





“ find your true potential...

JSB | JYOTIRMOY
SCHOOL OF
BUSINESS
turning potential into performance



Management Education is at a crossroads. With the changing economic scenario, the profile of the business manager has undergone a gradual but seismic shift. Apart from being the smartest in the pack, ethics, integrity, loyalty and honesty are the top 4 values sought for in a newly minted MBA by corporate.



OUR B-SCHOOL

Jyotirmoy School of Business JSB, established in 2009 has always striven to keep pace with the times. The academic rigor of its programs and the extra curricular activities which are a mainstay on its 22 acre residential campus inculcate in the students a sense of camaraderie and inter dependence which is equally important in the pursuit of success in later life. It is a part of a group of institutions all nestled in the Jyotirmoy Knowledge Park in Sonarpur.

JSB is an initiative of Saraswati Online.Com India Limited, a company which has been in the field of education since 2000 and has been instrumental in providing educational opportunities abroad to more than 1500 students. Saraswati Online.Com is still active in this field and commands credibility and respect in the education sector.

The day to day activities of JSB are run by the Jyotirmoy Education & Welfare Foundation which also administers a Law College-Jyotirmoy School of Law, affiliated to the University of Calcutta & approved by the Bar Council of India, a secondary school-Jyotirmoy Public School which has students till class X affiliated to CBSE and Jyotirmoy School of Education affiliated to the University of Calcutta, approved by NCTE.

It's governing body is made up of an eclectic mix of people who bring to the table different areas of expertise which will provide a dynamic and vibrant thought culture on campus.

WHY PGDM FROM JSB?



WHAT MAKES US DIFFERENT?

Our complete faith in transparency, consistency and patience. We know that to build a good institute we need good students, and for that we are willing to go that extra mile to encourage talent and foster competitiveness.



VISION

JSB aspires to be a Centre of Excellence for the study of Management

- aiming at transformational growth of students & faculties, resulting in the creation of ethical, responsible, innovative managers and entrepreneurs for the future.



MISSION

- **Encourage Merit**

To encourage and nurture talented leaders by maintaining a policy of scholarship based only on merit

- **Encourage continuous Improvement**

To continuously foster and drive excellence through continuous improvement of programmes which will enthuse students to keep on raising the bar

- **Focus on outreach programmes**

To actively participate in the development of our professional colleges and public communities through active engagement. Recognizes an obligation to share the responsibilities of self-governance, the benefits of diverse points of view and the need to conduct our affairs in an atmosphere of civility and mutual respect

- **Maintain steady upward rankings**

Continue upward rise in reputation rankings as measured by key rating services

- **Foster Innovation**

To innovate and make an impact on emerging business in the Asian region by leveraging our existing expertise in that region

- **A Strong Research Focus**

To practice experiential and research based learning through consulting project work and strengthen relations with both internal and external stakeholders

FROM THE DESK OF THE PRESIDENT



Leaders inspire others to leadership.

We at JSB have taken up the challenging task of creating leaders not followers. The only thing that will enable us to do that is constant innovation. "Anything that works is already obsolete" is the mantra at JSB. Business activities have always been the drivers of economic growth and in this context, business leaders have always led from the front.

Jyotirmoy School of Business or JSB as we proudly call it, is the flagship of Jyotirmoy Knowledge Park. We deliberately chose Kolkata to locate ourselves in, as this city has always had an unparalleled intellectual legacy, which still boasts of producing some of the who's who of the world from India - Amartya Sen, Lakshmi Mittal, Amitabh Bachchan, Pranab Mukherjee, Vir Sanghvi all have some early connection with Kolkata and have found this city an effective spring board for furtherance of their careers.

The campus has been visualized on international lines in a serene location which shall inspire and enthuse budding managers and entrepreneurs. Its sprawling 22 acre surroundings are second only to the IIM-C. In the clutter of "me too" Business schools, this business school was envisioned with definite differentiators to offer. The campus is only one aspect of its' strengths. It has consistently focused on getting the best faculties from both academia and industry. Indian Expats and foreign professors are a part of the faculty team which also has an enviable collection of the best minds from the country.

The most daunting and arduous task for a new B school is to select good quality students who are capable of taking on the mantle of leadership for tomorrow's complex business world and to this end. JSB lays equal importance on Teaching, Training, Consulting, and Research.

Be the best you can be and be consistent at it, is what we aspire to.

With the key denominators in place, the journey of JSB is going to be worth watching. I welcome all serious students of business, and business gurus to come on board and be a part of this phenomenon.

Dr. Partha Sarathi Ganguli
President, JEWf

FROM THE DESK OF THE DEAN



It gives me great pleasure in being associated with Jyotirmoy School of Business. In the light of changing global economic scenario, the study of business management as a separate and distinct field is necessary.

We at Jyotirmoy School of Business with the incessant support of the Management, Faculty and Administration develop leaders through education and training with adequate stress on soft skills, case studies, project work, seminars, internship and industrial visits. The Industry and Institution interaction helps students to acquire skills to meet the challenges of the complex business world and also ensure desired placements.

The vibrant campus gives them an opportunity to interact with students from diverse backgrounds and regions. This enables them to understand the dynamics of human behavior better.

I welcome all the students of Jyotirmoy School of Business and wish them luck in all their future endeavours.

Dr. P. G. Subramanyam
Dean

“

If you have a dream, don't just sit there. Gather courage to believe that you can succeed and leave no stone unturned to make it a reality...

ACADEMIC ADVISORY BOARD



From the left: Mr.R.K.Sikdar (former Director-Planning, Andrew Yule & Co. Ltd), Dr Kampan Mukherjee (Professorin Operations Management, Indian School of Mines, Dhanbad), Dr Debdulal Dutta Roy (Assistant Professor - Psychology Research Unit of the Indian Statistical Institute, Kolkata), Prof. B. K. Sinha (Professor-Statistics from Indian Statistical Institute, Kolkata and visiting Professor in several universities of USA, Brazil, Canada, Finland and Thailand), Dr. Partha Sarathi Ganguli (President Board of Governors, JSB), Mrs. Vanita Ganguli (Director Saraswationline.com, Trustee JEWf and SIEWf), Dr. Parijat De (Director Technical Education, Govt. of West Bengal).

