



# HERITAGE BUSINESS SCHOOL

AFFILIATED TO UNIVERSITY - MAKAUT

APPROVED BY AICTE



## PROSPECTUS 2020

[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. K. K. Chaudhuri**  
Advisor, Heritage Business School

Heritage Business School (HBS), an initiative of the Kalyan Bharti Trust, provides quality management education with specialization in marketing, finance, 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. Anup Sinha**  
Chief Mentor, Heritage Business School

It gives us immense pleasure that you are considering a career in management. On behalf of Heritage Business School, we welcome you to the world of Management education. Academic rigour and discipline are at the core of management program which is being offered in Heritage Business School. During the four semesters, we give significant exposure to the various aspects of business. We focus on offering quality education with high academic standards in the effort to give all students a Holistic education which is strongly grounded in values. Our curriculum strikes a balance between theoretical knowledge and real life situations through classroom discussions, experiential activities, case studies, term paper presentations, project and integrates technology with management. Besides academic inputs, students are also provided with industry exposure through various projects, factory visits, and lectures from industry experts and successful entrepreneurs. The program also incorporates within its ambit an internship/project work.

We place great emphasis on team building exercises, and co-curricular activities. Student-driven clubs in different areas, focusing on public speaking, general awareness, entrepreneurship, cultural activities and conducting round the year events and competition are undertaken to develop them holistically. Students are encouraged to partake in sports, and participate in various fests organized by other colleges. Our students have been successfully organizing our own management Fest "Prarambh" for the past few years. We strongly believe in inculcating community engagement, fostering Creative Thinking, and empowering them with leadership

skills that will help them to remain competitive in this changing environment. HBS has dedicated and qualified full time faculty from both Academia and industry. We encourage our faculty to undertake research to remain at the cutting edge of knowledge and publish research papers in leading Peer reviewed journals. The program is committed to a value based education, aimed at creating socially responsible entrepreneurs and leaders.

The testimony to our efforts is excellent Placement, our students are being offered by corporate. Furthermore the track record of alumni has been gratifying.

We welcome you to transform yourself into a leader @HBS.



## BOARD OF TRUSTEES

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

## MEMBERS

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

## BOARD OF GOVERNORS

Chairman  
Shri Hari Prasad Budhia  
Chairman, Patton International Ltd.

### MEMBERS

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

### MEMBER SECRETARY

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



# RANKING & RATINGS

- 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

## THE PROGRAM EDUCATION OBJECTIVES (PEO)

- To administer adequate and interactive learning tools to equip the students to excel in careers in industry/entrepreneurship / academics
- To upgrade the knowledge platform of the students through case based pedagogy in management problem areas and strategies
- To develop leadership and analytical decision-making competencies of students
- To inculcate ethics and value systems in the minds of the students
- To forge and nurture mutually beneficial knowledge and information sharing alliances with institutes in India and abroad in the areas of academics and research

## 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 OFFERED

- Financial Management • Marketing Management • Human Resources Management • MIS • Business Analytics (Minor)

## ACCREDITATION AND APPROVALS

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

## 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"

## ADVISOR

Prof. K.K.Chaudhuri, M.Sc. PhD, was Dean, IISWBM (CU) and subsequently, Director, Army Institute of Management. 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. He has authored two books, 2 monographs and more than 100 papers. A fellow member of National Institute of Personnel Management, he is the Editor-in-chief of Personnel Today.

## CHIEF MENTOR

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.

## FACULTY



**Prof. J.N. Mukhopadhyaya**

Director & Professor.

Dr. Jayanta Nath Mukhopadhyaya (JNM) is a Mechanical engineer from IIT-BHU, Varanasi, MBA from IIM Calcutta and PhD in Economics from Jadavpur University. He was the Former Director of J. D. Birla Institute and the founding faculty, Professor of Finance and Dean of Globsyn Business School. He had 17 years of experience in industry with leading companies like BOC India, IBP - Balmer Lawrie, Alghanim - one of the largest companies in Kuwait, SREI etc. He was Senior Vice President and National Head of SREI Capital Markets (A registered Merchant Banker with SEBI).

He has 16 years experience in full time teaching and also has been a visiting faculty at IIM Calcutta, IIM Rohtak, IIM Bodh Gaya and IIM Ranchi for several years. His research papers have been presented at International conferences and many of his papers have been published in refereed journals.

He has been a speaker at various seminars organized by various Chambers of Commerce, CII, Institute of Company Secretaries etc. Dr. JNM has conducted MDP and workshops for Tata Motors, M Junction, Lafarge, McNally Bharat, IBM, Cognizant Technologies, Peerless Securities, Titan Industries etc.



**Dr Subrato Bhadury**

Professor, Marketing

Dr Subrato Bhadury is Dean & acting Principal of Heritage Business School, Kolkata. Dr Bhadury did his B Sc in Economics from St Xavier's College, Calcutta and was holder of National Scholarship & Father Prefect's Scholarship, MA in Economics from Jadavpur University, SMP from IIMC and PhD from Jadavpur University. Previously he was a faculty at Business school of KIIT Bhubaneswar for 5 years.



**Dr. Sitangshu Khatua**

Professor, Finance

Dr. Sitangshu Khatua is BTech (NIT), MTech (BESU), MBA (Finance), CFA (ICFAI), ERP (Oracle), FPM/PhD (XLRI). He has 24 years of experience both in industry and academics. He has also taught at IIFT, XLRI, CU, NIT, XISS, ICFAI and Strategy Academy.



**Dr. Chitra Bagchi**

Associate Professor, Marketing.

Dr. Chitra Bagchi is B.Sc. (Hons), MBA, Ph.D. She worked with different reputed companies at the capacity of BD Manager for 2 years. She is having 16 years of teaching experience in both PG and UG classes (including 8 years of Post Ph.D) in different B Schools under Calcutta University and WBUT (Presently know as MAKAUT).



**Dr. Rimu Chaudhuri**

Associate Professor, Economics.

Dr. Rimu Chaudhuri is Ph.D. in Economics from the University of Burdwan, with more than 17 years of teaching and research experience with International Exposure, Her research Interest is Entrepreneurship Development and she is a former Visiting fellow of EDII-Ahmadabad, She is having more than 35 Academic Papers published in National & International Journal.



