

# INSTITUTE OF ENGINEERING & MANAGEMENT

Located beside Billion Dollar Multi National Companies



## MBA

2 years full time affiliated to  
MAKAUT, formerly known as WBUT  
Approved by AICTE

## PGDM

2 years full time Approved by AICTE  
Equivalence to MBA

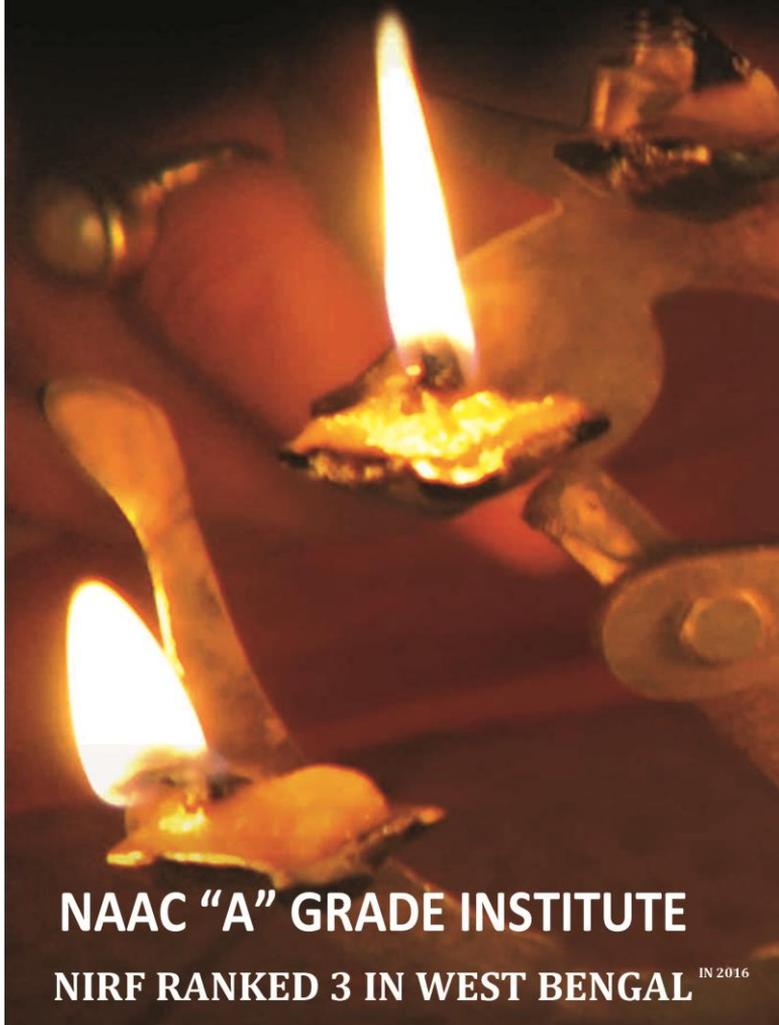
**FOREIGN INTERNSHIP @  
SYDNEY, SINGAPORE**



**SIX MONTH STUDENT  
EXCHANGE PROGRAM @  
FRANCE & UK.**



**30 Years of Academic Excellence**



**NAAC "A" GRADE INSTITUTE  
NIRF RANKED 3 IN WEST BENGAL**

IN 2016

GOOD EDUCATION, GOOD JOBS

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The Institute has a strong focus on quality education and strict discipline.

## About us

Institute of Engineering & Management (IEM) is the oldest, private technical educational institute in West Bengal imparting education in Engineering & Management disciplines. It was established in the year 1989. It is located in Sector V, Salt Lake Electronic Complex, which is the IT hub of West Bengal. The College of Management, IEM offers 2- Years Full Time MBA Program (batch strength 180) affiliated to Maulana Abul Kalam Azad University of Technology (MAKAUT) and PGDM Program (batch strength 60) approved by AICTE.

IEM has become a premier institute of Engineering & Management Education due to quality education & research. It has surpassed innumerable benchmarks of achievements. Its record of placements over the years has been outstanding.

IEM is ranked as one of the top 50 B- Schools in India in the AIMA journal, New Delhi in Category A. It has also hit the headlines by achieving the 3rd rank among World Bank's TEQIP funded colleges.

## Rich Credentials:

- IEM has been ranked 'A' Category by NAAC (National Assessment and Accreditation Council), 2017
- IEM has stood 4th in Bengal in NIRF ranking after IIT Kharagpur, IIST Shibpur and NIT Durgapur in 2016 and 2017

- IEM B School has been awarded as the "BEST B-School" in the prestigious Golden Globe Tigers Award under Education Leadership program in Malaysia, 2017
- ABP News, the leading National News Channel has awarded IEM - both Engineering and Management section with "Outstanding Engineering East" and "Best Business School" respectively in National Education Awards, 2017
- The IEM group has been awarded "Education Excellence Award" by 24 Ghanta TV News and Zee Network under the category "Best Placement, Domestic and International in Engineering and Management" 2017
- ICRA has recognized IEM with a rating of EB3+ (ICRA EB3+ implies the institution has resources and processes that can deliver between high and good education. the sign of + (plus) appended to the Grading symbols indicate the relative position within the Grading categories concerned).

Besides imparting state of the art education, IEM believes in inculcating a value system among it's students which would make them better, socially and culturally responsible human beings and potential leaders of tomorrow. Today, IEM flaunts a network of its alumni spread throughout the corporate world as torchbearers of the institute's success and legacy. For more information about us kindly visit [iem.edu.in](http://iem.edu.in).



