



**Indian Institute of Engineering Science and Technology, Shibpur**

भारतीय अभियांत्रिकी विज्ञान एवं प्रौद्योगिकी संस्थान, शिवपुर

ভারতীয় প্রকৌশল বিজ্ঞান এবং প্রযুক্তিবিদ্যা প্রতিষ্ঠান, শিবপুর  
(An Institute of National Importance under MHRD, Govt. of India)

**Admission to MBA Programme: 2020 – 2022**

**Advt. No. RO/JA/20/14**

**Date: 16.01.2020**

Applications are invited for admission to the MBA Programme of the School of Management Sciences (SOMS) of the Institute through the **online portal** only starting from **21.01.2020**. For eligibility criteria, submission deadlines and other details please visit: [www.iiests.ac.in](http://www.iiests.ac.in)

**Registrar**

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2. Deputy Registrar (Finance) ( [dr.finance@iiests.ac.in](mailto:dr.finance@iiests.ac.in) )
3. In-Charge of Internal Audit ( [arssb@iiests.ac.in](mailto:arssb@iiests.ac.in) )
4. Institute Website Department ( [webmaster@iiests.ac.in](mailto:webmaster@iiests.ac.in) ) – with a request to upload the advertisement along with NIT details in the Institute Website on the publishing date.

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Deputy Registrar (Stores & Purchase)

# Information Brochure

For Admission to MBA Program

Academic Session 2020–2022

In

**School of Management Sciences (SOMS)**

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**NIRF Ranking (Year-2019)  
Engineering-19; Overall-36**

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**Indian Institute of Engineering Science and Technology, Shibpur**

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Formerly Known as Bengal Engineering and Science University, Shibpur  
Howrah 711103, West Bengal, India  
Website: [www.iiests.ac.in](http://www.iiests.ac.in)

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**An Institute of National Importance**

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## MESSAGE FROM THE DIRECTOR

Dear Applicants, I heartily welcome you to the School of Management Sciences (SOMS) which has been an integral part of the Indian Institute of Engineering Science and Technology (IEST), Shibpur, for the last two decades. IEST Shibpur, as you know, is considered as the flagship educational institute for Engineering Science and Technology across the Indian subcontinent.

The small seed planted way back in 1856 as Civil Engineering College has been transformed through a grand evolution process into its present form over a period of 162 years. In March 2014, this prestigious institute (erstwhile B.E. College – Bengal Engineering and Science University, Shibpur) was converted to the Indian Institute of Engineering Science and Technology, Shibpur. The School of Management Sciences, a very young component of IEST, has grown organically over the last couple of decades, spreading Management Education for the progress and betterment of industry and society. SOMS has crafted the two-year full time Post Graduate Program very carefully so that the students who graduate from SOMS develop into leaders who remain sensitive to the necessities of the society and respond to the needs of Indian Business. At the same time, we ensure that our students value the knowledge and relevance of the evolving international economic and business scenario along with societal realities.

SOMS in the process of growing, for the last twenty years, has imbibed adequate amount of international component in the curricula and offers subjects which are meaningful to budding young managers and entrepreneurs. Our evaluation process encompasses written and verbal skill sets and once a participant has gone through the full rigor of our MBA course, it gives the student a great deal of self-confidence and determination to set out and compete against the best and brightest found in the Indian Business scenario. With over 800 alumni occupying positions of prestige in large business organizations in India and abroad, SOMS is committed to fulfill the expectations of the society, community and country of delivering high quality management education at a very affordable price.

Through the pages of this brochure, you will get a broad overview of our full-time Master of Business Administration program. I welcome you to read this booklet to know about the School of Management Sciences, IEST, Shibpur.

**Prof. Parthasarathi Chakrabarti**

Director, IEST- Shibpur.



## MESSAGE FROM THE HEAD, SCHOOL OF MANAGEMENT SCIENCES



Amongst the ever-increasing number of colleges, universities and business schools offering a Master's degree in Business Administration, the School of Management Sciences (SOMS) at the Indian Institute of Engineering Science and Technology (IEST), Shibpur, has carved a niche for itself, with the nurturance and support of the renowned heritage engineering and technological institute of IEST, earlier known as Bengal Engineering College and subsequently as Bengal Engineering and Science University (BESU), Shibpur.

