

Why HBS?

Preparing future leaders to manage the
CHANGE

Campus

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Kolkata-700107

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Heritage Business School

Affiliated to MAKAUT, WB &
Approved by AICTE
www.hbs.edu.in

MBA Prospectus 2023



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.

Heritage Business School

OVERVIEW

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.

CURRICULUM

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.



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

Board of Trustees

Kalyan Bharti Trust Board of Trustees

Chairman



Shri Hari Krishna Chaudhary
Chairman, Vikram India Ltd.

Vice-Chairman



Shri Vikram Swarup
CMD, Paharpur Cooling Towers Ltd.

Secretary



Shri Sajjan Bhajanka
Chairman, Century Plyboards (I) Ltd.

Treasurer



Shri Sajjan Kumar Bansal
CMD, Skipper Ltd.

MEMBERS



Shri Suresh C. Bansal
Executive Chairman, Beekay Steel



Shri Jaydeep Chitlangia
Mentor, Duroply Industries Ltd



Shri Sanjay Agarwal
MD, Century Plyboard (I) Ltd.



Shri Vikash Agrawal
MD, Hi-Tech Systems & Services Ltd



Shri Prahlad Rai Agarwala
Chairman, Rupa & Co. Ltd



Shri Dayaram Agarwal
Chairman, RGA Software Systems Pvt Ltd.



Shri Mahabir Prasad Agarwal
Chairman, Shyam Metallics & Energy Ltd.



Shri Hari Prasad Budhia
Chairman, Patton International Limited



Shri Narain Prasad Dalmia
Director, Dalmia Securities Pvt Ltd.



Shri Narhari Prasad K. Koya
Partner, NPK Coal Logistics



Shri Mahendra Kumar Jalan
CMD, MKJ Enterprises Ltd.



Shri Vishambhar Saran
Chairman, Visa Steel Ltd.



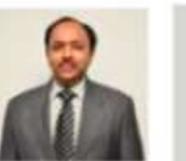
Shri Sundeep Shah
CMD, Eastern Silk Industries Ltd.



Shri Kamal Kumar Dugar
Director, BMD Securities Ltd.



Shri Gaurav Swarup
Co-Chairman & MD Paharpur Cooling Towers Ltd.



Shri Siddharth Swarup
Director, Paharpur Cooling Towers Ltd.



Shri Manish Perwal
CMD, Pioneer Urban Land & Infrastructure Ltd



Shri Raj Kejriwal
MD, Kivok Industries Pvt. Ltd

Board of Governors

Chairman

Shri Hari Prasad Budhia, Chairman, Patton International Ltd.

MEMBERS

Shri Dayaram Agarwal
Chairman, RGA Software Systems Pvt. Ltd.

Shri Sajjan Kumar Bansal
Chairman & Managing Director, Skipper Ltd.

Shri Jaydeep Chitlangia
Mentor, Duroply Industries Ltd.

Shri N.P. Dalmia
Chairman, Dalmia Securities

Shri Gaurav Swarup
Managing Director, Paharpur Cooling Towers Ltd.

Nominee of the AICTE
Regional Officer, ERO, AICTE(Ex-officio)

Prof. Sekhar Bhattacharjee
(MAKAUT Nominee) Former Professor & Dean,
Faculty of Engineering & Technology,
University of Calcutta

Prof. (Dr.) Anindita Ganguly
Director of Technical Education, WB

Dr. Bobby Basu
Associate Professor, Heritage Business School

Dr. Arunava Bhattacharya
Assistant 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

Mr. J.P. Dua

Former Chairman, Allahabad Bank

Dr. Alok Ray

Chairman & MD

Medica Superspeciality Hospital

Mr. Sanjay Agarwal

President and Regional Leader

Corporate Banking, East, YES Bank

Prof. (Dr.) Harish Chaudhary

Professor, Department of Management, IIT, Delhi

Mr. Harish Agarwal

Partner, Ernst & Young

Maj Gen (Dr.) S.C. Jain

Former Director, Army Institute of Management

Prof. (Dr.) Anup K Sinha

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, Subsidized Stationary Outlet, Infirmary, Sports facilities etc. to meet all requirements to help students to grow.

