



Admission Brochure

Vinod Gupta School of Management

Indian Institute of Technology Kharagpur



Vision

To be a center of excellence in education and research producing global leaders in science, technology and management.

To be a place where knowledge is created in frontier areas of national and global importance.



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ACHIEVEMENTS 2011-12

- 1st Prize in **Nut Cracker (operations)**, an event organized by DOMS, IIT Delhi, as part of Parivarthan' 12.
- 1st prize in **POWER TO EMPOWER**, an Enterprise plan competition, focusing on promoting innovative and sustainable solutions within the skills of ecosystem in India, an event organized by CII, NSDC, ISB and E&I.
- Finalist in **Concipio**, a National level Business plan competition organized by Ecell of IIT Kharagpur.
- 1st Prize in **Inicio - B Plan Competition**, an event organized by Ecell of IIT Kharagpur
- 2nd Prize in B-plan organized by NIT Jhalandhar
- 2nd Prize in **QUIZWIZ - The Holistic Management Quiz**, an event organized by K J Somaiya Institute of Management Studies & Research, Mumbai
- 3rd Prize in DOT2DOT, a national level supply chain event with a participation of more than 135 teams, organized by DOMS, IIT Madras.
- Prof. Ashutosh Sarkar, won the award for the Best Professor in supply chain management in World Education Congress 2011-12.



Director's Message

The Fountainhead of Innovation



The Indian Institute Of Technology, Kharagpur has pioneered in inspiring thought leadership in the educational sector of India. Forged on the anvil of post-independence urgency to create a launch pad for India's tryst with the world of high technology, it initiated the conversion of swords into ploughshares by transforming the Hiji Detention Camp - a much maligned symbol of colonial tyranny - into a crucible that kindles the spirit of enquiry and enterprise in young men and women who have since gone on to guide the destinies of companies, institutions and governments all across the world.

In India, IIT Kharagpur has gone where no other engineering school has gone before - first into management education, with the Vinod Gupta School of Management in 1993, then into law with the Rajiv Gandhi School of Intellectual Property Law in 2006 and will now be launching a medical school in the very near future. Such innovations are essential to address the complex challenges that are thrown up when an ancient yet evergreen nation evolves into a modern state that can fulfill the aspirations of its young population. It is a matter of pride for us that the Institute is now recognized as the fountainhead from which has emerged what is arguably the most well-known Indian brand and whose ambassadors carry the spirit of the Indian tri-colour to every corner of the planet.

It is my privilege and pleasure to welcome you all to this fountainhead, our campus, and look forward to building mutually rewarding relationship.

Jai Hind

Prof Sankar Kumar Som
Director, IIT Kharagpur

Dean's Message



The Vinod Gupta School of Management (VGSOM), IIT Kharagpur, was set up in 1993 with a \$2-million endowment from Mr. Vinod Gupta- a distinguished alumnus of IIT Kharagpur. The mission of the school is to nurture future business leaders with the ability to understand and leverage the advantages of technology for managing successful businesses in the knowledge driven era. IIT Kharagpur, the oldest, the largest and the most diversified of all the IITs, is currently rated as the best among them. It has a vast reservoir of knowledge and expertise in the highest realm of learning in science, engineering and technology. All this is available to VGSOM students in the form of elective and audit courses. The high quality, two-year full-time residential Master of Business Administration (MBA) programme offered by this B-school strikes an innovative balance between theory and practice of management. This program provides a eight weeks summer training in industry after the first year. The friendly atmosphere, the small class groups and the informal interaction between students and faculty create a unique learning experience that generates both breadth and depth to the personalized learning process. With this, the outgoing students are confident of having had the best management education in the country. In the recent past, the school has grown significantly in strength with the infrastructure, the computer laboratory and the core faculty. Also, a five-year dual degree course in Engineering (B.Tech) and Management (MBA) with admission through the JEE & CAT has been put in place. Very shortly, foreign students will be admitted, thereby facilitating cross-cultural exchanges within our student community. New vistas of management education have been opened up with The MBA programme for defense personnel, and the executive MBA programme for in-company executives. We constantly endeavor to use these advantages and build a strong foundation so that, in the years to come, we can be proud of our alumni as the foundation on which the school has been built.

We at VGSOM, IIT Kharagpur believe in forging a fruitful, long-term relationship with the business world as well as our students.

Prof. Kalyan Kumar Guin
Dean, VGSOM

DREAM >> DARE >> DELIVER

A manager is a decision maker, one who credits the team for the right decisions and shoulders the responsibility for the consequences of the wrong ones! Management education is much more than a collection of finance, marketing, HR and operations courses wrapped up in a degree and a grade card. It is that exquisite blend of analysis and synthesis, ethics and ambition, vision and compassion that the Vinod Gupta School of Management brings together in the effective and articulate managers who pass out through its portals every year.

Common people wonder why? Visionaries are those who wonder why not? But unfortunately those who can visualize a new reality are vastly outnumbered by those who cannot. The Vinod Gupta School Of Management is the place where students are encouraged to dream--about new and innovative ways that can change the world for the better. Vision without action can degenerate into hallucination, but VGSOM students are equipped with the tools, techniques and the crucial confidence to actually dare to deliver on the dream--as testified to by the summer projects as well as the large number of extracurricular activities that are integral to life at VGSOM,IIT Kharagpur.

