

Admission to

# **Two Years Full Time MBA Program Academic Session 2025 – 26**

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## **Information Brochure**

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### **SCHOOL OF MANAGEMENT SCIENCES**

Indian Institute of Engineering Science and Technology, Shibpur  
Howrah – 711 103, West Bengal, India  
(Formerly known as Bengal Engineering and Science University, Shibpur)

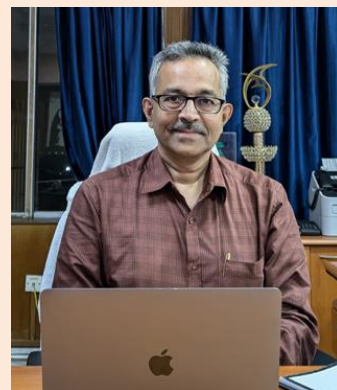
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## **MESSAGE FROM THE DIRECTOR, IEST-SHIBPUR**

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 last two and half decades. IEST Shibpur, as you know, is considered as the premier 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 168 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 comparatively young academic unit of IEST, has grown organically over the last 25 years, 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 are skilled and knowledgeable. At the same time, we ensure that our students value the relevance of the evolving global economic and business scenario with a focus on sustainability.

SOMS in the process of growing, has included appropriate contemporary and international component in the curriculum 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 with the best and brightest found in the Indian Business scenario. With a vast alumni base occupying positions of prestige in reputed business organizations in India and abroad, SOMS is committed to fulfill the expectations of the society, community and country for delivering quality education in various functional areas of business management.

Through the pages of this brochure, the aspirant students and their parents are expected to get a broad overview of our full-time Master of Business Administration program.

**Prof. V M S R Murthy**  
Director, IEST, Shibpur

## **MESSAGE FROM THE HEAD, SCHOOL OF MANAGEMENT SCIENCES**



Amongst the ever-increasing number of institutions offering a Master's degree in Business Administration, the School of Management Sciences (SOMS) at the Indian Institute of Engineering Science and Technology (IIST), Shibpur, has carved a niche for itself, with the nurturance and support of the renowned heritage engineering and technological institute of IIST, 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 professional outcomes and prepares the students for leadership roles in business and industry. Personality development, soft-skill proficiency, general aptitude and social skills are honed for an all-round development as a manager. Project-work and internships in the various Industries 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 well-placed and their positive feedback and strong bonding with their alma mater stand testimony to the success of this business school.

### **Prof. Manas Kumar Sanyal**

Professor & Head, School of Management Sciences  
IIST- Shibpur

## 1. MBA PROGRAM AT SCHOOL OF MANAGEMENT SCIENCES (SOMS), IIST- SHIBPUR

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 the 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 an industrial training of minimum forty-five days in the area in which one specializes. SOMS regularly tries to upgrade its syllabus in accordance to the requirements of the industry. Regular industry visits, lectures and interactions with the industry stalwarts are arranged to help the students acquire the much required industry experience.



### 1.1 Course Design

**Full Course Curriculum** is available at Institute Website ([www.iiests.ac.in](http://www.iiests.ac.in)). However, such structure is subject to periodic revision based on current industry trend and demand.

- 4 semesters consisting of theory papers and a project/viva-voce at the end of second semester onwards
- 15 core and 6 elective Management Papers
- 4 Specializations (Operations, HRM, Marketing, Finance,) with the option to choose different Major-minor combinations.
- There would be definite number of seats for each specialization. Students may exercise the choice for specialization, however, allotment will be made depending on available seats under each specialization and based on academic performance of the students up to 2<sup>nd</sup> semester.

### 1.2 Specializations

The following four specializations are currently offered in SOMS with the option of different Major - Minor combinations:

- 1) Marketing Management
- 2) Financial Management
- 3) Human Resource Management
- 4) Operations Management

The introduction of new specialization courses is currently under review and will be initiated subject to the discretion of the authorities.

### 1.3 Academic Ambience

A robust and innovative curriculum forms the cornerstone of lasting academic success at any business school. Guided by this philosophy, we design programs that establish strong academic fundamentals, empowering students to achieve excellence and exceed performance benchmarks.

MBA students at SOMS benefit from meaningful interactions with dedicated faculty members, distinguished industry professionals, and experts from reputed management institutions. With a favorable student-teacher ratio, they receive personalized attention, fostering enriched academic engagement. The students are consistently showcasing their master's project work at prestigious national and international conferences, earning accolades and recognition for their scholarly contributions.