With rapid changes in technology and corporate culture, there is a continuous need to ratify the syllabus and introduce new courses to equip the students of PGDM and help them to excel in their corporate career. The Academic Advisory Board(AAB) meets every year in JSB to discuss, ratify and assess the ever changing requirements in the industry and introduce necessary inputs in the PGDM curriculum to make it industry ready.



THE GOVERNING BODY

Dr. Partha Sarathi Ganguli | Ph.D | CEO - Saraswati Online.Com, President - JEWf



Dr. Partha Sarathi Ganguli is a technocrat with over 25 years of experience in the field of industrial automation, information technology and education. He is the Chief executive officer of Saraswati Online.Com India Limited a leading education service provider headquartered in Bangalore with offices in 15 locations of India and International HQ at Guangzhou. In partnership with 8 medical universities of P R China and 2 universities of Philippines, it conducts international education exchange programs at the undergraduate and master's degree level. More than 3000+ students have passed out through its various programs from different parts of Asia as well as from as far afield as Australia , UK , USA , South Africa etc. Very widely travelled in India and Asia he founded Jyotirmoy Education and Welfare foundation in 2003 and is keen to contribute his experience and exposure in building Jyotirmoy Knowledge Park into a centre of excellence in education that attracts students and teachers from all across the globe. An engineer by training, he got his Ph.D in Business Administration from Wesleyan University.



Ms. Vanita Ganguli | MA, B.Ed. | Director - Saraswati Online. Com India Ltd. Trustee - JEWf, SIEWf

Ms. Vanita Ganguli has been associated with Saraswati Online.Com since its inception. She has done her graduation from Calcutta University in History, Masters in Modern European History from Calcutta University and B.Ed from Bangalore University. She has put in 14yrs of service, worked primarily in the service sector particularly in Sales and Marketing specializing in marketing communication. She has served Hotel, Travel and IT industry as well.



Mr. Philippe Le Gall | Ambassador Extraordinary

Ambassador Philippe Le Gall has, a dual citizenship holder, of France and PR of Seychelles. He is Ambassador Extraordinary and Plenipotentiary of the Republic of Seychelles to China, also accredited to Japan, Philippines, Thailand, Korea, Laos, Vietnam, Malaysia, Cambodia and Singapore. He started his career as a Journalist and his academic interest has made him a Honorary Professor in many international universities. He is a man of many hats and has written a novel and is a well published author.



Mr. R. K. Sikdar | Former Director (Planning) Andrew Yule & Co. Ltd.

Mr. R.K.Sikdar has done Bachelor of Technology in mechanical engineering from IIT, Kharagpur. He is currently pursuing his Phd. in management science from Sikkim Manipal University. He is having over 35 years of experience in metallurgical projects, vendor development & marketing, contracts engineering procurement engineering & general management culminating to the position of board director.



Mr. Sourav Das Patnaik | Regional President (East) and Board Member, BCC

Mr Sourav Das Patnaik has completed his M.S. from Stevens Institute of Technology, Hoboken New Jersey and B.Tech Mechanical Engineering, Birla Institute of Technology, Mesra Ranchi, India. Presently he is the Regional President (East) and Board Member, NHRD- Network & Chairman Skill Development Task Force, Bengal Chamber of Commerce.



Mr. Arup Kumar Saha | Chartered Accountant

Mr. Arup Kumar Saha is a senior Chartered Accountant who is independently practicing and is associated with the organisation since inception. He is acting in an advisory capacity. The functioning and the overall policy of the organisations are coordinated with his cooperation.



Dr. P. G. Subramanyam | Dean

Dr. Subramanyam has his Master's degree in commerce and P.hD in corporate governance. He was the principal of PES College, Bengaluru and has authored several text books and published articles in leading news papers and magazines. He is the member of Task Force Committee - Bengaluru University. He has been a visiting faculty at various universities in PR China. He has organised and participated in various national and international conferences and presented many papers.



Nestled in 22 acres of lush green, pollution free environment, Jyotirmoy Knowledge Park located in the southern suburbs of Kolkata, has been visualised to become a centre of excellence, housing institutes of higher learning which aim to attract students and teachers from all across the globe.

Studying in the knowledge park exposes students to a wider horizon as this gives him/her scope to rub shoulders with students of other institutes as well.

The vibration on the campus is much more than it is for a stand alone institute. Today's work place constitutes of people from various back grounds, and the cross cultural exposure available to a student at Jyotirmoy Knowledge Park is surely a definite advantage. This larger interaction makes them more industry ready and strives to make them better business managers who are capable of handling interpersonal challenges in any given situation.



**JSB
Campus**





THE INFRASTRUCTURE



THE WELLNESS CENTRE - Yoga and Gymnasium

Yoga balances the equilibrium between mind, body, and soul. At its crux, the wellness centre is dedicated to health, fitness and happiness all three being the holy trinity of wellness. At JSB, the yoga and gymnasium centre include advanced facilities with top-of-the-line equipment and qualified professionals. The benefits of exercise and fitness are innumerable and the students are blessed with increased metabolism, weight management, healthy heart and mind, improved concentration, and the ability to manage stress and fatigue.



THE UNWINDING ZONES - Indoor & Outdoor games

It's a well known fact that playing games opens up the mind and provides relief to both mind and body.

Recreation is not merely play. It is the re-creation of a human being. There are ample opportunities to indulge in every sort of sport. Indoor sports range from Table Tennis, Chess, Carrom etc while outdoors there is a basketball court, football ground, badminton court, volley ball court, cricket field etc. The college regularly holds competitions and tournaments and encourages each and every student, teacher and staff to participate and play.



THE HOSTELS

The hostels are accommodated directly across the college within the campus and have been designed in a cottage style keeping in mind the rural environs while having with them every amenity to make life comfortable and enjoyable. The hostel rooms are on double, triple or quadruple occupancy basis, each with an attached bath. The hostel complex also houses a dining hall and a common room with indoor and outdoor recreational options.



THE LIBRARY

The library is home to one of the most extensive collections of management related books. Text books as well as journals, both national & international are available for students to peruse. Subscription to International periodicals such as the Harvard Business Review as well as journals from other nations ensure that the collection is always contemporary and exhaustive.

