



সমানো মনন: সন্নিহিত: সমানী

DEPARTMENT OF MANAGEMENT UNIVERSITY OF NORTH BENGAL

(UGC Recognized, AICTE Approved, NAAC Accredited 'A' Grade University)



MBA PROGRAMME --- UNDER CBCS --- (ADMISSION PROSPECTUS)

**ACADEMIC
SESSION
2021-23**



TWO YEAR FULL TIME MBA PROGRAMME WITH DUAL SPECIALIZATION
(UGC Recognized, AICTE Approved, NAAC Accredited 'A' Grade University)

www.nbu.ac.in | <http://mba.nbu.ac.in>

 www.facebook.com/departmentofmanagement.universityofnorthbengal



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Ahovaan 2020

Our Recruiters

Dr. Subires Bhattacharyya

M.Sc., Ph.D.

Vice-Chancellor

University of North Bengal



সমানো মন্ত্র: সমিতি: সমানী

UNIVERSITY OF NORTH BENGAL
Accredited by NAAC with Grade A

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Date: 28th July, 2021

MESSAGE

It gives me immense pleasure to know that the Department of Management, University of North Bengal (Accredited by NAAC with grade 'A') is going to welcome a new batch of students for the session 2021-2023 like previous years. I am confident that the refreshingly new approaches of the Department would usher in a new era in the field of management studies. The Department seeks to create an enriching educational environment, where innovative thinking becomes a way of life. I am sure that the experienced faculty will help the students to prove themselves in their future career.

I express my warm greetings to all students who are entering in the University of North Bengal and hope that they will pursue the course of study seriously and honestly. I assure that your two years journey in the Department of Management would be adding different dimension to your life.

I wish all the best to the Department in the days ahead.

Dr. Subires Bhattacharyya
Vice-Chancellor

DEPARTMENT OF MANAGEMENT UNIVERSITY OF NORTH BENGAL

Accredited by NAAC with Grade A

Sri Sanmoy Mallick

Ph.D. (Registered), MBA, B.Tech

Head of the Department

Department of Management

University of North Bengal



समानो मन्त्रः समितिः समानी

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Date: 04/08/2021

MESSAGE FROM THE HEAD OF THE DEPARTMENT

The Department of Management an elite institution under the University of North Bengal is a capability building institute, 18years old, with extraordinary achievements. Well-known training & placement at the industry standard package is one of the highlights of its success. Its students have flexible, versatile knowledge and value by which they achieve successful life and career. Department of Management's innovative and modern curriculum will challenge your thoughts and introduce you to multiple business perspectives to build the foundation you need to be an effective Business Manager, a leader and an expert. The Department of Management fraternity is highly committed to its duty in Empowering operations Excellence. Our faculty, staff and students individually and jointly endeavor hard and live by our responsibility. I thank you very much for choosing Department of Management as an option to pursue your MBA career and I encourage you to explore the opportunities that Department of Management offers. The Department of Management, University of North Bengal believes that – a path is made by walking on it collectively. It aims at grooming budding business professionals into true management leaders by imparting quality education, training them to challenge the convention and think innovatively. Being an MBA elite Institution, we shall emanate Leadership, Creativity, Attitude, Skills, Passions and Learning from its every corner to cast its rays towards empowering business excellence in the Industry.

Profile of the Head of the Department

Shri. Sanmoy Mallick, Head of the Department, Department of Management, University of North Bengal is a registered Ph.D scholar, Management post-graduation and Engineering graduate. He has worked for various multinational brands and services sector with profiles in Management Consulting, Project Management & Business Development. He has completed various research projects, consulting assignments for Public Policies, airports and Travel – Tourism industry. Sanmoy has more than 11 years of experience in University level Teaching, Education Management, Training & Placement, Administrative and Development Work, Research in Management Studies. He has strong expertise in competitive analysis, business process management, benchmarking, market assessment, entrepreneurship development, management consulting and strategic management.

About the University

The University of North Bengal was established by an Act of the Legislature of West Bengal in 1962 with the mission "to encourage and provide for instruction for teaching, training and research in various branches of learning and course of study; to promote advancement and dissemination of knowledge and learning and to extend higher education to meet the growing needs of society."

The University of North Bengal campus covers an area of nearly 331 acres land at the foothills of high Himalaya in close proximity of vast plains around it with a fascinating glimpse of the Kanchenjunga peak, tea gardens and forest cover.

The University of North Bengal, since its inception in 1962, has been fulfilling the objectives of imparting higher education and research to the people of this socio-economically backward area of the country. With the global advancement and requirements in the arena of higher education and research, the University has shouldered the responsibility of dissemination of knowledge by judicious expansion of its role in advanced, non-conventional, applied and job-oriented fields keeping the quality of education at par with global standards at low cost.

The University has taken initiatives in qualitative growth by way of achieving excellence. The Departments are well - equipped with research programmes from various agencies and have received academic distinctions and recognitions.

The University has been assessed and accredited by National Assessment Accreditation Council (NAAC) and has been awarded Grade A.



About the Department

The Department of Management was established in April, 2003. The University of North Bengal is conducting a full time Master of Business Administration (MBA) Programme (approved by AICTE and recognized by UGC) under Department of Management in order to provide quality management education and other services of global standards in a high quality ambience. The institution aspires to achieve excellence in every sphere of its activity including curricular works, research, professional outlook, consultancy, student support, and outreach programme. The Department of Management, University of North Bengal has been rated as an **A+ A+ category B-School in the National B-School survey conducted by Business India, and other National B-School surveys like Business world, Business Today, and Competition Success Review.** The department has also been rated as a **B1 category B School based on the AIMA-IMRB National B-School survey 2010.** The students also bagged the **9th Position in the "Earthian Annual Awards 2012"** conducted by WIPRO. The students of the Department have also entered the semifinals in the Asia B-Plan competition organized by IIT Bombay. The students of the Department also have participated in the **2nd Chhatra Vishwakarma Award 2018 (Regional Convention) conducted by AICTE on 2nd November 2018.** For the consecutive last 7 years, the department is offering more than 90% final placements and 100% internship opportunities to the students. This 17 years old professional institution has a strong and very cooperative Alumni base in India & abroad.

The Department of Management, University of North Bengal is an official Life member of the Association of Indian Management Schools (AIMS), where the contemporary members are the highly reputed B-Schools in India like Jamnalal Bajaj Institute of Management Studies, FMS, IISWBM, Kolkata etc. has enabled the Department of Management to gain its foothold in the sphere of the nationally acclaimed B-Schools of our country.