**Dr. Madhurima Ganguly**

Associate Professor, OB, HRM.

Dr. Madhurima Ganguly is Ph.D. from BESU Shibpur and MBA. She has expertise in the area of organizational behavior and human resource management with thirteen years of experience. She has presented papers at several international conferences held in different Indian Institute of Managements including INDAM (India chapter of the Academy of Management, located at USA.), PAN IIT .She has received BEST PAPER AWARDS in difference conferences like IIT Delhi, Tata Institute of Social Science Mumbai.



**Dr. Kavita Shastri**

Associate Professor, HRM

Dr.Kavita Shastri is B.SC, MBA (University of Jammu), Ph.D. (University of Kurukshetra). She has got research publications both National and International. She has been associated as faculty member with Institutes like Globsyn Business School, EILM.



**Dr. Soumya Sankar Roy**

Associate Professor, MIS and Business Analytics.

Dr. Soumya Sankar Roy, Ph.D. (Business Management) from Calcutta University, MBA (Systems) from IISWBM, Calcutta University. B.Sc (Hons) from from St Xavier's College, Calcutta, He is an advanced Diploma holder in Software Exports. He has over 30 years experience in academics, research and industry out of which 21 years of full time teaching experience in Post Graduate levels.



**Dr. Bobby Basu**

Associate Professor, Operations.

Dr. Bobby Basu , B.Sc (St. Xavier's College), B.Tech (Chemical Engineering, Calcutta University); PGDIE (NITIE, Mumbai); PhD (West Bengal State University).She is having 4 years of corporate experience with companies FIAT India Limited, Mumbai and India Foils Limited, Kolkata. She is having more than 16 years of teaching experience. She takes keen interest in teaching subjects like Production & Operations Management, Operations Research, and Organizational Behavior



**Ms. Swagata Sengupta**

Assistant Professor, Finance.

Ms. Swagata Sengupta, FCA, ICWAI, MBA (Finance), B.Com (Hons.)with 5 years of Industry experience & more than 15 years of experience in management teaching in the area of accounting and finance, taught subjects like Fundamental of Accounting, Management Accounting, Financial Management, Corporate Finance, Corporate Taxation, Financial Institute & Markets. Area of research interest: Behavioral finance



**Dr. Soma Bose Biswas**

Assistant Professor-HRM, OB.

Dr. Soma Bose Biswas, B.Sc (H), Post Graduate in Instrumentation, MBA (HR) and PhD in HRM area with having more than 16 years of teaching experience in various institutions and universities. She has presented her papers in many National and International conferences organized by various institutes of repute as IIM, IMT, Symbiosis, etc. She has also published papers in many reputed and indexed journals. Her research interest area is Performance management systems, Technology and HR, and HRD.



**Dr. Arunava Bhattacharya**

Assistant Professor, MIS and Business Analytics.

Dr. Arunava Bhattacharya, B.Sc (H) in Economics (C.U), MBA in Systems from IISWBM, Calcutta University and ICWA (Inter). He has obtained PhD from Burdwan University in the area of Application of PPP model Indian Roadways Sector. He is enriched with more than 26 years of experience- both in corporate as well as academic arena.



**Mr. Abhilash Acharya**

Assistant Professor, HRM.

Mr. Abhilash Acharya, B.E.,MFM, Dip. (Business Laws – NUJS), PhD (pursuing – IIM Ranchi) and has been associated with HBS-Kolkata through the last 2 years and takes courses on HRM, Industrial Relations, Labour & Business Laws, Human Resource Development and Cross-Cultural Management. He won several academic accolades (Master's Gold Medal).



**Mr. Kaushik Bhattacharya**

Assistant Professor.

Mr. Kaushik Bhattacharya has a Post Graduate in Management from IIM Calcutta (1985) and was included in the Honour Roll of his batch. He also has a Bachelor's Degree (Honours) in Engineering from IIT Kharagpur (1981). He has 34 years of experience with the IT industry, deploying strategic IT solutions for clients across the world. In his most recent role before his retirement, he was the Location Head for IBM in Kolkata. His teaching interest-areas include Strategy and IT.



**Mr. Chittaranjan Pani**

Assistant Professor, MIS.

Mr. Chittaranjan Pani, B.Sc, PGDC & MIS, MBA. He has an experience of 8 years and the Industry Experience of 10 Years, His area of specialization: System Management, His Research Interest is Internal Marketing and Cyber Security, Publications – 2 (1 national and 1 international), Pursuing PhD at KIIT University.



**Mr. Santosh Kumar Ray**

Assistant Professor

Mr. Santosh Kumar Ray, B.Com (Hons), M.Com, MBA. He has Industrial Experience of 18 Years. His Research Interest is Financial Management and Management Accounting.



**Ms. Sudhasree Subramanian**

Assistant Professor, MIS.

Ms. Sudhasree Subramanian, Post graduate in Business Administration with a specialization in Operations and Research. Has 9+ years of experience in software companies like HCL, Wipro and Cognizant. Has experience on variety of modules like Human Resources, Payroll Management, Finance and Accounting, Maintenance of Coaches & Wagons of Southern Railway, Training, Placements and Operations. Attended several workshops, seminars and conferences.





## LIBRARY

Dr. Binod Behari Das, Advisor-Library, Ph.D.

Mr. Bablu Sarkar, Library Sorter, B.L.I.B., M.L.I.B.

## ADMINISTRATION

Mr. Probir Roy, Director - KBT, B.Sc. (Ch.E), M.Sc. & MBA.

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

Mr. Manoj Saraogi, CFO, B.Com (Hons.) ICAI.

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

Mr. R. R. Kutty, Manager - Purchase, B.Com.

Ms. Nayana Chatterjee, Dy Manager-HR, B.Sc. (Hons.), PGDM.

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

Ms. Namrata Sen, Technical Assistant, Admin, BCA, MCA.

Mr. Raja Keshri, Accountant, B.Com (Hons).

Mr. Subrata Naskar, Store Officer.

Mr. Manoj Pradhan, Office-Executive, B.A.

Ms. Shylie Raman, Executive Administration, B.A.

## TRAINING AND PLACEMENT

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

Ms. Sonia Banerjee, Sr. Placement Officer, B.A., PGDM – PR.