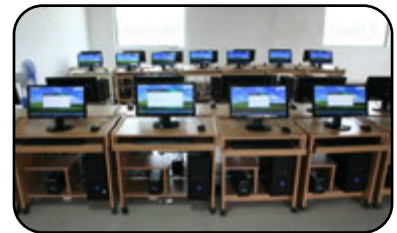
- 22 acre Wi-fi enabled World Class Green Campus
- AC Lecture Theaters with Multimedia and Audio-Visual equipment
- Highly Qualified and Experienced Faculty
- Extensive Library Facilities with national and international journals
- Computer lab with latest software

THE INFRASTRUCTURE



THE COMPUTER LAB

Even though all students are provided with laptops or notepads at the start of the session, the School of Business also has an extensive e-lab. The labs may be accessed by the students during school hours. The e-lab is also used to teach business communication as well as foreign languages.



THE LANGUAGE LAB

With fast paced competition and globalization, the need to communicate effectively is indispensable for the success of any business management student. To cater to the need of soft skill enhancement of the students, JSB equips them with communication classes through use of multimedia software. It facilitates students in improving their English vocabulary, enriching their knowledge content, and acquiring strategic competence to use both spoken and written language in a wide range of communication strategies. Besides, it also helps them overcome their inhibitions and self-consciousness while speaking in English and thus builds their confidence.



THE CAFETERIA

The main cafeteria is housed in the Corporate Training Centre building and is accessible to all students, faculty and administrators. Hygienic, wholesome food, both vegetarian and non-vegetarian is available at subsidized rates for staff as well as students, who are day scholars. Hostellers are served in the hostel dining mess. The cafeteria is well stocked with all other packaged foods as well.



THE TRANSPORT FACILITIES

The college runs several buses and free transportation is available for all students to & from the nearest metro/train station.



- Well equipped Language Laboratory
- Modern and Hygienic Cafeteria
- In campus Wi-Fi Hostel Accommodation with attached bath, Separate for Boys and Girls
- Bus service to and from the campus from nearest Metro and suburban Railway Station
- Indoor and Outdoor Recreational Facilities and Cultural Clubs
- Yoga Centre and Gymnasium



MOU SIGNING CEREMONY BETWEEN JYOTIRMOY SCHOOL OF BUSINESS & KUNMING UNIVERSITY

WHY PGDM FROM JSB?

INTERNATIONAL TIE-UPS

Although the US & UK were the most sought after destinations abroad in the past the axis of economic power and by extension global power slowly seems to be shifting towards the east. It is no longer debated whether or not India & China will play leading roles in the new world order, it is a given.

International tie-ups with the Universities of the East and South-East Asia result in student and faculty exchange programmes. The global exposure enables students to avail the opportunity to learn cross- cultural management methods and practices.

SaraswatiOnline.Com India Limited, the parent company of JSB, is already working with 8 universities in China, as well as with universities in Singapore, Bangladesh, Barbados, Seychelles & Philippines. Students are provided enough opportunities to experience firsthand, the changes that are taking place in the world as South East Asia starts to assert their dominance in the economic arena. Tsinghua SEM, the No.1B-School in China, which has programmes in association with MIT, Sloan has attended JSB for an industrial visit. 15 students from different countries of the world including Greece, USA, UK as well as China were here on a one week visit where they had extensive interactions with students and faculty of JSB. Dr. Sidney To, of Wah Har College, HongKong, also visited the campus with a view to establishing long term association with JSB. JSB Board of Governors include Mr. Philippe Le Gall who is Ambassador Extraordinary and Plenipotentiary of the Republic of Seychelles to China, also accredited to Japan, Philippines, Thailand, Korea, Laos, Vietnam, Malaysia, Cambodia and Singapore. Recently an MOU has been signed between JSB & University of Seychelles to identify career opportunities in Seychelles.

IMAGE MANAGEMENT CENTRE

Achieving success in one's career often depends on the students' ability to develop co operative work relationships, collaborate with and across teams, convey ideas clearly, concisely and convincingly. And this is principally accomplished through the image management centre which through workshops grooms students' personality in

- leadership
- analytical skills
- body language
- skill enhancement
- value inculcation
- attitude building
- corporate etiquettes

ENTREPRENEURSHIP INCUBATION CENTRE

The Entrepreneurship Incubation Centre at JSB has been set up to promote the development of a knowledge-intensive, entrepreneurial culture in Kolkata, with the wider aim of fostering the socio-economic development of West Bengal. The centre is currently targeting knowledge-intensive sectors such as science, technology, engineering, manufacturing and creative media at JSB. Graduates with academic backgrounds in engineering, science, technical and media can walk in. Those from humanities studies are interviewed to ensure that their business ideas would fit into the programme. To meet these objectives, and to put knowledge-intensive entrepreneurship at the top of JSB's outreach agenda, JSB will initially:

- Provide hands-on, post-graduate education and training programmes for entrepreneurs in knowledge intensive sectors;
- Promote and catalyze the incubation of start-up companies in various sectors including Engineering, Science, Technology, Manufacturing, Media and the Creative Industries. In this respect JSB board will be providing the strategic direction;
- Promote the setting up of Start-Up Funds, Business Angel Networks (BANs) and Venture Capital Funds to finance new business ventures.

The Incubation Centre will be the ideal continuation for successful students - although it will also be open to others who have not followed the course. Apart from saving on the cost of office space, they will also have access to the College's infrastructure, such as labs, library and wi fi internet connectivity.

INTELLECTUAL CAPITAL

Dr.Partha Sarathi Ganguli | Ph.D (Wesleyan University, Manila) | President - JEWf

Area: International Business, Entrepreneurship and Education Management



Dr. Partha Sarathi Ganguli , a technocrat with 25 years in education and IT Industry brings to the table his exposure to education in different countries and his expertise in conducting joint education programmes in collaboration with 8 universities in the South East Asian region particularly in China, Singapore and Philippines.

His classes in International Business and International Marketing focus on business across nations , bilateral trade , the legal implications and the economical imperatives that drive these ambitions.

As an education entrepreneur , he is also ideally placed to share his experiences in forging ties for business development , in understanding cultural ethos of various regions and how they impact business decisions and to acquaint the students with a first hand insight into the challenges and pitfalls of making the shift to an entrepreneurial mindset.

