IBMR-The Heritage

An Overview

Institute of Business Management & Research (Reputedly Known as 'IBMR-Kolkata') is a premier and one of the oldest Management Institute in the eastern region. It was established in 1976 by a group of reputed academicians & corporate under the guidance and leadership of Late Dr. S.N. Sen, the then Vice-Chancellor of Calcutta University and Justice Ashoke Sen, Calcutta High Court, Dr. Aurobinda Bose, Ex VC Jadavpur University, Prof. Aloke Ghosh, Ex HOD Economics, Calcutta University, Prof. A. C. Banerjee, Ex HOD Economics Rabindra Bharati University, to cater to the need of management education and continuing the commitment since inception.

The campus offers an ideal place for students to the self absorbing texture of the institute where world class systems and procedures have been integrated to enable thought and ideas and realization of the highest calibre. Students are constantly encouraged during their courses to exert themselves in all spheres of curricular, co-curricular and extra-curricular activities.

VISION

- To fulfill the expectations of Students, Faculties, Parents & Author - in their journey for management knowledge

MISSION

- To impart quality education with all the modern techniques and methods.
- To give utmost importance to the socially, economically marginalized sections with govt. approved proactive measures
- To explore and utilize the natural resources of the state
- To provide the benefits of higher education
- To study, preserve, and enrich the socio-cultural tradition of the region

QUALITY POLICY

- Meet or exceed student expectations related to Assurance of Learning and Career Development.
- Meet or exceed expectations of all faculty, staff, recruiters, parents, promoters, regulators and society.

Affiliation & Association

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Utech

In Pursuit Of Knowledge And Excellence

AICTE

All India Council for Technical Education

AIMA

ALL INDIA MANAGEMENT ASSOCIATION

WHY JOIN IBMR

RICH EXPERIENCE

IBMR's journey in education began in 1976 and today, 40 years after its inception IBMR has been delivering superior quality education constantly. It is this unique heritage spanning 4 decades that sets us apart from other educational institutes. The IBMR ethos is focused on creating and nurturing the next generation thought leaders its rich experiences of education.

TOP CLASS FACULTY

The faculty team is the key resources of IBMR. The program is headed and directed by a highly qualified and senior academician with a holistic industry-academia experience of more than 40 years, (Prof. Dr. P. K. Ghosh, from IIM Ahmedabad) coupled with thorough understanding of industry, academics and contemporary learning needs. The core faculty team consists of experienced academicians with qualification of Ph.D / M.Phil / M.C.A /M.B.A & B.Tech from renowned institutions besides outstanding professionals from industry.

INNOVATIVE CURRICULUM

With a sharp focus on upcoming industry trends and rising techno functional domains, IBMR has a curriculum to offer that has innovative electives. This course can give you an edge over other graduates. During the course, students are encouraged to explore new areas of study and involvement, as they contemplate for each industry.

PRACTICAL LEARNING

A strong emphasis on skill-based learning is placed via a blend of lectures, case studies, project work, internship and group discussion supported by relevant courses. IBMR offers practical based employability enhancement learning programme apart from the university curriculum on the basis of real working world scenario mentoring by the corporate and industry expert to get student easily employable.

INDUSTRY INTERFACE

Many of our activities are in collaboration with and supported by corporate partners. It ensures a two-way flow of ideas between academia and industry. IBMR encourages business networking throughout the programme and provides interaction with senior business managers through guest lectures, seminars, workshops etc

PLACEMENT

A comprehensive Placement process is established at IBMR. The Team IBMR invites companies for pre-placement talks, determines the right skill and competency mapping between companies and student and student are supported throughout the placement process. Get amazing opportunities to do what you love doing, across a spectrum of profile and geography.

MBA
Master of Business Administration

COURSE CURRICULUM

Semester – I
Business Economics
Business Communication
Management Information Systems – I
Organizational Behaviour – I
Quantitative Methods – I
Fundamentals of Accounting
ISS & VA
Business Laws

Semester - II
Business Economics-II
Business Communication
Quantitative Methods – II
Production & Operations Management
Management Information Systems-II
Human Resource Management
Financial Management
Marketing Management

COURSE HIGHLIGHT

MBA is a 2 yrs Masters Degree programme affiliated to Moulana Abul Kalam Azad University of Technology (MAKAUT), Formerly known as West Bengal University of Technology (WBUT). Programme is centred on comprehensive study approach best on lecture practical learning with high focus on Industrial Approach.