Importance to have an MBA Full Time Degree

An MBA aspirant can make the decision to study an MBA for two basic reasons: updating their professional thoughts or learning basic business management skills. When it comes to upgrading, it is usually the reason why professionals with more time in the business choose the MBA: to continue learning and remain competitive in a globalized market. The academic background of those studying for an MBA is highly valued in the business field. It's a future investment, which adds weight to your resume. In addition to a better salary, the MBA student can achieve better job positions. It must be mentioned, graduate professionals in these programs are more likely to gain leadership positions and senior management in companies. The realization of an MBA is an investment decision that improves the probability of being hired or promoted, provides the necessary professional background and develops the skills needed to excel in a competitive and international business environment. In an employment market as competitive as today's, one of the facts that makes one candidate stand out from another is being in possession of an MBA. These types of masters are highly valued by the companies and, as a consequence, they are very well paid. Taking everything into account, pursuing an MBA leads to the consolidation of a good network of contacts, the gain of new skills and strategic knowledge, the stability and job recognition and the knowledge to start your own business venture.

AMENITIES OF THE UNIVERSITY

MBA programme is conducted a building located inside the University campus having the Departmental library, in house Computer laboratory, well equipped classrooms, internet facility, Faculty Member's Chambers etc.

COMPUTER LAB AND CONNECTIVITY

The Department's Computer Lab is well equipped which is centrally located and connected with digital library. Latest system & application softwares are also available in the Lab. Through E-connectivity facility students can access latest books of journals from different areas of management for their academic benefits with the help of e-platforms.

MODERN CLASS ROOM AND DEPARTMENTAL SEMINAR HALL

State of the art ergonomically designed classrooms with LCD projector facilities make the learning and teaching sessions much more vibrant and attractive. Departmental Seminar Hall is available for internal programs.

HOSTEL

Separate Hostel facility (With Wi Fi Facility) for boys and girls on 'first come first serve' basis is provided in the University Campus according to University rules.

CANTEEN

PG Canteen is available to the students with multi-cuisine foods and beverages.

MEDICAL FACILITIES

University of North Bengal has well equipped in-house health centre inside the Campus to provide medical services to the various stake holders of this university i.e. students, faculties, administrative personnel and its staff. It also has a pharmacy in the health centre which provides free medicine at its limited capacity to its patients. The NBU health centre provides free medical treatment and pathological facility with very nominal charges.

BANKS AND ATMs

The State Bank of India is having its own branch (NBU Campus Branch) located at the campus of the University of North Bengal for the benefit of the University as well as its students, faculty members, administrative personnel and its staffs in addition to other customers. Moreover, there are two ATMs of SBI located in the campus of the University. Apart from SBI Branch in the University Campus, there are also various other Nationalized and Private Banks located at a stone-throw distance from the campus like Axis Bank, UCO Bank, Syndicate Bank, Andhra Bank, Central Bank, Bandhan Bank etc.

POST OFFICE

Department of Post, Government of India is also having its own Post Office (Delivery Office) located for the benefit of the University as well as its students, faculty members, administrative personnel and its staffs.

GYMNASIUM AND SPORTS

The University believes in all round growth of the students and as a consequence the students participate in different sports and games activities of the University. A sports complex, 'KHELA GHAR" is dedicated for the use of students with multi-gym badminton courts and table tennis boards, Two big playgrounds are also there are available for outdoor sports.

AUDITORIUM

A state of the art modern auditorium, 'Rabindra Bhanu Manch' (with a seat capacity of more than 500 approx) is used by the students for various programs. Apart from this 'Vidyasagar Manch' (with a seat capacity of more than 1200 approx) and a Conference Hall (with a seat capacity of around 150) are also available for Departmental Programmes.

LIBRARY FACILITIES

The University Library provides books, journals as well as current information on various topics to fulfill the need of the University communities. Since inception of the University, the library has been serving the various components of the university community viz. teachers, research scholars, students, officers and staff towards the fulfillment of their objectives.

The Library is a three storied building with 28660.37 sq feet carpet area. The location of the University Library is at the Western side of the University Administrative building and North of Padmaja Park.

- University Library has built up a rich collection on all branches of Science, Arts, Commerce, and Management
- It is a member of UGC Infonet Consortium for online subscription of journals.
- Library LAN has become a part of campus wide Network, which has made it possible for the academic community of various departments to access information from their adobe.
- The library is open 7 days a week.

Apart from this, the students can access the Departmental Library (Seminar Library) which provides them instant access to the titles of their daily needs. E-Journals are available through Internet (Inflibnet and Infonet). All those facilities make the system of cross reference access to information.

PROJECTS AND SURVEYS DONE BY THE DEPARTMENT

- A Survey on Consumer Preference of Traditional Bengal Sweets in Siliguri Market was carried out by the students and faculty members of the Department of Management, University of North Bengal in the year 2011.
- The Department of Management, University of North Bengal had conducted a Project for 'Earthian 2012' (Conducted by Wipro) – "SEEZ: The Future of Green Industrialization".
- Feasibility Study on the Night Landing Facilities at Bagdogra Airport was also conducted by the students and faculty members of the Department of Management, University of North Bengal in association with Help Tourism in the year 2013.
- 'NIRMITSAV', a Project based on Tourism was conducted by the Department of Management, University of North Bengal.

INTERNATIONAL INTERFACE

- Faculty members and students of **Bangladesh Institute of Bank Management** had made a visit to the Department of Management, University of North Bengal in December, 2012 as a part of their International Study tour in India. This initiated the beginning of International academic exchange affairs.
- **Mr. Bhaskar Sanyal, Digitate - Director & Head of UK, Tata Consultancy Services** had made a visit to the Department of Management to interact with the students of this institute in 2012. The list of conferences/workshops/seminars.

CONFERENCES, SEMINARS, WORKSHOPS & WEBINARS ETC.

- **2020-21:** Conference on Industry Institute Convergence (AHOVAAN 2021) on 22nd & 23rd March, 2021
- **2020-21:** International E-Symposium on Travel Tourism, 18th & 19th July, 2020
- **2020-21:** National Level E-Conclave on 28th & 29th June 2020.
- **2019-20:** UGC sponsored National Workshop on Management Studies on 13th March 2020.

- **2019-20:** Conference on Industry Institute Convergence (AHOVAAN 2020) on 5th & 6th March, 2020.
- **2019-20:** MEET WITH STUDENTS by Syngene International, Bangalore on 2th February, 2020.
- **2018-19:** National Management Conclave on 14th and 15th March 2019
- **2018-19:** One Day Workshop on “Education and Research in Business Studies & Management on 26th February 2019.
- **2018-19:** Special Lecture on Child Rights and Policies Programmes related to Children and Mechanisms to address Children on 15th January 2019.
- **2017-18:** AHOVAAN 2018 / Industry Institute Interface Programme on 25th February, 2018
- **2017-18:** International Conference 2017 on 22nd, 23rd & 24th November 2017.
- **2016-17:** AHOVAAN 2016 / Round Table Conference on Industry Institute Convergence Programme on 18th September, 2016
- **2016-17:** CAREER MEET 2016 / Management Student - Industry Interface Programme on 4th May 2016
- **2014-15:** National Seminar 2014 on 4th & 5th December 2014.

