

# Placement 2009-10

“A  
manager  
is responsible  
for the application  
and performance  
of knowledge.”



**DEPARTMENT OF BUSINESS MANAGEMENT**  
**UNIVERSITY OF CALCUTTA**



## ABOUT US

The University of Calcutta, established in 1857, is one of the premier institutions of learning. The University is marked as the foundation stone of modern higher education in the country. This globally acclaimed University is also the largest and the most diversified academic institution of India imparting contemporary as well as quality education and facilitating quality research work.

In its glorious journey of over 150 years, the University has set many milestones one of which is the formation of Business Management Department in 1976. The Post-graduate Department of Business Management was set up with a view to developing its students as functional specialists with a strong grasp of all round Business and Management concepts as well as endowing the students with the necessary management skills required in the modern day business practices throughout the world. The department aims to nurture a diverse student body to develop them into highly dexterous managers, outstandingly performing executives capable of leading and managing the changes and dealing with the various challenges of the competitive market-place in the changing global economic scenario.

It is indeed a matter of pride for us that the Department in the course of its 33<sup>rd</sup> year of existence has made its mark amongst the leading B-Schools in India. It has been ranked 38<sup>th</sup> amongst the topmost B-Schools in India and 2<sup>nd</sup> amongst University Management Departments according to a recent survey conducted by 'Business World' magazine. Academic excellence and ethics being our motto, the students of this Department come out with a rich repertoire of values and knowledge that immensely add to their strength and serve them well in course of their professional life.

The intensive curriculum primarily focuses on Leadership and Business Strategies coupled with adequate theoretical and practical knowledge where students are perfectly groomed to handle gruelling corporate challenges. Within a short time, the department has proved itself strongly and distinctively in the world of Management with its students working in coveted blue-chip companies in different parts of the world. It is also to be mentioned that ever since its inception, the Department has been expanding its activities beyond academics and has been strengthening its relations with business and industry on a regular basis.





**VISION**

Pursuing Excellence with Ethics.

**MISSION**

To produce socially responsible management professionals of the highest order, under a holistic framework of research and application.



## DEAN'S MESSAGE

It gives me immense pleasure to express my feelings in a few words about the Department of Business Management in particular and University of Calcutta in general, which has very successfully finished 150 years of its existence. I have been associated with the University for more than 35 years and have experienced evolution of the University during this period by involving myself in strengthening the welfare of the University as a whole. Today, at this stage, I feel proud to share that the University of Calcutta has been bestowed by the National Assessment & Accreditation Council (NAAC) as Five Star University and it is among top 500 universities/ institutions of the world. The university has been successful in generating quality, credibility, creativity, reliability among the learners in their relevant fields. The Department is producing top rated business administrators for the corporate world of the nation and abroad. The Department is taking perseverance to enrich the learners with skillful knowledge to face the challenges of the business. Today, I am really happy to know that the Department of Business Management has been recognized at home and abroad because of its dedication to excellence in qualitative teaching, learning environment and adopting creative approach to achieve satisfactory academic aspiration. I hope that the students of the Department of Business Management will certainly reach the destination of a promising future having ample opportunities.

From the core of my heart I wish all the students of Business Management of Calcutta University a very promising future.

A handwritten signature in black ink that reads "Bhattacharyya". The signature is written in a cursive style.

**(Dr. Jeeta Bhattacharyya)**



## INVITATION FROM THE HEAD OF THE DEPARTMENT

Ever since 1976, the Department of Business Management, University of Calcutta has been offering a post-graduate degree course in Business Management (MBM). This course is an AICTE approved Two-year full-time Management Program. The unique selling proposition of this Department is "Excellence with Ethics." This proposition is reflected in our academic and professional activities. This department is considered to be a premier department of the University.