Ms. Reniya Adhikary, Trainee, MBA.

## MEDICAL & SPORTS

Dr. Paromita Choudhury, Consultant Physician



## CORE ATTRIBUTES

### HIGHLIGHTS OF TEACHING - LEARNING PROCESS

- Members of faculty are available beyond class hours
- A Student Counseling Cell provides guidance, counseling and psychological boost-up to students
- Students from other B- Schools are also encouraged to participate in various programmes.
- The Language Clinic provides training in spoken English along with Mock interviews.
- Periodical meetings between students, teachers & parents / guardians are held to get feedback on teaching and learning at HBS.
- A strong Alumni association.
- Foundation course for Mathematics, English, Accountancy, General awareness, Values and Ethics, Information Technology, Economics, etc. for the incoming students before start of the University curriculum
- Entrepreneurship Cell connected to National Entrepreneurship Network (NEN) and Innovation Cell of CII.
- Special tutorial classes on Quantitative Techniques.

## MENTORING SYSTEM

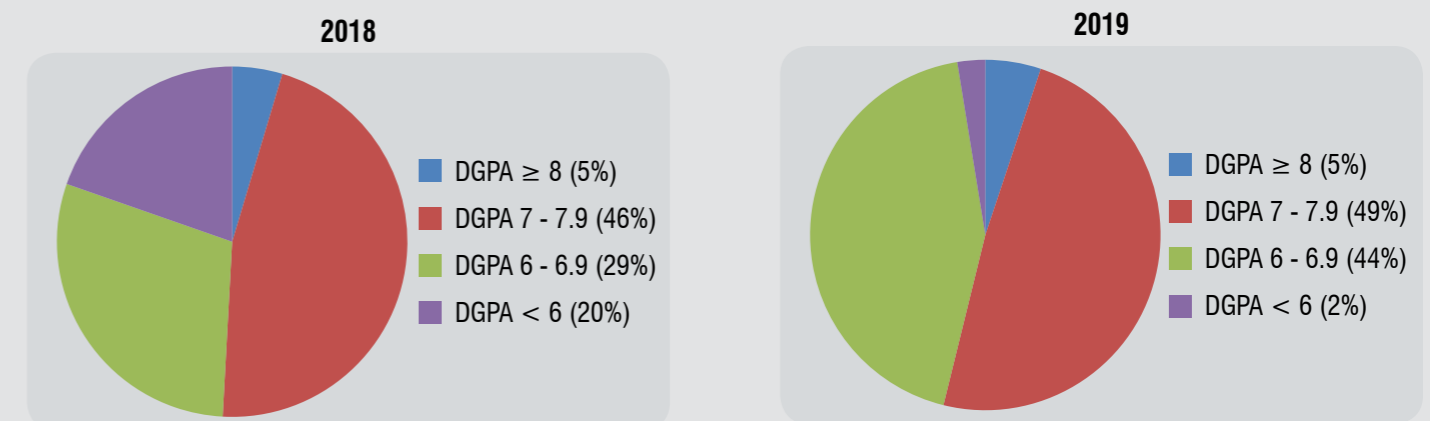
The Institute has a structured system of Mentoring for its students. Under process of mentoring, the mentor (teacher) acts as a role model, guide, tutor, coach or confidante. The message is that mentees (students) are worth their time and effort because they are valuable. With their expertise, words 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.

## UNIVERSITY EXAMINATION RESULTS

The HBS students have been performing consistently well in the university examinations with an average pass percentage of above 98%. The highest DGPA, so far, obtained by a student is 9.2 in the scale of 10. The first batch of MBA students passed out in 2005. Batch-wise results (Pie chart below) for the last two batches of MBA students (for their results in the final/last semester) under the West Bengal University of Technology, presently renamed as MAKAUT are as follows:



# COURSE STRUCTURE

The MBA course curriculum is scheduled over two years. The core courses are covered in four semesters, with the bulk of it covered in the first two semesters for the MBA course. These core courses enhance the ability to communicate, analyze situations and take decisions using quantitative and qualitative factors, and to develop a holistic view of the different functional areas and the business environment. During this period, students take courses in general management and major functional areas, such as Finance and Accounting, Marketing, Operations Management, Management Information System, Organizational Behaviour, Human Resources and Strategic Management.

In the second year of MBA, students take elective / optional courses to specialize in a maximum of two functional areas (Major & Minor). These areas are: Marketing, Finance, MIS, HR and Business Analytics.

\*As per MAKAUT current syllabus

## 1.1 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).

## 1.2 SPECIALIZATIONS

- Marketing Management
- Financial Management
- MIS
- Human Resource Management
- Business Analytics (Minor)

# CURRICULUM

## CORE COURSES (SIX / SEMESTER)

### 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 Core Papers:

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 for 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 for 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





"Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them."

Paul Hawken, Natural Capitalism

# TRAINING & PLACEMENT

The T&P Cell continuously co-ordinates with various industries and organizations for Training and Placement of students. Each 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.

The Training and Placement Cell help students explore placement opportunities by :

- Keeping in tune with day-to-day business events through realistic case studies / workshops / interaction in class sessions
- Combining management education with IT
- Comprehensive survey on Marketing, Investment areas, HRD Planning and Financial Control Techniques



## GROOMING FOR THE INDUSTRY

- Institute - Industry Interface on a bi-weekly basis where senior executives interact with the students
- Special customised courses on personality development, communication skills and soft skills development
- Faculty monitored summer internship projects for 8 weeks
- Winter internship projects for 4 weeks
- Regular visits to industrial establishments
- On the job project training for 1-2 weeks
- 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
- Well-equipped GD/PI laboratory with video recording and playback arrangements

## SUMMER INTERNSHIP

THE TRAINING AND Placement Cell organizes six to eight weeks long corporate summer internship for each student which commences after their second semester. This is also an essential part of their university curriculum. The students get an exposure to the latest trends of the industry under the dual guidance of their industry mentor and their assigned faculty mentor. Students also receive Pre Placement Offer based on their performance during the summer internship.