SOMS creates an inspiring academic environment that nurtures the growth of future business leaders. The School provides:

1. A curriculum aligned with Industry Requirements.
2. A blend of theoretical learning and practical application.
3. Tools for innovative decision-making powered by cutting-edge information technology.
4. An atmosphere that fosters innovative thinking, strong reasoning, boosts entrepreneurial spirit, creativity and ample industrial exposure.

## 2. ADMISSION TO MBA PROGRAM AT SOMS

The MBA program shall be opened to the candidates of any nationality. Candidates satisfying eligibility criteria and performing successfully in the selection process shall be considered as eligible for admission to the MBA program of the Institute.

### 2.1 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 30th September, 2025 (Subject to change).

### 2.2 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. [EWS-Economically Weaker Section]
- De-reservation policy would be followed as per the Post Graduate admission of students in different disciplines of the Institute.

### 2.3 Selection Process

- The selection process for this year would be a two-tier process as mentioned below. Eligible (Section 2.1) applicants will be shortlisted based on their academic records. These shortlisted applicants would be further called for the interview in offline mode in campus or through online.

- The weightage on the different components of the two-tier selection process after initial screening of eligible applicants (shown in % within braces) are elaborated below:

**1. Academic Performance (Starting from class 10<sup>th</sup> onwards) (50%)**

**2. Performance in the Interview (50%)**

**3. Preference will be given to candidates having consistently good academic records throughout.**

## 2.4 Fees and Other details

Each student must pay the prescribed fees at the time of admission. These fees are subject to revision based on decisions made by the Institute authorities. Any changes will be communicated to the candidates via the Institute's official website.

Item	Amount in Indian Rupee
Registration & Admission Fee (Per Semester)	500.00
Students' Activity (Per Semester)	500.00
Infrastructure & Maintenance Fee ( Per Semester)	2500.00
Examination Fee ( Per Semester)	1000.00
Tuition Fee ( Per Semester)	100,000.00
<b>Total (per semester)</b>	<b>1,04,500.00</b>
Institute Caution Money (One time and refundable)	3000.00
<b>Total amount payable at the time of admission</b>	<b>107,500.00</b>

Institute fees (Tuition fees, Examination fees etc.) are collected through an individual bank account in the name of the student (opened with UCO Bank, BESUS Branch). This is mandatory that a bank account is to be opened by student within a month from the date of admission. The dues are notified from time to time and deducted automatically from the account of the student. A student is expected to keep sufficient funds in his/her bank account. 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 competent authority.

## 2.5 Important Information

Applications are invited from Indian nationals in the prescribed form for admission to the 2-Year full-time MBA for the academic session 2025 – 2026 in the School of Management Sciences (SOMS), under IEST, Shibpur. Applicants are required to apply online at [www.iests.ac.in](http://www.iests.ac.in)

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

- Application fee is Rs.1500/- for UR/OBC(NCL)/EWS and Rs.1000/- for SC/ST/PWD candidates.**
- A candidate has to apply through an online application form.
- The mere application does not guarantee a call for the interview.
- The selection process is a two-tier one and is elaborated in Section 2.3 of this document. Shortlisted applicants would be appearing for the interview.
- 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 31.01.2019. OBC (NCL)/EWS certificate issued on after April 1, 2024 shall be accepted during online document

verification. However, admission offered, if any, shall be provisional and subject to submission of OBC (NCL)/EWS certificate issued on or after April 1, 2025 at the time of physical reporting in the Institute.

- 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 2.3 on 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 interview suitably judging the merit of the applicants.
- h. All candidates who are eligible for admission but whose results are yet to be declared, shall be allowed for provisional admission, if selected, on production of Course Completion Certificate from appropriate authorities. Similarly, all eligible candidates who are migrating from other University/Institute shall be allowed for provisional admission, if migration certificate or no objection certificate from the University/Institute last attended cannot be submitted at the time of admission. They shall be required to submit their results of the qualifying degree examinations and migration certificate (as applicable) by 30.09.2025 and failing which their admission shall stand cancelled.
- i. The admission shall be purely provisional subject to the confirmation that they satisfy the prescribed eligibility conditions.
- j. Students shall be governed by PG ordinance/ regulations in vogue.
- k. If selected, all the original documents will be verified during physical reporting for admission. If anything found wrong, applicant's admission shall stand cancelled.