# Why IEM MBA-PGDM



## Credentials

IEM Group have more than 30 years of academic excellence.  
NAAC "A" Grade Institute  
NIRF Ranked 3 Institute in West Bengal.  
Best B-School by ABP News  
Ranked 4 in Eastern India by India Today Survey.  
Education Excellence Award by 24 Ghanta News  
Best Business School Gloden Globe Tiger Awards

## Faculty

Faculties from IIT, IIM, XLRI  
and other Foreign Universities with industry experience.  
100+ Guest Professor from IIM, XLRI and Foreign  
Universities.  
Foreign Professor Series.  
50+ Workshop and Seminar by President, CEO, Director of Industry.

## Certification

Foreign Certifications on latest technologies and  
management paradigms  
- Capstone Project Certification  
- Industry certifications and skills in MS PPT, MS Word, MS Excel  
- Business Analytic certifications in SPSS  
- Digital Marketing Certification

## Location

Located Beside Billion Dollar Multi National Companies. IT Hub  
of Eastern India Salt Lake, Sec-5, Kolkata.

## Academics

Study through Audio-Video pedagogy with practical exposure  
includes project work, workshops, seminar, live case studies,  
Foreign Journals, Role-Play, Quizzes, Group Discussion, Personality  
Development Classes., Grooming Classes, Soft Skill Training,  
Industrial Training.

Strong Alumni Network, Our Alumnus are working in MNCs at  
President, CEO, Director and Manager Positions.  
Summer & Winter Internship.

## Facility

State-of-art- infrastructure, AC Seminar Hall, AC Cafeteria, BUS,  
Hostel, Sports, Bank, ATM, 24X7 Library, Cultural Clubs,  
2 GBPS Internet Speed, Fully wifi campus.



## Technology Centric Learning with Apple - IPAD



## Student Exchange Program @ France & UK for PGDM students



## Foreign Internship at Sydney to PGDM students . Singapore to MBA students.

- Stock Portfolio Management for all students.
- Model United Nation Program.
- Industry Oriented Choice Based Curriculum.
- Management Development Programme (MDP) .
- One Dollar Venture - Road to Entrepreneurship.
- Study materials of all courses are uploaded to Gymkhana TV.
- Language Training

## Some of the Prominent Faculty Members



### Prof. Pradip Kumar Misra

- Director, Faculty of Management
- M.Sc , M.Phil, AIFC
- Ex-Chairman Ordnance Factory Board, Ex-Director and Chair Professor IISWBM
- 35 years in industry at top level and 12 years in academics
- HR and Operations Management

### Prof. K.D. Ghosh

- Director, Administration
- MSW/ MA
- More than 45 years
- Human Resource Management

### Prof. Pradipta Kumar Banerji

- Dean (Management)
- B.Tech (IIT Kanpur), PGDBA (IIM Ahmedabad)
- 43 years of experience in India & abroad
- Finance & Strategic Management

### Prof. Indrani Ganguly

- Provost
- M.A, B.Ed (Calcutta University); M.S (Mumbai); Fulbright Scholar (U.S.A); Trained in Soft Skills & Life Skill- American Centre
- 34 years of experience in Academics & Administration
- Business Communication, Soft Skills, Grooming

### Prof. (Dr.) Indraneel Mukhopadhyay

- Principal, Faculty of Management
- Ph.D (CSE), MAKAUT; MS (IT) from Clark University, USA; B.E (CSE), Amaravati University.
- 4 years 5 months in Industry and 14 years 8months experience in academics
- Systems

### Prof. (Dr.) Sujit Dutta

- Head of Department (Management)
- B.Com, M.Com-rank holder from CU, FCMA-Fellow of Cost & Management Accountant, Ph.D. Calcutta University
- 26 years
- Finance

### Prof. Anuradha Saha

- B.Com, (Goenka College of Commerce & BA) ; MBA- Finance (IISWBM)
- 3.5 years of experience in Industry & academics.
- Finance & Accounting

### Prof. Arundhati Ray

- M.Phil (Eco.); B.Ed. (Calcutta University)
- TEA Fellow- Fulbright Commission
- 28 years of teaching experience
- Economics

### Prof. Ashimava Bhowmick

- MBA in Supply Chain & Finance (Michigan State, Elib Board); B.E (Bengal Engineering College, Calcutta University)
- 23 years of experience as Business Leader- Acron Industries (in IT)
- Systems

### Prof. Asok Kumar Banerjee

- PGDM (IIM, Calcutta), B.Sc., B.Tech
- 28 years Industrial experience and 21 years teaching experience  
President, Calcutta Management Association
- Marketing and Strategy

### Prof. Bikas Chandra Mandal

- B.Tech (IIT Bombay), PGDM (IIM, Calcutta)
- 32 years
- Sales & Marketing

### Prof. Kaushik Kr. Ganguly

- B.Sc Engineering (Electronics & Communication), BIT Sindri; MBA (FOMS- Jabalpur)
- 20 years of Industrial experience
- Marketing

### Prof. Munmun Goswami

- B.Tech (ECE), KU; PGDM (IIM- Ahmedabad)
- 10 years of Industrial experience
- Organisational Behaviour, HRM

