



ADMISSION BROCHURE
MASTER OF BUSINESS ADMINISTRATION
(2010-2012)



Department of Commerce with Farm Management
VIDYASAGAR UNIVERSITY



FOREWORD

It is my pleasure to note that the University is heading for admission of the fifth batch of students for its full time regular Course on MBA. The Course has been introduced in 2006 and has been running smoothly. Another dimension of our pleasure is that the Course has been **approved by the AICTE**. I am sure this would go a long way in meeting the demands of the new generation of students for 'Management Studies'. Introduction of the MBA Course of study was an institutional requirement also in the sense that the NAAC Team, while visiting the University in 2002 had strongly urged the opening of this new area of study in Vidyasagar University.

We live in an era of consumerism and commoditisation. There has been a world-wide spurt in the demand for consumer goods. Due to increasing mechanization and automation process in the field of production, production and manufacturing of consumer and industrial products have increased manifold. Due to the process of globalization, cross border transactions have also been increased revolutionarily. Because of the vast expansion in production capacities and marketing opportunities, there has been a shift in emphasis in 'sales' rather than in 'production'. The increasing importance of management studies stems from this phenomenon.

It is being increasingly recognized that the new age customers are not to be treated as objects, as an undifferentiated lot who helplessly surrender themselves before the process of demand and supply. They are being regarded as Subjects having their own choice patterns and being, at least partially, amenable to a process where this choice can be generated and manipulated. We talk today of the emergence of a new generation of 'empowered consumers'. Marketing has also assumed new connotations. It involves, as Philip Kotler has said, a societal process by which individuals and groups obtain what they need and want by a process of creating, offering and freely exchanging products and services of value with others. No doubt that in the context of this changed scenario the study of 'Marketing Management' has assumed great importance.

There has been a new look at the sphere of the organizational management also. Due to the emergence of a vast literature on sociology of organizations, the human behavioural and participative aspects are given more importance than the traditional principles of 'command and control'. Organizational efficiency today is a cumulative product of interaction between structure and process. And in determining the process every man down the line has to play a proactive role. Appropriate norms of socialization have to be developed so that the process can be facilitated. It is in this sense that marketing, organizational and human behavioural studies have become the integral components of management studies today.

Placed in this backdrop, there has been a spurt in the emergence of institutions that have introduced management studies in their programmes. But the level of manpower and infrastructural support as provided by many of them are, to say the least, less than adequate. While initiating this new area of study, our University will adopt a three-pronged strategy to consolidate the programme. First, we will depend on the resourceful and rich in-house interdisciplinary faculty support, which we have in our University. We will keep in mind the fact that management studies, while having its own focussed area, is basically an interdisciplinary endeavour. Second, we will pull in external resources – people having their expertise and skill and experience – to the extent it is required, involving people both from the academia and the industry and providing a platform for interaction among them. The guiding principle here would be providing exposure to our students. And thirdly, we will provide adequate infrastructural support to our students so that they can take advantage of the technology with a view to place them in the ‘world of management’.

So that the students can take up these challenges and reorient themselves, the course structure has been so designed as to facilitate this process. Students have to be proactive, to develop themselves as learners and to develop problem solving skill through the development of initiative, dynamism, and leadership roles. Management study is not for anybody and everybody; it is meant only for those who can take up the challenge of placing themselves in the centre of the fast changing industrial environment and can develop necessary skill and personality to take advantage of the situation. To that extent, it is less theoretical, more job-oriented, less teaching-learning oriented, more a guide to practical world. To facilitate this process, course materials and evaluation thereof have been appropriately designed with the help of recognized experts in the field.

Let me sincerely hope that with the collective endeavour of all of us, we will be successful in our new venture.

12.04.2010
Midnapore

(Dr. Swapan Kumar Pramanick)
Vice-Chancellor
Vidyasagar University

ABOUT THE UNIVERSITY

Vidyasagar University, named after one of the most illustrious sons of Bengal as well as one of the doyens of Indian Renaissance, Pandit Iswar Chandra Vidyasagar, has grown out of a long cultural and educational movement in West Bengal in general and in the undivided district of Midnapore in particular. The idea of founding a University in the district was mooted by the various organizations, notably by the Regional Education Association, Midnapore, headed by Professor A.K.Gayen of IIT, Kharagpur. The Ghani Committee appointed by the U.G.C. also suggested, among others, for the setting up of a University in Midnapore on the ground of its 'having a compact area and a manageable number of colleges' (at that time there were 36 colleges with an enrolment of about 42,000), and also of its 'having the great advantage of co-operation of the IIT, Kharagpur. The Committee was also of the opinion that the new University would develop on the lines suited to the needs of this backward area'.

To give honour and respect to these pious intentions and proposals, the Government of West Bengal decided in 1978 to establish Vidyasagar University. The U.G.C. approved the proposal and on the advice of, and in consultation with the U.G.C., the State Government appointed a Planning Committee in March 1979 to lay down the lines of development and to take initial steps to found the University. The Committee submitted its report in October. Then the Vidyasagar University Act, 1981 (West Bengal Act XVIII of 1981) was passed; some of its sections were brought into operation on 24th June 1981. Finally, Professor Bhupesh Chandra Mukherjee joined as the first Vice Chancellor of the University on 29th September 1981.

Academic activities started when through a Notification [no. 983-Edn (U), dated Calcutta the 23rd May] issued by the State Government, 30 colleges of the District of Midnapore were affiliated to the Vidyasagar University with effect from 1st June 1985.

The foundation stone of the main campus at Tantigaria mouza of Midnapore Sadar Town for post graduate teaching and central administration of the University, was laid on 18th July 1983 by the then Hon'ble Chancellor of the University and Governor of West Bengal, Late B.D.Pande. On 15th January 1986, it was inaugurated by Shri Jyoti Basu, the then Chief Minister of West Bengal. From the next day (16th January) classes commenced in

six post graduate departments: Anthropology, Applied Mathematics with Oceanology and Computer Programming, