70	100
MM-405	Service Marketing	4	0	0	4	4	10	10	10	30	70	100
MM-406	Consumer Behaviour	4	0	0	4	4	10	10	10	30	70	100
FM-404	Financial Institutes And Markets.	4	0	0	4	4	10	10	10	30	70	100
FM-405	International Finance	4	0	0	4	4	10	10	10	30	70	100
FM-406	Derivatives And Risk Management	4	0	0	4	4	10	10	10	30	70	100
HR-404	Industrial Relations	4	0	0	4	4	10	10	10	30	70	100
HR-405	Organizational Development	4	0	0	4	4	10	10	10	30	70	100
HR-406	Human Resource Development	4	0	0	4	4	10	10	10	30	70	100
SM-404	Software Management	4	0	0	4	4	10	10	10	30	70	100
SM-405	E - Business	4	0	0	4	4	10	10	10	30	70	100
SM-406	Fundamentals Of Networking	4	0	0	4	4	10	10	10	30	70	100
Total Theory					32	32						

FACULTY PROFILE

	Name	Qualification	Date of Birth	Designation	Date of joining
1	Amitabha Gupta	B.Com, M.Com, MBA, P.Hd. (Pursuing)	02/01/1979	Assistant Professor	10-06-2011
2	Swarnava Das	B.Com, M.Com, MBA, P.Hd. (Pursuing)	25/01/1974	Assistant Professor	01-08-2012
3	Ayan Bandhopadhyay	B.Com, MBA	17/05/1984	Assistant Professor	11-12-2011
4	Jayita Nath	BA, MA, MBA	11/10/1981	Assistant Professor	24-08-2014
5	Debayan Chakraborty	B. Tech, MBA	25/04/1989	Assistant Professor	23-08-2014
6	Sudipta Dutta	BBA, MBA	17/01/1992	Assistant Professor	19-01-2017
7	Abhirup Chakraborty	BBA, MBA	08/11/1993	Assistant Professor	01/08/2018
8	Arkajit Jana	B.Com, MBA	24/12/1990	Assistant Professor	01/08/2018

7.0 DELEGATION OF RESPONSIBILITY:**Institutional:**

- Academic Council – Amitabha Gupta (member)
- Examination Cell – Amitabha Gupta (member), Swarnava Das(Member), Jayita Nath (Supervisor)
- Routine Committee – Arkajit Jana
- Disciplinary Committee – Sudipta Dutta (member)
- Anti-ragging Committee – Arkajit Jana, Abhirup Chakraborty(Member)
- Sports committee: Sudipta Dutta, Debayan Chakraborty(member)

Departmental:

- Research and Development – Amitabha Gupta, Swarnava Das
- University Affairs – Abhirup Chakraborty
- Students' Mentorship – Amitabha Gupta
- Departmental Library – Sudipta Dutta, Ayan Bandhopadhyaya

8.0 STUDENTS ACTIVITY

- Students of MBA Dept. have been participated in Bengal Global Business Summit 2017.
- Students of MBA Dept. have been participated in International Entrepreneurship Summit organized by IIM Calcutta in 2017 & 2018.
- Students of MBA Dept. One Day Startup Challenge organized at Campus in May, 2017.

9.0 Space Allocation:**Class Room**

Sl.	Class	Room No	Area (Sq. Ft.)
1	1 st Year	CE201	66 Sq. Ft.
2	2 nd Year	CE203	66 Sq. Ft.
3	Specialization Room 1	CE204	33 Sq. Ft.
4	Specialization Room 2	CE205	33 Sq. Ft.

10.0 Resources:**10.1 Departmental Library:**

Book Available – 25 Nos.

