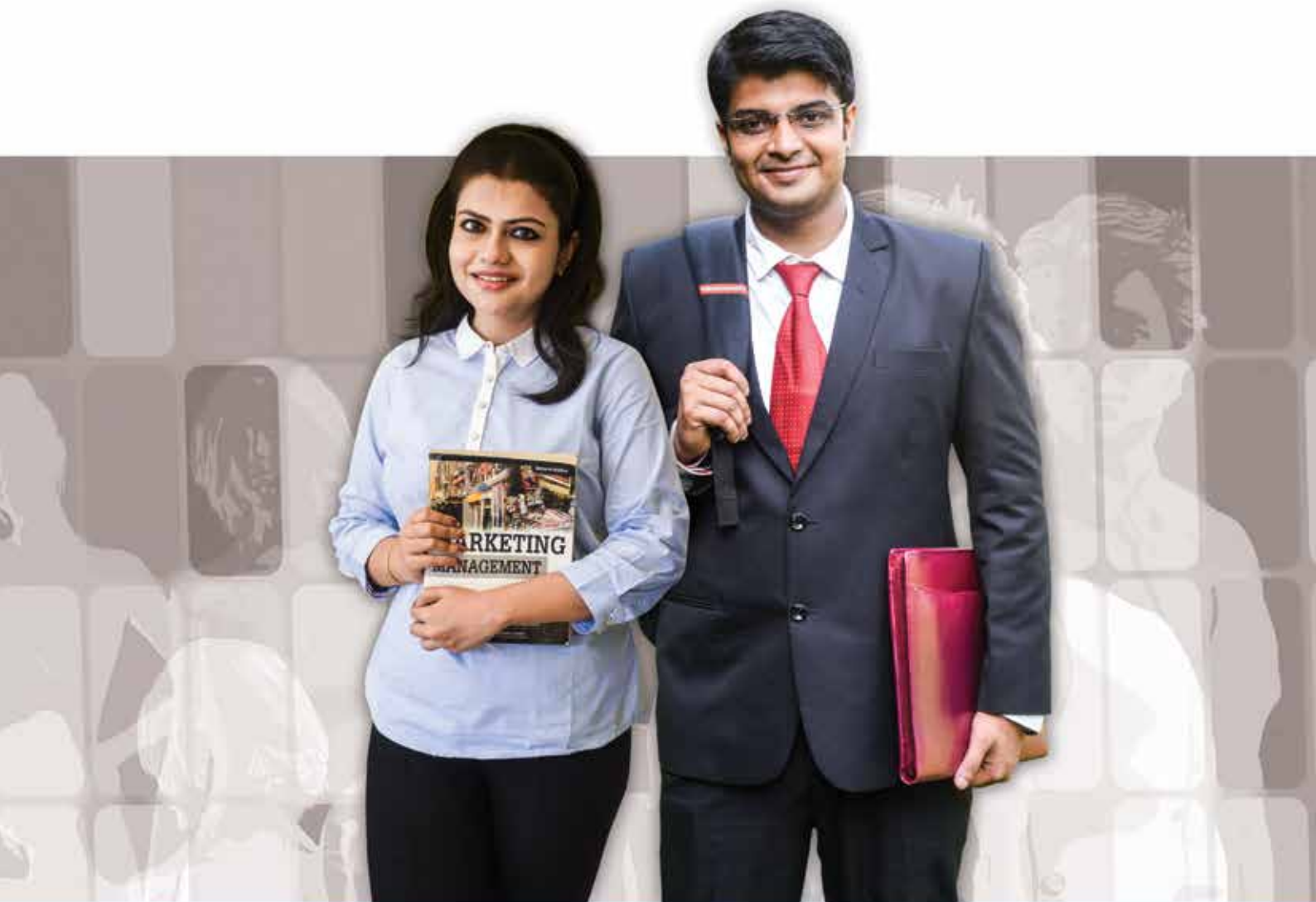




# HERITAGE BUSINESS SCHOOL



## PROSPECTUS 2019

[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 BA LLB programme. The Heritage College (THC) offering B.A., B.Sc., and B.Com. (Hons) programme 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 Program 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, earn gold, silver and bronze medals by 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 strong foundation in their disciplines and other areas of learning.
- To provide an environment for critical and innovative thinking, and to encourage the life-long 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.



**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.

# WELCOME

## messages



**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.



**Prof. Anup Sinha**  
Director  
Heritage Business School

Heritage Business School (HBS) has established a reputation over the years that attract very bright and motivated students to our MBA programme. The Heritage Business School is affiliated to MAKAUT (formerly known as the West Bengal University of Technology) and the MBA programme is recognized by All India Council for Technical Education (AICTE).

We try to impart a set of skills and sensibilities to our students so that they are ready for careers in industry and commerce. Class room lectures are supplemented with industrial experience and interactions with industry leaders. We also help groom our students in the soft skills of communication and presentation.

We make available to industry a set of young energetic people who are actually semi-finished products as potential managers and leaders of organizations. We want business firms and recruiters to look at them as rewarding investments to mould and train.

We also encourage our students to become entrepreneurs and start their own business ventures. This spirit is inculcated through courses, on-hands projects and facilitating networking with young entrepreneur,

Our experience with our students and our ability to facilitate their placements in the job market has been very satisfactory so far. Our alumni are well placed in a variety of business sectors and provide another strong network that helps improve the learning experience at HBS.

HBS opens up a new world to fresh young minds where they are introduced to a process of learning to learn.



## BOARD OF TRUSTEES

Chairman	Shri Hari Krishna Chaudhary Chairman, Vikram India Ltd.
Vice-Chairman	Shri Vikram Swarup Managing Director, Paharpur Cooling Towers Ltd.
Secretary	Shri Sajjan Bhajanka Chairman, Century Plyboards (I) Ltd.
Treasurer	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 Shyam Sundar Kejriwal Chairman, Kiswok Industries Pvt. Ltd.
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.