In the world of professional education we claim to have an excellent teacher-student ratio which is 1:1 (approximately) i.e. one student to one teacher. I humbly state that this is a commendable achievement for any academic institution of higher learning. The visiting faculties are as many as thirty-three, including the best professionals of high calibre working in blue-chip organizations in the country and abroad as well as the best of academics available in the eastern part of the country. The Department also has the latest of infrastructure in terms of IT enabled facilities. Most probably none other management institution in the eastern part of India can claim such an academic and practical blend. The alumni of this Department have distinguished themselves as the best in their respective fields of professional expertise. The latest batch of MBM students is on the threshold of entering the world of Business in July 2010 on the completion of their examination procedures.

In view of our excellence and unique selling proposition as has been stated above, I look forward to a positive response from the industry to participate in Placement-2009-2010. I am confident that our graduates are well equipped to meet your highest expectations.

The participation form for the corporate houses willing to participate in 'Placement-2009-2010' is placed at the rear end of the brochure for your quick response.

**(Dr. Suvasis Saha)**





# ACADEMICS

## **Master in Business Management**

The MBM, a two-year full-time program emphasizes on an integrated understanding of theory and practice. The present intake of the Department for this Program is 33. The students selected for this course are inducted from CAT examination followed by group discussion and personal interview. As a part of the curriculum, every student has to undergo an internship program where the students work on assignments for various organizations which give them an opportunity to sharpen their knowledge and skills. The Department plays a significant role in the final placement for the graduating batch of students.

## **Faculty Refresher Program**

Under a scheme of the UGC, the Department organizes the refresher program for under graduate college teachers. This program is valuable as well as helpful to the college teachers for enhancing and upgrading their knowledge base to enrich their teaching ability.

## **The PhD Program**

The PhD program in Business Management is designed to enable students to acquire the advanced skill and in depth knowledge necessary to conduct fundamental and applied management research. On successful completion of the program, students are awarded PhD/ D Litt. Degree from the University.

## **Environment Management Research Program**

In 1994, under the special assistance scheme of the UGC, the Department introduced a research support program in Environment Management. Under this program a number of research projects have already been undertaken to study various environmental issues and recommend policy alternatives. Such forums have proved to be immensely beneficial for business and industry in understanding sensitive environmental issues. Seminars are organized periodically to provide an interactive platform.

## **Master in Human Resource Management**

Two year full time course on MHRM Program has been started from 2009.



## SEMINARS



The Department maintains a regular interface with the industry. Interaction with the corporate world is strengthened through various seminars, conferences, panel discussions, case studies etc encompassing different aspects of management. The Department organized day long seminars on 'Importance of SEBI in Indian Financial Market', 'Financial Reengineering', 'Brand Equity' etc. The MBM Students' Council organized an annual seminar 'CONCOURSE' on 15th February, 2009. The main theme of 'CONCOURSE' was 'Global Financial Meltdown: Implications for Indian Business.' In the day long seminar, several leading Corporate personalities shared their views on global financial meltdown and its inherent threats with the students. Impacts of such meltdown on the international business as well as Indian business and their implications were also discussed in the interactive seminar. Hence, these are the great sources of value addition for the students.



# FACILITIES

The nerve of strength of any educational institution is mainly its faculty and intellectual capital. The faculty at this department is a perfect mix of academicians, researchers and those with valuable corporate experiences.

## **Classroom**

There is a 'state-of-the-art' infrastructure to conduct the teaching in this department. It is conducted mainly on lecture-discussion basis, supplemented by regular case analysis, workshop and field studies. The Department is adequately equipped with audio-visual facilities for imparting high end and more interactive teaching.



## **Computer Laboratory**

The IT infrastructure of the Department also plays a significant role in providing management education. The computer resource centre of the Department is a well equipped computer lab with a server, multi-terminal facility and a number of management system packages and software. The Department is interconnected by a LAN set-up (Windows NT and Novell Internet). The computer centre provides several statistical packages, CASE tools and Project Management Software and e-facilities. The computer centre provides valuable resources to the students, faculty and staff.