11.0 Faculty Participations:

(a) Participation in parents department

- i) External sponsored projects
- ii) Consultancy
- iii) Continuing education
- iv) Collaboration (Industrial/ Institutional)
- v) Students Projects
- vi) Students Guidance (M.Tech./ Ph.D.)
- vii) Invited lectures (National/ International)
- viii) Professional Society Activities
- ix) Conferences/ Seminars/ Winter/ Summer Schools
- x) Research Publications
- xi) Text Books/ Monographs Published
- xii) Patents/ Awards Received
- xiii) Any Financial Assistance for Projects

✓
✓
✓
✓
✓
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✓

12.0 FDP/ QIP/ Seminar/ Invited Talk Organized

12.1 One Day Entrepreneurship Seminar on May, 2017 organised by this department sponsored by SVIST.

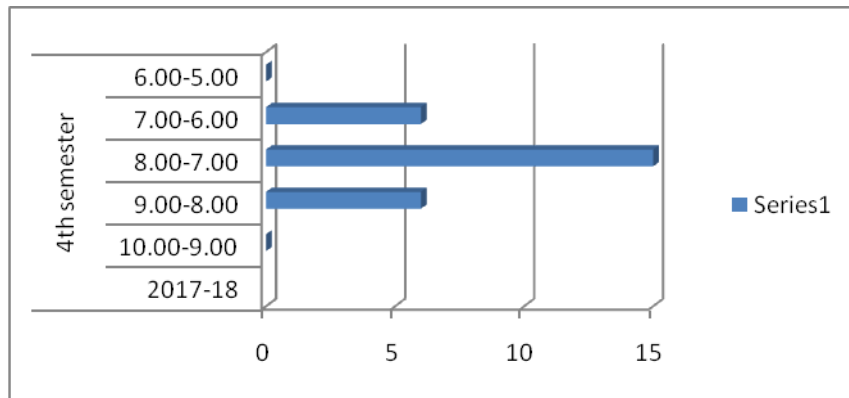
12.1 One Week Workshop on Research Methods in Social Science using SPSS (15th May, 2018 to 20th May, 2018)

Speaker Details:

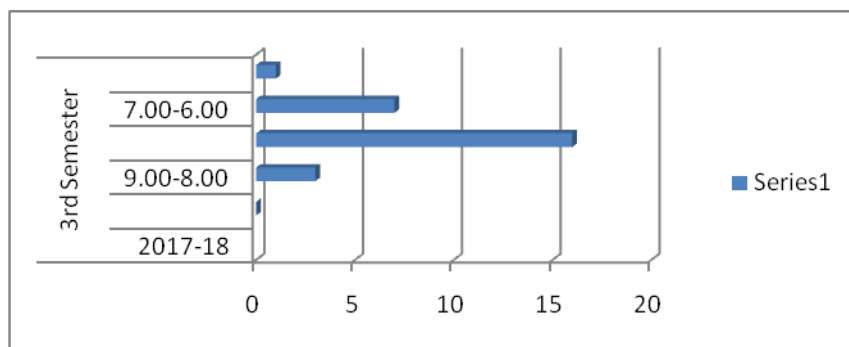
- a. Dr. Neelangshu Ghosh
Ph.D., MBM (OR & Systems), M.Sc. (Maths)-IIT-KGP
Principal, Department of MBA, SVIMCS
- b. Dr. Goutam Bandopadhyay
Ph.d., M.Sc. (Maths), ICWAI
Associate Professor, Dept. of Management Studies, NIT Durgapur
- c. Dr. Debasish Biswas
Ph.D., M Phil, M. Com, MBA, NET, DLL, GDCA, PGDMM,
PHDHM, PGDE, PGDFM
Assttstant Professor and Teacher-in-Charge,
Dept. of Business Administration, Vidyasagar University, Medinipur
- d. Dr. Shantanu Chakraborty
Ph.D., MBA, NET
Associate Professor, Finance,
Bharatiya Vidya Bhavan Institute of Management Science, Kolkata
- e. Dr. Samiran Sur
Ph.D (ISM), PGDBA, BE
Assistant Professor, Dept. of Management and Business
Administration, Aliah University
- f. Prof. Pijus Kanti Bhuiin
MA (Econ.), MBA (HRM), NET
Assistant Professor, Rural Management, Dept. of Commerce,
Bhatter College, Dantan, Vidyasagar University, Midnapore