## PLACED CANDIDATES (2018-2020) BATCH

 <b>Priyanka Todi</b> Reckitt Benckiser	 <b>Binit Sengupta</b> Colgate-Palmolive	 <b>Vishal Anand</b> ITC Limited	 <b>Ankita Shaw</b> PwC SDC	 <b>Itisha Agarwal</b> ICICI	 <b>Subhadeep Maity</b> Emami Agrotech Limited.	 <b>Shreya Chowdhury</b> Ernst & Young
 <b>Arkyadip Acharyya</b> ITC Limited	 <b>Kamesh Singh</b> ICICI Bank Ltd	 <b>Niraj Rajak</b> Emami Ltd	 <b>Ashis Kundu</b> ITC Ltd	 <b>Azhar zamin Siddiqi</b> Aditya Birla Fashion and Retail	 <b>Soharn Arnab</b> Dabur India Ltd	 <b>Ana Sarkar</b> PWC SDC

\* and more





"Before you become a leader, success is all about growing yourself. After you become a leader, success is about growing others."

Jack Welch, ECO General Electrical

## SOME OF OUR RECRUITERS



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



# INDUSTRY–INSTITUTE–INTERFACE SESSIONS

Name	Organization	Designation
Mr. Samar Banerjee	Emami Cement Limited	AVP, HR
Mr. R. P. Yadav	Genius Consultant	CMD
Mr. S. Halder	Century Ply	HR Head
Mr. Manoj Sinha	Idea Cellular	Sr. VP-HR, East
Mr. Sugata Halder	Century Plyboards Pvt. Ltd.	Country HR Head
Mr. Amit Kumar Basu	IOCL	Executive Director
Mr. Manas Das	Mitsubishi	Global Head HR
Mr. Jaideep Chatterjee	SREI Infrastructure	HR Director
Mr. Rajesh Jain	SREI Equipment Finance	Head HR
Mr. Vishal Sinha (Alumnus – 1st Batch)	Tranzlease Holdings India Pvt. Ltd.	President & CIO
Mr. Vibhor Tandon	MCX (Multi Commodity Exchange of India Ltd.)	AVP East
Dr. Atiur Rahman	Bangladesh Bank	Former Governor
Mr. Jyoti Lahiri	Landis + Gyr, Sydney, Australia	CFO, Asia Pacific Region
Mr. Rituraj Brahmachari	Times of India (Group)	Associate Vice President
Ms. Babita Agarwal Saraogi	Standard Chartered Bank	Director, Credit Analysis
Dr. Dev Narayan Sarkar	Pepsico	Associate Director

## WEBINARS

Date	Keynote Speakers with Designation	Topics
20th April	Mr .Sudip Datta, Partner, PwC	Expectations of Big Four from freshers
29th April	Dr Chandrima Banerjee, PhD XLRI	Enhancing emotional resilience.
3rd May	Prof Arnab Laha, Professor IIM Ahmedabad	Insights into Business Analytics.
12th May	Dr Subhrangshu Sanyal -CEO, IIM Calcutta Innovation Park	How to navigate Entrepreneurship.
16th May	“Mr Sanjay Agarwal, Sr President-Emerging corporates, Yes Bank, Mr Pankaj Kedia, President-Financial Markets, Yes Bank“	Bankers’ Roundtable on ‘Change in banking landscape in post COVID era’
20th May	“Dr Sudheshna Ghosh, Practice Manager, World Bank, Washington in association with CMA“	Global Energy Outlook- A Paradigm Shift.
3rd June	Dr Ramendra Singh, Assoc. Professor IIM Calcutta	Marketing Strategy in post COVID world
5th June	Prof. Anup Sinha, Chief Mentor ,HBS and Chairman, Bandhan Bank	The Post Lockdown Indian Economy - Balancing Health and Wealth
10th June	Mr Siddharth Jhunjunwala, CEO Web Spiders Inc	Frontiers of Digital Marketing
17th June	Mr. Amitabh Chattopadhyay, Senior Vice President, Naukri.com	Career perspective during Covid 19 and thereafter

# GLIMPSES OF 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)



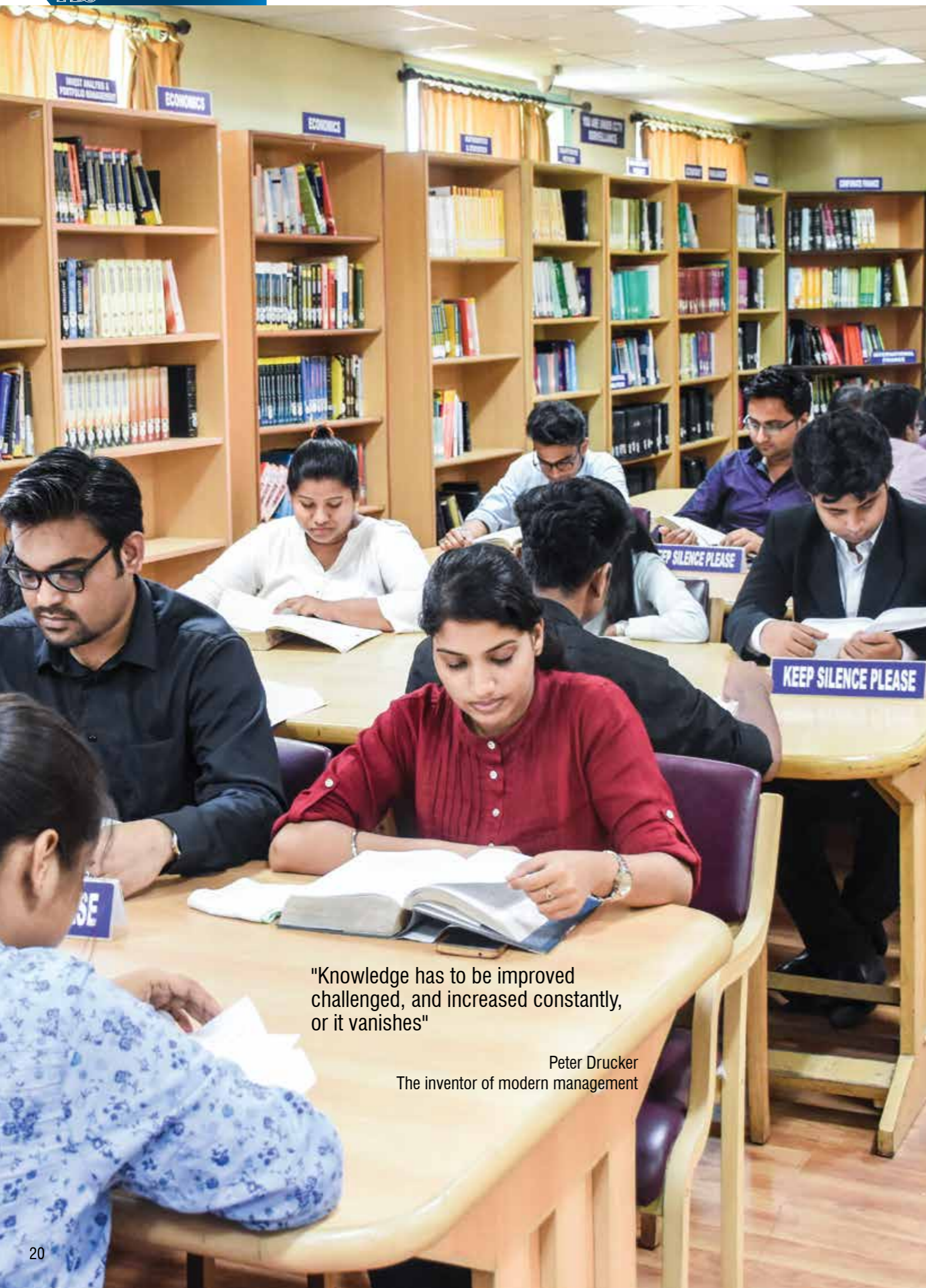
Dr. Dev Narayan Sarkar  
Associate Director, Pepsico