Programme Educational Objectives

- To administer adequate and interactive learning tools to equip the students to excel in their career in industry/ entrepreneurship/academics.
- To upgrade the knowledge base of a student through case based pedagogy dealing with management problems and strategies.
- To develop competencies of the students in order to prepare them for global challenges.
- To inculcate a strong value system in the students.
- To develop analytical and holistic thinking.

RANKINGS

- Heritage Business School has been ranked no. 1 B-School in West Bengal by Education World for the year 2021-22.
- Declared as the 'Most Preferred B-School' in 2020 in the East at 13th ASSOCHAM Higher Education & Skills Conclave.
- 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



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 MaulanaAbulKalam 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



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, BITSPilani, 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

He 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.



FACULTY

- **Prof. (Dr.) Anup Kumar Sinha**, M.A. (Econ.) (University of Calcutta), M.S. (University of Rochester, USA), Ph.D (USC, USA, Los Angeles), Economics
- **Prof. (Dr.) K. K. Chaudhuri**, M.Sc (University of Calcutta), Ph.D (University of Calcutta), HR & OB
- **Ms. Swagata Sengupta**, Teacher-In-Charge, Assistant Professor, ACA, ICWAI, PGDFM, MBA (IGNOU), Finance
- **Dr. Bobby Basu**, Associate Professor, B.Tech (University of Calcutta), PGDIE (NITIE), Ph.D (WBSU), Production & Operations Management
- **Dr. Chitra Bagchi**, Associate Professor, MBA (University of Burdwan), Ph.D (University of Burdwan), Marketing
- **Dr. Rimu Chaudhuri**, Associate Professor, M.A. (University of Burdwan), and Ph.D (University of Burdwan), Economics
- **Dr. Madhurima Ganguly**, Associate Professor, MBA (University of Kalyani), Ph.D (IEST), OB & HRM
- **Dr. Soumya Sankar Roy**, Associate Professor, MBA, (University of Calcutta), Ph.D (University of Calcutta), MIS & Business Analytics
- **Mr. Chittaranjan Pani**, Assistant Professor, PGDC & MIS (Utkal University), M.Sc. (OSOU), MBA (MAKAUT), MIS
- **Ms. Sudhasree Subramanian**, Assistant Professor, MBA (IGNOU), MIS
- **Mr. Santosh Kumar Ray**, Assistant Professor, M.Com, (University of Calcutta), MBA (MAKAUT), Finance
- **Mr. Kaushik Bhattacharya**, Assistant Professor, B.Tech (IITK), PGDM (IIM, Calcutta), IT & Strategy
- **Dr. Arunava Bhattacharya**, Assistant Professor, MBA (University of Calcutta), Ph.D (University of Burdwan), MIS & Business Analytics.
- **Dr. Sunil Singh**, Assistant Professor, MBA (MAKAUT), Ph.D (VisvaBharati), General Management

ADMINISTRATION

- Mr. Probir Roy, Director - KBT, M.Sc. & MBA
- Mr. P. K. Agarwal, Chief Executive Officer, MBA, CA. (Inter)
- 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
- Cdr. (Retd.) S. Dey, Campus Administrator, M.Sc
- Mr. R. R. Kutty, Manager - Purchase
- Ms. Namrata Sen, Technical Assistant, Admin, MCA
- 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.



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.

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

and many more.....



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 alumnus 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.

CONCERN FOR ENVIRONMENT

In a step towards a greener future, Heritage Group of Institutions has installed a 100 kWh rooftop solar power plant—West Bengal's first of its kind—supported by WBREDA and MNRE. Harnessing India's abundant solar energy, this initiative helps reduce carbon emissions and address electricity scarcity with clean, scalable power.

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 HERITAGE BUSINESS SCHOOL 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