13.0 Students Results:

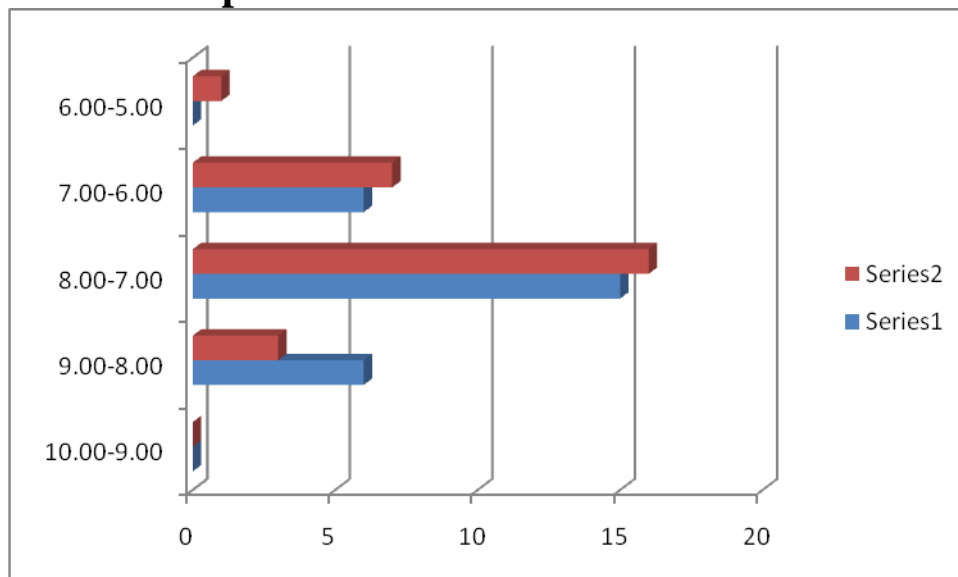
4th semester					
2017-18	10.00-9.00	9.00-8.00	8.00-7.00	7.00-6.00	6.00-5.00
	0	6	15	6	0



3rd Semester					
2017-18	10.00-9.00	9.00-8.00	8.00-7.00	7.00-6.00	6.00-5.00
		3	16	7	1



Result Comparison of same students in 3rd & 4th Semester



14.0 Summer Internship Program:

Sl.	Name of Students	Enrolment ID	Training Duration	Name of Company
1	Abhilasha Sinha	162410710031	2 Months	UAE Exchange
2	Anirban Basak	162410710030		Weizmann Forex
3	Anjali	162410710029		Weizmann Forex
4	Ankita Sarkar	162410710028		AMRI Hospital
5	Avijit Mandal	162410710027		Dee Power Corporation
6	Debalina Shil	162410710026		PRAN Foods Ltd.
7	Esha Mallick	162410710024		TCS
8	Hemnayan Mukherjee	162410710023		Procter & Gamble
9	Indrajit Halder	162410710022		IMRB
10	Indranil Biswas	162410710021		Dee Power Corporation
11	Iqbal Ahmed	162410710020		Weizmann Forex
12	Kaberi Paul	162410710019		MS Printing
13	Kamlesh Tanti	162410710018		Weizmann Forex
14	Kushal Chatterjee	162410710017		UAE Exchange
15	Pratap Narayan Dutta	162410710016		Weizmann Forex
16	Rajdeep Mondal	162410710014		OPPO
17	Ranjit Kumar	162410710013		Weizmann Forex
18	Rinku Ghosh	162410710012		UAE Exchange
19	Shibu Paul	162410710011		Reliance Jio
20	Soumal Ghosh	162410710010		Digital Mistri
21	Sourabh Roy Chowdhury	162410710009		UAE Exchange
22	Sourav Ghosh	162410710008		Reliance Jio
23	Subhendu Dutta	162410710006		i-HR Technology Solutions
24	Subhrajyoti Dey	162410710005		Weizmann Forex
25	Sumana Barman	162410710004		Fresenius Kabi
26	Susmita Debnath	162410710003		PRAN Foods Ltd.
27	Tirtharaj Bhowmick	162410710002		Procter & Gamble
28	Tuhin Mandal	162410710001		Weizmann Forex

15.0 Student's Mentorship:

Name of Faculty	Enrolment ID	Frequency of Interactions	Remarks
Amitabha Gupta	172410710001 To 172410710003 (1 st Year)	Once in a month	1. Collected their certificates and testimonials. 2. Problems and doubts regarding the different classes and others college activities had been discussed and necessary action had taken. 3. Encourage them to attain the regular classes and submit the assignment within schedule time. 4. Encourage them to take participation in different cultural programme, quiz, debate competition, seminars & workshop.
	162410710031 To 162410710027 (2 nd Year)	Once in a week	
Swarnava Das	172410710004 To 172410710006 (1 st Year)	Once in a month	1. Collected their certificates and testimonials. 2. Problems and doubts regarding the different classes and others college activities had been discussed and necessary action had taken.

