



# HERITAGE BUSINESS SCHOOL



PROSPECTUS  
2021

[www.hbs.edu.in](http://www.hbs.edu.in)

# Kalyan Bharti Trust



Driven by a shared philanthropic zeal, twenty-two leading industrialists in Kolkata established Kalyan Bharti Trust (KBT), a public charitable foundation, to promote and provide higher education in the country and in the State of West Bengal, in particular. To achieve KBT's objective, The Heritage School (THS) and Heritage Institute of Technology (HIT-K) were set up in 2001, Heritage Business School (HBS) offering full time MBA programme was started in 2003, while The Heritage Academy (THA) offering BBA, BCA, B.Sc and M.Sc-Media Science programme came up in 2007. HIT-K was granted autonomous status by Maulana Abul Kalam Azad University of Technology on recommendation of UGC w.e.f. Academic year 2014-2015 for a period of 6 years. Heritage Law College (HLC), affiliated to the University of Calcutta was established in 2015 offering B.A.LL.B programme. The Heritage College (THC) offering B.A., B.Sc., and B.Com. (Hons) programmes, affiliated to the University of Calcutta started from the Academic Year 2016-2017.

Heritage Business School (HBS) is ranked today as one of the top B-schools in the country by leading publications like Business Today, Outlook, Higher Education Review, Sun and Digital Learning. The 2- year Full Time Programme of HBS is recognized by All India Council for Technical Education (AICTE), Government of India, Ministry of HRD and affiliated to Maulana Abul Kalam Azad University of Technology or MAKAUT (formerly WBUT), West Bengal.

Students at HBS are groomed to excel both in the field of academics and in Industry. In academics, the students of HBS, consistently receive gold, silver and bronze medals from the University for their brilliant results. In industry, our students are known for their intellectual capabilities and skills to integrate with the teams of the organizations they join and contribute with dynamism to the growth trajectory of their respective organizations. Little wonder, each year our students find placement with leading business establishments across the country and abroad.

A harmonious and seamless integration of valued traditions with modern outlook constitutes the core principles that drive the academic environment to grow, in keeping with the changes and challenges offered by the contemporary world.

## VISION

To prepare dynamic and caring citizens to meet the challenges of a global society while retaining the traditional values

## MISSION

- To prepare students with a strong foundation in their disciplines and other areas of learning
- To provide an environment for critical and innovative thinking, and to encourage the lifelong learning
- To develop entrepreneurial and professional skills
- To promote research and developmental activities and interaction with industry
- To inculcate leadership qualities for serving the society

## CORE VALUES

- Integrity and honesty
- Respect for individuals
- Transparency and accountability
- Commitment and dedication
- Concern for quality
- Passion for innovation and performance
- Social, ecological and ethical sensitivity



# WELCOME MESSAGES



**H. K. Chaudhary**  
Chairman, Kalyan Bharti Trust

Welcome to Heritage Business School (HBS) Kolkata, a vibrant and dynamic Institute dedicated to personal and professional transformation that will prepare you for challenges in any functional area anywhere in the world.

As you commence your studies here, do remember that college education is not entirely academic. It extends beyond the classrooms and laboratories to campus organizations, seminars and meetings, cultural and social activities and sporting events.

I do hope that you will take pride in your college. Members of our Faculty are known for their energy, academic achievements, teaching abilities and devotion to duty. Our standards are challenging and we stand focused on helping you meet those standards. We will judge our success as an institution by how well you succeed in realizing your potential as a student, and as a professional later.

Now that you have chosen HBS, I believe that the combined approach and impact of well experienced management, faculty and staff will play a significant role in helping you achieve the very best in life.

*Shri Hari Krishna Chaudhary, Chairman, Kalyan Bharti Trust and Chairman, Vikram India Ltd, a graduate from BITS Pilani is a successful entrepreneur, renowned philanthropist and above all a selfless humanitarian, who has been devotedly working towards upliftment of the society for the past four decades. He established BRHD Charitable Trust in 1977. The Trust now runs six educational institutions in Bahal, Haryana.*



**H. P. Budhia**  
Chairman, Board of Governors  
Heritage Business School

Heritage Business School was established with the belief that it would comprehensively fulfill the needs of quality education and specialized professional training of the new generation students to enable them to become competent business leaders of the 21st century.

Globalization has compelled Nations to compete among themselves to excel in creating multi-dimensional opportunities and exploit them to their advantages.