The two-year MBA program at SOMS has students trained in the focus areas of marketing, finance, human resources, operations, accounting and entrepreneurship. With a solid academic foundation, this business school is geared towards real world profession outcomes and prepares the students for leadership roles in business and industry. Personality development, language fluency, general aptitude and social skills are honed for an all-round development as a manager. Rigorous project-work and internships provide experience in decision making and formulation of strategies. Our students are well-acquainted with the practicalities of administering a wide range of businesses as they are exposed to interactions with successful managers through regular invited lecture sessions.

Our students also receive opportunities for preparation as founders of startup companies. The alumni of SOMS are extremely well-placed and their positive feedback and strong bonding with their alma mater stand testimony to the success of this business school.

**Prof. Amitava Basu Mallick**

Professor & Head, School of Management Sciences  
IEST- Shibpur

## 1. IMPORTANT INFORMATION

Applications are invited from Indian nationals in the prescribed form (use this link to download) for admission to the 2-Year full-time MBA Post Graduate (PG) Program in Management Sciences for the academic Programme 2020 – 2022 in the School of Management Sciences (SOMS), under IEST, Shibpur. Applicants are required to apply online at [www.iiests.ac.in](http://www.iiests.ac.in)

**The candidates are advised to read each and every instruction given in this Information Brochure very carefully before applying online.**

- a. **Application fee is Rs.1500/- for UR/OBC(NCL)/EWS and Rs.1000/- for SC/ST/PWD candidates.**
- b. A candidate has to apply through an online application form.
- c. The mere application does not guarantee a call for the written test or interview. Applicants may be eliminated on the basis of their performance in the tests at any stage.
- d. The Selection Process is a three-tier one and is elaborated in Section 5 of this document. Shortlisted applicants would be appearing for the Writing Ability Test. The candidates further shortlisted on the basis of the written test will then be called for the interview.
- e. **Reservation for SC/ST/OBC(NCL)/EWS/PwD Categories:** The Institute will follow the reservation policies of the MHRD, Govt. of India. Certificate for SC/ST/OBC(NCL)/EWS/PwD will be as per Govt. of India Rules. For OBC (NCL) category, the format for certificates must be as per DoPTOM No.36036/2/2013-Estt (Res) dated 30/05/2014 and for EWS category, the format for certificates must be as per DoPTOM No.36039/1/2019-Estt (Res) dated 31.01.2020.
- f. Candidates who are selected for appearing in the interview, have to produce all original mark sheets and certificates including those for the qualifying degree as mentioned in Section 5 at the date of the interview, failing which they will not be allowed to appear for the interview and their candidature is liable to be nullified.
- g. SOMS reserves the right to restrict the number of candidates to be called for the written test/interview suitably judging the merit of the applicants.

At the time of admission, each MBA candidate will be required to furnish an undertaking in a non-judicial stamp paper of Rs.10/- signed by a notary in a prescribed format (text will be made available on the website) that the MBA candidates will not indulge in any form of ragging. MBA students found to be involved in the act of ragging will be strictly punished as per rules.

### Instructions to Fill the Online Application Form:

**STEP I:** Register with your Email ID and Login to the online application system at

www.iiests.ac.in. Fill up the ONLINE application form with appropriate data. Please note that the testimonials (wherever it is required to validate the submitted information) along with candidate's digital photograph and signature have to be uploaded.

**STEP II:** Make PAYMENT and SUBMIT Application. Payment of application fee has to be made through online payment gateway only.

**STEP III:** Take the PRINT OUT of the submitted application. This printed application may be retained for future requirement.

**Please note that sending any hard copy of the application is not needed.** The candidature will be considered on the basis of the final online submission.

### Important Dates of admission –2020:

Sl. No.	Event	Date
1	Publication of the newspaper advertisement	17.01.2020
2	Online application starts	21.01.2020
3	Last date of submission of the online application with payment	05.03.2020
4	Publication of the list of eligible candidates for the written test (for screening) in the Institute website	10.03.2020
5	Admit card for the written test (for screening) to be downloaded from Institute website	12.03.2020
6	Written test and Interview	18.03.2020 (will start at 10.00 a.m)
7	Publication of the final list of selected candidates for MBA admission on the Institute website	24.03.2020
8	Date(s)of admission	To be notified in the Institute's website