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, if found to be involved in the act of ragging will be strictly punished as per rules.

## 2.6 Instructions to fill the Online Application Form

- Fill up the ONLINE application form with appropriate data using the following link:  
<https://forms.gle/1guGJg8RgWsebj5m9>
- In the online application form the candidate has to write within 100 words why he/she wants to pursue MBA and why in IEST, Shibpur. Please note that the digital photograph and signature of the applicant have to be uploaded in image format.
- **Download a pdf copy of MBA admission form from the Institute website ([www.iests.ac.in](http://www.iests.ac.in)) under MBA Admission Section.** Fill up the form and upload a copy of the same while submitting the online application. The original copy of this application form has to be submitted if selected for admission.
- Payment of application fee has to be made in the under mentioned Institute's Bank account only and the scanned copy / pdf copy of the receipt must be uploaded while submitting online application.

**Bank Name: UCO Bank**

**Branch name: BESU Branch**

**MICR No.: 700028178**

**Account Type: Savings Account**

**Account Number: 23690110000489**

**Account Name: IEST SHIBPUR- STUDENTS FEE COLLECTION**

**IFSC Code: UCBA0002369**

Please note the following:

- ❖ **Candidates must fill/enter their CGPA or percentage of marks as issued by their institute/college/university. Candidate must not convert their CGPA into percentage and vice-versa.**
- ❖ **Online application submitted by the candidates shall be considered final and binding. Requests for making correction in the online application shall not be entertained.**
- ❖ **Sending hard copy of the application form is not required.**

## 2.7 Important Dates

Sl. No.	Event	Date
1	Online Application starts	Website publication date
2	Last date of submission of the online application with payment	<b>17.03.2025</b>
3	Publication of the list of eligible candidates for the interview (after screening) in the Institute website	21.03.2025
4	Interview (Offline/Online)	<b>02.04.2025</b>
5	Publication of the final list of selected candidates for MBA admission on the Institute website	11.04.2025
6	Date(s) of Verification and admission	To be notified in the Institute website

# Please visit the Institute website ([www.iiests.ac.in](http://www.iiests.ac.in)) regularly for any updates about subsequent amendments in the advertisement and results. **No correspondence in any form in this regard will be made by the Institute with an individual candidate. Any changes in the dates will be indicated on the website.**

## 3. 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 last 25 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.

SOMS takes pride in its strong synergy with government institutions and industry partners, ensuring that its programs remain relevant and responsive to the ever-changing business landscape. The faculty members are deeply engaged in research and development activities, continually enhancing teaching materials and case studies to provide students with real-world insights.

Known for its excellent reputation among recruiters, SOMS has consistently achieved commendable placement records. The MBA program at SOMS as well prepares the students for higher studies and research in Management.

### • Infrastructure

The School of Management Sciences (SOMS) boasts state-of-the-art infrastructure designed to provide an optimal learning environment for students and faculty alike. The department features fully equipped smart classrooms, conference facilities and other necessary academic infrastructure. A highlight of the infrastructure is the advanced **Computer Laboratory**, which serves as an interdisciplinary hub for transforming data into actionable insights, thereby enhancing decision-

making processes within business organizations. Management students and researchers from various specializations utilize the lab's resources to apply analytical, computational, and statistical methods in fields such as operations, marketing, finance, and human resources. The lab with fast LAN and Wi-Fi connectivity, is outfitted with cutting-edge hardware, enabling access to both licensed and open-source software such as SPSS Version 29, Minitab, R, and Python. With interactive projectors for hands-on learning, the lab fosters a techno-managerial learning atmosphere. Additionally, it prioritizes security and discipline through CCTV surveillance, ensuring a safe and productive environment for academic pursuits.

- **Prominent and Upcoming Activities**

The School of Management Sciences (SOMS) is actively expanding its outreach and impact by planning to offer executive and faculty development programs and is open to undertaking consultancy projects. Regularly organizing talks by industry experts and prolific academicians, SOMS aims to foster knowledge exchange and professional growth. Industry visits are regularly organized to provide hands-on exposure to students and faculty members. Furthermore, SOMS will host an **International Conference on "Management for Sustainability: Strategies and Technology Intervention"** during the current year for bringing together global thought leaders to discuss innovative strategies for sustainable management.