However, not every Nation or business can effectively operate and achieve the desired success in today's global market. What they need are visionary business leaders who possess adequate skills in analytical techniques, strategic planning, decision making and problem solving.

We, at Heritage Business School, are committed to accomplish the task of not only enhancing the students' academic qualifications and career prospects but also shaping their overall character and perception, in order to transform them into the much-needed business leaders of tomorrow.

*Shri H P Budhia, Chairman, Board of Governors, Heritage Business School and Chairman, Patton International Ltd. His achievements as an entrepreneur and visionary are not just limited to his professional expertise. A committed humanitarian, he not only looks after the welfare of the Patton family comprising all factory and office workers, but also the well-being of the society. He is also the Founder Chairman of Swarnim International School, located in South 24 Parganas.*



**Prof. (Dr.) K. K. Chaudhuri**  
Director, Heritage Business School

Heritage Business School (HBS), an initiative of the Kalyan Bharti Trust, provides quality management education with specialization in Marketing, Finance, Business Analytics, Human Resource and Systems. Rated among the best B-school in the country, HBS is also known for having one of the best academic infrastructures in India. The Faculty members are qualified from leading institutes and have decades of experience in industry - both in India and abroad. The emphasis given on both academic course content, development of personality and soft skills that, in turn, pay rich dividends to the students in the recruitment process of leading companies. These measures are appreciated by our Alumni, who, through the Alumni association, contribute to the mentoring of our students.

Come and experience the transformation process.

Heritage Business School offers a two-year Masters in Business Administration. The programme comprises courses, internships in companies, projects, industry visits and students-managed events like business fairs and cultural festivals. If you are planning to join us, you are taking the correct decision. Our able and competent faculty will teach you to think beyond the syllabus and learn life-lessons. Navigating through challenges that your lives will throw up, requires a new set of skills, and the ability to unlearn and relearn at a rapid pace. You will be encouraged to think for yourselves and form your own life-goals. Your goals need to be focussed and yet be flexible enough to adjust to a world of astonishing change. I am sure that if you enter the portals of this institution you will find the experience of immense value in becoming a business leader of tomorrow. Our illustrious alumni are evidence of this possibility



**Prof. (Dr.) Anup Sinha**  
Chief Mentor, Heritage Business School



## BOARD OF TRUSTEES

Chairman	Vice-Chairman
<b>Shri Hari Krishna Chaudhary</b> Chairman, Vikram India Ltd.	<b>Shri Vikram Swarup</b> Managing Director, Paharpur Cooling Towers Ltd.
Secretary	Treasurer
<b>Shri Sajjan Bhajanka</b> Chairman, Century Plyboards (I) Ltd.	<b>Shri Sajjan Kumar Bansal</b> Chairman & Managing Director, Skipper Ltd.

## MEMBERS

<b>Shri Prahalad Rai Agarwala</b> Chairman, Rupa & Co Ltd.	<b>Shri Kamal Kumar Dugar</b> Managing Director, K K Dugar & Co.
<b>Shri Dayaram Agarwal</b> Chairman, RGA Software Systems Pvt. Ltd.	<b>Shri Mahendra Kumar Jalan</b> Chairman & Managing Director, MKJ Enterprises Ltd.
<b>Shri Dharam Chand Agarwal</b> Chairman & Managing Director, Hi-Tech Systems & Services Ltd.	<b>Shri Raj Kejriwal</b> MD, Kismok Industries
<b>Shri Mahabir Prasad Agarwal</b> Chairman, Shyam Sel & Power Ltd.	<b>Shri Narhari Prasad K. Koya</b> Chairman, Indian Coal Agency
<b>Shri Sanjay Agarwal</b> Managing Director, Century Plyboards (I) Ltd.	<b>Shri Manish Periwal</b> Chairman & Managing Director, Pioneer Urban Land & Infrastructure Ltd.
<b>Shri Suresh C. Bansal</b> Chairman & Managing Director, Beekay Steel Industries Ltd.	<b>Shri Vishambhar Saran</b> Chairman, Visa Steel Ltd.
<b>Shri Hari Prasad Budhia</b> Chairman, Patton International Ltd.	<b>Shri Sundeep Shah</b> Executive Director, Eastern Silk Industries Ltd.
<b>Shri Jaydeep Chitlangia</b> Managing Director, Madhya Bharat Papers Ltd.	<b>Shri Gaurav Swarup</b> Managing Director, Paharpur Cooling Towers Ltd.
<b>Shri Narain Prasad Dalmia</b> Director, Dalmia Securities Pvt. Ltd.	<b>Shri Siddharth Swarup</b> Director, Paharpur Cooling Towers Ltd.