R.K.Sikdar | B Tech. (IIT KGP) | Former Director(Planning) Andrew Yule & Co. Ltd

Area: Strategy and Marketing

Mr.Sikdar has done Bachelor of Technology in mechanical engineering from Indian Institute Of Technology (IIT KGP). He is currently pursuing Ph.D in management science from Sikkim Manipal University. He is having over 35 years of experience in metallurgical projects, vendor development, marketing, contract engineering procurement & general management culminating to the position of board director. He was chairman of the Indian Electrical & Electronics Manufacturing Association (Eastern India Chapter) for 2 years. Mr. Sikdar is a linguist, proficient in many foreign languages such as German, Japanese and Russian. This is apart from his ability to communicate in English, Bengali, Hindi & Sanskrit. He has been awarded many prizes for excellence in language learning.



Vanita Ganguli | MA, B.Ed

Area: Marketing Communication



Vanita Ganguli , has served the Hotel, Travel and Education Industry for over 20 years . Her area of expertise lies in marketing communications , the weapons of war in the battle for mind space in the heads of the consumer. She has designed , created and delivered numerous campaigns and is well acquainted with the nuances of using both traditional and digital media to increase brand presence .

Her hands on approach focus on communication and presentation skills , as well as role playing and image management.

Nilanjan Gupta | M.A. Economics (JU)

Area: Finance, Operations Research, Development Economics

Mr. Gupta holds a First Class Masters degree in Economics from Jadavpur University. He has over 6 years of corporate experience in the Financial Sector. Mr.Gupta has served companies like Peerless Securities Ltd., India Infoline Ltd., Motilal Oswal Securities to name a few in Managerial Positions. He is currently the PGP Committee Chairperson at Jyotirmoy School of Business.



Saibal Kumar Saha | B.Tech, MBA | UGC NET Qualified

Area: Marketing and IT



Mr. Saibal Kumar Saha holds a first class Masters degree in MBA. He has around 2 years of corporate experience in MNCs like Cognizant Technology Solutions and Tata AIG Life. He has also served National Institute of Technology, Silchar as Assistant Professor MBA.

INTELLECTUAL CAPITAL

Dr. Jayshree Goswami | M.A.-English (BHU)| PhD - Literary Communication

Area: Business Communication

Dr. Jayshree Goswami has done her PhD on Literary Communication from Indian School of Mines, Dhanbad. She has a first class Masters degree in English from Banaras Hindu University. Dr. Goswami has several research publications in National and International peer reviewed journals. Prior to joining Jyotirmoy School of Business, she worked as a Teaching Associate at Indian Institute of Management Calcutta for a year. Her areas of interest include Managerial Communication, Cross Cultural Communication, Negotiation Skills, Organizational Communication, Literary Theory, Indian English Literature, and Post Colonial Literature.



Mihir Hemani | B.Com | Chartered Accountant | PGDM (IB & Finance)

Area: Finance

Mr. Hemani is a qualified Chartered Accountant and also has a PGDM degree. He holds experience of working as an auditor for private and public sector companies. Apart from teaching at JSB, he is also working as Manager Finance, Accounts & Administration for Saraswati Infracon India Limited. His close interaction with the nitty gritty of daily financial planning makes him ideally suited to prepare students with the latest information in the field of finance.



Seeuly Nath | M.Com Accountancy(CU) | UGC NET Qualified

Area: Managerial Accounting

A first class Post Graduate in Accountancy from Calcutta University, Ms. Nath has rendered her proficient services in the areas of Cost Accounting, Management Accounting and Corporate Accounting in various organizations. She currently teaches financial accounting and corporate accounting to the management students.



GUEST FACULTY

Anup Kumar De
M.Stat. & M.Tech. in Computer Science from Indian Statistical Institute
Lean Six Sigma Black Belt(Operations) from American Society for Quality
Area : Business Statistics

Sandeep Bhattacharya
MPM-(SIBM, Pune) , MBA(IISWBM)
Senior Vice President (HR)-Aditya Birla Group /Textiles Division
Area : OB & HR

Malhar Majumder
FICWA,ACS, Dip.IFRS ,CIMA-UK, CFP
Area : Finance

Wasif Reza Molla
AsstProfessor, Jyotirmoy School of Law
Area : Corporate Law

Subhankar Dasgupta
Asst Professor, Jyotirmoy School of Law
Area : Sociology

Balram Makhija
CA, Senior Executive-FAA, SIILIndia
Area: Finance

Sudipta Kumar Mukherjee
ME, FIE, CE(I), Dip in IP& MM, FIMM
Area: Operations Management

Dr. Santanu Mitra
B.Com(Hons.) CS, MBA, LLM, ACS, PGDM, Ph.D. (Law-CU)
Area: HR & Law

Himadri Pradhan
Chartered Accountant
Area : Taxation



Class of 2013 - 15 with Mr. Ash Nugent, Social Entrepreneur, Australia

DISTINGUISHED FACULTY

Guest	Organisation	Profile	Domain	Topic
Dr. Sharmistha Banerjee	Calcutta University	HOD -Dept. of Business Management	Management Education	Session on “Importance of PGDM in Corporate World”
Chiranjib Paul	B K Group	DGM	Operations Management	Session on “Importance of Logistics”
Ravindra Dharkar	Lafarge cement	VP-Talent Acquisition, Learning & Development	HR	Colloquium on “Qualities of a Good Manager”
Samaresh Shah	White canvas Services IBM India Ltd.	Founder Director DGM	Consultancy/ Business Services	Colloquium on “What Employers Look For”
Sandip Chowdhury	Dalmia Group	Senior General Manager Logistics	Operations Management	Colloquium on “Supply Chain Management”
Suryanil Ghosh	Bengal Chamber of Commerce & Industry Totalin X India	Chairperson Co-founder and Chief Mentor	Entrepreneurship	Colloquium on “Entrepreneurship”
Ruby Kankaria	HCL – Technologies	Asst. Manager	HR	Colloquium on “Management Studies and Future Leaders”
Swami Puratananda	Ramkrishna Mission Industrial Training Centre, Narendrapur	Prefect	Training & Development	Session on “Ethics of an Entrepreneur”
Ankit Fadia		World Renowned Ethical Hacker	IT	Workshop on “ Ethical Hacking”
ArindamSaha	MCX-SX	VicePresident	Finance	Colloquium on “Commodity Market”
Ratul Lahiri	Platinum One	Co Founder and Director	Financial Consulting	Session on “A Glimpse into the Corporate Culture”
Dr. Kumkum Mukherjee	IISWBM	HOD , Master in Human Resource Management	Management Education	Session on “Importance of Corporate Education”
Binod Kumar Bawri	BawriGroup CalcomCements	Chairman BoardofDirectors	Manufacturing Industry	Session on “Entrepreneurship-the way forward”