### Prof. Niloy Sarkar

- MBA- Finance (Jadavpur University), CA- Inter, B.Com (Calcutta University)
- 9 Years experience in Industry (PWC, HSBC)
- 6 Years experience in Teaching
- Finance

### Prof. Pradip Kumar Ghosh

- M.Com, LLB, ACS, Chartered Accountant
- 38 years of Industrial Experience (ICICI, Arcelor Mittal)
- 5 years of teaching experience
- Business Law, Entrepreneurship

### Prof. (Dr.) Prasenjit Kundu

- Ph. D (Computer Science), Utkal University
- B.Sc (Calcutta University); MCA (IGNOU); M.Phil (CS), CMJ; MBA (NIMB)
- 14 years of Academic experience
- MIS, E- Business, SAP

### Prof. (Dr.) Shamik Pal

- MA in Economics (Jadavpur University), MBA (WBUT), Ph.D Jadavpur University
- 14 years plus both in Industry and Academics.
- Economics and Marketing

### Prof. (Dr.) Swati Mukherjee

- MBA (Marketing), Ph.D.
- Several Publications in National Journal
- 14 Years teaching experience and 10 years research experience
- Marketing Management, Consumer Behaviour, Advertising and Sales promotion

### Prof. Shouvik Chattopadhyay

- PGDTLM, B.Com, DJOA (Norway), SSGB (USA), Ohsas 18001:2007 (UK)
- 16 years of Industrial and academic experience in all over India and Middle East
- Logistics and Supply Chain Management

### Prof. Sourav Banerjee

- BBA Hons in E-business, Visva Bharti, Shantiniketan, MBA (WBUT)
- 8.5 years
- Quantitative Techniques and Operations Research

### Prof. Saptaparna Ghosh

- B.Tech (Electronics and Telecommunication), IEM; MBA (Marketing), VGSOM
- 15 years of Industrial experience (L&T, Tata Communications Ltd., Vodafone) and 2 years teaching experience
- Software Project Management, International Marketing, Global & Digital Marketing, Principles of Management.

### Prof. Sohini Dutta

- B.A (English), Calcutta University; M.A (English), Calcutta University
- 11 years of experience in academics
- Business Communication, Soft Skills and Group Discussion

### Prof. (Dr.) Trishit Bandopadhyay

- B.Tech (ECE); Fellow (IIM- Bangalore)
- 38 years of Industrial & Academic experience
- Production and Operations Management

## Some of the Prominent Faculty Members



### Prof. Writaparna Mukherjee

- B.Tech (IT), M.Tech(CSE)
- 9 Years
- IT, Systems

### Prof. Ram Mohan Menon (Visiting)

- B.F.Sc (Univ. of Agricultural Science Bangalore), PGDM (IIM-Ahmedabad)
- 39 years of experience India and abroad
- Sales and Marketing, Sales Training and Management consultant

### Prof. (Dr.) Kamal Mukherjee (Visiting)

- B.E (Cal); PGDIM (NITIE); MBA (XLRI); Fellow (XLRI)
- 30 years in Corporate & 10 years teaching experience
- Organizational Behaviour (HR)

### Prof. (Dr.) Prabhat Kumar Dutta (Visiting)

- M.A; Ph. D. (Professional Fellow- Heidelberg University, Germany)
- 45 years of teaching experience
- Ethics

## Guest Professors from Foreign Universities



- **Prof. Dr. Susan Nakayama Siaw**, Professor of Psychology and Sociology Department, California State Polytechnic University
- **Dr. Monomita Nandy** from Brunel University
- **Dr. Suman Lodh** from Middlesex University
- **Prof. Dr. Detlef Streitferdt** from Ilmenau University of Technology, Germany
- **Dr. B. M. Azizur Rahman**, Professor of Photonics, City University of London



**Prof. Dr. Susan Nakayama Siaw**  
California State Polytechnic University



**Prof. Dr. Detlef Streitferdt**  
Ilmenau University of Technology, Germany



**Dr. B. M. Azizur Rahman**  
City University of London

- Mr. Abraham Stephanos, MD, TATA Steel Processing and Distribution Ltd.
- Mr. Sandip Sen, Ex- President- BNCCI, Ex Chairman- EDI, Founder Member- Technocon Services
- Mr. Jimmi Tangree, Head, 91.9 Friends FM
- Mr. Anamitra Chatterjee, Executive Coach, Leadership facilitator Faculty, i-IMPACT Consulting & Coaching (Founder)
- Mr. Sumit Ray, COO, Allindia Technologies Ltd.
- Mr. Joydeep Datta Gupta, Partner, Deloitte, Touche, Tohmatsu India LLP
- Mr. Somesh Dasgupta, President, Corporate Affairs & Administration, India Power Corporation Ltd.
- Mr. Anirban Bhattacharya, General Manager, CMA
- Mr. Sanjeeva Shivesh - CEO, TES Gurgaon
- Mr. Vinay Maitri - Head of Education for CILT India
- Mr. Anand Adhikari, Regional Head - Supply Chain, Tata Communications Ltd.



Mr. Rahul Bose,  
Global Head, South Asia, IBM



Sri Sanjeeva Shivesh  
CEO, TES Gurgaon



Mr. Jimmi Tangree,  
Head, 91.9 Friends FM



Mr. Joydeep Datta Gupta  
Senior Director, Deloitte



Mr. Siddhartha Chatterjee  
Vice President of CMA



Mr. Sumit Ray  
COO, All India Technologies Ltd.