## **Library**

The central library of the University is well organized with bibliographic database of books and periodicals of different subjects and reference books in all functional areas of management. The library has exclusive reading rooms. The students have access to about 50,000 books and over 300 journals and periodicals. The library has subscribed online access to database (OPAC). It is fully automated with internet accessibility.







## OUR STRENGTH

**Prof. Arabinda Bhattacharyya**

(M.Stat., M.Phil., FDP IIMA, Statistics & Marketing)  
Experience: 30 Years Teaching, 21 Years Research

**Prof. (Dr.) Ananda Mohan Pal**

(M.Com., CA, Finance, Ph.D.)  
Experience: 25 Years Teaching, 16 Years Research

**Prof. Mahua Bhattacharyya**

(M.A, Economics)  
Experience: 26 Years Teaching, 16 Years Research

**Prof. Nabinananda Sen**

(M.A, Economics)  
Experience: 28 Years Teaching, 26 Years Research

**Prof. (Dr.) R Bhattacharyya**

(M.A, Ph.D, Economics)  
Experience: 18 Years Teaching, 11 Years Research

**Prof. (Dr.) Ranajit Chakraborty**

(M.Sc, Ph.D, Statistics)  
Experience: 36 Years Teaching, 39 Years Research

**Prof. (Dr.) Ratan Khasnabis**

(M.A, Ph.D, Economics)  
Experience: 39 Years Teaching, 33 Years Research

**Prof. (Dr.) Sharmistha Banerjee**

(M.Com, B.Ed. FICWA, Ph.D, Entrepreneurship) Experience: 18  
Years Teaching, 11 Years Research

**Prof. (Dr.) S. Mazumdar**

(BE, ME, MBA, Ph.D, Systems & Marketing)  
Experience: 20 Years Teaching, 13 Years Research, 5 Years in  
industry