PEDAGOGIC APPROACHES

The MBA Program of the Department of Management, University of North Bengal uses a mix of various instructional methods to make learning effective. These include classroom lectures, case studies enabled classes, Class tests / Class Activities, Industry based workshops / Academic seminars, Class presentations, business-games / role-plays, individual / group assignments & entrepreneurship projects, industry visits etc. The curriculum and its delivery emphasize innovative problem-solving, shared perspectives, application of concepts, and teamwork. The pedagogy encourages students to develop an ability to work effectively in groups, and yet present and defend their individual perspectives. Students are encouraged to develop decision-making ability based on contextual analysis, and the case method of learning is widely used. The case method not only requires application of theoretical knowledge to real-life problems, but is also helpful in developing a holistic perspective that can deal with unstructured situations and decision-making under uncertainty. The selection of cases exposes students to both leading-edge research and current practice. Overall, the pedagogy is not the usual delivery-consumption mode, but a rich interaction of activated minds that can test established theories and derive fresh, creative solutions to problems in real time.

EVALUATION

The student evaluation is a continuous process and comprise of the following activities

- a. Class participation
- b. Assignments / Field Work / Term Paper
- c. Written Examination
- d. Preparation of Project Report and Business Plan Report
- e. Viva Voce.

CBCS DUAL SPECIALISATION OFFERED

- | | |
|------------------------|-------------------------------------|
| ● Financial Management | ● Human Resource Management |
| ● Marketing Management | ● Systems and Operations Management |

**DEPARTMENT OF MANAGEMENT
FACULTY DETAILS**

CORE FACULTY	VISITING AND GUEST FACULTY	
<p>Mr. Sanmoy Mallick B. Tech, MBA, Ph.D. (Registered) Head of the Department, Department of Management, University of North Bengal</p> <p>Dr. Deepak Subba MBA, Ph.D., Assistant Professor, Department of Management, University of North Bengal</p> <p>Dr. Nandita Pradhan MA (Economics), Ph.D. Assistant Professor, Department of Management University of North Bengal</p> <p>Dr. Subrata Ray MBA (Mktg & HR), MA (Rural Dev), PGDTM, PGDPSM, PGJMC, Ph.D. Assistant Professor, Department of Management, University of North Bengal</p> <p>Dr. Dipanjan Moitra MCA, Ph.D. Assistant Professor, Department of Management, University of North Bengal</p>	<p>CA Agnishwar Basu Proprietor, Agnishwar & Associates, Siliguri</p> <p>Mr. Amit Bhaumik Corporate Trainer Cluster Manager, ICICI Lombard, North Bengal & North East Region</p>	<p>Prof. Namrata Sharma Director, HRDC, Indore University</p> <p>Prof. Debasish Sur Professor, Department of Commerce University of Burdwan</p> <p>Prof. Sharmistha Banerjee Professor, Department of Business Administration, University of Calcutta</p> <p>Dr. Arun Kaushik Assistant Professor, IIM Amritsar</p> <p>Prof. Maheshwar Sahu Prof. Department of Commerce & Management, Utkal University</p> <p>Prof. Bhabatosh Banerjee Dean, Faculty of Com & Mgmt, University of Calcutta (Retd.)</p> <p>Dr. Subrata Roy Associate Professor, Dept of Commerce Mahatma Gandhi Central University Bihar</p> <p>Dr. Abhik Kumar Mukherjee Assistant Professor, Dept of Business Administration, University of Burdwan</p>

The List of Visiting and Guest Faculty is indicative are not exhaustive

INVITED EMINENT FACULTY FROM ACADEMIA	
<p>Prof. Tathagata Bandopadhyay Dean, IIM Ahmedabad</p> <p>Dr. Amlan Ghosh Associate Professor, NIT Durgapur</p> <p>Prof. Sangeeta N. Pawar Dept of Commerce, Mumbai University</p> <p>Prof. Nimit Chowdhary Head, Tourism Department Jamia Milia Islamia, New Delhi</p> <p>Prof. Dimetrious Buhalis Faculty of Management, Bournemouth University, United Kingdom</p>	<p>Dr. Jeet Dogra Assist Prof, ITTM, Gwalior, MP, India</p> <p>Dr. Ljupka Naumovska Faculty of Marketing, University of Tourism & Management, Macedonia</p> <p>Prof. Rajarshi Roy Dept of Education Viswa Bharti, Shantiniketan, India</p> <p>Prof. Michail Teanoglou HOD, Sol International Hospitality Management, Sol International School, Woosung University, Daejeon, South Korea</p>

INVITED INDUSTRY PERSONALITIES FROM THE INDUSTRY

<p>Mr. Tanmay Degol Senior Project Manage Royal Bank of of Canada, Toronto</p> <p>Mr. Ankit Biswas Senior Manager, Business Analytics, New Zealand</p> <p>Mr. Subrata Saha Dy Chief HR, Bennett, Coleman and Co. Ltd. (The Times Group)</p> <p>Mr. Anirban Choudhury Manager, CESE Kolkata</p> <p>Mr. Anup Biswas Sr. Manager, Edelwiss Broking Ltd.</p> <p>Mr. Supratim Basu (Raj) Founder & Director, HelpTourism, Siliguri</p> <p>Mr. Paritosh Dhar Chief Manager, Regional Office (North Bengal), United Bank of India</p>	<p>Mr. Kaushik Sarkar VP - Technology, eRev - Max, Kolkata</p> <p>Mr. Arindam Bhowmick General Manager - Sales & Marketing, Exeltis (India) Limited, Mumbai</p> <p>CA Jitender Mittal Faculty, Institute of Chartered Accountants of India, Siliguri</p> <p>Mr. Aditya Agarwala Dy. Vice President, Axis Bank</p> <p>Mr. Sanjay Rai Associate VP – HR, Alembic Pharma Ltd.</p> <p>CMA Dr. Debaprosanna Nandy Sr. Director - Studies, Adv Studies, Placement (ICAI), CEO - ICAI RVO</p> <p>Syed Matiur Rahman Vice President, Axis Bank</p>	<p>Mr. Piyush Garg CEO, Powertek Engineering Pvt. Ltd.</p> <p>Dr. Nadeem Parvez MD (Internal Medicine) & DM (Gastroenterology), Neotia Getwell Healthcare</p> <p>Dr. Sudip Pramanik Hormonologist, Neotia Getwell Healthcare</p> <p>Mr. Diptesh Singha Manager, CTS, India</p> <p>Mr. Biplab Santra Manager, Ernst & Young (EY)</p>
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The List of Invited Faculty & Personalities is indicative and not exhaustive