A B-school was never meant to be a substitute for a placement agency but nevertheless, zeitgeist mandates that schools be measured on the quantum and quality of its placements. In the past, VGSOM has had the privilege of having some of the best corporate names in the country on its recruiter list and now as India envisions its place at the high table of international business, VGSOM students are ready and prepared to do whatever it takes to turn that vision into a reality.



Curriculum

First Semester				
FINANCIAL ACCOUNTING & REPORTING	ORGANIZATION DESIGN, CHANGE & TRANSFORMATION	COST & MANAGEMENT ACCOUNTING	ECONOMICS FOR MANAGEMENT	HUMAN BEHAVIOR & MANAGEMENT
STATISTICAL METHODS FOR MANAGEMENT	MATHEMATICAL MODELS FOR MANAGEMENT DECISIONS	MANAGEMENT INFORMATION SYSTEMS	MARKETING I	ORAL BUSINESS COMMUNICATION
Second Semester				
CORPORATE FINANCE	BUSINESS RESEARCH METHODS	BUSINESS, GOVERNMENT & INTERNATIONAL ECONOMIC ENVIRONMENT		STRATEGIC MANAGEMENT
HUMAN RESOURCE MANAGEMENT	PRODUCTION & OPERATION MANAGEMENT	IT & BUSINESS APPLICATIONS LABORATORY	MARKETING II	WRITTEN BUSINESS COMMUNICATION
Summer Internship Project at Leading Corporations for a duration of 2 months (Month of May -July)				
Third Semester				
BUSINESS LAW FOR MANAGERS	TECHNOLOGY MANAGEMENT		APPLIED MANAGEMENT RESEARCH PROJECT	
Plus a choice of seven electives				
Fourth Semester				
ORGANIZATIONAL LEADERSHIP	BUSINESS ETHICS	COMPREHENSIVE VIVA	APPLIED MANAGEMENT RESEARCH PROJECT	
Plus a choice of seven electives				

Entire Course Duration is of 24 Months

MBA in Finance, Marketing, Operations, Systems, General Management and Human Resource

Electives on offer

Electives of 3rd semester	Electives of 4th semester
INTERNATIONAL MANAGEMENT	PURCHASING AND OUTSOURCING
ENTREPRENEURSHIP & NEW VENTURES	INTERNATIONAL ECONOMICS
FINANCIAL MARKETS & INSTITUTIONS	CORPORATE GOVERNANCE
SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	IT FOR BUSINESS INTELLIGENCE
COMMERCIAL BANKING	MANUFACTURING STRATEGY
ENTERPRISE RESOURCE PLANNING	SOFTWARE PROJECT MANAGEMENT
INFORMATION SYSTEM STRATEGY	BUSINESS TO BUSINESS MARKETING
SUPPLY CHAIN MANAGEMENT	ECONOMETRIC AND BUSINESS FORECASTING
SERVICES MANAGEMENT	ECONOMETRIC MODELING
RISK MANAGEMENT	E-COMMERCE TECHNOLOGY & APPLICATION
MARKETING RESEARCH	INFORMATION SECURITY & RISK MANAGEMENT
MARKETING STRATEGY	COMMODITY DERIVATIVES & RISK MANAGEMENT
INDUSTRIAL RELATION & LABOUR LAWS	CONSUMER BEHAVIOUR ANALYSIS
PROJECT MANAGEMENT	SALES & DISTRIBUTION MANAGEMENT
ECONOMETRIC AND BUSINESS FORECASTING	SERVICES MARKETING
COMMODITY DERIVATIVES & RISK MANAGEMENT	RETAIL MARKETING
HUMAN RESOURCE DEVELOPMENT	MARKETING ENGINEERING
ORGANIZATIONAL DEVELOPMENT	SIX SIGMA
	DERIVATIVES & RISK MANAGEMENT
	MERGERS, ACQUISITION & CORPORATE RESTRUCTURING
	INTERNATIONAL FINANCIAL MANAGEMENT
	FINANCIAL MODELING
	INFRASTRUCTURE & PROJECT FINANCE
	HR AUDIT
	INTERCULTURAL COMMUNICATION COMPETENCE

Faculty Profile

Anand Teltumbde

B.E. (VNIT), P.G.D.M (IIM A), Ph.D.(Mumbai)

Specialization : Project Management, Production & Operations Management, Corporate Strategy, Information Systems

Has worked for more than 35 years in the oil industry encompassing entire value chain. He has headed many functions such as Corporate Planning, Engineering & Projects, Supply & Distribution and Information Systems and many new strategic initiatives. He pioneered many innovative systems and was awarded numerous awards for spreading IT in the country. He also worked on various industry committees and was a member of the first Study Group for deregulation of oil industry in 1994-1995. He also worked as a Managing Director, National Oil & Chemical Company(NOLCHEM),Lagos(Nigeria) for post-privatization turnaround; and Consultant cum Project Manager, Kenya Pipeline Company, Nairobi(Kenya) and also as a Consultant with CNPC,China. He had been teaching as a guest/visiting faculty to various business schools in Mumbai and IIM Ahmedabad, over the last 25 years and has published 25 research papers. Before joining VGSOM, he was Managing Director & CEO of Petronet India Limited, Mumbai & Director on the Board of a few other companies.