Specialisation Offered : Marketing • Finance • Human Resource • Systems

Semester– III
2 Compulsory, 4 Specialisation Courses and Project Work

Management Accounting
Operations Research
Project work (8 weeks) & Viva Voce

Specialisation Paper (III Semester)

Marketing
Sales and Distribution Management
Advertising & Sales Promotion
Marketing Research

HR
Employment & Compensation Administration
Human Resource Planning
Labour Laws

Finance
Corporate Taxation & Tax Planning
Corporate Finance
Security Analysis and Portfolio Management

System
Database Management
System Analysis and Design
Computer Aided Management

Semester - IV
2 Compulsory, 4 Specialisation Courses and viva voce
Project Management & Entrepreneurship
Strategic Management
Comprehensive Viva – Voce

Specialisation Paper (IV Semester)

Marketing
International Marketing
Services Marketing
Consumer Behaviour

HR
Industrial Relations
Organisation Development
Human Resource Development

Finance
Financial Institutions & Markets
International Finance
Derivatives & Risk Management

System
Software Management
E-Business
Fundamentals of Networking

Note : Each Student should take THREE MAJOR Specialisation papers from any one group and ONE MINOR specialisation paper from any other groups (for Third and Fourth Semesters).

CAREER ENHANCEMENT PROGRAMME

In Pursuance IBMR philosophy to generate **Industry Ready Professionals** who are productive from first day of joining the corporate. In **IBMR**, Various **Value Added 'Career enhancement programme'** have been included in addition to the regular programme of IBMR. The students will undergo extra classes on these very niche & industry interactive training sessions. **These programmes are as under:**

SAP-ERP Training

SAP is a global leader in enterprise solution and is developed by every large corporation in India and abroad. **SAP Certification with regular Programme ensures highly paid job**. Participating student after completion of the course, student will be awarded the Certificate.

Six Sigma Certification (Quality Management)

Quality Management has become one of the most important tools used by companies in various sectors which ensure excellence in a company's products, services and internal processes. Companies that implement quality management programmes use the information from them to **identify weaknesses, faults, areas for improvement and strengths.**

At IBMR we have included a course on Quality Management within the curriculum for students which make them understand the Quality Management techniques and Process Improvement as a strategic and organization-wide concept. At the end of this course students are certified with **Six Sigma - Green Belt.**

Digital Marketing Certification

The world is quickly becoming **digital**. People are consuming digital content on a daily basis. Companies are starting to recognize the importance of getting digital and it is essential that marketing departments adapt quickly to the new circumstances and actively hire professionals in the field of digital marketing. As par the joint study by the Internet and Mobile Association of India (IAMAI) and IMRB International, the online advertising market in India will touch Rs 3,575 crore by March 2015, a 30 per cent rise from Rs 2,750 crore in March 2014. To cater to this growing need and also help working professionals to keep up with the growing demands of this sector, IBMR provide the course on Digital Marketing to understand and manage these digital marketing tactics as per the integrated strategies.

CAREER ENHANCEMENT PROGRAMME

Business Accounting & Taxation Certification

All organizations need professionals who understand accounting & compliance have practical knowledge of taxation (Service Tax, E-Filing of Taxes, VAT, Central Excise, Provident Fund, ESIC, Professional Tax, etc.). This certification covers all the above mentioned essentials and prepares you for jobs. This qualification is a gateway to any size and type of organization, like CA firms, TATAs, Accenture, Muthoot Finance, Big4 and more.

Advance Excel Module

Advance Excel reigns supreme when it comes to business tool usage in the industry. Employees with this skill are required from small companies to big International companies. Knowledge of Excel is required from entry level staff to Senior Managers across industries and it is an essential tool in every job.

English & Communication Module

IBMR work constantly and rigorously to improve the content and communication skills of the students which ultimately boost their self-confidence. During the training program, our team of professional trainers work on various aspects of each student's communication like Vocabulary building, Accent training, clarity of speech, rate of speech.

Personality Development Skill Module

Corporate World demand Leaders with **sharp personality** and **high level of confidence.** IBMR imparts high standard of education to help students become future corporate leaders. At IBMR education is not limited to academic accomplishments alone and extends much beyond the mainstream classroom education. Our emphasis is on overall development of the student both on the professional and personal front. Multitudes of activities apart from Academic curriculum build the sharp personality of students and thus paving the way to develop their overall confidence.

INFRASTRUCTURE & FACILITIES

Wi Fi Campus

IBMR has expanded its quality higher educational facility in two campuses at Kolkata looking into best possible advantageous position in Proper South Kolkata and well connected by various modes of transport. These campuses location surrounding the various corporate hubs. Both the campuses are Wi Fi enabled Centrally Air-Conditioned with Hi-tech Classrooms, Library, Computer Lab, seminar room, Auditorium and others required facilities.

Class & Tutorial Rooms

Centrally Air-Conditioned Hi-tech Classrooms with overhead LCD Projectors, Audio System, Public Address System, Wi-Fi Internet & Intranet facility.