DISTINGUISHED FACULTY

Guest	Organisation	Profile	Domain	Topic
Dr. Parijat De	Govt. of West Bengal	Director of Technical Education	Education	Colloquium on “ Business Opportunities Overseas & World History of Business ”
Ambassador Philippe Le Gall	Republic of Seychelles to China, also accredited to Japan, Philippines, Thailand, Korea, Laos, Vietnam, Malaysia, Cambodia and Singapore.	Ambassador Extraordinary and Plenipotentiary of the Republic of Seychelles. Honorary Professor in many international universities	Politics & Education	Seminar on “ How to be a good speaker ” & “ Do's and Don'ts of Business Etiquette : how to go global ”
Ash Nugent	Asylum Seeker Resource Centre , Australia	Entrepreneur Bachelor of Commerce, Management and International Business, Deakin University	Social Entrepreneurship	Colloquium on “ Strategic Planning for Non Profits ”
Arvind Nagarajan	Clinton Health Access Initiative , Bain & Capital , Pearson Affordable Learning Fund	MBA, MIT Sloan School of Management Technology BA Economics & Political Science, Yale University Management Consultant	Strategic Management	Colloquium on “ Corporate Planning & Strategic Management ”
Bhaskar Chakraborty	IDEA Pvt Ltd Coordinator – Distance MBA , Vidyasagar University	Managing Director Soft Skill Trainer B. Com. Accountancy , PGDM	Finance and Marketing	Colloquium on “ Maturity & Confidence Building ”
Debanjan Roy	International Combustion India Ltd	Head – HR	Human Resource Management	Colloquium on “ Business Communication ”
Avijit Dutta	Berger Paints	VP-Retail Marketing, South Asia	Marketing	Colloquium on “ Leadership & Motivation ”
Zubin Rashid	Winnominds Ventures Pvt Ltd	Founder of ZR India, CMD and CEO International Soft Skill Trainer & Behavioural Change Management Consultant	Human Resource Management	Workshop on “ Team Building ”

ACADEMIC - INDUSTRY INTERFACE

At JSB we would like to create dynamic, enterprising individuals who radiate a positive energy and would like to contribute to their communities in howsoever different or small a way. These are the future leaders who possess the potential of managing a Global India. The institute is proud to have an association with some of the best names in the field of education both from the world of academics and the corporate sector. Recognizing the need for a global perspective in management education, we regularly invite faculty from reputed business schools to share their perspectives and best practices with our students. Our list of corporate partners is a growing one as more and more corporate recruiters have over the last few years reposed their faith in the quality of our students.



"Art of Public Speaking"
by Ambassador Philippe Le Gall

Mr. Philippe Le Gall - Ambassador Extraordinary & Plenipotentiary of the Republic of Seychelles to the P.R. China & Asian Countries visited JSB on 29th November 2013. He addressed the students on importance of speech, how effective speech should be written and delivered. He also gave important tips for the do's and don'ts of public presentation.

Industrial Visit To the manufacturing unit of Mother Dairy at Dankuni on 16th of August 2014.



ACADEMIC - INDUSTRY INTERFACE



International Seminar on "Entrepreneurship -the way forward".

Jyotirmoy School of Business in association with The Bengal Chamber of Commerce & Industry hosted an international seminar titled "Entrepreneurship -the way forward" on 28th November 2013. The event served as an important forum for policy makers, scholars and business leaders to gather and exchange ideas. The seminar was attended by almost more than 20 corporate houses and a dozen entrepreneurs. Mr. Vijay Roy, alumni of Jyotirmoy School of Business was felicitated as a social entrepreneur for his commendable work in education sector for the weakest section of society, the slum children of Mumbai.



ACADEMIC - INDUSTRY INTERFACE

Colloquium on What Employees Look for ?

With the growing competition in the global market, a talent crisis such as never seen seems to be looming large. Corporates have been plagued by the sudden surge in employee turnover, leading major players to falter. To achieve its hiring targets, corporates have become more conscious in their hiring attempts, resulting in a paradigm shift in the recruitment process. Such measures have led to the foundation of the compelling EVP, and value added HR processes aligned to business objectives i.e. SHRM. To help the students understand these trends ,on 27th of July, 2013, Mr. Samaresh Sah gave a lecture on how one can re-invent oneself in alignment with what employers look for.



ICICI Stock Mind - Season 2.

Stock mind, a national level stock game was organized at JSB on 9th of November 2013. Mr. Dipanjan Mukharjee(Regional Manager of ICLF team) explained the details of 'Stock Market' with an audio visual presentation from ICICIdirect.com. He enlightened the students about the market stock index, how to get a track of market, stop loss and limit sale. Such exposures enable the students to understand the economic big picture and the role of individuals in it. Playing with virtual money nonetheless provides an insight into their risk appetite as well as inculcates in the players the spirit of planning for success and diligent homework that is required to be successful in the trading environment.



PGDM - CURRICULUM

Term – I (1st Year)

- | | |
|-------------------------------------|----------|
| 1. Organisational Behaviour | [JSB501] |
| 2. Financial Accounting | [JSB502] |
| 3. Managerial Economics - I (Micro) | [JSB503] |
| 4. Business Statistics | [JSB504] |
| 5. Evolution of Man and Management | [JSB505] |
| 6. Managerial Communication | [JSB506] |
| 7. Computers for Management | [JSB507] |

Term – II (1st Year)

- | | |
|---|----------|
| 1. Marketing Management | [JSB508] |
| 2. Managerial Economics II (Macro) | [JSB509] |
| 3. Cost and Management Accounting | [JSB510] |
| 4. Quantitative Techniques for Managers | [JSB511] |
| 5. Human Resource Management | [JSB512] |
| 6. Management Information System | [JSB513] |

Term – III (1st Year)

- | | |
|--|----------|
| 1. Business Ethics and Corporate Governance | [JSB514] |
| 2. Financial Management | [JSB515] |
| 3. Operations Management | [JSB516] |
| 4. Corporate Planning and Strategic Management | [JSB517] |
| 5. Research Methodology | [JSB518] |
| 6. International Business | [JSB519] |