ALUMNI INTERACTIONS WITH STUDENTS

<p>Mr. Kranti Prasad Manager, IDBI Bank</p> <p>Mr. Gaurav Nandi Admin Officer, IIT Kharagpur</p> <p>Mr. Debraj Paul Deputy Manager - Marketing Neotia Getwell, Siliguri</p> <p>Mr. Prasun Dey Administrative Executive CII North Bengal Zonal Chapter</p> <p>Mr. Nabarun Basu HR Manager, SICPA India Pvt. Ltd., Sikkim</p> <p>Mr. Rahul Das HR Manager Paradise Food Court Pvt Ltd.</p> <p>Mr. Soumik Basu Manager, Berger Paints Ltd.</p>	<p>Mr. Sayandip Roy Amul, India</p> <p>Mr. Amit Bhattacharya Territory Sales Officer, Hindustan Unilever Ltd., North Bengal-Sikkim-Bhutan</p> <p>Mr. Atanu Das Senior Sales Executive, MRF Paints., Kolkata,</p> <p>Mr. Argha Prasun Ghosh HR - VIVO</p> <p>Mr. Pradiptamay Saha Asst. Manager, IOCL Ltd.</p> <p>Mr. Ashmita Berelia, Management Trainee, Kotak Life Insurance</p> <p>Mr. Tantu Kumar Das Operantion Analyst, Wells Fargo (India)</p>	<p>Mr. Subhajit Dey Area Sales Executive, Bacardi India Pvt. Ltd.</p> <p>Mr. Debadyuti Sarkar Branch Manager, UCO Bank, Mumbai</p> <p>Mr. Amit Das ASE, Asian Paints</p> <p>Ms. Vaishali Saha HR, Genpact, New Delhi</p> <p>Mr. Navin Chandak Deputy Sales Manager Godrej & Boyce Mfg. Co. Ltd.</p> <p>Mr. Subhojit Biswas Territory Sales Executive Sun Pharma Ltd.</p> <p>Mr. Tonmoy Saha Asst Departmental Manager Futuregroup</p>
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COURSE STRUCTURE FOR MBA PROGRAMME (CBCS) (WITH DUAL SPECIALISATION)

Semester – I (8 Core Subjects, Elective – 1)				Semester – II (8 Core Subjects, Elective – 1)			
COURSE CODE	SUBJECT	MARKS		COURSE CODE	SUBJECT	MARKS	
101	Organisational Theory and Principles of Management	100 (3 credits)		201	Management Information System	100 (3 credits)	
102	Organisational Behaviour	100 (3 credits)		202	Strategic Financial Management	100 (3 credits)	
103	Managerial Economics	100 (3 credits)		203	Marketing Management	100 (3 credits)	
104	Quantitative Techniques in Management	100 (3 credits)		204	Human Resource Management	100 (3 credits)	
105	Accounting for Managers	100 (3 credits)		205	Project & Operations Management	100 (3 credits)	
106	Corporate Communication & Skill Development	100 (3 credits)		206	Operations Research	100 (3 credits)	
107	Macro Economics & Business Environment	100 (3 credits)		207	Strategic Management & Business Decision Making	100 (3 credits)	
108	Computer Applications in Management	100 (3 credits)		208	Research Methodology	100 (3 credits)	
	ELECTIVE	100 (3 credits)			ELECTIVE	100 (3 credits)	

Semester – III (2 Core Subjects, Specialization Paper – 4, Elective – 1, Project & Viva-Voce)				Semester – IV (2 Core Subjects, Specialization Paper – 4, Elective – 1, EDP Business Plan Report & Viva-Voce)			
SPECIALIZATION				SPECIALIZATION			
Marketing Management 100 Marks (3 credits Each)	Financial Management 100 Marks (3 credits Each)	Human Resource Management 100 Marks (3 credits Each)	System & Operations Management 100 Marks (3 credits Each)	Marketing Management 100 Marks (3 credits Each)	Financial Management 100 Marks (3 credits Each)	Human Resource Management 100 Marks (3 credits Each)	System & Operations Management 100 Marks (3 credits Each)
SPMM-301 Advertising, Promotion, Sales & Distribution Management	SPFM-301 Investment Management	SPHRM-301 Social Security & Labour Welfare	SPSOM-301 Database Management System	SPMM – 401 International Marketing & Brand Management	SPFM – 401 Financial Markets, Institutions & Services	SPHRM – 401 Industrial Relations and Labour Laws	SPSOM – 401 Logistics & Supply Chain Management
SPMM – 302 Consumer Behaviour & Market Research	SPFM – 302 Corporate Tax Planning & Management	SPHRM – 302 Human Resource Planning & Development	SPSOM – 302 Business Intelligence & Data Warehousing	SPMM – 402 Services Marketing	SPFM – 402 International Financial Management	SPHRM – 402 International HRM	SPSOM – 402 System Analysis and Design
Course Code - 303	Course Code - 304	Course Code - 305	Course Code - 306	Course Code - 403	Course Code - 404	Course Code - 405	Course Code - 406
International Business – 100 marks (3 credits)				Organizational Change & Development - 100 Marks (3 credits)			
Business Regulatory Framework – 100 Marks (3 credits)				ELECTIVE 100 Marks (3 Credits)			
Project Report Evaluation – 150 Marks				e-Business - 100 Marks (3 credits)			
Project Viva-Voce & Presentation – 50 Marks (Internal)				Entrepreneurship Development Project 100 Marks (4 credits)			
ELECTIVE 100 Marks (3 credits)				Business Plan Report - 50 Marks Viva-Voce & Presentation - 25 Marks (Industry Expert) & Internal – 25 Marks			

TOTAL MARKS: 3300

TOTAL CREDIT: 100

ELECTIVE SUBJECTS

COURSE CODE	SUBJECT NAME	MARKS	CREDITS
E101	Corporate Social Responsibilities & Business Ethics	100	3
E102	Monetary Economics	100	3
E103	Banking Management	100	3
E104	Organizational Development & Employee Performance Management	100	3
E105	Corporate Reporting	100	3
E106	Compensation & Reward Management	100	3
E107	International Trade	100	3
E108	Financial Engineering	100	3
E109	Web Analytics	100	3
E110	Management Consulting	100	3
E111	Modern Trends & Opportunities in Marketing Management	100	3
E112	Industrial Economics and Competitive Strategies	100	3
E113	Travel & Tourism Management	100	3
E114	Stress Management	100	3
E115	Decision Support System	100	3