# Kalyan Bharti Trust

# 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  
Managing Director, Madhya Bharat Papers 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

Dr. Amalendu Basu  
Director of Technical Education, WB

Dr. Madhurima Ganguly  
Associate Professor, Heritage Business School

Dr. Rimu Chaudhuri  
Associate Professor, Heritage Business School

## MEMBER SECRETARY

Prof. (Dr.) Anup K Sinha  
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. 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  
Director, Heritage Business School

# Heritage Business School

# HBS 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 nurtures students to excel. The infrastructure includes an air-conditioned Auditorium, Seminar Halls, Conference Room, Language Lab., well-equipped model classrooms, well-stocked library, Computer Laboratory, Banking facility, Health care, Cafeteria, Subsidised Stationary Outlet, Infirmary, Sports facilities etc. to meet all requirements to help students to grow.

## RANKING & RATING

- HBS has been ranked AAA+ B-School in the East in 2018 by Digital Learning
- HBS has been ranked as A+ Bschool in West Bengal by Chronicles India in 2017
- HBS has been ranked as the No. 1 Private B-School in West Bengal by Education World in 2016 & 2017
- Higher Education Review has ranked HBS among top 10 Bschools in India in the category of “Industry Exposure” in 2017
- HBS has been selected as “Management College of the Year” in 2016 by Higher Education Review
- Business Standard has featured HBS in super league A7 on the basis of the survey of B-Schools in India in 2016
- Business Today has ranked HBS in the 14th position among the Top 20 Bschools in the East in 2016 in Business Today- MDRA India’s Best Bschools Survey

## HBS MBA

### 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

### WHY MBA FROM HBS?

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

### THE MBA PROGRAMME

HBS offers 2-year MBA (full time) programme based on the semester system. The first year covers compulsory courses and the second year focuses on both compulsory and specialization courses. The primary objective of the programme is to provide students





with ample opportunities to develop conceptual, innovative and analytical skills with an understanding of the latest technology and a global perspective that develops the capability to anticipate and manage change. All through the emphasis remains on promoting interactive and independent learning.

### Specializations Offered

- Finance Management
- Marketing Management
- Human Resources Management
- Systems Management

## 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.

## LEARNING PROCESS FOR UNIVERSITY CURRICULUM

- 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 room
- Conference room
- 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 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

## 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 lectures, case studies, seminars, group discussions, business games, outbound-based experiential learning activities, educational excursion, role-plays, simulation exercises, structured and unstructured group work, and field visits. The emphasis is on involving the students in learning and helping them to relate concepts and theories to business requirements
- Consistent with advances in teaching technology, the programme integrates the use of IT in learning the basic principles in different functional areas of management. It also enables students to acquire skills in identifying and dealing with complex problems in management, especially in the context of intense globalized competition

# THE FACULTY

The Faculty members are the key drivers of change through their direct involvement in every aspect of the Heritage Business School, encompassing academics, entrepreneurship activities governance, research, and consultancy. They combine the highest standards of teaching and mentoring given their diverse backgrounds as eminent corporate executives, entrepreneurs, policy makers, researchers, academics 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"

## DIRECTOR



Prof. Anup Sinha joined Heritage Business School as Director in July 2017. He was Professor of Economics at Indian Institute of Management Calcutta from 1991 to 2016.

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.

His academic interests including publications are in the areas of macroeconomic policy, development strategies, and sustainable development.

He was actively engaged in training and consulting for a number of organizations in the public and private sector, as well as for international agencies. He has served three terms on the Board of Governors IIM Calcutta and had also served as the Dean during 2003-2006.

During 2006-09 he served on the Board of Directors of National Bank for Agricultural and Rural Development (NABARD). He is currently the IRDAI nominee in the Life Insurance Council Board. He is currently non-executive Chairman of Bandhan Bank.

In 2004 and 2005 he received the Best Faculty Award from the Alumni of IIM Calcutta. In 2012, 2014 and 2015 he received the Most Popular Teacher Award from the outgoing batch of PGP students.

## ADVISOR

Dr. K. K. Chaudhuri, M.Sc. PhD, was Dean, IISWBM (CU) and subsequently, Director, Army Institute of Management. He has so far written more than 100 papers and 2 books.

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.

## FACULTY

Prof. Subrato Bhadury, B.Sc (Hons.), M.A. (Econ) (JU), SMP (IIM - C), Ph.D.

Prof. Sitangshu Khatua, B.E. (NIT DGP), M.E (BESU), PGDM, Fellow (XLRI)

Dr. Chitra Bagchi, B.Sc. (Hons), MBA, Ph.D.

Dr. Rimu Chaudhuri, B.A. (Hons.), M.A. (Econ), and B.Ed. Ph.D

Dr. Madhurima Ganguly, B.A. (Hons), MBA (KU), Ph.D.

Dr. Kavita Shastri, B.Sc, MBA, Ph.D.

Dr. Soumya Sankar Roy, B.Sc (Hons.), MBA, Ph.D.

Ms. Swagata Seal (Sengupta), ACA, ICWAI, PGDFM, MBA

Dr. Bobby Basu, B.Sc (Hons.), B.Tech. PGDIE, Ph.D.

Dr. Sagyan Sagarika Mohanty, B.A., MBA, Ph.D.

Dr. Soma Bose Biswas, B.Sc, MBA, Ph.D.

Dr. Arunava Bhattacharya, B.Sc (Hons.), MBA, Ph.D.

Mr. Abhilash Acharya, B.E., M.F.M.