Term – IV (2nd Year)

- | | |
|--|----------|
| 1. Management of Change and Leadership | [JSB601] |
| 2. Indian Legal System | [JSB602] |
| 3. Elective - I | |
| 4. Elective - II | |
| 5. Elective - III | |
| 6. Elective - IV | |
| 7. Summer Project and Viva | [JSB603] |

Term – V (2nd Year)

- | | |
|-------------------------------------|----------|
| 1. Innovation and Entrepreneurship | [JSB604] |
| 2. Economic Environment of Business | [JSB605] |
| 3. Elective - I | |
| 4. Elective - II | |
| 5. Elective - III | |
| 6. Elective - IV | |

Term – VI (2nd Year)

- | | |
|-------------------------------|----------|
| 1. Management Control Systems | [JSB606] |
| 2. Elective - I | |
| 3. Elective - II | |
| 4. Elective - III | |
| 5. Elective - IV | |
| 6. Final Project and Viva | [JSB607] |

ELECTIVE PAPERS

Financial Management

- | | |
|--|------------|
| 1. Corporate Accounts, Taxation and Tax Planning | [JSBFM608] |
| 2. Investment Analysis and Portfolio Management | [JSBFM609] |
| 3. Financial Markets, Institutions and Services | [JSBFM610] |
| 4. Financial Derivatives and Risk Management | [JSBFM612] |
| 5. Mergers and Acquisitions | [JSBFM613] |
| 6. International Financial Management | [JSBFM614] |

Marketing Management

- | | |
|--|------------|
| 1. Sales and Distribution Management | [JSBMM615] |
| 2. Product and Brand Management | [JSBMM616] |
| 3. Services Marketing Management | [JSBMM617] |
| 4. Advertising and Sales Promotion | [JSBMM618] |
| 5. Consumer Behaviour and Marketing Research | [JSBMM619] |
| 6. International Marketing Management | [JSBMM620] |

Operations and Supply Chain Management

- | | |
|----------------------------|------------|
| 1. Project Management | [JSBOM621] |
| 2. Quality Management | [JSBOM622] |
| 3. Technology Management | [JSBOM623] |
| 4. Supply Chain Management | [JSBOM624] |
| 5. Materials Management | [JSBOM625] |
| 6. Operations Research | [JSBOM626] |

Human Resource Management

- | | |
|---|------------|
| 1. Industrial Relations and Labour Laws | [JSBHR627] |
| 2. Training and Development | [JSBHR628] |
| 3. Compensation Management | [JSBHR629] |
| 4. Performance Management System and HRIS | [JSBHR630] |
| 5. Human Resource Planning and HRD Audit | [JSBHR631] |
| 6. Strategic HRM and International HRM | [JSBHR632] |

International Business

- | | |
|--|------------|
| 1. International Financial Markets | [JSBIB639] |
| 2. Foreign Exchange Management | [JSBIB640] |
| 3. Global Marketing | [JSBIB641] |
| 4. Export-Import Procedures, Documentation and Logistics | [JSBIB642] |
| 5. International Economic Organisations | [JSBIB643] |
| 6. India's Foreign Trade Policy | [JSBIB644] |

Education Management

- | | |
|--|------------|
| 1. Legal Issues in Education | [JSBEM633] |
| 2. Conflict Resolution | [JSBEM634] |
| 3. Education Management and Leadership | [JSBEM635] |
| 4. Organizing: People, Power, Change | [JSBEM636] |
| 5. Partnering: Leadership Skills for a Networked World | [JSBEM637] |
| 6. Teacher Quality: Policy, Research, and Practice | [JSBEM638] |

SPECIALIZATIONS

- | | |
|----------------------------|------------------------------------|
| •Marketing Management | •International Business Management |
| •Financial Management | •Operation Management |
| •Human Resource Management | •Education Management |



INTERNSHIP & PLACEMENT

JSB Graduates are entitled to prestigious placements including international placements.

JSB holds the distinction of successfully placing all students every year for Summer Internship Programme(SIP).

Many students have got SIP in more than two companies. Students have been placed in the following sectors :

Media and Entertainment,

Retail,

Realty,

BFSI,

FMCG,

Consumer Durables,

Consulting and Hospital Management

Internships in leading blue chip companies lay the foundation for a seamless transition to Industry and entrepreneurship. An active Placement Cell headed by the President and including the Dean, Members of the Board of Governors, Foreign Advisors and Student Placement committee ensures placement in reputed national and multinational companies in India and abroad.



STUDENT PROFILE 2013-15



Anirban Bhattacharya
Specialization: Marketing and Finance
SIP: Matrix Cellular

Dulal Biswas
Specialization: Marketing and Finance
SIP: Pantaloons



Sanglap Basu
Specialization: Marketing and Finance
SIP: Keventer Agro Ltd.

Arup Paul
Specialization: Marketing and Finance
SIP: Matrix Cellular



Imran Ahmad
Specialization: Marketing and Finance
SIP: Dianzi Enterprise

Kushal Chakraborty
Specialization: Marketing and Finance
SIP: Pantaloons



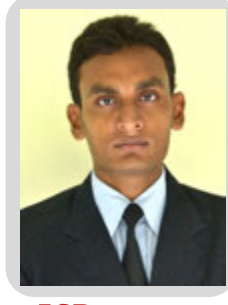
Prithu Debnath
Specialization: Marketing and Finance
SIP: Pantaloons

Saurav Banerjee
Specialization: Marketing and Finance
SIP: Matrix Cellular



Asif Hossain
Specialization: Marketing and Finance
SIP: Pantaloons

Tanmoy Chakraborty
Specialization: Marketing and Finance
SIP: Pantaloons



Pappu Sah
Specialization: Marketing and Finance
SIP: HDFC Life

Susovan Bose
Specialization: Marketing and Finance
SIP: HDFC Life



STUDENT PROFILE 2013-15



Ithiraj Basu

Specialization: Marketing and HR
SIP: Pantaloons



Partha Ghosh

Specialization: Marketing and HR
SIP: Pantaloons



Sumu Saikia

Specialization: Marketing and HR
SIP: HR Pantaloons East Zone



Gopal Sarkar

Specialization: Marketing and HR
SIP: Bijoy Trading Company



Anirban Mukherjee

Specialization: Marketing and HR
SIP: Ruby General Hospital



Samir Boral

Specialization: Marketing and HR
SIP: Ruby General Hospital



Anjana Baruah

Specialization: Marketing and HR
SIP: WinnoMinds



Biswajit Sen

Specialization: Marketing and HR
SIP: Pantaloons



Priti Chakraborty

Specialization: Marketing and HR
SIP: Pantaloons



Soumita Paria

Specialization: Marketing and HR
SIP: Pantaloons



Rohit Kumar

Specialization: Marketing and HR
SIP: Pantaloons



Piyali Talukdar

Specialization: Finance and HR
SIP: Pantaloons

SCHEDULE OF FEE

SCHEDULED FEE FOR POST GRADUATE DIPLOMA IN MANAGEMENT (ACADEMIC SESSION 2015-17)