## BOARD OF GOVERNORS

Chairman  
**Shri Hari Prasad Budhia**  
Chairman, Patton International Ltd.

### MEMBERS

<b>Shri Dayaram Agarwal</b> Chairman, RGA Software Systems Pvt. Ltd.	<b>Nominee of the AICTE</b> Regional Officer, ERO, AICTE(Ex-officio)
<b>Shri Sajjan Kumar Bansal</b> Chairman & Managing Director, Skipper Ltd.	<b>Prof. Sekhar Bhattacharjee</b> (MAKAUT Nominee) Former Professor & Dean, Faculty of Engineering & Technology, University of Calcutta
<b>Shri Jaydeep Chitlangia</b> Managing Director, Madhya Bharat Papers Ltd.	<b>Mr. Pranabesh Das</b> Director of Technical Education, WB
<b>Shri N.P. Dalmia</b> Chairman, Dalmia Securities	<b>Dr. Madhurima Ganguly</b> Associate Professor, Heritage Business School
<b>Shri Gaurav Swarup</b> Managing Director, Paharpur Cooling Towers Ltd.	<b>Dr. Rimu Chaudhuri</b> Associate Professor, Heritage Business School

### MEMBER SECRETARY

**Prof. (Dr.) K. K. Chaudhuri**  
Director, Heritage Business School

### PERMANENT INVITEES

**Shri Hari Krishna Chaudhary**, Chairman, Vikram India Ltd.  
**Shri Sajjan Bhajanka**, Chairman, Century Plyboards (I) Ltd.

## ADVISORY COUNCIL

Chairman  
**Prof. (Dr.) D. K. Banwet**  
Former Vice Chancellor, University of Engineering and Management, Kolkata

### MEMBERS

<b>Mr. J.P. Dua</b> Former Chairman, Allahabad Bank	<b>Prof. (Dr.) Harish Chaudhary</b> Professor, Department of Management, IIT, Delhi
<b>Dr. Alok Ray</b> Chairman & MD Medica Superspeciality Hospital	<b>Mr. Harish Agarwal</b> Partner, Ernst & Young
<b>Mr. Sanjay Agarwal</b> President and Regional Leader Corporate Banking, East, YES Bank	<b>Maj Gen (Dr.) S.C. Jain</b> Former Director, Army Institute of Management
	<b>Prof. (Dr.) Anup K Sinha</b> Chief Mentor, Heritage Business School

# CAMPUS

The campus is Wi-Fi enabled and endowed with picturesque and beautifully landscaped luxuriant greenery. The ambience, distinguishable for its serenity and tranquility, is truly conducive to all academic and intellectual pursuits and has turned the campus into an engaging eco-system that nurture students to excel. The infrastructure includes an air- conditioned Auditorium, Seminar Halls, Conference Room, Language Lab., well-equipped model classrooms, well-stacked library, Computer Laboratory, Banking facility, Health care, Cafeteria, Subsidised Stationary Outlet, Infirmary, Sports facilities etc. to meet all requirements to help students to grow.

# RANKING

- HBS awarded as 'The Most Preferred B-school of the Year (East) 2020' by Associated Chamber of Commerce and Industry in the 13th Higher Education, Skills and Livelihood Conclave
- HBS awarded as the 'ET Best Education Brands 2020' by Economic Times
- HBS has been ranked AAA+ B-School in the East in 2018 by Digital Learning
- HBS has been ranked as the no. 1 private B-School in West Bengal by Education World in May, 2016 and in the top 50 B-Schools league among all private B-Schools in India.
- Business Standard has featured HBS in super league a7 on the basis the survey of B-School ratings in India in June, 2016 conducted by them. Of all B-Schools affiliated to Makaut, HBS is at the top with an overall score of 60 / 100

# MBA WITH A DIFFERENCE

- To develop one's personality, communication and presentation skills through customized programmes
- To get adequately prepared both for academics and industry
- To get placed in a reputed organisation after adequate training as above
- To develop oneself in an atmosphere of Indian value system, ethics and corporate social responsibilities
- To gain insight into industry through summer internship and winter internship Programmes
- To improve problem solving and managerial decision making abilities through series of simulated and controlled aptitude, psychometric and online tests



# THE MBA PROGRAMME

HBS offers 2-year MBA (full time) programme based on the semester system. The first year covers compulsory courses and the second year focuses on both compulsory and specialization courses. The primary objective of the programme is to provide students with ample opportunities to develop conceptual, innovative and analytical skills with an understanding of the latest technology and a global perspective that develops the capability to anticipate and manage change. All through the emphasis remains on promoting interactive and independent learning.