Mr. Jaydeep H Goswami, B.Pharm (BIT, Mesra, Ranchi), MBA

Mr. Chittaranjan Pani, B.Sc, PGDC & MIS, MBA

Mr. Santosh Kumar Ray, B.Com (Hons), M.Com, MBA

Mr. Kaushik Bhattacharya, B.Tech (IIT,KGP), PGDM (IIM, Calcutta)

Ms. Sudhasree Subhramanian, B.Tech, MBA

## LIBRARY

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

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



## ADMINISTRATION

Prof. 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

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.

Ms. Soumi Chattopadhyay, Research Executive, B.Tech, MBA

## TRAINING AND PLACEMENT

Ms. Kriti 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. P.K. Basu, Consultant Physician



# CORE ATTRIBUTES

## HIGHLIGHTS OF TEACHING - LEARNING PROCESS

- Classrooms are equipped with contemporary teaching aids like OHPS, LCD projectors, PA systems etc
- Members of faculty are available beyond class hours for clarification of doubts and problem solving sessions remedial classes are held regularly
- A Student Counseling Cell provides guidance, counseling and psychological boost-up to students
- Seminars/Workshops/Panel Discussions on recent developments in technology & management are routinely organized with speakers from academia and industry every Friday and Saturday in order to improve exposure along with innovative and presentation skills of students at HBS. This is an exclusive institute–industry-interaction program
- Students from other B- Schools are also encouraged to participate in various quiz programmes, debates, management games, etc. organized by HBS
- Agreements are in place with various industrial houses to strengthen industry-institute bonding for providing in-campus and off-campus summer / winter internship to students
- The Language Clinic provides training in spoken english. Mock interviews are organized so that students can face their job interviews confidently
- Periodical meetings between students, teachers & parents / guardians are held to get feedback on teaching and learning at HBS. Such feedback is reviewed and implemented, if deemed relevant and useful, for the advancement of the academic environment of the institute
- Summer Internship Programme for 8 weeks provides the students with an opportunity to obtain first-hand knowledge of the industrial world that they would be a part of after they join the profession. The project report of Summer Internship activities of a student is evaluated and graded by a special committee and this is equivalent to two normal course loads
- Dedicated GD & PI room equipped with video recording and playback system
- Strong Alumni association which actively helps in placement and counselling activities
- Bi-weekly institute-industry interface sessions where senior executives from industry share their experiences with the HBS students
- Foundation course for mathematics, english, accountancy, general awareness, values and ethics for the incoming students before start of the university curriculum
- Winter Internship Programs of 1 month duration enable the students to get an insight into the functional areas of industry
- On the job projects for durations 7 - 15 days enable the students to put theories in practice at site
- Regular visits to industrial establishments are organized
- Entrepreneurship Cell connected to National Entrepreneurship Network (NEN) and Innovation Cell of CII - exclusive course conducted on entrepreneurship and innovative ideas nurtured and mentored
- Research Centre for both faculty and students to conduct independent / mentored research

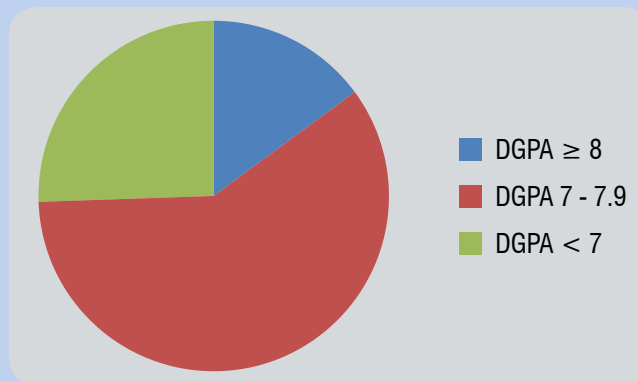


# UNIVERSITY EXAMINATION RESULTS

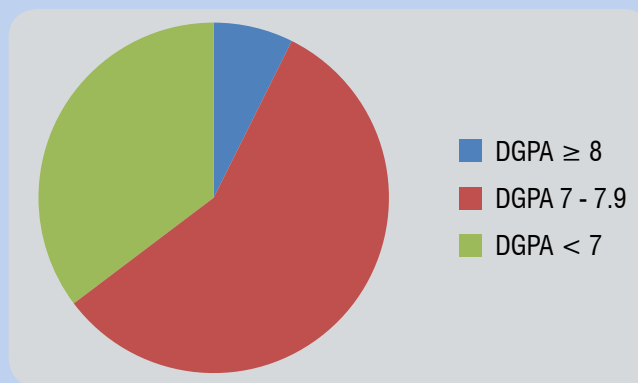
The HBS students has been performing consistently well in the university examinations with an average pass percentage of above 98%. The highest DGPA, so far, obtained by a student is 9.2 in the scale of 10.

First batch of MBA students passed out in 2005. Batch-wise results (Pie chart below) for the last three 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:

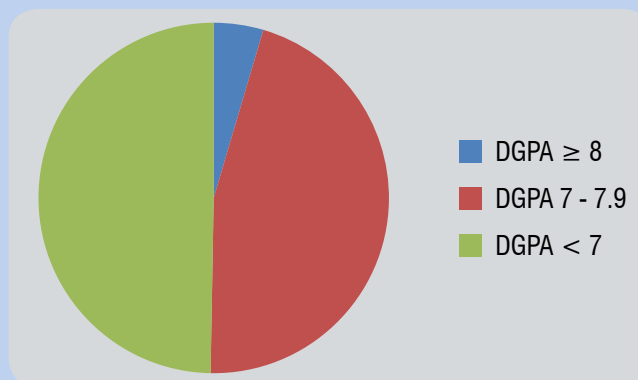
**2016 End Semester**



**2017 End Semester**



**2018 End Semester**



For % equivalent of grade points for a 10 point scale, the following table as notified by the AICTE, may be referred to