Fee	SEM 1	SEM 2	SEM 3	SEM 4	Total (INR)
Registration	25,000				25,000
Administrative Fee	22,000	17,000	17,000	17,000	73,000
Total Administrative Fee(A)	47,000	17,000	17,000	17,000	98,000
Academic Fee	78,000	83,000	83,000	83,000	327,000
Total Academic Fee(B)	78,000	83,000	83,000	83,000	327,000
Total(A+B)	125,000	100,000	100,000	100,000	425,000
Payment Dates	31.05.2015	30.11.2015	31.03.2016	31.10.2016	

1. In addition, a **COMPULSORY** refundable security deposit of **Rs.10,000/-**, shall be paid by the students at the time of admission
2. ID Cards /Laptops / Note books will be issued after receiving payment of the caution deposit
3. Course fee payments shall be made by DD drawn in favour of '**Jyotirmoy School of Business**', payable at Kolkata

FEE PAYMENT OPTIONS

Fee for the batch **2015 -2017** shall be Rs. 4,25,000 including Note book / Laptop. However candidates may select any of the following payment options and avail of the fee discounts as applicable.

- a) **Option 1:** Registration Rs. 25,000/- + 4 semester installments i.e. 4 X 1,00,000/- on or before 30th May 2015, 30th November 2015, 31st March 2016 and 31st October 2016 respectively.
Total Fee: 4,25,000/-
- b) **Option 2:** Registration fee Rs. 25,000/- +2 yearly installment i.e. 2 X 1,90,000/- on or before 30th May 2015 and 31st March 2016.
Total Fee: 4,05,000/-
- c) **Option 3:** Registration fee of Rs. 25,000/- + one time payment i.e. 3,60,000/- before 30th May 2015.
Total Fee: 3,85,000/-

HOSTEL ACCOMODATION AND FEE

Year	Total fee to be paid
1 st year	1,00,000/-
2 nd year	80,000/-
Total	1,80,000/-

Note :

The hostel fee is inclusive of food and lodging and is on yearly payment mode

The hostel accommodation is available on first come first avail basis

SCHEDULE OF FEE

SCHOLARSHIPS

Scholarship for CAT:

Percentile	Academic Fee waiver (%)	Total fee to be paid for 2 years	Mode of Payment
90 and above	100	98,000	One Time Payment
80 - 89	90	1,29,000	One Time Payment
70 - 79	80	1,60,000	One Time Payment
60 - 69	70	1,91,000	One Time Payment

Scholarships are also provided on the basis of scores secured in CAT(below 60 percentile/MAT/CMAT/
Academic Records

For MAT Score					
450 – 550	Rs. 20,000/-	551 – 650	Rs. 30,000/-	651 and above	Rs. 40,000/-
For CAT Score					
40 Percentile - 49 Percentile	Rs. 20,000/-	50 Percentile - 59 Percentile	Rs. 30,000/-		
For CMAT Score					
1 to 5000	Rs. 40,000/-	5000 to 15000	Rs. 30,000/-	15000 to 30000	Rs. 20,000/-
Academic Record					
10th – 60%	Rs. 20,000/-	10th – 70%	Rs. 30,000/-	10th – 80%	Rs. 40,000/-
12th - 60%		12th - 60%		12th - 70%	
Gr - 60%		Gr - 60%		Gr - 60%	

Note: The scholarship will be adjusted against last installment of fees and shall be granted on any one of the above criterion.

ELIGIBILITY & ADMISSION PROCEDURE

Eligibility:

A Bachelor Degree (any discipline)
10 + 2 + 3 with minimum 50 % marks,
A valid score in CAT/MAT / XAT/CMAT/ATMA/JMET

Selection Process:

Group Discussion & Personal Interview

Application Kit:

Can be procured from JSB Campus on payment of Rs. 500/- only or downloaded from the website www.jsb.org.in and sent duly filled with a DD of Rs 550 /-in favour of **Jyotirmoy School of Business**, payable at Kolkata.

What we look for in you:

- Good reading habits
- Seriousness of purpose
- Positive mental attitude
- Willingness to orient yourself globally
- A questioning mind

STUDENT TESTIMONIALS

JSB is an excellent place for enhancing merit and knowledge. It has helped me to build the right kind of work ethic, attitude, professionalism and etiquettes.

Sattiyaki Basu Roy Chowdhury
PGDM 2014-16



JSB has offered me the best opportunity to develop my skills and knowledge required in today's competitive world. I appreciate the efforts of my teachers in making learning both educational and entertaining. I will set and strive for new and higher goals than those of today. My overall experience at JSB has been a positive one.

Priyanka Sharma
PGDM 2014-16

JSB is a platform where dreams turn into reality. It nourishes its students to explore, excel and rule by teaching the value of discipline, etiquettes, punctuality and moral ethics in our day to day life. In JSB students are transformed into competent professionals ready to face the new challenges of the Corporate world..

Sandeep Tiwari
PGDM 2014-16



Before joining JSB, I was anxious about how things would turn up. But now I am glad with my choice to study at JSB. The faculty here is outstanding. One should not miss the opportunity of studying here to recognize its most rewarding thing; the educational experience. It is an experience of a lifetime.

Sumu Saikia
PGDM 2013-15

The uniqueness of JSB is that here you can get an entire amalgamation of theoretical knowledge and its application in the practical field. JSB has transformed me into a complete package to thrive in the corporate world.