Aradhna Malik

M.Sc. (Panjab University), Ph.D.(University of Denver, USA)

Specialization: Communication Studies

Dr. Aradhna Malik has been working with VGSOM, IIT Kharagpur, as an Assistant Professor since July 2008. She has about 14 years of experience in a diversity of roles and organizations in India and abroad. Dr. Malik has been trained in grant-writing from the Grants Institute, USA. Her work includes research on developmental communication, management of social welfare organizations, competence in intercultural communication, and the social impact of technology. Dr. Malik is currently serving as the Associate Copy Editor of Asian English as a Foreign Language (AEFL)Journal.

Arun Kumar Misra

M. Phil. and Ph.D. (IIT Mumbai)

Specialization: Banking, Finance and Financial Markets

Dr. Arun Kumar Misra's teaching and research activities relate to Economics and Finance mainly in the fields of Financial Markets, Risk Management, Commercial

Banking and Investment Banking. Before joining VGSOM, he was working as a Senior Manager in a leading public sector bank. As a professional Banker, Dr. Misra has extensive experience in the areas of capital market, risk management, Basel-II implementation in banks, assets-liabilities management and profit and profitability management in banks. He has several publications primarily in the areas of financial markets integration and risk management. He is an associate fellow of Indian Institute of Bankers.

Ashutosh Sarkar

B.E. (Guwahati Univ.), M.Tech., Ph.D. (IIT Kharagpur)

Specialization: Operations Management

Dr. Sarkar teaches operations management, supply chain management and service operations management at VGSOM. He earned his M.Tech and PhD in Industrial Engineering & Management from IIT Kharagpur. He has done many consultancy and training assignments for various organizations in India. His research interests include supply chain coordination, supplier relationship management and supply chain risk management. His research works have appeared in many reputed international journals including Transportation Research Part E, IJPE, C&IE, and JPSM which have been highly cited by researchers across the world. He has visited the Center for Logistics & Supply Chain Management, Faculty of Business, Economics and Statistics, University of Vienna. He was also selected for the prestigious BOYSCAST Fellowship (2008-2009) by Department of Science & Technology, Government of India. He is a life-time member of Indian Institute of Industrial Engineering and Society of Operations Management.

Barnali Nag

M.A(JNU), PG Diploma (Development Policy), PhD (Economics)

Dr. Barnali Nag is an M.A. in Economics from JNU, New Delhi and PG Diploma (Development Policy) and PhD (Economics) from IGIDR, Mumbai, an advanced Research Institute by Reserve Bank of India. She has been a faculty at RIS, New Delhi (a think tank of the Ministry of External Affairs, GoI). Later she joined the Indian School of Business, Hyderabad as Business Research Fellow, from where she went to Wharton Business School, University of Pennsylvania as Visiting Scholar. Dr. Barnali has been the Associate Editor of South Asia Economic Journal,

which is a peer reviewed international journal, published by SAGE, for around four years. She is also a reviewer for reputed international journals like Energy-The International Journal, Energy Policy, International Journal of Environmental Technology and Management and International Journal of Environment and Waste Management. Dr. Barnali's current research interest includes economics and business implications of climate change, policy imperatives for carbon base-line determination and quantitative modeling and research on productivity and efficiency in the Indian manufacturing sector.

Biplab Datta

B. Arch. (IIT Kharagpur), M.B.E.M., Ph.D. (IIT Delhi)

Specialization: Marketing Management, Quality Management, Leadership and Team work

Prof. Datta's research interests include Marketing Management, Leadership and Teamwork, Service Quality Management and Customer Relationship Management. He was awarded the silver medal in Architecture by IIT Kharagpur in the year 1992. He has received ISO 9000 Lead Auditor Certificate from DNV, U.K. He has several research papers published in national and international journals. He has also organized a number of Management Development Programmes for executives and also for faculty members of other management institutes.

Chandra Sekhar Mishra

M.Com., Ph.D. (Utkal University)

Specialization: Finance, Accounting

Prof. Mishra has been working with VGSOM IIT Kharagpur as an Assistant Professor since 2007. Prior to joining VGSOM, he was working as a faculty member at IMT Ghaziabad and has more than twelve years of teaching and research experience. His research interests include valuation, mergers & acquisitions and financial reporting. He has published several articles in various national and international referred journals. He is also a life-time member of Indian Accounting Association.

Damodar Suar

M.A. (Psychology), Ph.D. (IIT Kharagpur)

Specialization: Social and Organizational Psychology, Neuropsychology

Prof. Suar is a professor at IIT Kharagpur. He has more than 25 years of teaching experience. He is an associate

editor of the journal "Psychological Studies". His research focuses on contemporary social issues. He has authored three books, over 70 scientific/professional articles including book chapters. He has handled more than 30 research/consultancy projects, and co-ordinated more than 15 training programmes.