Smt. Subhashini Mistry, Lifetime  
Trustee - Humanity Multispeciality Hospital



Sister Asmita  
Brahma Kumari



Mr. Alok Mukherjee,  
Ex Chairman, FlaktWoods India Ltd.

- Mr. Siddhartha Chatterjee, Vice President of Calcutta Management Association (CMA), sister concern of AIMA, New Delhi
- Ms. Subhashini Mistry (Padma Shri Awardee), Lifetime Trustee- Humanity Multispeciality Hospital
- Mr. Rudraprasad Sengupta, famous theatre personality
- Ms. Smita Chakraborty, Regional Marketing Manager, ICICI Securities
- Sister Asmita, Brahma Kumaris
- Ms. Priya Sengupta, Communication Specialist
- Mr. Sukumar Mitra, Ex Head HR, IR, Admin, Haldia Petrochemicals Ltd.
- Mr. Rahul Bose, Leader Learning & Knowledge, India Global Head, South Asia, IBM
- Dr. Ruma Basu Gomes, Behavioural Scientist, Regional Vice President- Eastern Region ISTD/ Kolkata
- Mr. Col. Prabir Sengupta, VSM (Motivational Speaking)



Mr. Sukumar Mitra, Ex Head HR,  
Haldia Petro Chemicals Ltd.

## MBA SYLLABUS

### SEMESTER – I

- \* MANAGERIAL ECONOMICS (MICRO)
- \* ORGANIZATIONAL BEHAVIOUR
- \* BUSINESS COMMUNICATION
- \* LEGAL AND BUSINESS ENVIRONMENT (MICRO AND MACRO)
- \* INDIAN ETHOS AND BUSINESS ETHICS
- \* QUANTITATIVE TECHNIQUES

### SEMESTER – II

- \* INDIAN ECONOMY AND POLICY
- \* FINANCIAL REPORTING, STATEMENTS AND ANALYSIS
- \* MARKETING MANAGEMENT
- \* OPERATIONS MANAGEMENT
- \* MANAGEMENT INFORMATION SYSTEM
- \* HUMAN RESOURCE MANAGEMENT

### SEMESTER - III

- \* PROJECT MANAGEMENT
- \* CORPORATE STRATEGY
- \* ELECTIVE PAPERS: TWO FROM ANY ONE FUNCTIONAL AREA (MAJOR) AND TWO FROM A DIFFERENT FUNCTIONAL AREA (MINOR)
- \* INTERNSHIP PROJECT AND VIVA VOCE

### SEMESTER – IV

- \* ELECTIVE PAPERS (FOUR FROM MAJOR FUNCTIONAL AREA AND TWO FROM MINOR FUNCTIONAL AREA)  
THE MAJOR AND MINOR FUNCTIONAL AREAS WILL BE SAME AS CHOSEN IN THE 3RD SEMESTER.

### 3RD SEMESTER ELECTIVE SPECIALIZATION

#### MARKETING

- \* B2B MARKETING
- \* DIGITAL & SOCIAL MEDIA MARKETING
- \* IMC/ PROMOTION STRATEGY
- \* MARKETING RESEARCH

#### OPERATION MANAGEMENT

- \* SUPPLY CHAIN & LOGISTICS MANAGEMENT
- \* OPERATIONS STRATEGY
- \* QUALITY TOOLKIT FOR MANAGERS
- \* PRICING & REVENUE MANAGEMENT

#### FINANCE

- \* TAXATION
- \* PROJECT APPRAISAL & FINANCE
- \* BEHAVIORAL FINANCE
- \* CORPORATE FINANCE

#### HUMAN RESOURCE

- \* TEAM DYNAMICS AT WORK
- \* HR METRICS AND ANALYTICS
- \* CROSS CULTURAL MANAGEMENT
- \* ORGANIZATIONAL DESIGN

#### MIS

- \* DATA MINING FOR BUSINESS DECISIONS
- \* E-COMMERCE & DIGITAL MARKETS
- \* MANAGING SOFTWARE PROJECTS
- \* DATA SCIENCE USING R

#### BUSINESS ANALYTICS

- \* DATA MINING
- \* MARKETING ANALYTICS
- \* BUSINESS FORECASTING
- \* DATA SCIENCE USING R

#### 4TH SEM ELECTIVE SPECIALIZATION

##### MARKETING

- \* CONSUMER BEHAVIOUR
- \* RETAIL MANAGEMENT
- \* SALES & DISTRIBUTION MANAGEMENT
- \* SERVICE MARKETING
- \* PRODUCT & BRAND MANAGEMENT
- \* INTERNATIONAL MARKETING
- \* ENTREPRENEURSHIP

##### OPERATIONS

- \* SALES & OPERATIONS PLANNING
- \* BEHAVIORAL OPERATIONS MANAGEMENT
- \* OPERATIONS RESEARCH APPLICATIONS
- \* SUPPLY CHAIN ANALYTICS
- \* MANAGEMENT OF MANUFACTURING SYSTEM
- \* SOURCING MANAGEMENT
- \* ENTREPRENEURSHIP

##### FINANCE

- \* INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT
- \* MANAGING BANKS & FINANCIAL INSTITUTIONS
- \* MERGERS, ACQUISITION & CORPORATE RESTRUCTURING
- \* FINANCIAL DERIVATIVES
- \* INTERNATIONAL FINANCE
- \* FINANCIAL MARKETS & SERVICES
- \* ENTREPRENEURSHIP