## INDUSTRIAL VISITS

HBS organizes regular industrial and field visits for the students to give them a better understanding of how things work in the real world. Such visits help to connect the missing links between the theory and practice discussed in the classroom. Some of the reputed Manufacturing Facilities visited by our students include:

- Metro Dairy
- Britannia Industries Limited
- Bengal Beverages, Coco-Cola Plant
- ElectroSteel Castings Limited
- Keventor Agro Limited
- Emami Biotech Limited
- Rashmi Electricals, Salt Lake
- Ultratech Cement
- Patton India Ltd
- Vikram Solar Pvt. Ltd.





"Knowledge has to be improved  
challenged, and increased constantly,  
or it vanishes"

Peter Drucker  
The inventor of modern management

## THE INFRASTRUCTURE

### CAMPUS

The Campus is endowed with well-designed and beautifully landscaped vibrant greenery. The ambience is distinguishable for its serenity and tranquility, conducive to intellectual pursuits. The campus provides an atmosphere that motivates students to grow. The Institute has 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 the requirements of a discerning student. It is a Wi-Fi enabled Campus.

### LIBRARY

The computerized MBA Library is housed in an air-conditioned hall of about 225 sq.m with attached reading room for around 60 readers at a time. This is an open access library. The library is equipped with Internet and educational CD facilities. It has a collection of about 1150 titles and 12000 volumes. It subscribes to 96 periodicals/journals (National: 60, and International : 36) and the Online Databases and E-journals like Economic & Political Weekly (EPW), Sage Online, HBR Online are also available.

### CLASSROOMS & TUTORIAL ROOMS

All the class rooms are air-conditioned and equipped with Audio Video Systems, Overhead LCD projectors, Computers/Laptops and PA systems with cordless microphones. In addition to the conventional LAN connectivity in all the classrooms, the classrooms are also Wi-Fi enabled. Separate tutorial rooms are also available for special classes.

### COMPUTER LAB

HBS houses have centrally air-conditioned computer laboratory with latest workstations and internet access. The Computer Centre has been set up as a centralized service so that students can use this for various purposes, such as, (a) Programming, (b) Project Works, (c) Preparation of seminar materials, etc. All the computers are LAN connected with 200 Mbps leased line. Network printing facility is available on variety of printers such as Inkjet and Laser printers. The desktop computers in the MBA lab is equipped with requisite software for MBA curriculum.





## SEMINAR HALL

A state-of-the-art Seminar hall for conducting seminars, conferences, programmes, students' events and other important events of the institute.

## LANGUAGE LAB

Heritage has pioneered the initiative of scientifically assisting students in preparing for Group Discussions or Job Interviews by developing an Audio Interactive Language Lab. This move is mainly directed towards making the students display the right internal personality driven message to their recruiters during a corporate placement, group discussions or interviews that are held in the campus.

## GD & PI ROOM

GD & PI Room provides the facility to conduct the Tests, Interviews and Group Discussions when the prospective employers visit HBS to recruit the students. The Centre is a stand-alone unit, well furnished, centrally air-conditioned facility equipped with presentation and teaching aids.

## CONFERENCE ROOM

A well equipped air-conditioned Conference Room serves the requirements of weekly and periodic meetings. HBS firmly believes in providing its students the exposure to national and international experts, through conferences/symposia and workshops hosted in the campus. It is with this view that a wide choice of modern conference facilities have been meticulously planned and incorporated in the Conference Hall.



## ENTREPRENEURSHIP CELL

Heritage Business School has an MOU with the Wadhvani Foundation, to run elementary and advanced courses on entrepreneurship for our students, all of which are certified. Wadhvani Foundation has spent over a decade advancing entrepreneurship education in India and other emerging economies through student courses through its initiative National Entrepreneurship Network (NEN) actively supporting the development of knowledge, capacity and programs in entrepreneurship across India.

## INTERNATIONAL OUTREACH

As part of our international outreach, we have an MOU with Pratiman-Neema Foundation (an NGO from Nepal). Under this understanding Heritage Business School develops programmes and supply ideas as well as resource persons to train young entrepreneurs in rural Nepal. Programmes are also being designed for training young managers to face the challenges of the twenty-first century.

## RESEARCH

Research is an important aspect of academic life at Heritage Business School. In the contemporary world of the knowledge economy every academic institution of quality is expected to contribute to the creation of knowledge. Heritage Business School encourages the flowering of new ideas by both faculty members as well as students. Research is rapidly growing into an essentially collaborative research. We reach out to the best for support. We are already in the process of developing joint research projects with institutions of excellence like IIM Calcutta.