## 2. THE INSTITUTE

Indian Institute of Engineering Science and Technology, Shibpur (IEST, Shibpur) started its journey in 1856 as the Calcutta Civil Engineering College and emerged as a premier engineering college in the pre-independence India. It was renamed the Bengal Engineering College, Shibpur in 1920. The College received the status of Deemed University in 1993 and was subsequently transformed to the Bengal Engineering and Science University, Shibpur in 2004. The institute has been upgraded to an Institute of National Importance by the NITSER Act of the Parliament in 2014 and renamed as the Indian Institute of Engineering Science and Technology, Shibpur. The Institute has fifteen departments of Engineering & Technology, Science and Humanities & Social Science disciplines. In addition to this, it has five Research Schools and two Research Centres dedicated for imparting education and conducting research in interdisciplinary areas. One of the remarkable strengths of the Institute is the pool of excellent faculty members. State-of-the-art research facilities and other academic resources are helpful to undertake fruitful and relevant research at the Institute. The century-old legacy of the Institute has produced illustrious alumni who made remarkable contributions in different fields across the globe. The current NIRF ranking of the Institute is 19 (year 2019).

### 3. VISION & MISSION STATEMENTS

#### Vision

The Vision of IEST, Shibpur is to become one of the best Institutes in the world in providing the state-of-the art multi-disciplinary research ambience that will usher innovative world class technologies developed towards realizing the goal of developed India, and thereby establish a unique identity for the institute amongst national and international academic and research organizations through knowledge creation, acquisition and dissemination for the benefit of society and humanity.

#### Mission

The Mission of the Institute is as below:

- To generate high quality human and knowledge resources in our core areas of competence and emerging areas to make valuable contribution in technology for social and economic development of the nation.
- To make focused efforts towards identification, monitoring and control of objective attributes of quality for continuous enhancement of academic processes, infrastructure and ambience.
- To efficaciously enhance and expand, even beyond national boundaries, its contribution to the betterment of technical education and offer international programmes of teaching, consultancy and research.

### 4. ABOUT SCHOOL OF MANAGEMENT SCIENCES (SOMS)

School of Management Sciences (SOMS) is an integral part of IEST, Shibpur. SOMS started its journey as B.E. College School of Management Sciences (BECSOMS) in the year 1999 for management education with the commitment of meeting the need of professional managers in the Indian industries.

Over a period of 20 years SOMS has emerged as an Institution of excellence in all facets of management education with highly specialized, sophisticated & 21st Century oriented courses and curriculum. The goal of SOMS is to achieve professional growth through holistic management education to shape future leaders for the corporate through intermingling of functional knowledge in Marketing, Finance, Operations and Human Resource Management.

The faculties work in close association with various Government institutions and industry to embrace the latest changes in business and industry in the syllabus. Faculty members are continuously undertaking relevant research and developmental activities which help to improve the quality of teaching materials and cases relevant to various subjects. SOMS has over the years maintained an excellent reputation with recruiters and the industry, in general achieving consistent good placement figures. The School of Management Sciences offers MBA program and research program leading to Ph.D. in Management.

#### 4.1 MBA Program at SOMS

The MBA program is designed with a well-balanced theory-practical orientation. First two



semesters are intended to impart foundation knowledge about the various facets of management field and the subsequent two semesters are to be used for imparting domain specific knowledge in the area in which one student opts to specialize. Different teaching methods like case studies, simulation games, group discussions, group seminars, scenario building and project work are used to make the teaching-learning process interesting. Students are encouraged to analyze, innovate and prepare themselves for professional challenges of the industry. Additionally, in order to enable the student to acumen the real-life management scenario, the course also requires a student to undertake a compulsory industrial training of minimum forty-five days in the area in which one specializes. The two years' program leading to the Masters in Business Administration comprises of the following core areas:

1. General Management
2. Organization Theory and Practices along with Human Resources Management skills
3. Accounting and Financial Management
4. Operations Research and Information Technology Management
5. Marketing Management
6. Professional values & Ethics and Practical Values
7. Entrepreneurship Development
8. Operations Management

#### **4.2 Course Design**

- 4 semesters each consisting of 6 theory papers and a viva-voce at the end of each semester
- 18 core and 8 elective Management Papers
- 4 Specializations (Operations, HRM, Marketing, Finance,) with the option to different Major-minor combinations

#### **4.3 Specializations**

The four specializations currently offered in SOMS for MBA course are: 1) Marketing Management; 2) Finance with the option of different Major-minor combinations; 3) Human Resource Management; 4) Operations Management.