##### HUMAN RESOURCE

- \* MANPOWER PLANNING RECRUITMENT & SELECTION
- \* EMPLOYEE RELATIONS & LABOUR LAWS
- \* COMPENSATION & BENEFITS MANAGEMENT
- \* PERFORMANCE MANAGEMENT SYSTEMS
- \* STRATEGIC HRM
- \* INTERNATIONAL HRM
- \* ENTREPRENEURSHIP

##### MIS

- \* IT CONSULTING
- \* MANAGING DIGITAL PLATFORMS
- \* STRATEGIC MANAGEMENT FOR IT
- \* RELATIONAL DATABASE MANAGEMENT SYSTEM
- \* MANAGEMENT OF INFORMATION TECHNOLOGY
- \* MANAGING DIGITAL INNOVATION

##### BUSINESS ANALYTICS

- \* DATA VISUALIZATION FOR MANAGERS
- \* BIG DATA TECHNOLOGY
- \* STATISTICS FOR BUSINESS ANALYTICS
- \* DATABASE MANAGEMENT SYSTEM
- \* DATA ANALYTICS USING PYTHON
- \* HR METRICS AND ANALYTICS

## POST GRADUATE DIPLOMA IN MANAGEMENT

(APPROVED BY AICTE)

### SEMESTER I

- \* MANAGERIAL ECONOMICS (MICRO)
- \* ORGANIZATIONAL BEHAVIOUR
- \* BUSINESS COMMUNICATION
- \* LEGAL AND BUSINESS ENVIRONMENT (MICRO AND MACRO)
- \* INDIAN ETHOS AND BUSINESS ETHICS
- \* QUANTITATIVE TECHNIQUES
- \* MARKETING MANAGEMENT
- \* HUMAN RESOURCE MANAGEMENT

### SEMESTER II

- \* INDIAN ECONOMY AND POLICY
- \* FINANCIAL REPORTING, STATEMENTS AND ANALYSIS
- \* OPERATIONS MANAGEMENT
- \* MANAGEMENT INFORMATION SYSTEM
- \* MARKETING ELECTIVE 1: MARKETING RESEARCH
- \* MARKETING ELECTIVE 2: SALES AND DISTRIBUTION MANAGEMENT

#### ELECTIVE PAPERS:

- \* NON MARKETING ELECTIVE 1
- \* NON MARKETING ELECTIVE 2

### SEMESTER III

- \* PROJECT MANAGEMENT
- \* CORPORATE STRATEGY
- \* MARKETING ELECTIVE 3: SERVICE MARKETING
- \* MARKETING ELECTIVE 4: PRODUCT & BRAND MANAGEMENT

#### ELECTIVE PAPERS:

- \* NON MARKETING ELECTIVE 3
- \* NON MARKETING ELECTIVE 4
- \* INTERNSHIP PROJECT AND VIVA VOCE
- \* ONLINE COURSE: NON CREDIT: MANDATORY

### SEMESTER-IV

- \* PROJECT (FOR 2ND SPECIALIZATION)
- \* ENTREPRENEURSHIP
- \* MARKETING ELECTIVE 5: CONSUMER BEHAVIOUR
- \* MARKETING ELECTIVE 6: DIGITAL & SOCIAL MEDIA MARKETING