Fully Equipped Library

The Institute has a well-equipped computerized library. It contains more than 15000 copies of text and reference books in all functional areas of management. It also subscribes to a good number of journals including foreign journals & periodicals which may be consulted in the Library's reading room. Instruction CD ROMS, on-line journals and magazines and other audio-visual educational materials are also available.

Computer Lab

The air-conditioned, well-facilitated with latest versions of Software, Printing and scanning facilities. All the computer labs are well connected with High Speed Internet facility. The institute's IT department has developed many application specific software that bring in efficiency of operations.

Seminar Hall

We have a seminar hall which is fully Air-conditioned with seating capacity of 500 serves requirement of seminars, conferences, periodic workshops and other orientation programmes that are held from time to time

Canteen

The cafeteria in the college is the hub of every student activity. Students throng the cafeterias and help themselves to a variety of tasty foods which of course comes at a very nominal rate. College Canteen provides delicious and hygienic food and very affordable prices.

Hostel

IBMR has arrangement to provide boys & girls accommodation. Facilities are being supervised for the participants with a homely atmosphere that strengthens the feeling of belonging. They are all well equipped with all kind of facilities.

Sports Facilities

The Institute encourages sports activities and provides facilities for volleyball, table tennis, basketball, football, cricket, lawn tennis, badminton etc. Sports meet is held annually for the students.

TRAINING & PLACEMENT

The Centre looks beyond the academic curriculum and adopts every step to inculcate among students the required skill sets for their overall development as today market ready professionals.
Our education learning efforts are tailor-made to match the dynamically changing recruitment strategies and expectations of the potential employers. We claim that we not just place our students; but create a niche for them in the job market. Confidence is the name of the game.

Career Development Centre

Students are groomed through various career development training, Group Discussions, Presentation Skill, Seminars, workshops, soft skills, personality development programme to make ready for corporate industry. In this process strength & weakness of each and every student are brought into limelight so that they are rectified in due course.

Pre Placement Talk

After understanding students' interest areas, the placement cell visits companies to understand their hiring plans for the current year and also to discuss profiles, package and selection procedure. Companies are encouraged to visit the campus before the placement season begins for a pre placement talk and introduce the job profiles of company.

Internship & Project Work

Internship constitutes an integral part of the professional course curriculum and is valued for its relevance in management education. Internship is positioned during the course work; the students are placed in different organizations for a period of about 60 days on a specific assignment. Apart from giving the students an opportunity to test the theoretical concepts learnt in the classroom, the internship experience gives an insight into the working of the real organizations.

Industrial Visit

Regular visit to the Industry in both the Manufacturing Sector as well as the Services Sector are arranged for the students. Through Industry Visits, students gain first hand information regarding functioning of the industry. The students get an exposure to understand and see the real working environment in the industry which helps them to find out their future place & position.

Interview Preparation

Expert sessions are conducted for Professional Resume Building and Group Discussion Preparation. Mock processes are conducted to prepare students for Aptitude, Group Discussions and Personal Interviews. This also prepares them for their respective functional domain viz. Marketing, Finance, HR and Decision Science.

Interviews and Final Selection

Companies visit the campus on the allotted date(s) and conduct tests and/or interviews according to their selection procedure. The Placement cell also coordinates the signing of offer letters by students who have been selected to ensure their smooth transitions.

Some Recruiters & Few Alumni

Berger express painting — Faster. Cleaner. Better.
FRANK ROSS PHARMACY
कर्मचारी राज्य बीमा निगम — Employees' State Insurance Corporation — (Ministry of Labour & Employment, Government of India)
accenture — High performance. Delivered.
Café Coffee Day
muthoot FINCORP
LIC — भारतीय जीवन बीमा निगम — LIFE INSURANCE CORPORATION OF INDIA
KPMG
IndusInd Bank
kotak Life Insurance — A JOINT VENTURE WITH OLD MUTUAL
Johnson & Johnson
REGENT — GO ON. YOU'RE COVERED.
asianpaints
ITC Limited
इंडियनऑयल — IndianOil
vodafone
!dea
Hindustan Unilever Limited
HERO
ABP
emami Realty
muthoot FINCORP — Jab zindagi badalni ho
ICICI Bank
ICFAI GROUP

Arpita Ghosh — KPMG

Rohan Sinha — इण्डियन ओवरसीज़ बैंक Indian Overseas Bank — आपकी प्रगति का सच्चा साथी — Good people to grow with

Anindita Rudra — JK LAKSHMIPAT UNIVERSITY — Enlightening Minds, Inspiring Leadership

Amlan Chaterjee — TVS

Arunavo Mukherjee — KVB Karur Vysya Bank — Smart way to bank

Sumanto Dhar — ICICI Bank

Amrita Bhattacharya — Dalmia Bharat Cement

Sayoni Ghosh — KPMG

Jeet Sinha — Reckitt Benckiser

Rahul Majumder — KPMG