Grade Point	% of Marks	Grade Point	% of Marks
6.25	55	6.75	60
7.25	65	7.75	70
8.25	75		

# UNIVERSITY MEDALISTS FROM HBS



Manjari Poddar



Gargee De



Anupam Sweta



Arindam Chatterjee



Tapas Kumar Halder



Arnab Mandal



Karunakant Singh



Bratin Maity



Anand Jumar Seth



Arijit Mandal



Tanushree Datta



Tuba Tasneem

## 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, information technology management, 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

# 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	Project Management
MB – 302	Corporate Strategy

#### 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	Data Mining	BA 303	Business Forecasting
BA 302	Marketing Analytics	BA 304	Data Science Using R
Finance		MIS	
FM 301	Taxation	MIS 301	Data Mining For Business Decisions
FM 302	Project Appraisal & Finance	MIS 302	E-Commerce & Digital Markets
FM 303	Behavioral Finance	MIS 303	Managing Softwareprojects
FM 304	Corporate Finance	MIS 304	Data Science Using R

## Elective Papers for Fourth Semester

### Functional Specialization (4th 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 & Management Benefits
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
EM 401	Entrepreneurship	EM 401	Entrepreneurship
Business Analytics			
BA 401	Data Visualization for Managers	BA 404	Database Management System
BA 402	Big Data Technology	BA 405	Data Analytics using Python
BA 403	Statistics for Business Analytics	BA 406	HR Metrics and Analytics
Finance		MIS	
FM 401	Investment Analysis & Portfolio Management	MIS 401	It Consulting
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	Relational Database Management System
FM 405	International Finance	MIS 405	Management of Information Technology
FM 406	Financial Markets & Services	MIS 406	Managing Digital Innovation & Transformation
EM 401	Entrepreneurship	EM 401	Entrepreneurship



"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

Training & Placement Cell plays an important role in shaping the careers of students from their induction and orientation stages to their final placements and even beyond through multiple objective driven programmes like summer internships, mid-term projects and to name a few.

The Heritans are consistently mentored to be achievers with an eclectic mix of knowledge ambition, creativity, enthusiasm and integrity. HBS is indefatigable in its pursuit of excellence by nurturing talents with outstanding ability to lead and innovate. There is a well-organized Training & Placement Cell, guided by a Placement Committee that undertakes various academic and non-academic initiatives so that students are well equipped to meet varied industry requirements. It also networks with the Alumni, through the Alumni Association, for creating more career opportunities.



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

## PRE-PLACEMENT TALK

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

## COUNSELLING

The motto of the Counselling Cell at HBS is -"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 T&P 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.

## SUMMER INTERNSHIP

The Summer Internship Program enables the students to get first hand experience of the business environment in the functional areas of their interest. The Summer 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 leading industrial houses in which students have been placed for Summer Project or for Final placement, are listed in the following page:



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

Jack Welch, CEO General Electrical

# SOME OF OUR RECRUITERS

ABP Ltd.	Karvy Stock Broking Ltd.
Absas Solutions	Keventer Group
ACK Group	KPMG
Alembic Pharmaceuticals Ltd.	Kellogg's
All State Corporation	Kutchina Kitchen Solutions
Asian Paints Ltd.	Lava Mobiles
Amul	Patton India Ltd.
Bandhan Bank Ltd.	Mondeléz International (Cadbury)
Bata Limited	Mendine Pharmaceuticals Ltd.
Berger Paints Ltd.	MRF Ltd.
Blue Dart Express Ltd.	Marico Ltd.
Birla Sun Asset Management	MTR Foods
Britania Industrie Ltd.	Oyo
Colgate-Palmolive (India) Limited	Pepsico India Ltd.
Confederation of Indian Industry (CII)	Pricewaterhouse Coopers SDC Pvt. Ltd.
Century Plyboards India Ltd.	Piramal Foundation
Ceasefire Industries Ltd.	Pantalons
Dabur India Ltd.	Reliance Jio
Dynavision Digitech	Reliance Retail
Ecopack India	Swiggy
Edlweiss Broking Ltd.	SBI Life Insurance
Efrac	Shiksha.com
Electro Trade	Shoppers Stop Ltd.
Emami Agrotech Ltd	Shrachi Group
Future Group	Skipper Ltd.
Flipkart	SREI Group
Federal Bank	Step2strategy
Fusion Group	Tata Motors Finance
Godrej & Boyce Mfg. Co. Ltd.	Times of India
Genius Consultants Ltd.	The Lalit Great Eastern
Genpact Ltd.	Tamradhatu
HDFC Bank Ltd.	Treebo Group
Hinduja Leyland Finance	Vikram India Ltd.
ICICI Securities	Visa Steel Ltd.
ITC Ltd.	Vishal Mega Mart
Indusind Bank Ltd.	Vodafone Essar Ltd.
Janalaxmi Financial Services	X L Dynamics
Jaro Education Ltd.	Zeroify Learning Services
Jindal Group of Industries	



ENGAGEMENT TO  
EMPLOYABILITY  
HBS helps students  
to build skills employer/  
industry seeks

Climbing to the top demands strength,  
whether it is top of the Mount Everest or to the top of your career