#### ELECTIVE PAPERS:

- \* NON MARKETING ELECTIVE 5
- \* NON MARKETING ELECTIVE 6
- \* ONLINE COURSE: NON CREDIT: MANDATORY

### SEMESTER II ELECTIVE PAPERS

#### FINANCE

- \* INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT
- \* FINANCIAL MARKETS & SERVICES MARKETING

#### HR

- \* MANPOWER PLANNING RECRUITMENT & SELECTION
- \* COMPENSATION & BENEFITS MANAGEMENT

#### OPERATION MANAGEMENT

- \* SUPPLY CHAIN & LOGISTICS MANAGEMENT
- \* QUALITY TOOLKIT FOR MANAGERS

#### BUSINESS ANALYTICS

- \* DATA MINING
- \* STATISTICS FOR BUSINESS ANALYTICS

### SEMESTER III ELECTIVE PAPERS

#### FINANCE

- \* TAXATION
- \* CORPORATE FINANCE

#### HR

- \* HR METRICS & ANALYTICS
- \* ORGANIZATIONAL DESIGN

#### OPERATION MANAGEMENT

- \* SALES & OPERATIONAL PLANNING
- \* SOURCING MANAGEMENT

#### BUSINESS ANALYTICS

- \* MARKETING ANALYTICS
- \* DATA SCIENCE USING R

### SEMESTER IV ELECTIVE PAPERS

#### FINANCE

- \* FINANCIAL DERIVATIVES
- \* INTERNATIONAL FINANCE

#### HR

- \* EMPLOYEE RELATIONS & LABOUR LAWS
- \* PERFORMANCE MANAGEMENT SYSTEMS

#### OPERATION MANAGEMENT

- \* OPERATIONS STRATEGY
- \* SUPPLY CHAIN ANALYTICS

#### BUSINESS ANALYTICS

- \* DATA VISUALIZATION FOR MANAGERS
- \* BIG DATA TECHNOLOGY

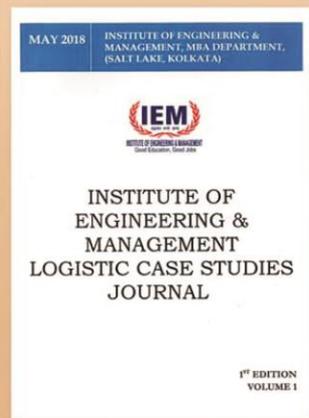
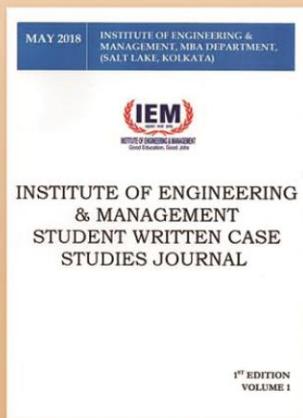
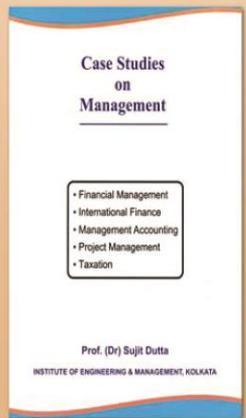
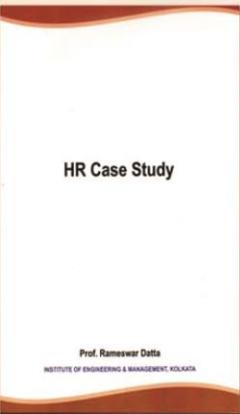
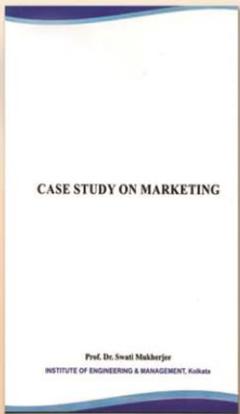
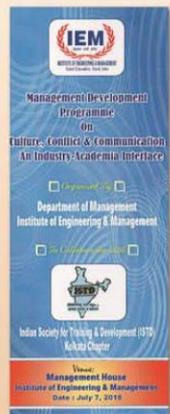
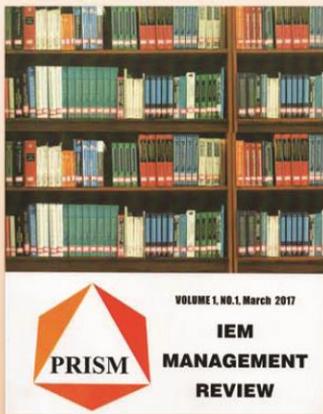
WORKSHOPS WILL BE CONDUCTED TO IMPART SKILLS IN THE AREAS OF ADVANCED EXCEL, SPREADSHEET, SPSS, CAPSTONE ETC. AS MAY BE NECESSARY.



# Management Development Program (MDP) Calendar & Journals of 2018

## Management Development Program (MDP) Calendar & Journals of 2018

Month	Title of MDP	Venue
January	Emerging Trends in E-Business & E-Retailing	IEM, Management House, Kolkata
May	GST and Tally organized by ICA Eduskills Pvt. Ltd.	IEM, Management House, Kolkata
May	The Achiever's Mindset - Peak Performance & Personal Productivity	IEM, Management House, Kolkata
July	Culture, Conflict, Communication	IEM, Management House, Kolkata
November	Finance for Non-Finance Professionals	CMA Bhubaneswar
December	Work Life Balance : Beyond Boundaries	University of Engineering & Management, Jaipur





- The Big Five Factor Personality Traits
- Self Awareness & Development
- Personal Effectiveness & Personality Development
- Strive for Organizational Excellence
- Emulating the traits of Highly Successful People
- Leadership & Interpersonal Skills Development
- Team Building and Team work
- Managerial Competency
- Entrepreneurship Development
- Developing Business Acumen
- Talent Management
- Time Management
- Persuasive Communication
- Sensitivity analysis
- Global outlook and competencies
- International HR- the Cultural Dimensions
- Learning emerging concepts

A carefully considered and thought out placement strategy is in place to provide the students the most appropriate spring boards for their future careers.

The curriculum packs in ingredients to enhance the crucial emotional intelligence of students along with logical thinking because IEM believes that in a challenging social and organizational structure what will win in the end is the heart, in addition to the head.

IEM has a supportive, close- knit environment where faculty members are readily approachable. This enables the students develop their individual managerial capabilities to meet the demands of any challenging role. Underpinning IEM'S approach to learning and teaching are all the resources that you would expect of a major management school - from library to Wi-Fi connectivity supplemented by the institute's dedicated resources. IEM also understands the need to offer students a flexible approach to their studies. The emphasis therefore is on self- paced learning where students are encouraged to study and gain knowledge at their own pace.