ELIGIBILITY & SELECTION PROCESS

- 1) Recognized Bachelor Degree of minimum of 03 years duration obtained in any discipline (except Graduates in Fine Arts or Performing Arts) and scoring a minimum 50% marks (45% for reserved category candidates) from a recognized University are eligible.
- 2) Preference will be given to those candidates who have appeared and having valid scores (from November 2020 to August 2021) in any of the Entrance Tests i.e. CAT, XAT, CMAT, ATMA, MAT, GMAT, JMET and WBJEMAT.
- 3) If vacant seats are still available, after the admission of the students mentioned in the point no. (2) under eligibility criteria, candidates are allowed to take admission on the basis of the marks obtained in their Bachelor's degree and also as per the above point no. (1).
- 4) The Percentile obtained by a candidate in CAT / XAT / CMAT / ATMA / MAT / GMAT / JMET / WBJEMAT shall be converted into percentage as per University norms.
- 5) AICTE, Central & State government norms are applicable

PROCEDURE FOR APPLICATION AND ADMISSION

Admission Brochure of the MBA Programme will be available during **08th August 2021 to 05th September 2020** at <http://mba.nbu.ac.in> and www.nbu.ac.in. The candidates are to submit Online Application form within **05th September 2021** through the Following url: <http://mba.nbu.ac.in> and www.mba.nbu.ac.in without any application processing fees (Vide Notification No.706- Edn(CS)/10M-95/14, Dated 13th July 2021, Department of Higher Education, Government of West Bengal).

Instruction for candidates to be selected through valid entrance test viz. CMAT / MAT / CAT / ATMA / JMET / GMAT/ XAT / WB JEMAT and also applicable for Graduate candidates as per eligibility criteria

- i. Candidates are required to submit the duly filled-in Online Application Form within the mentioned date.
- ii. A photocopy of valid score card with adequate percentage of marks has to be submitted with the online application form.

TENTATIVE SCHEDULE FOR PUBLICATION OF MERIT LIST AND DATE OF ADMISSION

Sl. No.	PARTICULARS	DAY AND DATE
01	Publication of Admission Brochure and online form and submission of the form	08th August 2021
02	Last Date of Submission of Online Application form	05 th September 2021
03	Publication of 1 st Merit List	08 th September 2021
04	Admission from 1 st Merit List	08 th to 14 th September 2021
05	Publication of 2 nd Merit list	16 th September 2021
06	Admission from 2 nd Merit list	16 th to 20 th September 2021
07	Publication of 3 rd Merit list	22 nd September 2021
08	Admission from 3 rd Merit list	22 nd to 27 th September 2021
09	Commencement of Classes	15th September 2021

Reservation of Seats

Reservation of seats under different categories shall be as per University and Government Norms. 80% of seats will be reserved for candidates graduated from the University of North Bengal and 20% of the seats are reserved for candidates graduated from other Universities.

DETAILS REGARDING PAYMENT OF FEES:

1. FEE Structure

Sl. No.	PARTICULARS	1 st Semester	2 nd Semester	3 rd Semester	4 th Semester
01	Admission Fees (Per Semester)	Rs.40,000/-	Rs.40,000/-	Rs.40,000/-	Rs.40,000/-
02	Caution Deposit (At the Time of Admission) – One Time	Rs.500/-	-----	-----	-----
03	Student Identity Card (At the Time of Admission) – One Time	Rs.20/-	-----	-----	-----
04	Registration Fees (For Other University Students) – One Time	Rs.250/-	-----	-----	-----
05	Examination Fees (Per Semester)	Rs.600/-	Rs.600/-	Rs.600/-	Rs.600/-
06	Supplementary Paper Examination Fees (Rs.200/- per paper)	-----	If applicable	If applicable	If applicable
Total Amount(Per Semester)		Rs.41,370/-	Rs.40,600/-	Rs.40,600/-	Rs.40,600/-
Grand Total					Rs.1,63,170/-

The above Fees structure is applicable for Indian Citizen, Non Resident Indian (NRI) Candidates & South Asian Association of Regional Cooperation (SAARC) Countries' Candidates.

2. SCHEDULE OF PAYMENT OF FEES

SEMESTER	TIME
1 st Semester	At the time of admission
2 nd Semester	By 10 Days from Declaration of Result of 1 st Semester
3 rd Semester	By 10 Days from Declaration of Result of 2 nd Semester
4 th Semester	By 10 Days from Declaration of Result of 3 rd Semester

N.B. The above mentioned dates and amount may change as per the decision of the University Authority from time to time.



Phone: 011-2610571-75, 10
11-2610580
Website: www.aicte.gov.in



सर्वोच्च तकनीकी शिक्षा परिषद
(All India Council for Technical Education)
एन.एम.एस.डी. बंग, नया दिल्ली 110076
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(A Statutory Body of the Govt. of India)
Ministry of Human Resource Development, Govt. of India
New Monarua Bldg, Sector 14, New Delhi-110010

Circular

F. No. AICTE/PA/AF/Minu/2020/ Date: 06.10.2020

To: All Directors/Principals of AICTE Approved Institutions,
Subject: Concession for the wards of Kashmiri Migrants and Kashmiri Pandit/Kashmiri Hindu Families (Non-Migrants) living in Kashmir Valley for admission in Higher Educational Institutions-Regarding.

Sr/Madams,
Ministry of Education, Government of India in consultation with Ministry of Home Affairs has decided to allow the following concession to the wards of Kashmiri Migrants as well as Kashmiri Pandit/Kashmiri Hindu Families (Non-Migrants) who are living in the Kashmir Valley, in the matter of their admission in the educational institutions in other parts of the country from the academic year 2020-21 and onwards till further orders.

- (i) Relaxation in cut-off percentage upto 10% subject to minimum eligibility requirements.
- (ii) Increase in intake capacity upto 5% course-wise.
- (iii) Reservation of at least one seat in merit quota in technical/professional institutions.
- (iv) Waiving off domicile requirements for Kashmiri Migrants only, Kashmiri Pandit/Kashmiri Hindu Families (Non-Migrants) living in the Kashmir Valley need domicile certificate.

All AICTE approved institutions are requested to follow the aforesaid guidelines issued by Ministry of Education, Government of India.