#### **4.4 Research Program at SOMS**

To augment the on-going quest to promote excellence in management education, the School launched the Doctoral Program in management.

It is designed to nurture high quality teachers, researchers and management professionals by providing an opportunity for interdisciplinary education and research in management sciences. This program focuses on research in general management as well as advanced areas of specialization like Marketing, Finance, Human Resource Development, Organizational Culture & Effectiveness, Turn Around Strategies, Branding, Price Movements in Stock market, Optimization Models in Management Sciences, Computational Business Intelligence etc.

#### **4.5 Academic Excellence**

Students of MBA Program keep in touch with the full-time faculty members of SOMS and other

distinguished visiting faculty members from the industry as well as from other renowned management institutions. They enjoy an effective student-teacher ratio in day-to-day academic interactions with adequate personal care.

School of Management Sciences provides an academic ambience and milieu conducive to the growth and development of future Business Leaders. School of Management Sciences provides the following for the overall development of the aspirants in management education:

1. Industry requirements-based curricula
2. Theoretical exposure along with practical experience
3. Innovative decision-making with state-of-the art information technology
4. Development of independent thinking with strong reasoning atmosphere encouraging entrepreneurship.

#### 4.6 Faculty Profile, SOMS



**Prof. Manas Kumar Sanyal**  
Professor & Head,  
Dept. of HRM  
Area: Entrepreneurship, IPR, HR



**Dr. Poulomi Mukherjee (Mondal)**  
Assistant Professor  
Area: Operations



**Dr. Partha Sarathi Roy**  
Associate Professor & Head,  
Dept. of Humanities & Social  
Sciences  
Area: Marketing



**Dr. Rana Basu**  
Assistant Professor  
Area: Operations, IT Management



**Dr. Pralay Kumar Talapatra**  
Assistant Professor  
Area: Accounting, Finance, Control



**Prof. Rupen Basu Mallik**  
Associate Professor,  
Dept. of Humanities & Social Science  
& former Head, SOMS  
Area: Corporate Governance,  
Strategic Finance & Management  
Accounting



**Dr. Jnui Deb Mallick Datta**  
Assistant Professor  
Area: Marketing, Entrepreneurship



Bird's eye view of the campus

## 4.7 Esteemed Organizations Considering Students for Internship & Final Recruitment



## 4.8 Ongoing Recruitment Process with Organizations, for 2020 Pass-out Batch as on 31.12.19

- TCS
- Berger Paints India Ltd.
- Kotak Life
- BYJU'S
- Epirock Mining
- Axiom Consulting
- Zycus

## 5. ADMISSION TO MBA PROGRAM

The MBA program shall be open to candidates of any Nationality and candidates successfully performing in the selection process shall be eligible for admission to the MBA program of the Institute.

### 5.1 Minimum qualification:

The candidates with the following qualifications shall be eligible to apply for the MBA Program:

- A Bachelor's Degree in Engineering, Science, Humanities, Arts, Commerce, Business Administration with a minimum of 60% marks (CGPA = 6.5 on 10 point or equivalent) for UR/OBC (NCL)/EWS and 55% marks (CGPA = 6.0 on a 10-point scale) for SC/ST/PWD candidates in the Honours/Major subject with a valid MAT/CMAT/CAT/XAT/GMAT score.
- Students appearing for their final year graduation examination (and fulfilling the eligibility conditions stated above) may also apply. However, if selected, they will be provisionally admitted and the admission will be cancelled if they fail to produce the result of their final examinations satisfying the eligibility criterion of the course on or before 15<sup>th</sup> September 2020.

### 5.2 Seat Matrix

The total sanctioned seats are:

UR	OBC(NCL)	SC	ST	EWS	Total
25 (PWD-02)	16 (PWD-01)	09	04	06	60

\*Government of India reservation policies will be followed for SC/ST and the Persons with Disabilities (PwD) Candidates. In absence of any applicant from PwD category, the seat reserved for PwD category will be distributed back to the categories from which they were taken.