# Seminars, MDP and Workshops Conducted in this Academic Session

- Seminar on "Corporate Social Responsibility- A changing Paradigm"
- Seminar on "The Evolving Patterns of Global Economic Activity: An Analytical Overview"
- MDP on "Emerging trends in E- Business and E-Retailing"
- Seminar & Workshop on Stock Mind4 2018 organized by ICICI Securities
- Program on "What is Blockchain Technology: Its application in Management and Government Administration".
- MDP on "The Achiever's Mindset- Peak Performance & Personal Productivity"



Seminar on Corporate Social Responsibility- A changing Paradigm



Short Film competition in IEM

# Special Industry Oriented Capsule Courses

- Competency Mapping
- Logistics & Supply Chain Management
- Quantitative Finance-Modelling using MS Excel
- Analytics with the help of SPSS
- Investors Awareness Program by SEBI
- Stock Market and its Volatility by BSE
- Retail Marketing
- GST and Tally



French Consul General and French Senator of the Parliament in France



MDP on "The Achiever's Mindset- Peak Performance & Personal Productivity"



Inauguration of CLT Chapter



Inauguration of Srijan 2K18



MDP on Emerging trends in E- Business and E- Retailing



## The Right Track Program Overview

IEM'S Program creates a synergy between education and practice and addresses those with a strong desire to make it to the top and have a drive within, to excel. It is structured for those with a passion to constantly reenergize and reinvent oneself. It is a management education program that encourages critical, clear and innovative thinking about 'good' and 'best' management and business practices. IEM fortifies these discerning thoughts by building solid business skills in a highly competitive, yet collaborative environment. What also sets IEM apart is the fact that it is located in the prime corporate zone of Kolkata i.e. Salt Lake City.

The course at IEM is designed to develop more innovative, enterprising and effective managers/ leaders with the requisite knowledge, skill sets and managerial competencies to face the opportunities and challenges of the 21st century. The programs encourage students to analyze individual strengths and weaknesses as part of the self development process to function effectively in a complex and changing international business environment. All the students are exposed to the Big 5 Model "OCEAN" for their future success.

A stringent admission process, followed by a varied teaching methodology which includes seminars, workshops, case studies, corporate internships, interactions with industry personnel ensures that the IEM students have an edge when they enter the corporate world.



# Life at IEM & Academic Tour



IEM Professors at Thailand Convention



Students at Goa



Students at TATA Motors, Pune



Students at Thailand Convention



Students in Singapore



Students participating in 3rd IEM Convention, Bangkok, Sasin Business School



Students visiting TATA Motors, Pune



Students visiting TITAN Factory, Goa

## Life at IEM

Students organize and participate in

- 1) Sports [Participated in MAKAUT Inter College Cricket Tournament, IEM-UEM Marathon, iLead College Cricket Tournament, iLead College Basketball Tournament and IEM Badminton Tournament (Men's Doubles). Students became winners in NITMAS Basketball Tournament, IEST- Shibpur Cricket Tournament, IEM Basketball Tournament, BBIT Cricket Tournament, HIT Basketball Tournament & BBIT Online Gaming ]
- 2) Debates, Quiz Competitions, Business Plan competition [Participated in quiz competitions organized by RBI Foreign Exchange for you]
- 3) Inter- Institute festivals and cultural meets [like Spring Fest of IIT Kharagpur, IEM Fest Srjan]

## Academic Tour

The Institute organized Industrial tours for the students to places like, TATA Motors- Pune, TITAN Industries-Goa. This year the Department of Management had organized 3rd International Convention at the Sasin Graduate Institute of Business Administration, Chulalongkorn University, Bangkok, Thailand.

# Internship Exposure



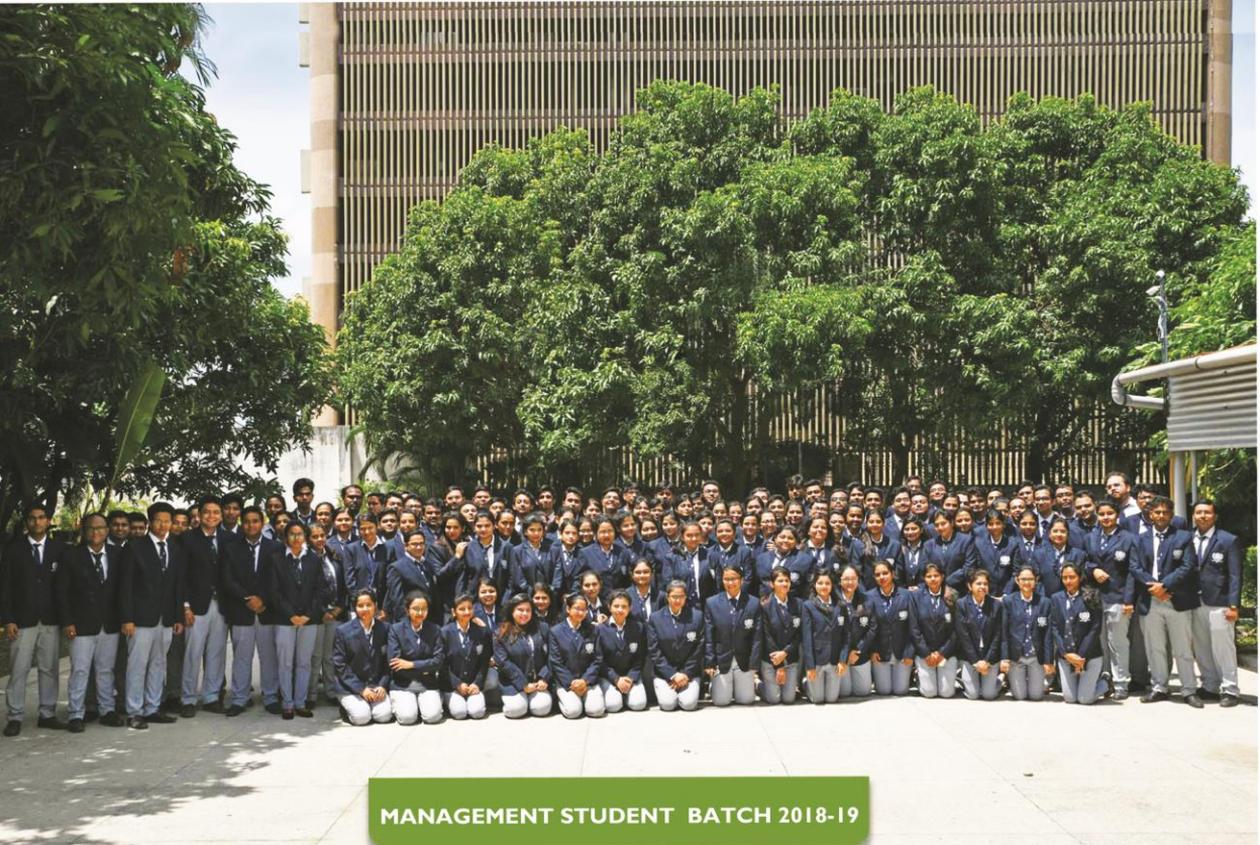
Our students are exposed to Summer and Winter Internship Programs in Industries for a duration of one to two months. In this program, our students work in different industries to get 'hands on' experience before they finally step into the world of employment.