Bharat Ratna Late Dr. A P J Abdul Kalam

## VALUE ADDED PROGRAMMES

- Students are graded based on Personality, Communication and Presentation Skill Levels and customized modules are administered to improve their levels
- Believing in innovative pedagogical engagement, HBS conducts the Personal Growth, soft skill and personality development Sessions that strive for experiential and lifelong learning for the MBA students. The sessions are designed to make MBA students understand themselves, their strengths, attitudes and personality through various activities that include group tasks, team building games, etc., so as to make them appreciate team dynamics and thereby learn the skills needed for effective and synergetic team work
- Mock Interview Sessions are arranged for the Final year MBA students to enhance their domain knowledge during November every year for meeting the needs of corporate houses. Panel members include all the members of faculty. All the students are paid individual attention
- Students are encouraged to participate in various activities like workshops / conferences / competitive events depending on their qualities, knowledge, and academic performances, organized by other B-schools and they have obtained several awards by participating in various B-School events
- HBS organizes myriad 'beyond the classroom' activities like events, contests, competitions, guest lectures, panel discussions etc. The most popular event is the Management Conclave - PRARAMBH, an annual corporate event which is an interface between the Leaders of industry and the students. Leading Companies sponsor events, depute their Senior Personnel for deliberations or as Panel Members, offer corporate projects to students, organize case study competitions etc. This is in addition to selecting students as summer interns and recruiting final year students. HBS thus provides an impressive academic-industry interface for students to channel their interests and help them self-actualize



# INDUSTRY- INSTITUTE- INTERFACE SESSIONS

## Resource Persons / Designation / Organisation

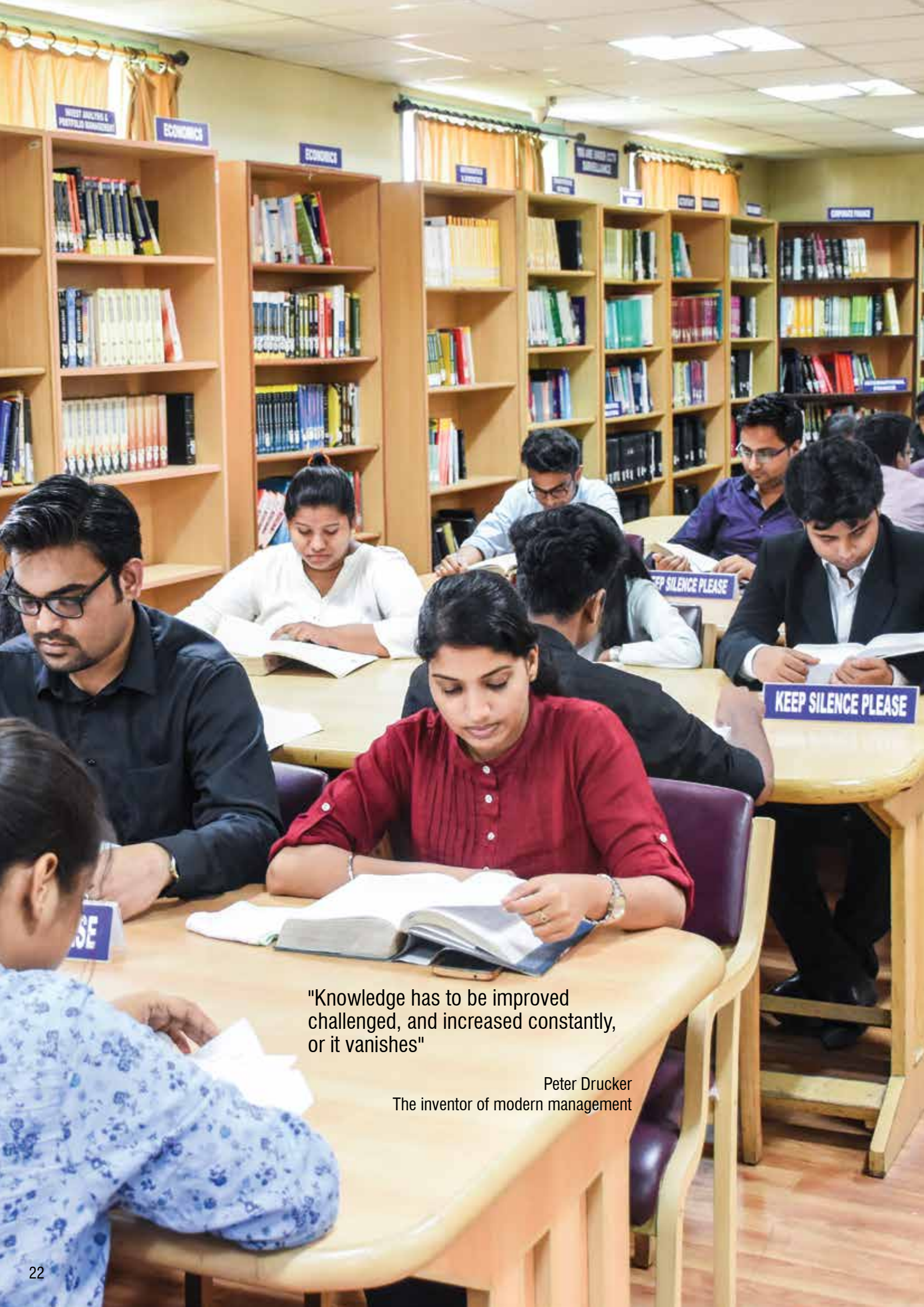
Mr. Samar Banerjee	AVP- HR, Emami Cement Limited
Mr. Manas Das	Global Head HR, Mitsubishi Corporation
Mr. Jaideep Chatterjee	HR Director, Srei Infrastructure
Mr. Abhishek Chamaria	Director Operations, Ursdigitally
Mr. Rajesh Jain	HR Head, SREI Equipment Finance
Mr. Vishal Sinha	President & CIO, Tranzlease Holdings India Pvt. Ltd.
Mr. David Hickman	Professional Implementer of Entrepreneurial Operating System (EOS)
Mr. Vibhor Tandon	AVP East, Multi Commodity Exchange of India Ltd.
Mr. Arnab Biswas	VP HR & IR, GKB Rx Lens
Mr. Devesh Srivastava	VP & Zonal Manager, Axis Mutual Fund
Mr. Dhruva Mukherjee	VP, The Telegraph
Mr. Kapil Mahajan	HR Head Tata Tele Business services
Mr. Nilanjan Bose	Manager- Circulation, ABP Pvt. Ltd.
Mr. Arnab Basu	HR Haed, Sodexo
Mr. Arijit Mitra	Regional HR Head, Reliance Trends