## SPECIALIZATIONS

- Financial Management • Marketing Management • Human Resources Management • MIS • Business Analytics

## ACCREDITATION AND APPROVALS

The MBA programme is approved by the All India Council for Technical Education (AICTE), Ministry of HRD, affiliated to Government of India and Maulana Abul Kalam Azad University of Technology (MAKAUT), West Bengal - formerly West Bengal University of Technology (WBUT).

## LEARNING SUPPORT

- Faculty members from leading educational institutions and with decades of experience in industry, both in india and abroad
- Air- conditioned Lecture halls with audio and video system
- Well-equipped Seminar rooms
- Conference rooms
- State-of-the-art Library stocked with the latest editions of wide-ranging text and reference books, e-magazines and journals - both online as well as printed
- Wi-Fi enabled campus
- Case study based deliberations

## GROOMING FOR THE INDUSTRY

- Institute - Industry Interface on a bi-weekly basis where senior executives interact with the students
- Special courses on personality development, communication skills and soft skills development
- Faculty monitored internship projects for 8 weeks
- Regular visits to industrial establishments
- Mock group discussions, interviews, aptitude tests and psychometric tests
- Structured classes for improvement of domain knowledge and presentation skills
- Pre-placement lectures by senior management executives from industry

## TEACHING METHODOLOGY

- The institute follows the prescribed syllabus of Maulana Abul Kalam Azad University of Technology, West Bengal
- The MBA curriculum design and pedagogy emphasizes the development of students' skills and abilities to apply management theories and concepts to live problems in business and industry. Students are expected to achieve high standards of excellence
- Teaching methods include online lectures, case studies, seminars, group discussions, business games, outbound- based experiential learning activities, educational excursion, role-plays, simulation exercises, structured and unstructured group work, and field visits. The emphasis is on involving the students in learning and helping them to relate concepts and theories to business requirements
- Consistent with advances in teaching technology, the programme integrates the use of IT in learning the basic principles in different functional areas of management. It also enables students to acquire skills in identifying and dealing with complex problems in management, especially in the context of intense globalized competition



# THE FACULTY

The Faculty members are the key drivers of change through their direct involvement in every aspect of the Heritage Business School, encompassing academics, entrepreneurship activities governance, research, and consultancy. They combine the highest standards of teaching and mentoring given their diverse backgrounds as eminent corporate executives, entrepreneurs, policy makers, researchers, academicians and consultants. The rich diversity of their backgrounds instills in the students a continuous desire to achieve excellence. The Advisory council and the Faculty comprise practitioners and distinguished academicians from premiere institutions like IITs, IIMs, BITS Pilani, XLRI among others. The highpoints of the Faculty's forte are:

- Eminent Faculty members drawn from academia and industry
- Most of the Faculty members are PhD holders in their respective fields
- Senior Faculty members have rich professional and industry experience in private and public sectors
- The Faculty members publish papers regularly in national and international journals
- Regular active participation in national and international conferences upgrades and updates their knowledge and skills
- Members of faculty regularly contribute to HBS's bi-annual academic journal "Perspectives on Management"

## CHIEF MENTOR



**Prof. (Dr.) Anup Sinha**

Prof. Anup Sinha joined Heritage Business School (HBS) as Director in July 2017. Currently he is the Chief Mentor of HBS. He was Professor of Economics and former Dean at Indian Institute of Management Calcutta. He was educated at Presidency College Calcutta, University of Rochester and University of Southern California, from where he received his Ph.D. He has taught at Presidency College, University of Calcutta, Indian Statistical Institute, and held visiting appointments at University of Southern California, Washington University in St. Louis, and Curtin University of Technology at Perth and Kyoto University, Japan. Presently he is the Chairman of Bandhan Bank.