**Prof. (Dr.) Suvasis Saha**

(MBM, Ph.D, Marketing)  
Experience: 21 Years Teaching, 21 Years Research

### VISITING FACULTY

**Prof. Abhijit Mitra**, Dept. of Sociology (C.U.)

**Prof. Amit Biswas**, Deputy Director-Systems, Quality & Internal  
Audit, NSHM Knowledge Campus

**Prof. (Dr.) Anjan Chakraborty**, Director, Allwave Consultancy

**Prof. Arindam Banik**, Asst. Secretary, UCAC

**Prof. Ashis Bhattacharyya**, IIM C

**Prof. (Dr.) Ashish Banerjee**, IIM C

**Prof. Ashis Sana**, Dept. of Commerce, C.U.

**Prof. Asim Biswas**, Vidyasagar Mahavidyalaya



**Prof. A. Bhattacharyya**, Computer Consultant (TCS Ltd.)

**Prof. Chinta Haran Sengupta**, Sri Chaitanya College

**Prof. Dibyendu Kr. Banerjee**, Bhowanipur Education Society

**Prof. Dilip Dutta**, Consultant, Sayantan Consultant

**Prof. Ishita Lahiri**, Dept. of Business Administration, Kalyani University

**Prof. K.K. Chaudhury**, Director, Army Institute of Management Studies

**Prof. Kaushik Kundu**, Guest-Lecturer

**Prof. K. Mitra**, Marine Engineering & Research Institute

**Prof. Kalyan Roy**, IISWBM, Kolkata

**Prof. Kanika Chatterjee**, Dept. of Commerce, C.U.

**Prof. Mahua Chakraborty**, Guest-Lecturer

**Prof. Manas Kr. Sanyal**, Dept. of Business Administration, Kalyani University

**Prof. Manindranath Roy**, Ex-Head, Dept. of Commerce, Maharaja Manindra Chandra College

**Prof. Neelangshu Ghosh**, Guest-Lecturer

**Prof. Rajagopal Sen**, Internal Auditor, C.U.

**Prof. Ratna Sen**, EILM, Kolkata

**Prof. Rita Basu**, Institute of Business Management, National Council of Education, Bengal, Jadavpur University

**Prof. Rupen Basu Mallik**, BESU (Deemed University)

**Prof. Santanu Kumar Pain**, Placement Officer, Dept. of Business Management, C.U.

**Prof. Shuvendu Majumdar**, Viswa Bharati University, Shantiniketan

**Prof. Sraboni Datta**, BIT, Mesra (Kolkata Centre)

**Prof. Subhashis Mukherjee**, Dept. of Biophysics, Molecular Biology & Genetics, C.U.

**Prof. Subho Bhaduri**, Consultant, CEO, S.K Bhaduri Advertising

**Prof. Subrato Basu**, Head, Information Technology & Marine Engineering

**Prof. Udayan Roy**, MD, Nicco Corporation Ltd.

**Prof. Zeenat Sayed**, EILM



# MARKETING

## SHAYANTI MUKHERJEE

DOB : 16<sup>th</sup> March, 1984

M.Sc (Botany), CU

Minor : : Finance

9831005868, 033-2442-5054

Email : shayanti.c2@gmail.com



## SANJUKTA GANGULY

DOB : 27<sup>th</sup> October, 1985

B.Sc (Hons.)(Zoology),CU

Minor : Finance

9831695839, 033-24732219

Email : sanjukta.ganguly@gmail.com

Work Ex : 2 yrs 5 months worked

as Sub-editor in ABP Pvt. Ltd



## SUBHOJIT PAUL

DOB : 13<sup>th</sup> April, 1986

B.Com (Hons.) (Accountancy),

Utkal University

Minor : Finance

9883288606, 033-2546-8006

Email : only4subhojit@gmail.com



## SHIRSHENDU GHOSH

DOB : 11<sup>th</sup> November, 1984

M.Sc (Biotechnology),

Bangalore University

Minor : Finance

9051417295

Email : shirshendu\_1984@yahoo.co.in







## MARKETING

### SUBHAJIT KUNDU

DOB : 17<sup>th</sup> May, 1985

B.Tech. (ECE), WBUT

Minor : Finance

📞 9232798726

Email : sjk\_175@yahoo.in



### JAYANTA LAHA

DOB : 4<sup>th</sup> April, 1984

B.Tech. (Electrical), WBUT

Minor : Finance

📞 9874084372

Email : jayanta.laha@yahoo.co.in

Work Ex : 1 yr 3 months as technical officer in a leading power supply company.