### 5.3 Selection Process:

- Eligible (Section 5.1) applicants will be shortlisted on the basis of their academic records. These shortlisted applicants would be appearing for the Writing Ability Test. The candidates further shortlisted on the basis of the written test will then be called for the interview.
- The weights on the different components on the three different stages of selection are elaborated below. After the initial screening of eligible applicants based on the Academic records, the following weights are allotted (shown in % within braces) as shown below:
  1. Academic Performance (Starting from class 10<sup>th</sup> onwards) (50%).
  2. Performance in the Writing Ability Test (30%).
  3. Performance in the Interview (20%).

## 5.4 Writing Ability Test

A written test shall be conducted for all eligible candidates to test their general proficiency in writing. The duration of the test will be half an hour, where the candidate would be asked to write one to two paragraphs (approx. 300 words) on a given topic. In general, the syllabus for the written test is General Proficiency in English Writing.

## 5.5 Fees and other details

Every student shall be required to pay the following fees at the time of joining. All Fees may be revised as per the decisions of the Institute authority. The candidates will be notified about such revisions through the Institute website.

Item	Amount in Indian Rupee
Registration & Admission Fee ( Per Semester)	400.00
Students' Activity ( Per Semester)	100.00
Infrastructure & Maintenance Fee ( Per Semester)	1500.00
Tuition Fee ( Per Semester)	100,000.00
<b>Total (per semester)</b>	<b>102000.00</b>
Placement and Training Brochure (one time)	4000.00
Caution Money Deposit (One time and refundable)	3000.00
<b>Total amount payable at the time of admission</b>	<b>109,000.00</b>

Institute fees (Tuition fees and Examination fees etc.) are collected through an individual bank account in the name of the student (to be opened with UCO Bank, BESUS Branch). This is mandatory and is to be opened within a month from the date of admission. A student is expected to keep sufficient funds in his/her bank account. The dues are notified from time to time and deducted automatically from the account of the student. Defaulters with pending dues are not allowed to pursue further academic activities in the Institute. The method of payment may change as decided by the higher authority.

## 6. JOINING THE PROGRAM

1. On receiving the offer for admission, if a candidate fails to take admission in SOMS on the scheduled date and time, the offer for admission to the MBA course made to him/her will stand cancelled.
2. The admission of an MBA candidate migrating from another Institution/ Universities is provisional and subject to the approval of the Institute/ University, from which the candidate comes. The candidate is required to submit a Migration Certificate by 15<sup>th</sup> September 2020.
3. The MBA candidate after admission should report to the Head of the Department, SOMS along with the Provisional Admission Certificate issued by the Dean (Academics).

## 6.1 Delay in joining the Institute

Any student who is unable to join the Institute on the opening day must send an application for leave, countersigned by his guardian clearly stating the reason of absence. In case of illness, a medical certificate must be attached.

## 6.2 Compliance to Institute Rules

1. All MBA students are bound by the Institute Rules and must obey such orders as may be issued from time to time by the appropriate authority. If any student is found violating the rules and regulations, strict disciplinary action, to the extent of expulsion from the Institute, may be taken. Students are liable to have their names entered in the Conduct Register maintained by the office of the Dean (Student Welfare) for offenses indicated below:
  - a. Disobedience to orders
  - b. Absence without approved leave and
  - c. In subordination or disrespect to any faculty member/officer/staff member or fellow students of the Institute.
2. A student may be expelled for habitual or gross misconduct or for continued absence or negligence of work, or for frequent entry of their names in the Conduct Register.

## 6.3 Vacations and Holidays

As per rules of the Institute.

## 7. CAMPUS & AMENITIES

The Institute has a beautiful green campus covering an area of about 49 Hectares with several water bodies situated on the northern bank of the river Hooghly opposite to the Kolkata Port and next to the Acharya Jagadish Chandra Bose Indian Botanical Garden.

The campus accommodates a number of academic and administrative buildings, library, accommodations for staff and students, guest house, auditorium, swimming pool, Student Amenity Centre, banks, school, hospital, games facilities and general services.



A portion of Institute Campus

## Institute: Academic Area

The main academic complex is a four-storied building covering about 22000 sq. meter area that accommodates most of the engineering departments, department of Human Resources Management, Office of the Dean and Office of the Controller of Examinations.