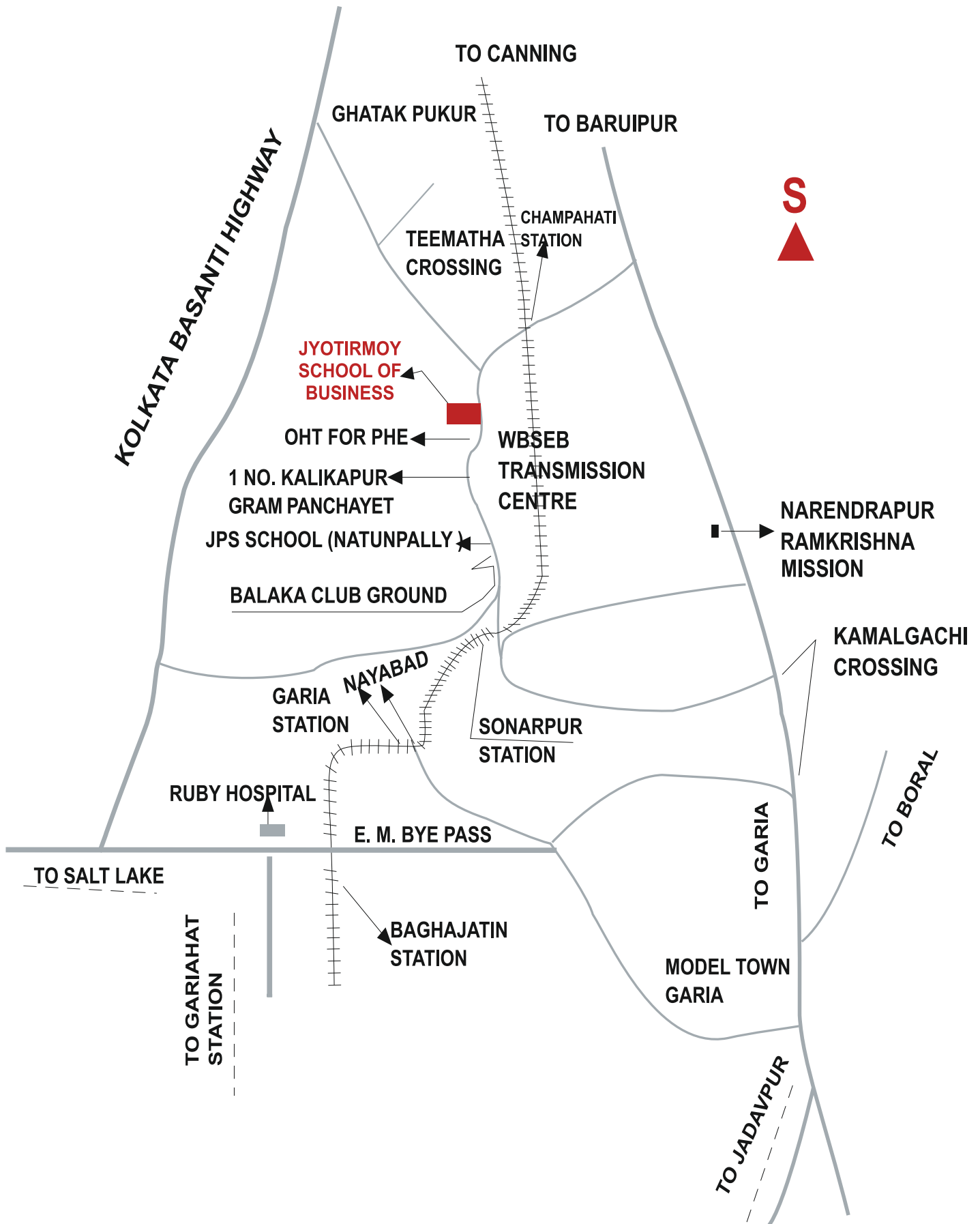
Anirban Bhattacharya
PGDM 2013-15





TERMS AND CONDITIONS

1. It is assumed that the students have gone through the prospectus minutely nevertheless it is stated on the express condition that all matters in it are subject to change from time to time without notice.
2. Final admission is subject to the student's procuring the clearance certificate in the qualifying examination. The admission of a student may stand cancelled if the documents submitted are found to be false or incorrect.
3. JSB reserves the right of merger of courses or to vary content and/or delivery of courses in the academic interest of the students. All elective courses have limited number of seat and the students will be admitted as on first come first serve basis.
4. For administering an elective subject a minimum number of stipulated students should enroll as determined by JSB.
5. If a student is found indulging in drug abuse, violence or improper behaviour and who does not adhere to the rules and regulations which are relevant from time to time, he / she may be expelled depending on the recommendations of the disciplinary committee.
6. JSB has taken due and reasonable care in obtaining the autonomy status and approval from the concerned governing body (AICTE) and the ministry of HRD. However JSB shall be bound to changed laws / government policy/ judicial ruling affecting its status as such. It shall have no liability in any such an event.
7. In case a student withdraws from college on his / her volition within fifteen days of commencement of either preparatory classes/1st trimester classes, whichever comes earlier, JSB shall refund entire amount paid by the student against course fees to the college after deducting Rs.1000/- only as processing fee. However if a student withdraws after 15 days of the commencement of the course and the seat falling vacant is not filled up by any other student, then there shall be no refund at all.
8. In addition to the semester fee, a student shall pay a re-registration fee of Rs.100/- every trimester.
9. In case, a student fails to pay his dues or cause damage to college property, the college is liable to deduct necessary amount from the admission caution deposit. The School of Business does not accept responsibility and expressly excludes all liability that may result from any loss, damage, or injury caused to a student or to his/her property.
10. A clearance certificate from all the departments of JSB has to be signed at the end of every trimester before being allowed to take the term-end examination.
11. JSB reserves its right to revise the fee structure. Fees payable for the PGDM programme, are subject to change from time to time as the college may deem fit. Refund policies and fees payable shall be made available to the student on admission.
12. All disputes / claim of any kind are subject to the jurisdiction of the courts in Kolkata.
13. JSB has the right to use the photograph and profile of any student in various communications and publicity.





Campus

Jyotirmoy Knowledge Park, Kalikapur, Sonarpur, 24 Parganas (S) - 743 330, West Bengal, India.

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Email: admissions@jsb.org.in, srijaya.datta@jsb.org.in

JSB Helpdesk : 9547952055

www.jsb.org.in