### ARNAB MONDAL

DOB : 17<sup>th</sup> September, 1984

B.Tech (Electrical), WBUT

Minor : Finance

📞 9836266875

Email : arnab\_6559@yahoo.co.in



### SANTOSH KUMAR JHA

DOB : 24<sup>th</sup> August, 1986

B.Pharm, North Bengal University

Minor : HR

📞 9681237594

Email : santoshpharmamba@gmail.com



## MARKETING

**NIRMALYA GHOSH**

DOB : 4<sup>th</sup> August, 1984

B.Com (Hons.),CU

Minor : Finance

📞 9674078257

EMail : nirmalya1984@yahoo.com



**CHANDANA MANDAL**

DOB : 23<sup>rd</sup> November, 1984

B.A. (Hons.) (Economics),

Patna University

Minor : Finance

📞 9748368807

EMail : chandana\_parvati@yahoo.co.in

## HUMAN RESOURCE



**ATRI CHATTERJEE**

DOB : 29<sup>th</sup> January, 1985

B.Sc (Hons.) (Psychology), CU

Post Graduate Diploma in

Public Relations, Bharatiya

Vidya Bhavan

Minor : Marketing

📞 9874646416, 033 24556552

EMail : atri\_chatterjee85@yahoo.co.in



# FINANCE

## PRIYANKA GHOSH

DOB : 12<sup>th</sup> October, 1985

B.Com (Hons.), CU

Minor : Marketing

☎ 033-2544-0673, 9836172322

EMail : priya\_pinki85@yahoo.co.in



## SOMREETA SAHA

DOB : 4<sup>th</sup> March, 1986

B.Com (Hons.), CU

Minor : Marketing

☎ 9830540875

EMail : somreeta\_2008@rediffmail.com

## TANMOY BOSE

DOB : 3<sup>rd</sup> March, 1987

B.Com (Hons.), CU

Minor : Marketing

☎ 9339559273, 9331027617

EMail : tanmoy\_bose06@yahoo.co.in



## ABHISHEK DAS

DOB : 29<sup>th</sup> April, 1981

B.Tech (ECE), WBUT

Minor : Marketing

☎ 033-2463-0405, 9433891613

EMail : adas\_552000@yahoo.com

Work ex: 2.5 yrs in software development  
at Tech Mahindra Ltd.





## FINANCE

**IPSITA SHARMA**  
DOB : 20<sup>th</sup> March, 1986  
BBA (Hons.)  
Ravenshaw University  
Minor : Marketing  
9239131862  
EMail : ipsita.kol@gmail.com



**TANIA RAY**  
DOB : 25<sup>th</sup> September, 1985  
B.Sc ( Hons.) (Chemistry), CU  
Minor : Marketing  
9831802398, 033-2486-4127  
EMail : tray.1947@rediffmail.com



**SAURABH RAY BARMAN**  
DOB : 12<sup>th</sup> January, 1984  
B.Com (Hons.), CU  
Minor : Marketing  
9903796435, 033-2498-0265  
EMail : barman1984@gmail.com



**RANAJIT MAITRA**  
DOB : 24<sup>th</sup> August, 1978  
B.Com. (Hons.),CU  
Minor : Marketing  
9433186435  
EMail : ranajit.maitra@in.com  
Work Ex: 7 yrs 3 months worked  
as an Accountant, maintained  
centralised a/c, tax, pay-roll etc.