## DIRECTOR



**Prof. (Dr.) K. K. Chaudhuri**

Director, Heritage Business School

Prof. K.K.Chaudhuri, M.Sc. Ph.D, University of Calcutta. Professional training from Tata Institute of Social Sciences (Mumbai), Council of Social Development (New Delhi), Institute of Directors (New Delhi), The World Bank (New Delhi). Prof. Chaudhuri has held several responsible positions in the field of management education. He was the Director of Army Institute of Management, Kolkata and Dean of Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata.



**Dr. Bobby Basu**

Teacher - In - Charge, Associate Professor  
B.Tech(University of Calcutta), PGDIE (NITIE), Ph.D (WBSU), Production & Operations Management



**Dr. Rimu Chaudhuri**

Associate Professor

M.A. (University of Burdwan), and Ph.D (University of Burdwan), Economics



**Dr. Soumya Sankar Roy**

Associate Professor

MBA (University of Calcutta), Ph.D (University of Calcutta), MIS & Business Analytics



**Dr. Soma Bose Biswas**

Assistant Professor

MBA (University of Kalyani), Ph.D (University of Kalyani), HRM & OB



**Dr. Chitra Bagchi**

Associate Professor

MBA (University of Burdwan), Ph.D (University of Burdwan), Marketing



**Dr. Madhurima Ganguly**

Associate Professor

MBA (University of Kalyani), Ph.D (IEST), OB & HRM



**Ms. Swagata Sengupta**

Assistant Professor

ACA, ICWAI, PGDFM, MBA (IGNOU), Finance



**Dr. Arunava Bhattacharya**

Assistant Professor

MBA (University of Calcutta), Ph.D (University of Burdwan), MIS & Business Analytics.



**Dr. Kavita Shastri**

Associate Professor

MBA (University of Jammu), Ph.D (University of Kurukshetra), HRM



**Mr. Santosh Kumar Ray**

Assistant Professor

M.Com (University of Calcutta), MBA (MAKAUT), Finance



**Ms. Sudhasree Subramanian**

Assistant Professor

MBA (IGNOU), MIS



**Mr. Chittaranjan Pani**

Assistant Professor

PGDC & MIS(Utkal University), MSc(OSOU), MBA (MAKAUT), MIS



**Mr. Kaushik Bhattacharya**

Assistant Professor

B.Tech (IITK), PGDM (IIM, Calcutta), IT & Strategy

## ADMINISTRATION

Mr. Probir Roy, Director - KBT, M.Sc. & MBA

Mr. Manoj Saraogi, CFO, ICAI

Lt Col Amitava Ghosh Dastidar, Joint Campus Administrator, M.A., MBA, PGDCA

Ms. Joyita Ghosh, Sr. Admin - Executive, MBA

Mr. Raja Keshri, Accountant

Mr. Manoj Pradhan, Office-Executive

Mr. P. K. Agarwal, Chief Executive Officer, MBA, CA. (Inter)

Cdr. (Retd.) S. Dey, Campus Administrator, M.Sc

Mr. R. R. Kutty, Manager - Purchase

Ms. Nayana Chatterjee, Dy Manager-HR, PGDM

Ms. Namrata Sen, Technical Assistant, Admin, MCA

Mr. Subrata Naskar, Store Officer

Ms. Shylie Raman, Executive Administration

## TRAINING AND PLACEMENT

Mr. Kaushik Bhattacharya, Head - Training & Placement, B.Tech(IITK), PGDM (IIM, Calcutta)

Ms. Kirti Dutta, Deputy Training & Placement Officer, M.A.

Ms. Sonia Banerjee, Sr. Placement Officer, PGDM - PR

## MEDICAL & SPORTS

Dr. Paromita Choudhury, Consultant Physician

## LIBRARY

Dr. Binod Behari Das, Advisor-Library, PhD

## MENTORING SYSTEM

The Institute has a structured system of Mentoring for its students. Under process of mentoring, the mentor (teacher) acts as a role model, guide, tutor, coach or confidante. The message is that mentees (students) are worth their time and effort because they are valuable. With their expertise, words and example, they help in the expansion of the mentor's horizons and increase their chances of success. The process of Mentoring begins in the First year of a student's stay at the Institute and continues even during the student's professional career.

## COUNSELLING

The motto of the Counselling Cell at HBS is - "To live, to err, to fall, to triumph, to recreate life out of life." The sole purpose is to help students to help themselves through exploration of their capacities and potentials, and to create a feeling of self confidence which will give them a more positive outlook on life. Students talk in confidence to the full-time Counsellor about anything that benefits them.