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

- HBS library is an invaluable resource for students, researchers and faculties of business and management. It is reckoned as one of the best in town. It has been our endeavor to provide both students and corporates with the best possible research material including the latest writings of management gurus, popular management texts, classical books on management and much more. The library is fully computerized with all facilities available online. It also has a reference section and a reading room facility
- The computerized MBA Library is housed in 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 1071 titles and 10,005 volumes. It subscribes to 91 periodicals/journals (National: 52, and International : 39) and the Online Databases and E-journals like Economic & Political Weekly(EPW), Sage Online, HBR Online, J GATE Social Science & Management, RMIT : Informit Business Collection is also available
- In addition to the figures mentioned above, users of the MBA Library can have access to Statistical Package pertaining to management information (SPSS)
- On-line access (LIBSYS) facility and photo copy facility are also provided in the library. A Book Bank has been created so that a set of textbooks can be issued to the member students, which are returned after the semester examination is over

## CLASSROOMS & TUTORIAL ROOMS

The classrooms at HBS provides conducive environment needed for learning. We, at HBS, pro-actively use tools for Technology Enhanced Learning. All the classrooms at HBS are equipped with all the modern teaching aids needed to support technology enhanced learning. 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 a centrally air-conditioned computer laboratory with latest work stations. Students have 24-hour free 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. Advanced Internet facilities along with Printers are available. All the computers are Wi-Fi connected with 30 Mbps leased line for 24 hours. A very high capacity Network Storage facility integrated with an automated data backup and recovery system caters to the data storage requirement of all the users. Network printing facility is available on a wide variety of printers such as Inkjet, Laser, Line and Dot Matrix Printers. All these printers can be accessed from anywhere in the campus. Other equipment available in the centre include Notebooks, CD/DVD Writers, high quality Scanners and LCD Projectors, Qualified Lab Assistant is available to guide students.

## SEMINAR HALL

A state-of-the-art Seminar hall with a seating capacity of about 180 that is used for conducting seminars, conferences, programmes, students' events and other important events of the institute. Many of the Middle and Senior Management officials from leading companies have participated in the various Management Development Programmes organized by HBS in the Seminar Hall.

## 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, with 60-seater capacity equipped with presentation and teaching aids.

## CONFERENCE ROOM

A well equipped air-conditioned Conference Room serves 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

The Entrepreneurship Cell is very well established at Heritage Business School. It reflects our recognition of the rising importance of promoting and facilitating start-ups and new businesses. Entrepreneurial ventures are fast becoming the new starting point for young MBA graduates. The E-Cell as it is called, has been extremely successful in mentoring and connecting students for new ventures over the years. Heritage has produced quite a few successful entrepreneurs.

Heritage Business School has an MOU with the Wadhvani Foundation of the USA, 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 and has launched hundreds of entrepreneurship clubs in campuses through its initiative National Entrepreneurship Network (NEN) actively supporting the development of knowledge, capacity and programs in entrepreneurship across India.

Heritage Business School also has a tie-up with the Rajendra Mishra School of Engineering Entrepreneurship (RMSoEE) of IIT Kharagpur. There are courses available on 'training the trainers'. Our faculty colleagues who run this cell are themselves trained and certified instructors. One of our faculty colleagues heads the Advisory Committee for Eastern India of the Wadhvani Foundation.

## PM Yuva Yojana

Heritage Business School is a recipient of grants from this important union government scheme. Under this scheme our school runs Faculty Development Programmes for participants from the Eastern as well as North Eastern States of the nation. There are E-Leadership Workshops that are conducted for students. The special emphasis is on facilitating knowledge on entrepreneurship, through training and research. This scheme helps us connect with young faculty members from this part of the country as well as identify and promote new ideas from students for setting up of businesses in the era of the knowledge economy and thought leadership.

## 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 develop 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 in the challenges of the twenty-first century. The foundation also does collaborative research on sustainable development environmental conservation. We are developing common research platforms too. This will help Heritage Business School to reach beyond the corporate world of business into the world of poor people struggling for their livelihoods and women in search of empowerment and freedom.

## 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.

# STUDENTS' AMENITIES

## HEALTH CARE

A medical unit is available in the campus besides arrangements with hospitals located nearby. Besides, all our students are covered under Group Personal Accident Coverage.

## 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

There are excellent facilities for outdoor games and sports like cricket, football, volleyball, basketball, swimming, managed by a Sports Officer and a Physical Instructor.

## 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 stipulations of the West Bengal Fire Fighting Services Act, dedicated plumbing and fire fighting cylinders have been provided in 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

It is expected that students carry themselves with due dignity and decorum within the campus. The sanctity of the Institute must always be preserved through strict discipline, decent behavior, respect for others and use of appropriate language. It is expected that students accord highest respect to the members of faculty and staff. Any damage to the Institute's property will have to be compensated by the student concerned. Students must also strictly refrain from any such activity, as mentioned here, that may be detrimental to the interest and goodwill of the Institute

- Any type of physical and psychological ragging is strictly prohibited within the campus. Any student found contravening these regulations will be expelled from the Institute. Anti-Ragging Committee and Ragging Squad have been set up to deal with such issues. All though there has been no such incident till date
- Smoking, consumption of alcohol, use of drugs, chewing pan and zarda are strictly prohibited within the campus. Offenders will be severely punished as per Institute's norms and practices
- Punctuality and regularity in attendance are essential for all classes. It is expected from all students to try to maintain of 80% attendances otherwise they are debarred from 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.