# FINANCE

## SANCHITA GHOSH

DOB : 14<sup>th</sup> June, 1985

M.Sc (Economics),

Burdwan University

Minor Marketing

📞 09474022007, 9434669062

Email : ghoshsanchita\_53@rediffmail.com



## BOLI SARKAR

DOB : 23<sup>rd</sup> January, 1986

B.Com (Hons.)(Marketing), BHU

Minor : Marketing

📞 9051115990

Email : aliya\_jsr18@yahoo.co.in

## JYOTI KUMARI

DOB : 12<sup>th</sup> July, 1984

B.M.S, Lucknow University

Minor : Marketing

📞 9330120421

Email: jyotiikumari@gmail.com



## UMA SAHA

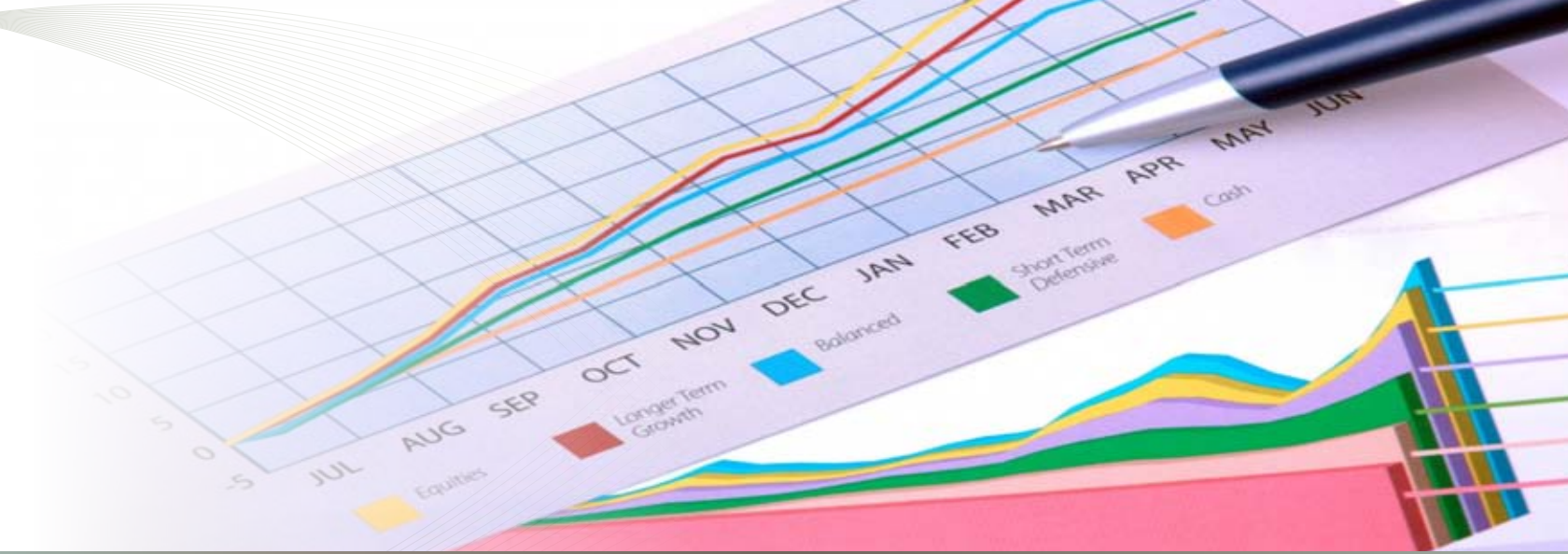
DOB: 18<sup>th</sup> October, 1985

BBA (Hons.), CU

Minor : Marketing

📞 9830081610, 033-2475-8854

Email: umasaha@in.com



# FINANCE

**SAMHITA SEN**

DOB : 4<sup>th</sup> July, 1986

B.Com (Hons.) (Finance), CU

Minor : Marketing

📞 033-2406-4683,9830565232

Email : samhita\_sen04@yahoo.co.in



**SUMAN GHOSH**

DOB : 30<sup>th</sup> November 1985

BBA (Hons.) (Marketing)

Burdwan University

Minor : Marketing

📞 9433808033

Email : suman\_mail@in.com







## THE CORPORATE RECRUITERS FOR PLACEMENT

ABN Amro Bank  
ABP Pvt. Ltd.  
AP Software Ltd.  
Axis Bank  
Bank of Baroda  
BATA India Ltd.  
Berger Paints  
Bharti Telecom  
Balmer-Lawrie  
Birla Jute Industries Ltd.  
Bisleri Beverages Pvt. Ltd.  
BPL India Ltd.  
Britannia Pvt. Ltd.  
Brookbond India Ltd.  
CAPEXIL Ltd.  
Capgemini  
Central Coalfields Ltd.  
Century Cement  
CESC Ltd.  
CITI Bank  
CMC  
CMIE  
Coal India Ltd.  
Cognizant Technological  
Solutions  
Corporation Bank

Dabur India Ltd.  
Duckback Systems Pvt. Ltd.  
Duncans  
Emami  
Eveready Industries Ltd.  
Exide Industries Ltd.  
Fritolay India Ltd.  
GBC  
GE Capital  
Genesis India Ltd.  
Genius Consultant  
Gillette India Ltd.  
Gujrat Ambuja Cement  
Haldia Petrochemicals Ltd.  
Haynes Ltd.  
HCL  
HDFC Bank  
Hewlett-Packard  
HINDALCO  
HPCL  
Hindustan Petrochemicals Ltd.  
PEC  
IBM  
ICICI Bank  
ICICI Prudentials  
IDBI