- **Focus on Industry-Institute partnership**

Over last two decades, SOMS has gradually built up a strong Industry-interface by organizing Industry oriented projects by students as well as internships in different categories of organizations.

- **Focus on Innovation and Entrepreneurship**

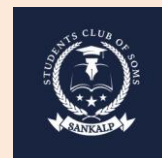
The newly launched Capacity Building program aiming to foster innovation, creativity and entrepreneurial skills has become quite popular among the students of SOMS as it aims to integrate design thinking with practical business applications. This initiative, part of the Malaviya Mission Teacher Training Programme provides a structured platform for students to work on real-world problems, collaborate with industry experts and develop innovative solutions.

Faculty members can contribute through mentoring and curriculum development enhancing their teaching and research capabilities. The program also offers opportunities to upgrade laboratories and prototyping centres, benefitting both academic and entrepreneurial pursuits within the Institute.



**Felicitation to Alumni**

### **3.1 SANKALP: The Students' Club of SOMS**



SANKALP: The Students' Club of SOMS was founded in August 2024 with a vision to foster creativity, leadership and student collaboration. It organizes various engaging activities, including quizzes and talks from academia, industries, and corporate leaders, providing a platform for students to enhance their knowledge and develop valuable insights for their future careers.

### 3.2 Faculty Members teaching at SOMS

**Dr. Subir Kumar Sinha,**  
Ph.D. (Nagpur University)



**Dr. Poulomi Mukherjee (Mondal)**  
Ph.D. (Jadavpur University)



**Dr. Rana Basu ,**  
Ph.D. (IIT. Kharagpur)



**Dr. Mandira Dey**  
Ph.D. (University of Burdwan)



**Dr. Shashwati Banerjee**  
Ph.D. (IIT, Kharagpur)



**Dr. Jnui Deb Mallick Datta**  
Ph.D. (IEST, Shibpur)



**Dr. Madhumita Roy,**  
Ph.D (IIT, Kharagpur)



**Faculty Members and Students**

### 3.3 Activities at SOMS & Media Presence

## Activities at SOMS









## Media Presence



### 3.4 Recruiting Organizations:



### 3.5 Notable Recent Alumni

	<b>Debaryya Banerjee</b> <b>Organization:</b> TATA Consultancy Services <b>Designation:</b> Project Manager- Information Security; Personal Banking and Wealth Management <b>Year of Passing:</b> 2020		<b>Ritesh Chatterjee</b> <b>Organization:</b> HDFC Bank <b>Designation:</b> Credit Manager <b>Year of Passing:</b> 2022
	<b>Aritra Mukherjee</b> <b>Organization:</b> Ernst and Young Ltd. <b>Designation:</b> Consultant <b>Year of Passing:</b> 2022		<b>Bijaya Pal</b> <b>Organization:</b> Infosys <b>Designation:</b> Associate Business Analyst <b>Year of Passing:</b> 2021
	<b>Ankita Karmakar</b> <b>Organization:</b> Mentora <b>Designation:</b> Marketing Lead <b>Year of Passing:</b> 2020		<b>Krishnaprio Dey</b> <b>Organization:</b> Deloitte USI Limited <b>Designation:</b> Marketing Analyst <b>Year of Passing:</b> 2020

## 4. The Host Institute and Central Facilities

The Institute has a beautiful green campus covering an area of about 49 hectares situated on the bank of the river Hooghly. It is located next to the AJC Bose Indian Botanical Garden and opposite to the Kolkata Port. The campus has a number of academic and administrative buildings, library, accommodations for staffs and students, guest house, auditorium, swimming pool, students' amenities, banks, school, hospitals and general services.



Bird's eye view of IEST Campus by the banks of Ganges



**The eight storied S.N. Bose Building hosts various Centres and Schools including SOMS.**



**Central Library with huge number of book and titles and subscribes to large number of electronic resources**

Other major facilities include Computer Centre, Health Services, Gymnasium, Hostel Accommodation for Men and Women, Various Student Activity Centres including Business Incubation Centre, Cafeteria and Canteens. For detailed information please visit [www.iiests.ac.in](http://www.iiests.ac.in)

## **5. CONTACT DETAILS**

*For any specific inquiry regarding MBA admission 2025, please contact:*

**Office-SOMS; IEST-Shibpur**

**Email: [office.soms@iiests.ac.in](mailto:office.soms@iiests.ac.in)**

**Contact No. (033) 26688355, (033) 26684561-63 Extn. (440)**

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

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