## 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 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.





# STUDENTS' ACTIVITIES & ACHIEVEMENTS

## INCULCATING SOFT SKILLS, GENERAL AWARENESS AND CONFIDENCE

Students are exposed on a regular basis to special sessions on soft skills, public speaking and general awareness of the world. Our own faculty members along with professionals are involved in the process. Students are asked to talk on some current affairs from time to time. Every year after the Union Budget is presented (which they can view live in the Business School's seminar room) there is 'Budget Pe Charcha' where some eminent speakers are invited to talk about the budget. We also have a competition for students and the best presentation on the budget is awarded 'Best Kautilya' of the year.

Business Quizzes are held often, usually informally, but also through the help of outside agencies like business dailies. Students also participate in quiz competitions outside Heritage. For instance, this year, in one competition involving 50 colleges, Heritage Business School emerged third, with the first and second spots captured by IIT Kharagpur.

## CULTURAL ACTIVITIES

We want our students to show case their aesthetics through various cultural activities like music, dance, drama, recitation, quizzing and debating. Every year the seniors give a Fresher's Welcome called 'Nuevo'. There is also the tradition of holding an inter-college festival every year. This provides a great opportunity for students to showcase their talent as well as interact with students from other institutions. The organizers get a live lesson in event management – raising and managing resources, working as a team, and interacting with unknown people who come to participate. We think it is a great learning for them.

## EXPOSURE TO INDUSTRY AND CORPORATE LEADERS

Every management student has to go through some practical training. The curriculum has a Summer Internship Programme which allows a student to spend 6-8 weeks during the summer vacation at the end of their Second Semester working on a live project. They are expected to give a write-up on the project, go through a presentation, followed by an oral examination. That is part of the syllabus. Over and above this, we make available senior executives from the corporate world to come and talk to our students. Once identified, the hosting is done by students. The interactive session held almost every Friday is called the Industry-Institute-Interface. We also encourage our students to attend Seminars and Workshops held by Chambers of Commerce on important business issues. The third kind of exposure we provide is in terms of industrial visits made every semester. At least once a semester, our students (accompanied by some faculty members) are taken to visit an industrial plant or office. They spent half a day learning what the company manufactures and how. At the end of the visit they are supposed to share their learning with the class.



## BUSINESS PLAN COMPETITION

We have instituted an annual Business Improvement Plan Competition, usually around a theme. The one held in April 2018 was focussed on the informal sector. There are many different kinds of micro businesses from selling flowers on the roadside to agencies that supply service providers to households like drivers or nurses. These businesses have a lot of opportunity for improvement in terms of market reach, supply chain management, credit, financial resources management, and improving customer relationships. 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 huge amount of interest among students.

## REUNION AND ALUMNI CONNECT

We consider the alumni to be an integral part of our school. Apart from using software specially designed for the alumni to stay in touch with them, we also have 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 help 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. We have instituted an annual award called the Distinguished Alumnus Award to be announced during SMRITI.





## PRARAMBH 2017 CHAMPION

"Prarambh 2017", the Management Fest of Heritage Business School was conducted on April 7 & 8, 2017. The highlight of the Fest was "The Anupam Roy Show" in addition to 22 events in an Intra College Competition which were held. HBS won the maximum number of prizes and consequently the Champion Trophy. The Institutions who participated included Alliance University, Bengaluru, Calcutta National Medical College, Jadavpur University, Rabindra Bharati University, Army Institute of Management, St. Xaviers College, NSHM Knowledge Campus, IIMT, BIT, Techno Group, IEM, Heritage Institute of Technology, The Heritage Academy, Amity University, Ashutosh College, VIT Vellore, Vivekananda College, South City College, Meghnad Saha Institute of Technology, Dinabandhu Andrews College, Surendranath College, National Academy of Photography (Si Heritage Business School).

## TRAINING

As part of our training activities we perceive the need to upgrade our own colleagues and colleagues from other business schools to get exposure in the latest developments in the field of management studies. The latest Faculty Development Programme was conducted on "Contemporary Areas and Tools of Research and Publication". Participants came from not only in and around Kolkata, but also from distant out-of-state places.

## ALUMNI ASSOCIATION

HBS website contains a dedicated Alumni page having all former students registered on it. The site page provides the alumni with desired opportunity to communicate among themselves and share information about industries including career prospects in them. Alumni Meets are organized at regular intervals which enable all to renew their friendship for a lifelong relationship and strengthen the bonding with their Alma Mater. The Association also consistently offers their support in the HBS programmes and efforts of Motivation, Summer Internship & Placements.



# 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 (5 years), etc.] of 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 2018 and furnish the proof of having met the minimum eligibility criteria by September 2018.

## SELECTION PROCESS

Selection for the day programme will be through CAT 2018 / WBJEMAT 2019. This short-listing will be followed by Group Discussion and 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

Prospectus with 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>.

## FEE STRUCTURE: 2019 - 2021

Particulars	Amount in ₹			
	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 ₹ 10, 000 as refundable hostel caution money at the time of admission. Further, the room rent of ₹ 24,000/- per semester will be payable at the beginning of every Semester. 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 Organisations 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

## हेरिटेज बिजनेस स्कूल का इंडक्शन व ओरिएंटेशन समारोह सम्पन्न

कोलकाता, समाज्ञ

हेरिटेज बिजनेस स्कूल की ओर से सुबह को बड़े पैमाने के छात्रों के लिए विशेष और प्रेरकता से ओरिएंटेशन समारोह का आयोजन किया गया। जिसमें बड़ी संख्या में छात्रों को शामिल किया गया। कार्यक्रम का उद्घाटन का. प्रो. विवेक शर्मा, प्रिंसिपल, हेरिटेज बिजनेस स्कूल, कोलकाता, द्वारा किया गया। कार्यक्रम का उद्घाटन हेरिटेज बिजनेस स्कूल की ओर से प्रिंसिपल का. प्रो. विवेक शर्मा, प्रिंसिपल, हेरिटेज बिजनेस स्कूल, कोलकाता, द्वारा किया गया। कार्यक्रम का उद्घाटन हेरिटेज बिजनेस स्कूल की ओर से प्रिंसिपल का. प्रो. विवेक शर्मा, प्रिंसिपल, हेरिटेज बिजनेस स्कूल, कोलकाता, द्वारा किया गया।