IOCI  
ITC Ltd.  
Kodak Ltd.  
Kotak Mahindra  
Laboratories Garnier Ltd.  
Lovelock Lewes  
Marg (ORG-Marg)  
Marico Industries Ltd.  
Metal Junction  
Microsoft India Ltd.  
Mitsubishi Chemical Corp. Ltd.  
MMTC  
Modi Cement Ltd.  
Mudra Communications Pvt. Ltd.  
Nestle India Ltd.  
Niccو Ltd.  
NICL  
NIIT  
Novartis India  
NSE India Ltd.  
ONGC  
OTCEI  
Ozone Ayurvedics  
Pantaloons  
Prudential Capital Market  
PWC

Radisson Ffort  
Ranbaxy Ltd.  
Reckitt & Benckiser  
Reliance Industries Ltd.  
Samsung India Ltd.  
Siemens India Ltd.  
SRF Finance Ltd.  
Standard Chartered Bank  
Systems Solution Inc.  
Tata Ltd.  
Tata Tea  
Taj Group of Companies  
TCG Software  
TCS  
Times Group  
TISCO Ltd.  
Ushacom  
Vedika Software  
Volvoline Cummins Ltd.  
Webcon Ltd.  
Webel NICCO  
WIPRO Infotech  
Wockhardt Ltd.  
Zacks Research  
Zodiac Online



# SYLLABUS

## 1ST SEMESTER

Management Principles & Process  
Organization Behaviour & Management of Change  
Micro Economics  
Macro Economics  
Statistical Methods  
Accounting for Managers  
Ecology, Ethics & Business  
Fundamentals of Computer

## 2ND SEMESTER

Business Environment  
Business Policy & Strategic Management  
Financial Management  
Marketing Management  
Production Management & OR Techniques  
Human Resource Management  
Research Methodology & Econometrics  
MIS & Computer Applications

## 3RD SEMESTER

### Marketing Major (3rd Sem)

Consumer Behaviour (Marketing Minor)  
Advertisement Management &  
Sales Promotion (Marketing Minor)  
International Marketing  
Sectoral Marketing Management  
Strategic Marketing & Service Marketing  
Industrial Marketing

### Finance Major (3rd Sem)

Accounting for Management (Finance Minor)  
Indian Financial System (Finance Minor)  
Financial Economics  
Cost Management  
Tax Management  
Project Management & Control

### OR & Systems Major (3rd Sem)

Quantitative Techniques & Control (OR Minor)  
Application Software Development (OR Minor)  
Advanced Mathematics, Network



Analysis & Project Management  
Reliability, Sequencing & Replacement Model  
Principles of OS & Data Structure & Algorithm  
E-commerce Programming Language &  
Development of Internet Applications

**HR Major (3rd Sem)**

Managing Interpersonal & Group Processes (HR Minor)  
HR Management & Policy (HR Minor)  
Labour Economics  
Management of Industrial Relations  
Cross Cultural & Global HRM  
HR Accounting & Compensation

**4TH SEMESTER**

**Marketing Major (4th Sem)**

Sales & Retail Management (Marketing Minor)  
Market Research & Assessment (Marketing minor)  
Market Forecasting Techniques  
Advertisement Management (2) & Sales Promotion (2)

**Finance Major (4th Sem)**

Financial Management (Finance Minor)  
Investment Management (Finance Minor)  
International Finance  
Portfolio Management

**OR & Systems Major (4th Sem)**

Production & Operations Management Principles (OR Minor)  
Programming Languages & Computer Network Principles (OR Minor)  
Quantitative Techniques & Control (2)  
SQL & Software Engineering

**HR Major (4th Sem)**

HR Development (HR Minor)  
HR Counselling & Discipline (HR Minor)  
Legal Framework Governing Human Relations  
Industrial Psychology

**Project for each specialization carries 100 marks & Project Viva 50 marks, Grand Viva 50 marks.**





# REUNION

The Department of Business Management of the University of Calcutta boasts of numerous luminaries of the corporate world on its alumni roster. In keeping with the tradition, the MBM Students' Council, constituted of the current batch of

MBM students every year, organizes a reunion of the alumni of this Department where they assemble for an informal get-together. Unlimited fun, mind-boggling game shows, witty quiz events, enjoyable music coupled with interaction and sumptuous meals create the perfect ambience for this much-awaited event. This year it was organized on February 22nd at the Banquet Hall of 'The Kenilworth' where the participation of many ex-students in the presence of the faculty members of this Department as well as the current batch of students added a great vibrance to the party.