Jitendra Mahakud

M.A., M.Phil. (Hyderabad University), Ph.D. (IIT Bombay)

Specialization: Financial Economics, Corporate Finance, Investment Management

Prof. Jitendra Mahakud has more than eight years of teaching and research experience in the area of finance at IMT Ghaziabad, ISB Hyderabad, Nirma Institute of Management, Ahmedabad and Narsee Monjee Institute of Management Studies, Mumbai. He has published more than 20 research papers in leading national and international Journals. He has co-authored a text book titled "Financial Institutions and Markets" published by Tata McGraw-Hill.

K.B.L. Srivastava

M.A., Ph.D. (IIT Kanpur)

Specialization: Human Resource Management and Development, Organizational Behaviour

Prof. K.B.L. Srivastava has more than 18 years of teaching, research and training experience. He has taught at BITS Pilani, and T.A. Pai Management Institute, Manipal, and also served as visiting faculty at XLRI Jamshedpur(2002), and Asian Institute of Technology, Bangkok (2005). He has published more than 40 papers in national and international journals and contributed 20 chapters in edited books. He has supervised 7 Ph.D. theses in the area of Human Resource Development, Knowledge Management, HR issues in Mergers/Acquisitions, Emotional Intelligence and organizational culture. He has conducted management development programmes in areas of behavioral/soft skills and human resource management and development. He is a board member of Academy of International Business (Indian chapter), member of executive committee of the National Academy of Psychology, India. His current consulting and research interests are in the areas of Strategic Human Resource Management, Organizational Culture, Leadership, Emotional Intelligence, and Knowledge Management, Psychology of well-being, CSR and Corporate Affairs.

Kalyan Kumar Guin

B.Tech., Fellow (IIM Bangalore)

Specialization: Marketing, Operations Management, Statistical method of Management

Prof. Kalyan Kumar has a special interest in Quantitative Modeling of Strategic Issues in management. He worked as an executive in ONGC for two and half years before embarking into an academic career. Prof. Guin actively participates in real life problem solving in the business environment through consulting assignments. Presently, he is carrying out an international study of developing a model to maximize benefits of bilateral aids to the recipient companies belonging to developing countries.

Prabina Rajib

MBA(VGSOM), PHD (IIT Kharagpur)

Professor (Finance & Accounts) with Vinod Gupta School of Management, IIT Kharagpur, Dr. Rajib has been a Fulbright Pre-Doctoral Fellow at Purdue University. She did her PhD in Finance from IIT Kharagpur apart from her Masters in Business Management majoring in Finance. Her teaching and research interests are in the areas of Corporate Finance, Financial & Commodity Derivatives, Security Analysis and Portfolio Management and Indian Capital Market .

Parama Barai

B.E.(Civil) NIT Durgapur, MS IISC Bangalore, PhD Finance Strategy (XLRI Jamshedpur)

She joined VGSOM as a full time faculty since January 2012. She had worked with Tata Steel Jamshedpur as a Manager-design for six years before pursuing her PhD from XLRI.

Prithwis Mukerjee

B.Tech (IIT Kharagpur), PhD (University of Texas at Dallas) Prithwis Mukerjee is an engineer by education, a programmer by passion and an imaginer by intention. A B.Tech from IIT Kharagpur, he has done his MS and PhD from the University of Texas at Dallas, USA and has spent 18 years in the Indian software business working in Tata Steel, PricewaterhouseCoopers and IBM. He has a passion for all things digital but his current interests are in the area of Web 2.0 and database technology. He has written two books and has been featured in print, online and electronic media. To know more about Prithwis, please visit his personal portal <http://www.yantrajaal.com>.

RudraPrakash Pradhan

M.A., Ph.D. (IIT Kharagpur)

Specialization: Econometric Modelling & Business Forecasting.

Prof. Pradhan has been working with VGSOM IIT Kharagpur as an Assistant Professor since 2007. Prior to joining VGSOM he was working as a faculty member at BITS Pilani and has more than six years of teaching and research experience. His research interests include infrastructure finance, foreign direct investments and econometric modeling. He has published several articles in various national and international referred journals.

S. Srinivasan

B.E., M.Tech., Ph.D. (IIT Kharagpur)

Specialization: Strategic Management, Finance

Prof. Srinivasan has been working with VGSOM IIT Kharagpur as Professor since 1998. He is also joint faculty in the Department of Industrial Engineering & Management, IIT Kharagpur. Prof. Srinivasan has received Fulbright research grants during 1984-85 and 1997-98 and has conducted research at Wharton School and Creighton School in U.S.A. His research interests include financial engineering. He has published several articles in various national and international referred journals. He is life-time member of the American Finance Association.

Sadhan K. De

M.Tech., M.Sc. (Tech.) (Loughborough), Ph.D. (Manchester)

Specialization: Information Technology and Systems Management

Prof. Sadhan K. De has special interest in Strategic Information Systems, Management of Technology and Technological Innovation, Enterprise Resource Planning, Global Competitiveness on which he has published several papers. Prior to joining VGSOM, he served as the Senior Divisional Manager at Tata Steel and Nagarjuna Fertilizers.