Respectfully,
(Prof. Dibypr Mukherjee)
Advisor-I
Policy & Academic Planning Section



RECEIVED
Ministry of Human Resource Development
Department of Higher Education
New Delhi, India
Date: 04/10/2020
No. 24/2020-NEE
Government of India
Ministry of Human Resource Development
Department of Higher Education
Economic Administration Division
New Delhi, India
Date: 13th October, 2020

To: 1. The Chairman, DCE
2. The Chairman, MCTE
3. The Vice-Chancellor of all Universities
4. The Principal Secretaries of Higher Education & Technical Education of all States/UTs

Subject: Concession for the wards of Kashmiri Migrants and Kashmiri Pandit / Kashmiri Hindu Families (Non-Migrants) living in Kashmir valley for admission in Higher Educational Institutions- Regarding.

Sr/Madams,
Reference is invited to this Ministry's letter No. 24/2020-NEE dated 22.10.2019 and 22.07.2016 regarding certain concessions for the wards of Kashmiri migrants for their admission in Higher Education institutions in other parts of the country.

- 1. In this connection, representations have been received from Kashmiri Pandit (Non-Migrants) living in the Kashmir Valley in regard to the existing concessions being provided to Kashmiri Migrants for their admission.
- 2. The matter has been considered in this Department in consultation with Ministry of Home Affairs and State Government of Jammu & Kashmir. Now, it has been decided to allow the following concessions to the wards of Kashmiri Migrants as well as Kashmiri Pandit/ Kashmiri Hindu Families (Non-Migrants) who are living in the Kashmir Valley, in the matter of their admission in the educational institutions in other parts of the country from the academic year 2020-21 and onwards till further orders.
- 3. Relaxation in cut-off percentage upto 10% subject to minimum eligibility requirements.
- 4. Increase in intake capacity upto 5% course-wise.
- 5. Reservation of at least one seat in merit quota in technical/professional institutions.
- 6. Waiving off domicile requirements for Kashmiri Migrants only, Kashmiri Pandit/Kashmiri Hindu Families (Non-Migrants) living in the Kashmir Valley need domicile certificate.

This order with the approval of Hon'ble MHRD.

Handwritten notes and signatures

Yours faithfully,
(S.V.S.B. Sahasrabudhe)
Sr. Economic Advisor (Higher Education)
Tel. No. 011-23234219



All India Council for Technical Education
New Monarua Bldg, Sector 14, New Delhi 110076

Circular to All PGDM / MBA Institutions

Sr / Madams,
Greetings from All India Council for Technical Education!

All India Tests i.e. CAT, XAT, CMAT, ATMA, MAT, GMAT along with the 7th option of Common Entrance Test of the respective State are the qualifying tests for admission into PGDM course. In many of the States, some of the above entrance tests could not be conducted due to fear of spread of Corona Virus and there is an indication as to whether these tests are postponed or likely to be held or cancelled etc.

AICTE, being more a facilitator than a regulator considered alternative proposition through which selection of the students could be made for admission into PGDM course which will benefit both the institutions as well as the students.

Therefore, in the current scenario, the PGDM / MBA institutions are allowed to admit the students on the basis of marks obtained in qualifying examination by preparing a merit list in a transparent manner.

However, first preference will be given to those candidates who have appeared in any of the entrance tests mentioned in the APH 2020-21 and qualified irrespective of their marks secured in degree as long as minimum marks as per APH 2020-21 are secured.

If vacant seats are still available, candidates shall be selected based on the merit in the qualifying UG exams. The States may also use this relaxation while allotting seats through counselling.

It may be noted that this relaxation to the PGDM / MBA institutions shall be applicable only for the AY 2020-21, this cannot be taken as a precedent for the future academic years.

(Prof. Rajiv Kumar)
Member Secretary, AICTE.
Date: 10-10-2020

Government of West Bengal
Department of Higher Education,
University Branch
Bhadrak Bhawan, 2nd Floor, Salt Lake,
Kolkata-700021

No. BH-EDU-Edu(U)/10-83/12 Date: 29.9.2020
To: The Vice-Chancellor, (all State-aided universities)

Subject: Availability of 20 % seat of post graduate courses for open competition among the Undergraduates from other universities / colleges

Sr / Madams,
In continuation of this Department Memo no. No. 228/14-Edu(U)/10-83/12, dated 19.2.2013 and with reference to the discussion held during video conference with all Vice Chancellors on 27.9.2020 under the chairmanship of Hon'ble Minister in Charge, Higher Education Department, I am directed to inform you that all State-aided universities will make available 20 % of their seats in Post Graduate courses for the Undergraduates from other universities / colleges for admission in the academic year 2020-21, keeping view of the present COVID pandemic situation.

However, if 20 % seats reserved for home university remain unutilized, these may filled up with the Undergraduates of other universities. Similarly, if the 20 % seats reserved for the students from other universities remain unutilized, these may filled up with the students of home university. This order will be applicable for the Academic Session 2020-21 in view of the prevailing COVID pandemic situation.

This is issued with approval of competent authority.

Yours faithfully,
(Special Secretary)
Date: 29.9.2020

No. 888/12-GH-Edu(U)/10-83/12
Copy to :

- 1. PS to Hon'ble Minister in Charge of this Department
- 2. Sr. PS to Principal Secretary, Higher Education Department, Govt. Of West Bengal

(Special Secretary)

26 FEB 2011

11/2006001/11

The Regulation
on institutions deemed
to be universities
(5/11) As per list attached

Delhi Major Recommendations on improvement of Working Conditions and Strengthening of Technical Commission for the Scheduled Castes containing in its Annual Report for the year 2010-11 and 2011-12 - regarding

I am directed to say that the recommendations on improvement of Working Conditions and Strengthening of Technical Commission for Scheduled Castes containing in its Annual Report for the year 2010-11 and 2011-12 is as under:-

In view of the provisions relating to scholarships meant for SC students, it is recommended that UGC may issue guidelines to all its Universities to incorporate in its bye-laws for admission that the eligible SC students should submit their candidature form to the academic staff by February for processing scholarship to SC students each year.

You are requested to incorporate in the Bye-laws of admission that the eligible SCST, OBC, PwD students etc. should submit their candidature form for the academic year by February for processing scholarship to SC students each year. This may also be a condition for processing scholarship to SCST, OBC, PwD etc. each year. This may also be incorporated in the University website.

The decision should also be obtained from the Constituent and Affiliated Colleges for universities follow up action. An action taken report may also be sent to UGC at an early date.

Yours faithfully,

Uma Balli
Under Secretary
Section Officer

o/c
S. K. Singh



F. No. 6-1(7)/2006(CPP-4)

June, 2011

The Vice-Chancellor/Director

All the Institutions Deemed to be Universities (130 Letters) 2 JUN 2011

Subject: Retention of original certificates and refund of fees in case student leaves after joining the course.