...to name a few



IEMs placement cell is an important source that constantly strives to strengthen industry relationships and cultivate new partnerships with the objective of placing our students in a highly competitive job market.

			and many more...		



**MANAGEMENT STUDENT BATCH 2018-19**

- Anirban Sarker**  
Aditya Birla Fashion & Retail Ltd.
- Pijush Karmakar**  
Asian Paints
- Kriti Majumder**  
TCS
- Debanjana Roy Chowdhury**  
TITAN Company Ltd.
- Arunabha Saha**  
ITC
- Rajat Guha**  
Idea Cellular
- Ivy Das**  
Pricewaterhouse Coopers (PWC)
- Radhika Karwa**  
Naukri.Com
- Rijoy Sengupta**  
VDMA (German Engineering Federation)

**Our Recent Placed Alumni**

IEM has an alumni network growing stronger with every passing year. The IEM alumni have over the years made a profound impact in various industries across functions and geographies. Many IEM students remain actively engaged with the Institute and participate in student conferences, competitions, and lectures year after year. Some of the IEM Students are placed at:

- ABC
- AC Neilson
- ACC Cement
- ACS Advisory Pvt. Ltd.
- Adani Group
- Aditya Birla Group
- AGS World Transport
- Ambuja Cement
- Airtel
- Axis Bank
- Abbott Healthcare Pvt. Ltd.
- Asian Paints Ltd.
- Bengal Ambuja
- Bengal DCS
- Bandhan Financial Services
- Berger Paints India Ltd.
- Big FM
- Bluedart
- Cafe Coffee Day
- Capgemini
- Central Bank
- Century Global Logistics Pvt. Ltd.
- CMC Ltd.
- Commonfloor.com
- Connective Assistance
- CTS
- Deutsche Bank
- Disnet Wireless Ltd.
- DLF
- DHL
- Emcons
- Eureka Forbes
- Eximius Research
- FCI
- Federal Bank
- Fortis Hospitals
- Four Square
- Future Group
- Genpact
- GETIT
- Glaxo Smith Kline
- Godrej & Boyce
- Great Eastern Trading Company
- Gujrat Fluorochemicals Ltd.
- Haier Appliances
- HAL
- HATHWAY
- HDFC Bank
- HSBC
- Hindustan Motors
- IBM
- ICICI Bank
- ICICI Securities
- Indra Micro Industries Ltd.
- IT Emporis Solutions Pvt. Ltd.
- ITC Infotech
- India Today Group
- ING Vysya Bank
- ICRA Online Ltd.
- Jaypee India Pvt. Ltd.
- Jetex Oceans Pvt. Ltd.
- Keyline IT Solutions Pvt. Ltd.
- Kotak Mahindra
- Kotak Mahindra Bank
- KPMG
- Khadim's India Ltd.
- Leeway Logistics
- Logon India Investment Advisory Services Pvt. Ltd.
- MAGMA Fin Corp
- Maxica Industry
- Matrimony.com Pvt. Ltd.
- McNroe
- Mendine Pharmaceuticals Pvt. Ltd.
- Metal Junction
- MSP Steel & Power Ltd.
- MSV Laboratories Pvt. Ltd.
- My Recharge Pvt. Ltd.
- NMD Consultancy
- Nevaeh Technology
- NVD Solar Ltd.
- Ontrack System
- ORIX
- Peerless
- Pidilite
- PWC
- Prime Process Management Group
- Rahul Hi Rise
- Ramel Group
- RDC Concrete
- Relaso
- Reliance
- Reliance Communication
- Royal Bank of Scotland
- Sandvik Asia Ltd.
- SBI
- SBI Life
- SERCO
- Shakers Appliances
- Sico Ltd.
- Siemens
- Sify Technologies
- Sonata Software
- S&P Capital IQ
- Spring Club
- Standard Chartered
- Smart Talents
- TCS
- Times of India
- Titan
- The Sonnet
- Times Version Infotech
- United Breweries Ltd.
- Usha Communication
- Utsav Fashion
- Videocon
- VIVO Global
- Vodafone
- Web Spiders
- Wipro
- Wringleys
- XL Dynamics India Pvt. Ltd.
- Zyduz Cadila

# PRESENCE OF INSTITUTE OF ENGINEERING & MANAGEMENT GROUP



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