# COURSE STRUCTURE

(as per MAKAUT)

## COURSE

Two-year full time 118 credit courses divided into four semesters.

1 Semester = 5 months (21 weeks) approx. 16 Weeks class work: 2 weeks assignment/presentation, 1-week preparatory leave, 2 weeks examination.

- First Semester : 6 compulsory courses (24 credits) + 1 online course(4 credits)
- Second Semester : 6 compulsory courses (24 credits) + 1 online course(4 credits)
- Third Semester : 2 compulsory, 4 electives, project (30 credits) + 1 online course(4 credits)
- Fourth Semester : 6 electives (24 credits) + 1 online course(4 credits)

Total 26 courses (14 compulsory, 10 electives ,project work for 8 weeks and 4 online course).  
(MOOC Course: one per Semester, Non-Credit)

## SPECIALIZATIONS

- Marketing Management
- Financial Management
- MIS
- Human Resource Management
- Business Analytics

## CURRICULUM

### Semester - I

MB – 101	Managerial Economics (Micro)
MB – 102	Organizational Behaviour
MB – 103	Business Communication
MB – 104	Legal and Business Environment(Micro and Macro)
MB – 105	Indian Ethos and Business Ethics
MB – 106	Quantitative Techniques

### Semester - II

MB – 201	Indian Economy and Policy
MB – 202	Financial Reporting,Statements and Analysis
MB – 203	Marketing Management
MB – 204	Operations Management
MB – 205	Management Information System
MB – 206	Human Resource Management

### Semester - III

MB – 301	Entrepreneurship & Project Management
MB – 302	Corporate Strategy

**Elective Papers: Two from any one Functional Area (Major) and two from a different Functional Area (Minor).**

**Elective Papers:**

FM/MM/HR/MIS/BA – 301  
FM/MM/HR/MIS/BA – 302  
FM/MM/HR/MIS/BA – 303  
FM/MM/HR/MIS/BA – 304

MB – 303	Internship Project and Viva Voce
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## Semester – IV

**Elective Papers**

FM/MM/HR/MIS/BA – 401  
FM/MM/HR /MIS/BA – 402  
FM/MM/HR/MIS/BA – 403  
FM/MM/HR/MIS/BA – 404  
FM/MM/HR/ MIS/BA – 405  
FM/MM/HR/ MIS/BA – 406

\*\*The Major and Minor Functional areas will be same as chosen in the 3rd Semester.

## Elective Papers (Third Semester)

### Functional Specialization (3rd Semester)

Marketing		Human Resource	
Code	Course Name	Code	Course Name
MM 301	B2B Marketing	HR 301	Team Dynamics at Work
MM 302	Digital & Social Media Marketing	HR 302	HR Metrics and Analytics Cross
MM 303	IMC/ Promotion Strategy	HR 303	Cross Cultural Management
MM 304	Marketing Research	HR 304	Organizational Design

Business Analytics			
BA 301	Modeling Techniques	BA 303	Business Forecasting
BA 302	Application of Analytics in Business	BA 304	Data Science Using R

Finance		MIS	
FM 301	Taxation	MIS 301	Relational Database Management System
FM 302	Project Appraisal & Finance	MIS 302	E-Commerce & Digital Markets
FM 303	Behavioral Finance	MIS 303	Managing Software Projects
FM 304	Corporate Finance	MIS 304	System Analysis and Design

## Elective Papers (Fourth Semester)

Marketing		Human Resource	
MM 401	Consumer Behaviour	HR 401	Manpower Planning Recruitment & Selection
MM 402	Retail Management	HR 402	Employee Relations & Labour Laws
MM 403	Sales & Distribution Management	HR 403	Compensation & Benefits Management
MM 404	Service Marketing	HR 404	Performance Management Systems
MM 405	Product & Brand Management	HR 405	Strategic Hrm
MM 406	International Marketing	HR 406	International Hrm

Business Analytics			
BA 401	Data Visualization for Managers	BA 404	Data Mining
BA 402	Big Data Technology	BA 405	Data Analytics using Python
BA 403	Statistics for Business Analytics	BA 406	Optimization Techniques