A Public Notice was issued by the University Grants Commission vide No. F. 13/2007(CPP-10) dated 22nd April, 2007 (Copy enclosed) wherein the Institutions/Universities were instructed not to retain the original certificates and also requested to abide by the instructions issued with regard to refund of the fee in case of students leaving the Institutions/Universities. It has come to the notice of the University Grants Commission that some of the Institutions Deemed to be Universities are not adhering to the instructions issued and are admitting students to technical and professional education programmes long before the actual starting of an academic session; collecting full fees from the admitted students, and, retaining their school/institution's leaving certificates in the original. These deemed to be universities are also reportedly certifying the fee paid if a student fails to join by such dates and insisting fee for remaining students from those who leave after joining the course, before returning their original certificates.

The University Grants Commission is of the view that those deemed to be universities, by way of retaining the certificates in original and forced retention of admitted students, are limiting the opportunities for the candidates from enrolling at other options of joining other institutions of their choice. As such, it is not permissible for institutions deemed to be universities to retain the Government Leaving Certificate, mark sheet, caste certificate and other documents in original.

The deemed to be universities have already been requested by the University Grants Commission to maintain a waiting list of students/candidates. In the event of a student/candidate withdrawing before the starting of the course, the waiting list candidates should be given admission against the vacant seat. The entire fee collected from the student, after a deduction of the processing fee

o/c
gc

of not more than Rs. 1000/- (One Thousand only) shall be refunded and returned by the Institution deemed to be university to the student/candidate withdrawing from the programme. Should a student leave after joining the course and if the seat consequently falling vacant has been filled by another candidate by the last date of admission, the institution deemed to be university must return the fee collected with proportionate deductions of monthly fee and proportionate hostel rent, where applicable.

All the deemed to be universities are hereby requested to abide by the above instructions issued by the University Grants Commission with regard to refund of fees and return of original certificates.

Yours faithfully,

o/c
(Uma Balli)
Under Secretary

Copy to:

- Sh. Des Raj, Under Secretary, Government of India, Ministry of Human Resource Development, Department of Higher Education, Shastri Bhawan, New Delhi - 110 001 - With reference to letter No. F. 12-2/2011-U.3A(Pt. 1) dated 22nd February, 2011.
- The Publication Officer, UGC. - To post the letter on UGC website.

o/c
(Uma Balli)
Under Secretary

gc
MC
20/6/2011

F. No. 1-12/2007 (CPP-4)

22nd April, 2007

PUBLIC NOTICE

It has come to the notice of the University Grants Commission that Institutions and Universities including Institutions deemed to be universities are admitting students to various programmes of studies long before the actual starting of academic session; collecting full fee from the admitted students and, retaining their school / institutions leaving certificate in original. The Institutions and Universities are also reportedly certifying the fee paid if a student fails to join by such dates.

2. The Commission is of the view that the Institutions / Universities, by way of retaining the certificate in original, force retention of admitted students which limits the opportunities for the candidates from enrolling at other options of joining other institutions of their choice. However, it would not be permissible for Institutions and Universities to retain the School / Institutions Leaving Certificate, mark sheet, caste certificate and other documents in original.

3. The Ministry of Human Resource Development and University Grants Commission have considered the issue and decided that the Institutions and Universities, in the public interest, should maintain a waiting list of students / candidates. In the event of a student / candidate withdrawing before the starting of the course, the waiting list candidates should be given admission against the vacant seat. The entire fee collected from the student, after a deduction of the processing fee of not more than Rs. 1000/- (one thousand only) shall be refunded and returned by the Institution / University to the student / candidate withdrawing from the programme. Should a student leave after joining the course and if the seat consequently falling vacant has been filled by another candidate by the last date of admission, the Institution must return the fee collected with proportionate deductions of monthly fee and proportionate hostel rent, where applicable.

4. The Universities / Institutions are requested to abide by the instructions issued by the UGC. The UGC, shall on its own or on receipt of specific complaints from those affected, take all such steps as may be necessary to enforce these directions.

5. Institutions / Universities are also requested to convey these instructions to the colleges affiliated to them.

(Task R. K. Verma)
Secretary



श्री (डी) जसपाल एस मज्यू
सचिव

Prof. Dr. Jaspal S. Sandhu
USP, AS (Dir), USM, IAS, FASM, FAPSM, FIMS, FAMS
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

(मानव संसाधन विकास मंत्रालय, भारत सरकार)
(Ministry of Human Resource Development, Govt. of India)

महादशाह ज़फ़र मार्ग, नई दिल्ली-110002
Bahadur Shah Zafar Marg, New Delhi-110002

Ph: 011-23239337, 23236288,
Fax: 011-23238858, email: jssandhu.ugc@nic.in

D.O.No.F.1-1/2012(SA-III)

9th February, 2017

Dear Sir/Madam,

This has reference to MHRD letter No.15-17/2015-NS1 dated 8th July, 2016 & email dated 31st January, 2017 and UGC letters of even number dated 19th October, 2012, 8th September, 2014, 10th March, 2015, 23rd June, 2015 and 11th July, 2016 regarding creation of 2 seats under Supernumerary Quota for students from Jammu & Kashmir.

The Ministry of Human Resource Development had decided that two seats per department in the university and two seats per affiliated college of your university under Supernumerary Quota be made available to the students of Jammu & Kashmir who seek admission through centralised counselling conducted by AICTE in universities/colleges approved under Section 12B of the UGC Act or recognised by AICTE and have at least one NBA approved course.

I would appreciate your personal indulgence in ensuring the above in your esteemed university and affiliated colleges.

With kind regards,

Yours sincerely,

(Jaspal S. Sandhu)

The Vice-Chancellor
North Bengal University,
Raja Ram Mohanpur,
Darjeeling-734 430.

Alumni Speak



"Thanks to Dept. of Management, NBU, it has nurtured me and help to made me what I am today. The Faculty members have always been supportive and inspiring guides, and also challenging taskmasters."

Siddhartha Guha
(MBA NBU Batch 2008-2010)
Divisional Manager
Mahindra & Mahindra Financial Services Ltd.



"Department of Management is not just a department; it is the epitome of learning where students fulfill their dreams, overcome fears and weaknesses to step into the world as smart and confident professionals. It's not just a place to gain a degree but an opportunity to be groomed holistically."

Thanks to my teachers and friends for making this journey so beautiful."

Debadyuti Sarkar
(MBA NBU Batch 2009-2011)
Branch Manager,
UCO Bank



"It was a great opportunity to be a part of this esteemed institute, where we got to learn from our respective faculties

Who also helping us to grow in our career path."