In addition to its fun element, the event also turned out to be a learning platform for the students where they got a wonderful opportunity to gather knowledge from their seniors about certain valuable experiences regarding the global challenges in the corporate world. The daylong program filled with music and game shows, fun and unlimited enjoyment finally ended on a happy note with a promise to hold again such a rendezvous next year.







The department of business management, CU, has been the grooming ground for me for my career as an advertising professional. Today, after more than two decades in this profession, I can vouch for the fact that it has given me the confidence and the ability to look beyond the existing and expected boundaries of my job role, both as an advertising executive as well as a manager of an organization.

**-Kaustuv Bhadra**, Vice President, Mudra Group

MBM Course by the Department of Business Management, CU, offered me a professional footing. I am truly indebted to the Department for my professional accomplishment.

**-Susanta K Chakraborty**, GM, Market & Product Management, Haldia Petrochemicals Limited

Knowledge is a precious gift, to be gathered over a significant course of time. But it's the strength of one's character that forms the foundation of one's walk in life. While taking every single step in our professional (and sometimes personal) lives, we realise that the biggest impression this institution has had in all our lives is that it has helped us build our characters, has instilled a great sense of ethics within us while cementing our grounds of morality. I shall be deeply indebted to this great institution for shaping me into a responsible corporate citizen.

**-Sanjay Guha Thakurta**, GD Solutioning Lead, Industrial Sector, IBM, France





Department of Business Management  
**University of Calcutta**

Alipore Campus (6th & 7th floor),  
1 Reformatory Street, Kolkata-700027

Telefax: (033) 24499418, (033) 32564572

Email: [cumbm10@gmail.com](mailto:cumbm10@gmail.com),  
[cumbm1@dataone.in](mailto:cumbm1@dataone.in)

Visit Us at: [www.mbmcu.org](http://www.mbmcu.org)

*In my association with the Department of Business Management, CU, I have observed the students are very knowledgeable, enterprising & constructive. I am certain that the students, wherever employed would prove to be important assets. The Department is consistently building resources necessary for the corporate world at large.*

**-Udayan Ray**

Managing Director, Nicco Corporation Limited

*I have been associated with the MBM Department, CU for the last two decades as a member of the Board of Studies, PhD committee as well as a visiting faculty and am proud to be associated with such a department which has been rated no.1 among the University Management programs from late nineties. The students of the MBM program are not only well trained in theory but also have shown enormous potential to apply theory in practice. What distinguishes the students of CU from other institutions is that they are down to earth and try to remain close to the grass root level.*

**-Dr. Ashish Kumar Banerjee**

Professor, Marketing Area, IIM Calcutta  
Member, European Marketing Academy  
Visiting faculty, IIT & University of Calcutta

**CONTACT**

**Mr. S.K. Pain**

Placement Officer

Ph: 9830981060

Email: [skp\\_pain@yahoo.co.uk](mailto:skp_pain@yahoo.co.uk)

**Ms. Sanjukta Ganguly**

Joint Placement Co-ordinator

MBM Students' Council

Ph: 9831695839

Email: [sanjukta.ganguly@gmail.com](mailto:sanjukta.ganguly@gmail.com)

**Mr. Subhajit Kundu**

Joint Placement Co-ordinator

MBM Students' Council

Ph: 9232798726

Email: [sjk\\_175@yahoo.in](mailto:sjk_175@yahoo.in)