The newly constructed eight-storied Science and Technology building accommodates some of the existing engineering departments, science departments and SOMS, and various centers and schools. Offices of the Director, Deans, Registrar, and other financial and administrative offices are also located in this building.

The old Workshop complex where the Bengal Engineering College was originally started in this campus is now a heritage building. Part of the workshop is housed in the adjoining building. The workshop complex is quite large, encompassing an area of about 8500 sq. meter.



Main Academic Building

## Students' welfare

Office of the Dean of Students Welfare will facilitate the MBA students to use different facilities available at the campus. The MBA students of this Institute are encouraged to participate in sports and games, various cultural activities like music, photography, dramatics, paintings, model making, creative writing, debating, as well as to explore innovation and incubation of business plans, etc.

The campus has the following facilities for use by the Students:

1. Centre for Creative Expressions with different hobby clubs
2. R. N. Banerjee Student Recreation Centre
3. Institute Hall: A Multipurpose Auditorium
4. Gymnasium
5. Oval and Lords- Two sports grounds
6. Swimming Pool
7. Alpona Banerjee Memorial Centre for Innovation
8. Basketball court
9. Vivekananda Youth Circle
10. Institute Guest House.
11. Hospital with outdoor and indoor facilities.
12. Student canteens/cafeteria

13. Three banks with ATM facilities
14. Shanti-Neer: A Meditation Centre
15. Business Incubation Centre (TCGTBI)

## Health Service

The Institute has a hospital to cater to the needs of the campus inmates with Medical Officers and other supporting staff. It provides 24hours ambulance service. Besides, the hospital has an ID Ward to effectively isolate research scholar suffering from infectious diseases. Serious cases are generally transferred to any city hospital.



Oval Ground



Gymnasium



Swimming Pool



Institute Hospital



Research Scholar' Amenities Centre



Meditation Centre

## 8. CENTRAL FACILITIES

In addition to the academic Departments, Schools and Centers, there are Central Facilities are as follows:

### Computer Centre

All the departments, schools and centers of the Institute have computing facilities of their own. In addition, there is a Central Computer Centre which provides computing facilities for UG /PG students and Ph.D. scholars. This Computer Centre along with all departments, schools, centers, offices and hostels are connected to a campus-wide network with fiber optic backbone and the whole campus is Wi-Fi enabled.



## Library

The Institute has a library covering open from 09:00 h to 24:00 h (Monday to Friday) and 10:00 h to 18.30 h (Saturday and Sunday). The library has library management software, LIBSYS-4 and provides online search facilities (OPAC) of its database from any computer connected to the Internet through Web OPAC and also from the computers in the library dedicated for the users. Currently, the library has more than 1.4 lakhs text and reference books, and 40,000 bound volumes of journals. It also has a huge collection of documents including patents, standards, technical reports and pamphlets. The library boasts of having a good collection of old and rare books and journals of the nineteenth century. The library is a member of the Indian National Digital Library in Engineering Science and Technology (INDEST) and UGC-INFONET Digital Library Consortium of Information and Library Network (INFLIBNET) Centre and provides online access to full text of journals including American Society of Civil Engineers (ASCE), American Society of Mechanical Engineers (ASME), Economic and Political Weekly, IEEE /IIEE Electronic Library (IELOnline), ISID, JCCC@INFLIBNET, JSTOR, Science Direct, Springer Link and many others.

## Hostel Accommodation

Hostel accommodation facilities may be provided as per norms of the institute, subject to availability.

## 9. CONTACT DETAILS

*For any specific inquiry regarding MBA admission 2020, please contact:*

**Prof. Amitava Basu Mallick**

**Head, SOMS; IEST-Shibpur**

**Email :** [hod@soms.iests.ac.in](mailto:hod@soms.iests.ac.in) ; [office.soms@iests.ac.in](mailto:office.soms@iests.ac.in)

### **School of Management Sciences, (SOMS)**

**Indian Institute of Engineering Science and Technology, Shibpur**

P.O. – Botanic Garden, Howrah – 711103, West Bengal, India

Phone: 033-26688355 (direct); 03326684561-63 (Extn.: 439,440)

Email: [office.soms@iests.ac.in](mailto:office.soms@iests.ac.in), [hod@soms.iests.ac.in](mailto:hod@soms.iests.ac.in) **Website: [www.iests.ac.in](http://www.iests.ac.in)**