Sangeeta Sahney

B.A. (Hons.) (Calcutta University), MBA (Bundelkhand University), Ph.D. (IIT Delhi)

Specialization: Marketing Management

Dr. Sahney has been working with VGSOM, IIT Kharagpur since 2005, and is currently designated as an Associate

Professor at the School. A Gold Medalist MBA (Bundelkhand University), followed by a UGC-NET and a PhD (IIT Delhi), she has served as a faculty member at U.P Technical University and IIT Roorkee. She has also served as a faculty under Secondment (MHRD) at the School of Management, Asian Institute of Technology, Bangkok in 2009 for 4 months. With a specialization in Marketing, she teaches Marketing Management, Consumer Behavior Analysis and sales Management. Her research interests include studies in Consumer Behavior, Organizational Behavior and Quality Management in Education. She has several publications to her credit in both national and international journals, and has also awards in a few of them. She is also on the editorial board of a number of journals.

S Chattopadhyay

Ph.D. (Univ. at Albany, SUNY)

Prof. Siddhartha Chattopadhyay is an M.A. in economics from Delhi School of Economics and a Ph.D. in economics from University at Albany, SUNY with specialization in macroeconomics and econometrics. He has received a graduate fellowship for completing his doctoral studies from University at Albany, SUNY. He has also received an excellence in teaching award and an excellence in research award from university at Albany, SUNY in 2010. Moreover, he was also awarded a special fellowship for his doctoral dissertation in 2010 from University at Albany, SUNY. Before pursuing his graduate studies abroad, he was a research assistant in Centre for Studies in Social Sciences, Calcutta (CSSSC).

Sudeep Mallick

B.Tech (IT-BHU), Fellow (IIM, Bangalore)

Specialization: Operations Management & Decision Sciences

Dr.Sudeep Mallick has over 13 years industry experience in manufacturing and IT sector. He was a Principal Research Scientist with Infosys Technologies Ltd. Bangalore and has widely published articles in international conferences and industry journals in the area of IT Management, Diffusion of IT, Enterprise Systems and Analytical Modeling of Enterprise systems. He has also worked as Project Manager in Business Transformation Projects for Fortune 500 companies. He is the author of a book on Enterprise IT Architecture which was jointly

published by Infosys Technologies and John Wiley and has also been featured in the Marquis "Who's Who in the World (2007)" for his contribution to the field of IT.

Sujoy Bhattacharya

MBA, Ph.D. (IITM, Gwalior)

Specialization: Marketing Management

Sujoy Bhattacharya has nine years of Teaching and Research experience. He has taught at Mudra Institute of Communications, Ahmedabad, Goa Institute of Management, Goa and S P Jain Institute of Management, Singapore Campus. He has been a trainer for the Border Security Force (Takenpur) at the 'Chanakya' tactical training wing at the senior command (DIG) level. He has conducted doctoral workshops at DOMS, IIT Madras and DOMS, IIT Roorkee. He teaches Retail Management, Marketing Strategy and Core Marketing courses. His research interests are Qualitative Methodologies, SEM, Mixed Method Research and Panel Data Analysis in Marketing.

Susmita Mukhopadhyay

M.Sc. (Applied Psychology), PGDHRM, Ph.D. (Research Fellow PRU, ISI, Kolkata-degree awarded by Calcutta University)

Specialization: Human Resource Management & Industrial Relationship, Business Value and Ethics, Organizational Behaviour

Prof. Mukhopadhyay, First Class in M.Sc., winner of the Young Scientist Award & Search of Excellence Award, has several papers in national and international journals to her credit. Her research interests include Organizational Health, Women Studies, Consumer Behaviour, Infrastructure management, Quantitative Techniques and Microfinance. She is a Fellow at Microfinance Research Alliance Programme, Centre for Microfinance, Institute of Financial Management & Research, Chennai.

Admissions

Admissions to 2013-2015 MBA Programme

Eligibility Criteria and Selection Procedure

A candidate who has either secured or is likely to secure a first class Bachelor's degree in Engineering/Technology or a first class Master's degree in Science (with Mathematics or Statistics at Bachelor's level) or a first class Master's degree in Economics or Commerce (with Mathematics or Statistics at Bachelor's level) is eligible for admission. Selection will be based on application rating, performance in CAT for domestic students and GMAT for international students, and the candidate's performance in the group discussion and personal interview round. Post qualification work experience in industrial organizations will be given due consideration. The School follows Government of India norms regarding eligibility and reservation of seats for qualified Scheduled Caste/Tribe candidates, Other Backward Classes and Persons with Disability.

How to apply

After taking the CAT 2012 examination, domestic candidates seeking admission to the MBA Programme of VGSOM must complete the following procedure:

Step 1: Obtain a Demand Draft of Rs 1500/- (Rs 750 for SC/ST/PH Candidates & No Application Fee for Female Candidates) made in favour of "IIT Kharagpur" payable at Kharagpur.