Finance		MIS	
FM 401	Investment Analysis & Portfolio Management	MIS 401	Data Warehousing
FM 402	Managing Banks & Financial Institutions	MIS 402	Managing Digital Platforms
FM 403	Mergers, Acquisition & Corporate Restructuring	MIS 403	Strategic Management For IT
FM 404	Financial Derivatives	MIS 404	Business Decisions using Advanced Excel
FM 405	International Finance	MIS 405	Management of Information Technology
FM 406	Financial Markets & Services	MIS 406	Managing Digital Innovation & Transformation



## TRAINING & PLACEMENT

The Training & Placement Cell continuously co-ordinates with various industries and organizations for Training and Placement of students. Each year, year on year, it successfully assists in placing a high percentage of students in industry. It actively obtains feedback from organizations and conveys it to respective Departments which, in turn, train students accordingly, thereby increasing their employability. The Placement Records over the past few years are testimony to the acknowledgement by the Corporate Sector of the acceptable quality of the students.

### PRE-PLACEMENT TALK

The Pre-Placement Talk (PPT) is a platform where company officials address the batch about their respective company's background, philosophy, values, ethos and share details about the profiles offered, the eligibility criteria, the selection processes, compensation and other details. The PPT facilitates the process of substantiating the aspirations of the budding managers and business leaders to join the corporate world. The companies look forward to attracting the cream of the talent from leading business school like HBS. The thorough selection process at Heritage culminates in the evolution of highly competitive student community, with valuable work experience cut across various sectors, such as financial analysis, portfolio management, consultancy services, sales and distribution providing an opportunity for the companies to select from a large varied talent pool.



### COUNSELLING

The motto of the Counselling Cell at HBS is -&quot; To live, to err, to fall, to triumph, to recreate life out of life.&quot; The sole purpose is to help students to help themselves through exploration of their capacities and potentials, and to create a feeling of self confidence which will give them a more positive outlook on life. Students talk in confidence to the full-time Counsellor about anything that benefits them.

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### INTERSHIP PROJECTS

The Internship Programme enables the students to get first hand experience of the business environment in the functional areas of their interest. The Internship is intended to be an intensive learning experience for the students. It offers them an opportunity to map the theoretical understanding of the General Principles of Management gained in the first year to real life business situations. The Companies, at their end, evaluate the students for suitable employment. Companies usually define the scope of the internship project based on their current requirements. Typically, the project has a quantifiable outcome that can be measured in the end. Student internships are generally defined for a period of 6-8 weeks during the period of June 15 - August 14."



## SOME OF THE RECRUITERS

- |                      |                            |
|----------------------|----------------------------|
| 1. Colgate-Palmolive | 19. Titagarh Wagons Ltd    |
| 2. Nestle            | 20. Tata Motor finance     |
| 3. PWC               | 21. Parle Products (P) Ltd |
| 4. Ernst & Young     | 22. Patton                 |
| 5. KPMG              | 23. Axis Bank              |
| 6. Amul              | 24. Asian Paints           |
| 7. Deloitte          | 25. IBM                    |
| 8. Reckitt Benckiser | 26. ABP                    |
| 9. Jaro Education    | 27. MRF Tyres              |
| 10. Berger Paints    | 28. Godrej                 |
| 11. Emami            | 29. SREI                   |
| 12. HDFC Bank        | 30. Marico                 |
| 13. ITC              | 31. Ceasefire              |
| 14. Flipkart         | 32. Vodafone               |
| 15. Bandhan Bank     | 33. Century Ply            |
| 16. ICICI Bank       | 34. CII                    |
| 17. Dabur            | 35. Janalakshmi            |
| 18. IDFC First Bank  |                            |

## INDUSTRY-INSTITUTE-INTERFACE SESSIONS



Mr. Samar Banerjee  
AVP, HR, Emami Cement Limited



Mr. R. P. Yadav  
CMD, Genius Consultants



Mr. Jyoti Lahiri  
CFO, Landis + Gyr, Asia Pacific Region



Mr. Sugata Halder  
Country HR Head, Century Ply



Mr. Manoj Sinha  
Sr. VP – HR, Idea Cellular



Mr. Amit Kumar Basu  
Executive Director, Indian Oil



Mr. Manas Das  
Global Head HR, Mitsubishi Corporation



Mr. Jaideep Chatterjee  
HR Director, SREI Infrastructre



Mr. Rituraj Brahmachari  
Associate Vice President, Times of India



Mr. Vishal Sinha  
President & CIO, Tranzlease Holdings India Pvt. Ltd.  
and also our alumnus from 1st batch (2003-2005)



Dr. Dev Narayan Sarkar  
Associate Director, Pepsico

Webinar sessions are conducted regularly by the industry experts.