# SPECIAL EVENTS

## PRINCIPALS' MEET

On 15th November 2019 HBS organized a Panel Discussion as a part of above on "Employment opportunities in a rapidly changing world : What do we teach our students?". The programme was inaugurated by Prof. Abhirup Sarkar, ISI, Kolkata. Panelists included Prof. Mamata Roy, Vice Chairman, WB State Council for Higher Education, Prof. Mohuya Das, President, WB Council for Higher Secondary Education, Prof. Anup Sinha among others. It was attended by Principals of several colleges across the cities. Number of participants were 40 from 26 different colleges.

## INTERNAL COMPLAINTS COMMITTEE MEET

Professor Paramita Chakravarty ,who is an esteemed member of the HBS Internal Complaints Committee took a session on how to handle complaints, once they are received and the due process to be followed.





# STUDENTS' AMENITIES

## HEALTH CARE

A medical unit is available in the campus besides arrangements with hospitals located nearby.

## HOSTEL

Living on campus is one of the key contributors to an intensive and effective learning experience. Hostel facilities have been recently upgraded and expanded to provide participants with a homely atmosphere that strengthens the feeling of belonging. Hostels are well equipped with facilities like, public telephone, TV Room and Common Room. All hostel rooms are networked having 24 hours Internet access, via leased line. Hostel accommodation is allotted strictly on the merit basis on a first-come-first-serve basis. A number of private hostels and paying guest facilities are available at reasonable rates around the campus.

## CAFETERIA

The Institute has an excellent cafeteria with a seating capacity for 200 persons. Multi-cuisine lunch and snacks are served in the cafeteria. A fast food restaurant-cum-convenience store is also there.

## STUDENTS' CORNER

Essential books, stationery, etc., as well as reprographic facilities are available here.

## COMMON ROOM

There is a common room equipped with indoor games facilities like table tennis, carom, chess, etc.

## GAMES & SPORTS

Heritage Business School regularly organizes sports activities for the student. These activities include outdoor, indoor and athletics. Students also participate in inter-college sports activities and win laurels. Inter-college sports events are also organized in our Management Fest "Prambh" where students from various colleges participate.

## TRANSPORTATION

Transportation on payment is available from prominent locations in Kolkata to the HBS campus at scheduled hours based on students' demand. Transport facilities for members of faculty and staff and also for visitors are available from the Island near Ruby General Hospital to the school at fixed timings.

## ELECTRIC SUBSTATION AND GENERATOR

The campus has its own electric substations with two transformers - 750 kVA & 630 kVA - and two gensets - 375 kVA & 380 kVA. These are maintained as per norms prescribed by the CESC authorities.

## FIRE FIGHTING SYSTEM

As per the stipulations of the West Bengal Fire Fighting Services Act, dedicated plumbing and fire fighting cylinders have been provided on each floor of the building.



## BANKING & ATM

A dedicated branch of Punjab National Bank along with ATM facility within the campus takes care of the banking requirements of students and members of staff. It also extends various soft loans to students for their academic necessities.

## COMMUNICATION FACILITIES

All postal facilities are available at East Kolkata Township P.O. located nearby; besides, there is an extension counter of a reputed courier service inside the campus.

## DISCIPLINE

### Maintaining Discipline

Students must maintain order and decorum inside the institutional campus.

- They must not damage institute property, which if done has to be compensated by the student concerned.
- Any type of physical and psychological ragging is strictly prohibited within the campus. Anti-Ragging Committee and Anti-Ragging Squad have been set up to deal with such issues.
- Smoking, consumption of alcohol, use of drugs, chewing pan and zarda are strictly prohibited within the campus.
- Punctuality and regularity in attendance are essential for all classes. 80% attendance is mandatory for appearing in the University Examination.
- Sexual Harassment: A special Committee to deal with this social menace has been formed. However, there has been no such incident till date.

## DRESS CODE

Dress Code for both boys and girls is Formal. All students are required to be well-groomed. Jeans are not allowed under any circumstances. Revealing or short dresses for girls is not allowed at all.

## PARENTS' INTERACTION

Frequent interactions are encouraged among teachers / Institute authorities management and parents / guardians of students. Parents of prospective students are invited to interact with members of faculty, staff and understand the academic ambience, infrastructure and other features of HBS. On completion of counseling and admission process, a Parents' meeting is held where parents can express their views and expectations from the Institute and aspirations of their wards. Parents' Meets are held regularly thereafter to discuss the overall performance of students.







# STUDENTS' ACTIVITIES & ACHIEVEMENTS

## A. BUSINESS /PROFESSIONAL ACTIVITIES

### PUBLIC SPEAKING AND GENERAL AWARENESS CLUB

Students are exposed on a regular basis to special sessions on soft skills, public speaking and general awareness of the world. There are Public Speaking and General Awareness Clubs for the students headed by faculty members and student leaders. Business Quizzes are held often. Students also participate in quiz competitions outside Heritage where they have won prizes. For instance, last year, in one competition involving 50 colleges, HBS emerged third.

### BUDGET ANALYSIS SESSION

HBS organizes pre budget and post budget analysis session by eminent speakers for the students every year. Every year after the Union Budget is presented (which both faculty and students view live in the Business School's seminar room), the students are encouraged to participate in a competition, where they discuss about the scope of the budget across different sectors. This event is called 'Arthasankalpa' and the best presentation is awarded 'Best Kautilya' of the year.

### DEBATE COMPETITION – ARGUMENTAL, 2019

Heritage Business School had arranged a Debate competition, ARGUMENTAL on 8th November, 2019 exclusively for under graduate students from different colleges and Universities in West Bengal. In this event 32 students of 14 colleges participated, which has given them an exposure and a scope to hone up their oratory skills. Further all the students have received Certificate of Participation with cash Prize for the winners and best speaker award also.

### BUSINESS PLAN COMPETITION

We have instituted an annual Business Improvement Plan Competition, usually around a theme, on the informal sector. Student teams are formed and they go around visiting actual businesses and carry out a survey. On the basis of the survey result they come up with their suggestions. To spice it up a bit, on the day of the presentation they actually prepare a replica of the shop or agency. We invite external experts to judge and the results are announced on the basis of their comments. This activity has generated a huge amount of interest among students.