Step 2: Complete the application form online at <http://www.som.iitkgp.ernet.in>

Step 3: Send the print out of the application form along with photocopies of proof of qualification and experience, and the requisite demand draft to:

The Assistant Registrar (PGS&R)
Indian Institute of Technology Kharagpur
Kharagpur - 721 302

Do not send this application to the GATE Office. The last date for the school to receive your duly filled application form is January 28, 2013. Please note that Group Discussion (GD) / Personal Interviews (PI) will be conducted by IIT Kharagpur in late March/ early April 2013. Candidates selected for GD/PI will be intimated through registered post/courier by late February, 2013. If you have any other questions, you may contact the chairperson of Admissions Committee:

Prof. Biplab Datta

Email: bd@vgsom.iitkgp.ernet.in

Phone: 03222-283888, Fax: 03222-283874

You may also refer to our websites at: <http://www.som.iitkgp.ernet.in>



Accommodation

All students of the MBA Programme are required to stay in the campus. Accommodation will be provided in the halls of residence for Postgraduate students. All rooms are provided with internet facilities. The hostels are wi-fi equipped.

Computing Facilities

The School has two dedicated computer laboratories which have Pentium PCs, Windows NT Pentium Pro server, dual Intel Pentium II server. Printers are connected with all machines through VGSOM LAN. Latest software and Databases are supported on these machines and LAN. The school is connected with the rest of the Institute through a LAN, which is connected to the Internet via a 2MBPS bandwidth line.

VGSOM Library

VGSOM students have access to both the Central Library of IIT Kharagpur, the largest technical library in India, and the School's own Library. The school subscribes to CMIE database, various national and international journals and newspapers. This School Library is being upgraded to cater to automatic transactions and web-based search facility.

Sports and Recreation

Technology Students' Gymkhana provides various outdoor and indoor sports facilities and offers memberships to all kinds of clubs ranging from tennis to basketball. A swimming pool of international standards functions under the aegis of the Technology Aquatic Society. The Technology Film Society runs film shows for the IIT fraternity during weekends in the Netaji Auditorium. The Technology Dramatics Society and Technology Music Society offer students a forum to learn and experience liberal arts while pursuing their courses at IIT Kharagpur. These facilities can be availed by the MBA students residing in the IIT campus.

Clubs:

The students at VGSOM always have their hands full with all kinds of activities and there are diverse clubs which imbibe in the students, a feeling of dedication and zeal to be the best.

- Quiz Club
- Toastmasters Club
- Finterest (Finance Club)
- MAD(Marketing and Advertising) Club
- Mantradharin (The Consulting Club)
- SCOPE (The Operations Club)

Health and Miscellaneous

B. C. Roy Technology Hospital has both indoor and outdoor treatment facilities. Students can avail medical facilities by producing their medical book and are covered under a comprehensive medical insurance scheme.

The institute also maintains a number of guest houses in the campus:

- TECHNOLOGY GUEST HOUSE
- VISVESWARAYA GUEST HOUSE
- KOLKATA GUEST HOUSE (in KOLKATA)



Curriculum ++



Purvodaya

It all began with a dream, a vision, which few of the brave hearts of VGSoM had for their college. Days of sweat and storm, opposition from a lot of others still couldn't undermine their souls and thus was born PURVODAYA. The annual management festival of VGSoM, IIT Kharagpur was inceptioned this year in November but the seeds of the brilliant idea of having a single business conclave combining the best of "Madison Avenue" and "Saamanjasya" the previous events of VGSoM, were sown much before.

Purvodaya meaning the rise of the East, added another feather in VGSoM's cap, as the motto of Purvodaya goes Believe, Rise, Achieve. We truly believed, we rose to the occasion and yes we achieved, achievement which goes beyond tangible things but which has lot to do in contributing towards building VGSoM, IIT Kharagpur's brand as a force to reckon with in the years to come.

Purvodaya comprised of the traditional "Kalaakar Vikas" of VGSoM which had artisans coming from neighboring states to portray their works combined with plethora of events in almost all management domains be it marketing, finance, operations, consulting or entrepreneurship.

In the marketing domain events like Leader's Challenge which focused on diversification strategy of a product, Beddazled effective use of social media for marketing, Quizzard and Support my school ruled the roost. In finance private equity events Lucri Causa, M&A strategy Synergie and Trading events in form of Bull's eye were there. Other events Srijan - the B-Plan contest, Goldratts' cage- operations strategy, Vishleshan-IT Strategy, Ghaasphoos - taking grassroot innovations to a newer

level, Shaastharth - Parliamentary debating events were hugely popular. We also had plethora of online events like Wired - promoting a social cause, Shutterbugs - photography contest etc.

In addition to the events there were workshops Anugraha-The entrepreneurship talk, Kaaryashaala- The consulting workshop .

Purvodaya saw participation from renowned B-Schools of the country like IIMs, IITs, IMT, XIMB and the rest, it was a huge success and reinstated VGSoM, IIT Kharagpur's image as a leading B-School of the country. Apart from the students, faculties and other people involved in the event a big role for the success of Purvodaya was of the sponsors without whom it could never have reached the scale it did, some of our generous sponsors included State Bank of India, SIDBI, Ministry of Textiles, Tata Steel, Steris, Coca Cola NDTV support my school, Perkins, Rang De, CoolAge, FLIP, The Financial Express and Spykar.