	162410710026 To 162410710021 (2 nd Year)	Once in a week	3. Encourage them to attain the regular classes and submit the assignment within schedule time. 4. Encourage them to take participation in different cultural programme, quiz, debate competition, seminars & workshop.
Ayan Bandhopadhyay	172410710007 To 172410710009 (1 st Year)	Once in a month	1. Collected their certificates and testimonials. 2. Problems and doubts regarding the different classes and others college activities had been discussed and necessary action had taken.
	162410710020 To 162410710018 (2 nd Year)	Once in a week	3. Encourage them to attain the regular classes and submit the assignment within schedule time. 4. Encourage them to take participation in different cultural programme, quiz, debate competition, seminars & workshop.
Jayita Nath	172410710010 To 172410710012 (1 st Year)	Once in a month	1. Collected their certificates and testimonials. 2. Problems and doubts regarding the different classes and others college activities had been discussed and necessary action had taken.
	162410710017 To 162410710014 (2 nd Year)	Once in a week	3. Encourage them to attain the regular classes and submit the assignment within schedule time. 4. Encourage them to take participation in different cultural programme, quiz, debate competition, seminars & workshop.
Debayan Chakraborty	172410710013 To 172410710015 (1 st Year)	Once in a month	1. Collected their certificates and testimonials. 2. Problems and doubts regarding the different classes and others college activities had been discussed and necessary action had taken.
	162410710013 To 162410710011 (2 nd Year)	Once in a week	3. Encourage them to attain the regular classes and submit the assignment within schedule time. 4. Encourage them to take participation in different cultural programme, quiz, debate competition, seminars & workshop.
Sudipta Dutta	172410710016 To 172410710018 (1 st Year)	Once in a month	1. Collected their certificates and testimonials. 2. Problems and doubts regarding the different classes and others college activities had been discussed and necessary action had taken.
	162410710010 To 162410710008 (2 nd Year)	Once in a week	3. Encourage them to attain the regular classes and submit the assignment within schedule time. 4. Encourage them to take participation in different cultural programme, quiz, debate competition, seminars & workshop.
Abhirup Chakraborty	172410710019 To 172410710020 (1 st Year)	Once in a month	1. Collected their certificates and testimonials. 2. Problems and doubts regarding the different classes and others college activities had been discussed and necessary action had taken.
	162410710006 To 162410710004 (2 nd Year)	Once in a week	3. Encourage them to attain the regular classes and submit the assignment within schedule time. 4. Encourage them to take participation in different cultural programme, quiz, debate competition, seminars & workshop.
Arkajit Jana	172410710021 To 172410710022 (1 st Year)	Once in a month	1. Collected their certificates and testimonials. 2. Problems and doubts regarding the different classes and others college activities had been discussed and necessary action had taken.
	162410710003 To 162410710001 (2 nd Year)	Once in a week	3. Encourage them to attain the regular classes and submit the assignment within schedule time. 4. Encourage them to take participation in different cultural programme, quiz, debate competition, seminars & workshop.

16.0 Departmental Budget:

Swami Vivekananda Institute of Science & Technology		
Sonarpur, Kolkata-700145		
Budget and Allocation Statement		
Dept of Electrical & Electronics Engineering		Rs. In '000
Accounts Head	2017-2018	
	Budgeted Amount.	Allocation Amount.
Capital Equipment, Software & License Fees	150	146
Library Books	10	10
Research & Development	10	10
Furniture & Fixture	20	20
Visiting Faculty Remuneration	50	50
Consumables	20	20
Journal & Periodicals	25	25
Faculty Development & Initiative	25	25
Contingency Exp	20	20
Total	330	326