Subhajit Dey
(MBA NBU Batch 2010-2012)
Area Sales Executive
Barcardi Ltd.



"I think Department of Management; University of North Bengal is an ideal institute for shaping the bright future. It's a ladder towards successful life."

Abhishek Banerjee
(MBA NBU Batch 2011-2013)
CCA,
Louis Philippe (Aditya Birla Group)



"The MBA Dept. of the University of North Bengal is glorious & prospective. The faculty members are very much helpful & whenever a student needs any kind of support and guidance, they are always there to help/her. The Dept. itself has well decorated classrooms. The training & placement section of this Dept. is very much aggressive & gives proper support to crack the job. Being a part of this Dept., I feel really lucky."

Samanwita Khan
(MBA NBU Batch 2013-2015)
Assistant Manager
Axis Bank



"The department is one of the best institute of this region which not only gives exclusive knowledge but also provides a very good industrial exposure that is be very helpful in the future professional life".

Subhojit Biswas
(MBA NBU Batch 2009-2011)
Territory Sales Executive
Sun Pharmaceutical Industries Ltd.



"I can proudly say that, Department of Management, University of North Bengal has enhanced my skills and shaped my future. It has a culture of close monitoring and vibrant teacher-student relationship which I consider as one of the important factor playing behind its success. It has always encouraged me as well as my batch-mates to participate in national and international level events. As a whole those two years at Department of Management, University of North Bengal is surely a golden chapter of my life."

Pradiptamay Saha
(MBA NBU Batch 2012-2014)
Assistant Manager(Retail Sales),
Haldia Divisional Office, Indian Oil Corporation Ltd.



"First of all I would like to thank all the professors, Head of The Dept. and all support staff of department who have directly and indirectly in touch with me during the MBA program to providing all the essentials to enhance my technical skill through which I got desired corporate profile."

Arup Kumar Paul
(MBA NBU Batch 2012-2014)
Territory Sales Officer,
Kansal Nerolac Paints Ltd



"I am very grateful that I have completed MBA from the University of North Bengal. The Department is a composition of great atmosphere and excellent faculty members who help to create an amazing learning environment and opportunity for everyone's better career."

Sulbha Srivastava
(MBA NBU Batch 2014 - 2016)
Senior HR Associate
Amazon (India)



"I would like to thank all my teachers for giving me courage and transforming my potential into reality. It was not possible without your support."

Pashupati Nath Mahara
(MBA NBU Batch 2014-2016)
Loyalty officer of Entire Bengal
ITC Limited.



"Department of Management is the place where learning is the inevitable part. I have learned many things from this department but still I feel like coming back to the department and learn more."

Samuel Ashish Chhetri
(MBA NBU Batch 2014-2016)
Supervisor, Landmark Group, UAE



"Education is not earned it's achieved" I can realize the meaning of this sentence from the Department of Management, university of North Bengal. I can proudly say that I was a student of this precious department, and thanks to all my respected faculties to show me the right path in right time in my life."

Mrinal Kumar Das
(MBA NBU Batch 2013-2015)
Business Development Officer,
Fision Health Care Pvt Ltd



"Entering Department of Management, University of North Bengal made me a true professional and hence I dedicate all my success to this prestigious organization. It has inculcated a lot of intra and interpersonal skills which is one of my key learning by being part of this family".

Uddalak Bhattachar
(MBA NBU Batch 2006-2008)
Manager-Finance, Corporate Development &
Transaction Services, Accenture Ltd., Bengaluru



"I feel very proud to complete my MBA from the Department of Management, University of North Bengal. It is one of the best Government Management Schools in this region. The faculties are very good. Through their teaching style I have learned lots of things which I have implemented in my professional career that allowed to achieve success in my professional domain."

Subrata Roy
(MBA NBU Batch 2011-2013)
Territory Sales Manager
Yingta Communication Pvt. Ltd.



"Department of management, NBU don't tie up with corporate companies for placement, but alumni of the department are working with giant corporates.

That's called amplifying talents."

Amit Das
(MBA NBU Batch 2013-2015)
Area Sales Officer,
Asian Paints Limited



"Department of management, North Bengal University, the best place to get placement in North Bengal."

Sayandeep Roy
MBA NBU Batch 2013-2015
Territory Sales In charge,
GCMF LTD



"It had been the two most interesting years of my life which just passed by like a blink of an eye. With the support and teachings of my teachers today I have reached this stage and I will always be grateful."

Vaishali Soha
(MBA NBU Batch 2013-2015)
HR Recruiter,
Genpact

"I will always remember this Department, which has changed my life, my self-confidence as well as my communication skills. I will always remember Department of Management, University of North Bengal.

Nagendra Singh
(MBA NBU Batch 2008-2010)
Area Sales Manager
Getinge Medical India Pvt. Ltd.



"I will always remember this Department, which has changed my life, my self-confidence as well as my communication skills. I will always remember Dept of Mgmt, UNB.

Ajay Thakur
(MBA NBU Batch 2014-2016)
Sr. Marketing Executive,
Paramout Hospital Pvt. Ltd.



"Life gave me experiences for personal development but my department have taught me to appreciate the lessons and made me a learner."

Rajdip Banik
(MBA NBU Batch 2016-2018)
Business Manager
Bharti Axa Life Insurance



MBA Batch 2019 - 2021

AHOVAAN 2020



AHOVAAN 2020 at University Faculty Club



Training and Development Programmes

Better interaction between Institutions and Industry is the need of an hour. For students it is important because they get greater exposure to industry and subsequent placement in various disciplines. On the other hand, with the advent of globalization and opening up of Indian economy to outside world, competition among the industries has become stiff. So Industries also need good students who are well aware of industry standards and capable of achieving so. Therefore, there is an urgent need of interaction of industry and academics where academic institutes can prepare students for jobs in multinational companies and industry will also be benefited by possibility of receiving well-trained workforce.

Keeping that thing in mind Department of Management conducts industrial visit tour every year so that students can get a clear picture of the Industry's internal working procedures.

Industrial Visit at Shipping Corporation of India, Haldia



Visit to Tata Motors, Jamshedpur



Visit to Tata Steel Plant & Centre of Excellence, Jamshedpur



Visit to Dabur Plant, Jalpaiguri



A Visit to Jaldhaka Hydel Power plant, Jaldhaka



DEPARTMENT OF MANAGEMENT

U.C.E. Bhubaneswar, AICTE Approved & National Ranked B - Institute



Students and Faculty Participating in 2nd Chhatra Vishwakarma Award 2018, Conducted by AICTE



Visit to Riffel Factory, Ichhapur

Our Recruiters