Purvodaya provide the ideal training ground for young managers and future business owners to sharpen their knives, hone their skills and test their wits against their peers before heading out for the actual battle. Apart from the high-intensity clash for supremacy, Purvodaya featured wisdom talks and panel discussions featuring the best from the world of business, eminent academicians and bureaucrats.

The virgin rays of Purvodaya will shine over the eastern skies for times to come and will return next year much bigger and better.

Shraddha

Shraddha, a social initiative started by the students of VGSOM IIT Kharagpur, primarily focuses on the social inclusion of underprivileged kids belonging to economically weaker societies in and around Kharagpur. Team Shraddha has been working in collaboration with DeeshaSeema Centre, a non-profit organization which runs the residential school inside the IIT campus for kids from the nearby localities. Over the past few years, VGSOM students have actively undertaken fund raising initiatives for helping DeeshaSeema Centre. One such activity involves getting T-shirt hand painted by kids at DeeshaSeema centre and then selling them during the Springfest.

Springfest

Springfest is the annual social and cultural fest of IIT Kharagpur. The four day fest features a plethora of events ranging from dramatics competition, choreography competition, parliamentary debate and many other activities. As the management wing of the IIT fraternity, VGSOM takes upon itself the onus of organizing literary events like Adzap(advertising related event), Penathlon (creative writing competition), Just-a-minute (JAM) sessions, Statement of purpose, Jumble the good word, Impromptu and Dumb Charades.

Kshitij

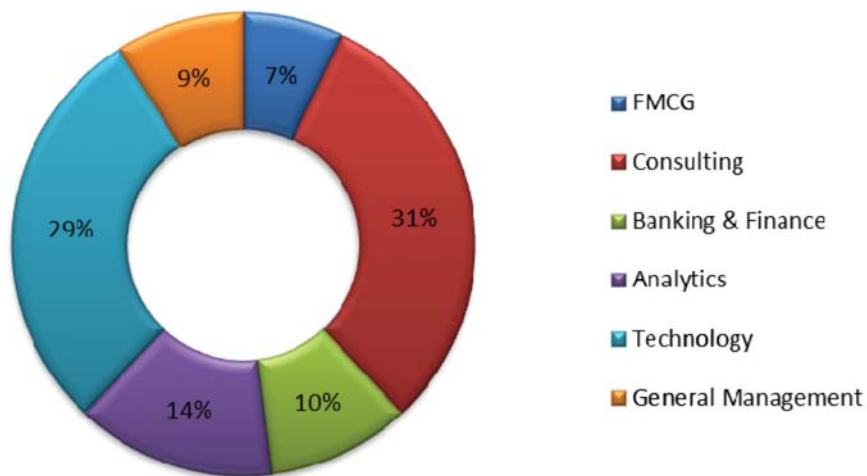
Kshitij, the Annual Techno-Management festival of IIT Kharagpur has been the leading the light of instilling a culture of science, technology and innovation among the youth of the nation. With more than 40 events covering all genres of technology and management, Kshitij brings some of the best solutions for the mankind to the fore. There is a gamut of management events comprising Case Studies, B-Plans, Quizzing, City Planning, and Indian Capital Market. VGSOM takes pride in being associated with one of the Asia's largest techno management fests and in playing a pivotal role in making it a huge success.



Placements

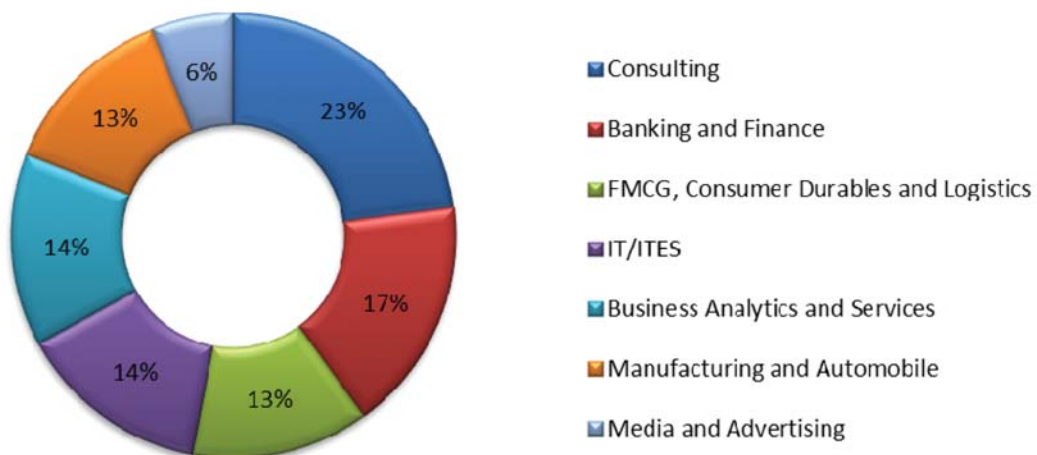
2010-2012 Batch : Final Placement Statistics	
Total Number of students participating in placement process	83
Number of Companies Visited	35
Number of Offers made	102
Highest Salaries Offered	16.5 Lakh per annum
Average Salaries Offered	11.32 Lakh per annum