कोलकाता, समाज्ञ  
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**समाज्ञा**  
19/07/2018

## City B-school, tech college on nat'l list

Three News Network  
Heritage Business School and Bennett Institute of Technology and Management have been included in the list of institutions that are eligible for the National Institute of Technology (NIT) placement scheme. The list was announced by the Department of Higher Education, Government of India, New Delhi.



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**Times of India**  
13/06/2017

## एचआईटी व एचबीएस को राज्य में मिला प्रथम दर्जा

कोलकाता, प्रिंसिपल प्रो. विवेक शर्मा



कोलकाता, प्रिंसिपल प्रो. विवेक शर्मा  
हेरिटेज बिजनेस स्कूल और बेंनेट इंस्टीट्यूट ऑफ टेक्नोलॉजी को राज्य में प्रथम दर्जा मिला। यह सम्मान राज्य सरकार द्वारा प्रदान किया गया।

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**Prabhat Khabar** 11th June 2017

## हेरिटेज बिजनेस स्कूल को नवी वेब का अधिकारण समारोह



हेरिटेज बिजनेस स्कूल को नवी वेब का अधिकारण समारोह का आयोजन किया गया। कार्यक्रम का उद्घाटन का. प्रो. विवेक शर्मा, प्रिंसिपल, हेरिटेज बिजनेस स्कूल, कोलकाता, द्वारा किया गया।

**Prabhat Khabar Aug 4 2017**

## रीजनल स्टूडेंट एंटरप्रेनोर्स कॉम्पिटिशन में विजयी रहा कोलकाता का हार्थि



कोलकाता, समाज्ञ  
हेरिटेज बिजनेस स्कूल के छात्रों का एक टीम 'हार्थि' नाम का प्रोजेक्ट प्रस्तुत कर रीजनल स्टूडेंट एंटरप्रेनोर्स कॉम्पिटिशन में विजयी रहा।

## पश्चिम बंगाल में नंबर 1 पर हेरिटेज इंस्टिट्यूट ऑफ टेक्नोलॉजी व हेरिटेज बिजनेस स्कूल



पश्चिम बंगाल में नंबर 1 पर हेरिटेज इंस्टिट्यूट ऑफ टेक्नोलॉजी व हेरिटेज बिजनेस स्कूल का नाम दर्ज किया गया। यह सम्मान राज्य सरकार द्वारा प्रदान किया गया।

**Samagya 11th June 2017**

## Heritage Business School Kolkata



Heritage Business School Kolkata organized Congruence 2017- the induction and orientation ceremony of the new batch students on 28th July 2017.

**Happenings**  
**The Telegraph**  
7th August 2017

## बंगाल चैंबर में बजट की समीक्षा



कोलकाता : केंद्रीय बजट की समीक्षा के लिए शुरुआत को बंगाल चैंबर ऑफ कॉमर्स में विशेषज्ञों ने चर्चा सत्र में भाग लिया। इस दौरान चैंबर की अप्रत्यक्ष कर समिति चेयरपर्सन टीबी चटर्जी, केपीएमजी के अप्रत्यक्ष कर पार्टनर संजय राय, बीएसआर एंड कंपनी के तपन गुप्ता, केपीएमजी के नारायण रामास्वामी और हेरिटेज बिजनेस स्कूल के डायरेक्टर अनूप कुमार सिन्हा ने अपने विचार रखे।

**Dainik Jagran Feb 3, 2018**

## एचआईटी व एचबीएस को बंगाल में प्रथम स्थान



एचआईटी व एचबीएस को बंगाल में प्रथम स्थान मिला। यह सम्मान राज्य सरकार द्वारा प्रदान किया गया।

**Salamduniya June 11, 2017**

# 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

His Excellence Shri Keshari Nath Tripathi,  
Governor of West Bengal



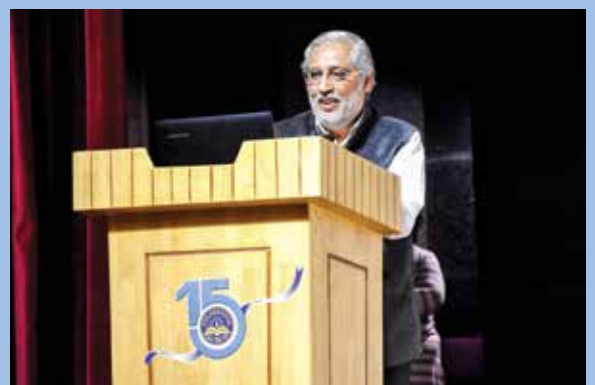
Shri Partha Chatterjee  
Minister of Education, West Bengal



Padma Shri Dr. Mani Lal Bhaumik



Prof. Anil D Sahasrabudhe  
Chairman, AICTE, New Delhi



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

Bharat Ratna  
Late Dr. APJ Abdul Kalam



Prof. Runa Sarkar  
Dean Academic, IIMC



Dr. Saibal Chattopadhyay  
Former Director, IIMC



Mr. David Hickman  
Professional EOS Implementer



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



**F** You cannot lead unless  
you are future oriented **F**

*C K Prahalad*  
Noted management Guru  
& path-breaking author



## **Heritage Business School**

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