## STUDENT ACTIVITIES

- Public Speaking and General Awareness Club
- Budget Analysis Session - ARTHASANKALPA
- Debate Competition – ARGUMENTAL
- Business Plan Competition.
- Prarambh (Annual Fest)
- Freshers' Welcome, 'NEUVO'
- Teachers' Day





## ALUMNI ASSOCIATION

Alumni are the brand ambassadors of any institute. The Alumni Committee of HBS is comprised of Faculty members, Alumni members and students from the existing batches and its structure is revised in the month of August, every year. The aim of HBS – Alumni Association is to establish a well knit network that will foster a sense of community and belonging among alumni members across batches with the institute. The connectivity thus established will open up avenues for symbiotic and productive outputs in terms of higher job opportunities, knowledge sharing creative partnership, guidance and counseling. The functions of the Alumni Committee is to update the alumni database, to organize annual Alumni meet, to integrate the Alumni of HBS through ALMA CONNECT social networking platform and also to invite Alumni members as guest speakers in Industry Institute Interface (III) sessions.



## ALUMNI MEET

The alumniis considered to be an integral part of the B-school. Apart from using software specially designed for the alumni to stay in touch with them, HBS organized an annual re-union called SMRITI. This is held on the second Saturday of February every year. With the help of our faculty members teams of students design the programme and events. This gives the current students a wonderful opportunity to connect with former students who can become their mentors and friends.

## ELIGIBILITY

All aspiring applicants must be a Graduate in 10+2+3 system as recognized by Association of Indian Universities in any discipline or Graduate in any professional course [Engineering, Medical, LLB (5 years), etc.] of a recognized University. For the programme, candidates appearing in the final year of their Graduation examination can also apply, provided they complete all formalities of examinations within June and furnish the proof of having met the minimum eligibility criteria by September.

## APPLICATION PROCESS

Online Application Form can be obtained from the Institute campus on payment of Rs.1000/- in cash or by a crossed Demand Draft drawn in favour of &quot;HERITAGE BUSINESS SCHOOL&quot; payable at Kolkata. Applicants should refer to the website to avail of further information. The web address <http://www.hbs.edu.in>.

## SELECTION PROCESS

Selection for the admission will be through MAT/ WBJEMAT. This short-listed candidates will be called for Personal Interview for Final Selection



# IMPORTANT VISITORS



Prof. Runa Sarkar  
Dean Academic, IIMC



Dr. Saibal Chattopadhyay  
Former Director, IIMC



Mr. David Hickman  
Professional EOS Implementer



His Excellency Shri Keshari Nath Tripathi,  
Former Governor of West Bengal



Shri Partha Chatterjee  
Minister of Education, West Bengal



Padma Shri Dr. Mani Lal Bhaumik



Prof. Anil D Sahasrabudhe  
Chairman, AICTE, New Delhi



Mr. Dhruv Goel, Former Vice President  
Harvard University Undergraduate Council

# IMPORTANT VISITORS



Dr. Meyya Meyyappan,  
Chief Scientist from NASA  
Ames Research Center



Mr. Bijoyendu N Biswas  
Sr. Director, Cognizant  
Technology Solutions



Shri Gyanesh Chaudhary  
CEO & MD, Vikram Solar Ltd.

## LOCATION

The Heritage campus is located on Chowbaga Road, behind Ruby General Hospital and halfway between the Eastern Metropolitan By-pass and the Basanti Expressway. The campus is exquisitely landscaped with intertwined roads connecting various buildings inside the campus. It provides a tranquil surrounding with a backdrop of lush greenery, which offers an aesthetically pleasing and serene atmosphere, on one hand, and an intellectually stimulating environment, on the other.



Heritage Business School awarded as 'The Most Preferred B-school (East)- 2020' by Associated Chamber of Commerce & Industry (ASSOCHAM) in the 13th Higher Education, Skills and Livelihood Conclave 2020.



Heritage Business School has been chosen by ET Edge, an initiative by Economic Times, as one of the best education brands 2020



## Heritage Business School

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Website: [www.hbs.edu.in](http://www.hbs.edu.in)