Final Placment: Profile and Domain Wise Distribution

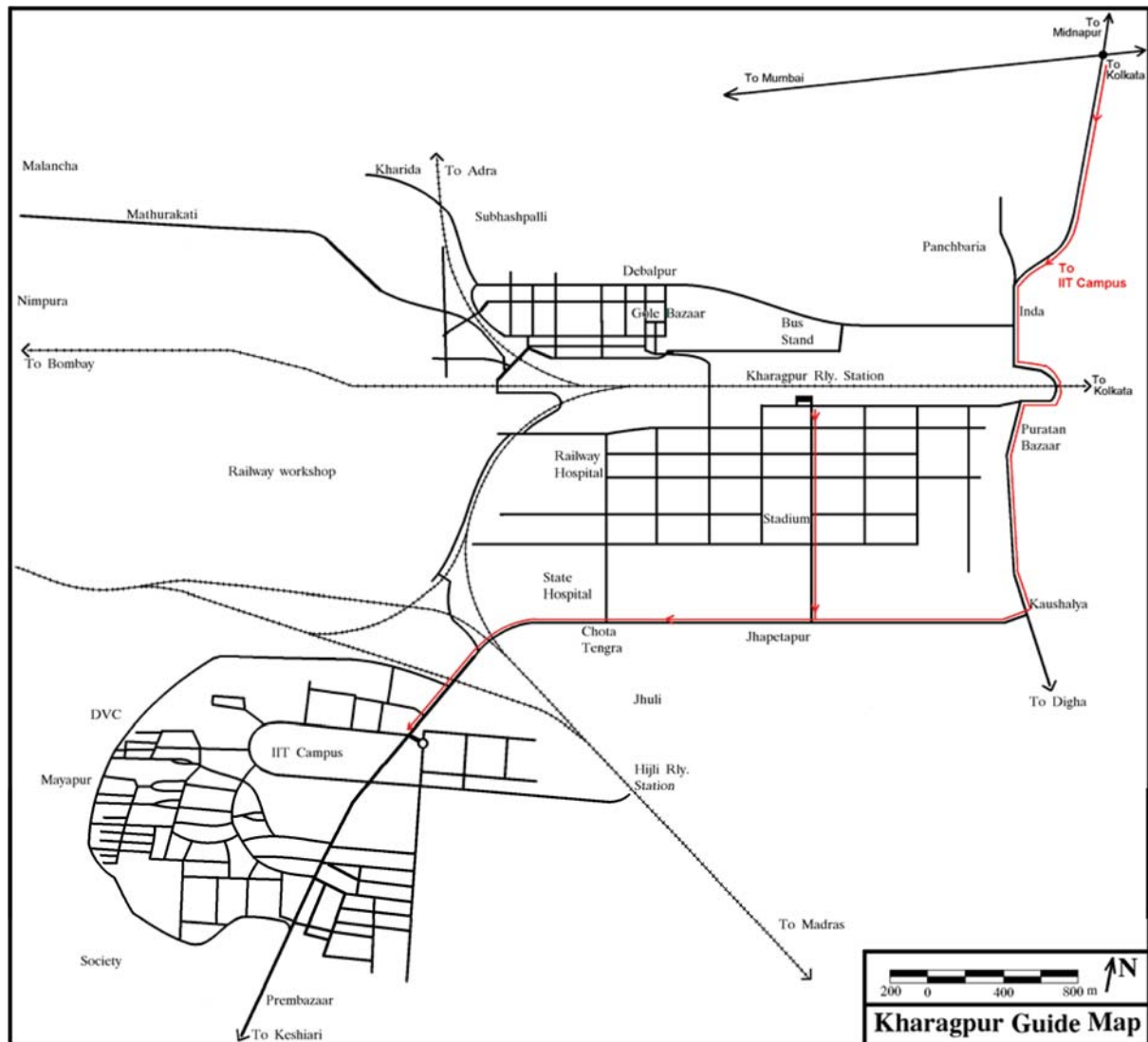


2011-2013 Batch : Summer Placement Statistics	
Number of students who participated in placement process	104
Number of Companies that visited campus	76
Highest Summer Internship Stipend Offered	1,00,000
Average Summer Internship Stipend Offered	40000

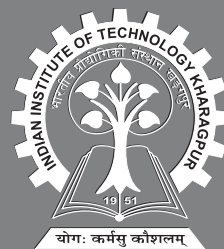
Summer Placement: Industry Wise Breakup



How to reach IIT Kharagpur



Situated about 120 km west of Kolkata, Kharagpur can be reached in about 2 hours by train from Howrah railway station (Kolkata) or 3 hours by car from Kolkata Airport. Kharagpur is also connected by direct train services to most major cities of the country. The Institute is about 10 minutes' drive (5 km) from the Kharagpur railway station. Private taxi, auto-rickshaw or cycle-rickshaw can be hired to reach the Institute.



FOR ANY FURTHER DETAILS, PLEASE CONTACT:

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