## B.CULTURAL ACTIVITIES

### PRARAMBH 2019

PRARAMBH is the annual management fest of Heritage Business School constituting business and management activities that take place for two consecutive days. The students sharpen their organizing skills in diverse areas through this event. Prarambh 2019, took place on 29th and 30th March 2019, with 360 participants, for 22 management and cultural events from 26 different colleges across Kolkata over a span of two days. There have been mesmerizing DJ and Band performance.

### FRESHER'S WELCOME, 'NEUVO'

Every year the seniors give a Fresher's Welcome to their juniors called 'Nuevo'. The best students are awarded with the title of "Mr & Miss Freshers" alongwith "Mr & Miss Personality".

### TEACHERS DAY

Every year the students organize a programme to celebrate Teachers Day as mark of respect to the Faculty members and Administrative officers. They display their talent through the programme and introduce some innovative ideas every year to make the programme mesmerizing and successful.



## 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.

## REUNION AND ALUMNI CONNECT

Heritage Business School considers its alumni members to be an integral part of the school. HBS is connected with its alumni members through a social media platform – HBS ALMACONNECT. The Alumni Committee of HBS, comprised of faculty members, Alumni members and students of existing batches, organizes Alumni Meet, called SMRITI, generally on 2nd Saturday of February every year. The entire programme is designed by the students under the guidance of faculty members. This gives the current batch of students a wonderful opportunity to demonstrate/enhance their managerial skills and also help them to strengthen their network with their seniors and learn from them.

In order to recognize the achievements of its alumni members, HBS has decided to present the "Distinguished Alumnus Award" on the Annual Reunion Day. In 2018, the award was given to Mr. Vishal Sinha, an alumnus from the 1st batch (2003-05), who is presently holding the post of President & CIO of Tranzlease Holdings India Pvt. Ltd. Vishal has earlier been awarded with many awards like Innovative CIO Award, 2018, Change Agent CIO 200 Award, 2018, Cyber Security Sentinel Award, 2018, CIO Excellence Award: 100 most Innovative CIOs of India & ICONS of the Digital Era CIO 3.0 2018: The Game Changer Coffee Table Brand Book.





# ADMISSION PROCEDURE

The MBA programme at HBS is challenging, the curriculum is rigorous and the selection procedure is highly competitive. As a result, HBS seeks those candidates whose Analytical and Organizational Abilities, Communication Skills, Motivation and Leadership indicate strong potential for success.

## ELIGIBILITY

In keeping with the tradition of academic excellence of the Institute, eligibility criteria are stringent. All aspiring applicants must be Graduate in 10+2+3 system as recognized by Association of Indian Universities/AICTE in any discipline or Graduate in any professional course [Engineering, Medical, LLB 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 2020 and furnish the proof of having met the minimum eligibility criteria by September 2020.

## SELECTION PROCESS

Selection for the day programme will be through MAT / WBJEMAT. This short listing will be followed by Personal Interview at HBS Campus for Final Selection.

## PERSONAL INTERVIEW

The short listed candidates will be called for Personal Interview (PI) in Kolkata. Past Academic Record of candidates and work experiences will also be considered for final selection.

## APPLICATION PROCESS

Online Application Form can be obtained from the website on payment of Rs.1000/- .Applicants should refer to the website to avail of further information. The web address <http://www.hbs.edu.in>.

## FEE STRUCTURE: 2020 - 2022

Amount in (Rs.)

Particulars	First Semester	Second Semester	Third Semester	Fourth Semester
Admission Fees (One Time) (Non-refundable)	30,000	-	-	-
Tuition Fees	1,35,000	1,35,000	1,35,000	1,35,000
Development Fees	15,000	15,000	15,000	15,000
Caution Money (Refundable)	30,000	-	-	-
Library fees (including facilities for Book Bank)	5,000	5,000	5,000	5,000
Membership Fees for Students' Council (one-time)	800			
Univ. Students Dev. Fees (one-time)	1,100			
Personality Development fee	10,000	10,000	10,000	10,000
Fees payable per Semester	2,26,900	1,65,000	1,65,000	1,65,000
Total Fees Payable (Excluding Caution Deposit)			6,91,900	

## PROCEDURE FOR CANCELLATION OF ADMISSION

As per prevailing AICTE Guidelines

## HOSTEL FEES

The candidates who wish to avail the hostel facilities will be allotted hostel rooms on a "first come first served" basis. Each student staying in the hostel will be required to deposit Rs 10, 000 as refundable hostel caution money at the time of admission. Further, the room rent is Rs. 4,500/- per month. The Boarding and other miscellaneous charges for a given month are payable on actual basis at the beginning of the next month.

## EDUCATIONAL LOANS

To assist deserving students, who may not have the financial means to complete the programme, some leading banks of India have agreed to provide educational loans to the selected students.

## FUTURE PLANS

To meet the global needs, HBS is planning to add some more areas of specialization to its MBA programme covering Infrastructure Management, Retail Management, Logistics & Supply Chain Management, Leadership Management, Project Management and Entrepreneurship, to name a few. The Institute also aims to offer Strategic Leadership Programmes for Corporate and Business Organizations focusing on the areas of Human Resource, Marketing & Finance.

The Institute has made a significant progress in finalizing short and medium term collaborative programmes with Foreign Universities and Business Schools of global repute including student and faculty exchange programmes. Simultaneously, to strengthen research activities, HBS will soon initiate appropriate moves to conduct collaborative Doctoral Research jointly with Maulana Abul Kalam Azad University of Technology, West Bengal (formerly West Bengal University of Technology) and Universities and Institutes abroad.





# PRESS COVERAGE

## Alumni meet of biz school

Heritage Business School organized its alumni meet 'Smriti-2020' in the campus on February 8. The meet was attended by around 100 alumni members of HBS. It was addressed by Jayanta Nath Mukhopadhyaya, director, HBS and Prof. Anup Sinha, chief mentor, HBS and chairman, Bandhan Bank. During the event, Karuna Kant Singh, vice-president, IndusInd Bank, received the Distinguished Alumnus Award for his excellent career track record. The programme witnessed dance performances, skits and various other cultural performances to make the day more memorable.



TOI NIE 17/02/2020

## हेरिटेज बिजनेस स्कूल में एल्युमनाइ मीट



हेरिटेज बिजनेस स्कूल (एचबीएस) ने परिसर में अपने पूर्व छात्रों की बैठक 'स्मृति-2020' का आयोजन किया। इस बैठक में एचबीएस के लगभग 100 पूर्व छात्रों ने भाग लिया। इसमें एचबीएस के डायरेक्टर जयंत नाथ मुखोपाध्याय, चीफ मेंटर प्रोफेसर अनूप सिन्हा और इंडसइंड बैंक के वाइस प्रेसिडेंट करुणा कान्त सिंह उपस्थित हुए।



**Heritage Business School Bharat Nirman Lifetime Achievement Award**  
Shri HP Budhia, Chairman, Heritage Business School, Trustee, Kalyan Bharti Trust and Chairman, Patton International Ltd. received the Bharat Nirman Lifetime Achievement Award for Social Service 2019 on 9th June. He was handed this prestigious award by acclaimed film director Mr Goutam Ghose. "It's a matter of pride for the entire Heritage Family," said Shri P.K.Agarwal, CEO, Heritage Group of Institutions Kolkata



**The Telegraph**  
15th June 2019

## Panel discussion on employment opportunities in a rapidly changing world

On 15th November 2019, Heritage Business School organized a Panel discussion on 'Employment opportunities in a rapidly changing world-what we teach to our students' in the campus. The programme was inaugurated by Prof. Abhirup Sarkar, Professor, Economic Research Unit, Indian Statistical Institute (ISI) as the Chief Guest.



The later half of the programme witnessed a panel discussion addressed by Dr. Anup Sinha, Prof. Abhirup Sarkar, Prof. Mamata Ray, Principal Bethune College and Vice Chairman, West Bengal State Council for Higher Education, Prof. Mahua Das, Principal, Bagbajar Women's College and President, West Bengal Council for Higher Secondary Education, Prof. Gour Banerjee, Principal, The Heritage Academy and Prof. Amitava Ghose, Professor and HOD, Department of Commerce, The Heritage College Kolkata.

## The Telegraph

17/11/2019

## Heritage Institute of Technology and Heritage Business School

Heritage Institute of Technology and Heritage Business School, Kolkata received the Most Preferred Engineering Institute of the Year (East) and Most Preferred BSchool of the Year (East) 2020 awards respectively at the 13th ASSOCHAM Higher Education, Livelihood and Skills Conclave 2020 held at New Delhi on 26th February. The awards were handed over to Dr. Pranay Chaudhuri, Principal Heritage Institute of Technology and Mr. Santosh Ray, Deputy General Manager, Heritage Group of Institutions by Dr. Mahendra Nath Pandey, Union Minister- Ministry of Skill Development and Entrepreneurship, Government of India.



## The Telegraph

15/03/2020

## हेरिटेज बिजनेस स्कूल का इंडवशन ओरिएंटेशन कार्यक्रम आयोजित



हेरिटेज बिजनेस स्कूल का इंडवशन ओरिएंटेशन कार्यक्रम 15 मार्च 2020 को परिसर में आयोजित किया गया। इस कार्यक्रम में नए छात्रों को स्कूल के विभिन्न विभागों और संसाधनों के बारे में जानकारी दी गई। कार्यक्रम का आयोजन प्रो. अनूप सिन्हा और प्रो. अमितवा घोषे के नेतृत्व में किया गया।

## वर्चालिटी एजुकेशन से पुनर्जागरण का समाधान संभव

वर्चालिटी एजुकेशन से पुनर्जागरण का समाधान संभव है। यह एक नया शिक्षण विधि है जो छात्रों को सीखने में मदद करती है। इस विधि का उपयोग करके छात्रों को बेहतर ढंग से शिक्षित किया जा सकता है।



# CONCERN FOR ENVIRONMENT

The whole world is witnessing the impact of Global Warming which is due to excess carbon emission and is causing ill effect on the life and health of people all over the globe. Solar Plant is one of the suitable ways to reduce carbon emission in the atmosphere caused by fuel generated energy sources.

India is endowed with solar radiation with irradiation of 4-7 kWh per day, per square meter and enjoys close to 300 sunny days annually. Solar Plant is clean, silent, limitless and free from pollution. Solar Power Plant has 25 years of life and produces energy during peak demand time with minimum operating cost. Solar Plants are modular in nature, easily scalable, can be built relatively fast and range from a few kW to MW scale.

To have a pollution free environment and to meet the scarcity of electricity, the Heritage Group of Institutions have taken a step forward by installing a 100 kWh Stand Alone Roof Top Solar Power Plant at the Heritage Complex with the assistance of WBREDA and MNRE, New Delhi, which is first of its kind in the State of West Bengal.

# APPROACH TO THE INSTITUTE

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.



# 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



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



Shri Gyanesh Chaudhary  
CEO & MD, Vikram Solar Ltd.

# IMPORTANT VISITORS



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

## WHY MBA @ HBS?

- Outstanding experienced faculty with PhD, IIM background and significant Industry Exposure
- Excellent placement records with leading companies visiting like PWC, E&Y, Deloitte, Colgate Palmolive, Dabur, ITC Ltd, HDFC Bank, ICICI Bank, Amul, Reckitt etc.
- It is a part of the visionary Heritage Group formed by Kalyan Bharti Trust, which includes The Heritage College, The Heritage Academy, Heritage Institute of Technology etc.
- Chief Mentor Prof. Anup Sinha was the Dean of IIM Calcutta. He is a Ph.D from USC, USA and is presently the chairman of Bandhan Bank.
- The Director, Dr. J.N Mukhopadhyaya is an alumni of IIT-BHU, IIM Calcutta and Ph.D from Jadavpur University.
- Green Campus with smart classrooms at easily accessible location
- Internships, Industrial and field visits for the students.
- Each student is allocated a faculty mentor for holistic development.
- Regular Corporate Connect sessions.
- Elaborate sports facilities for both boys and girls, namely basketball, volleyball, throw ball, cricket, football, table tennis etc.
- Strong Alumni Connect



Bharat Ratna  
Late Dr. APJ Abdul Kalam





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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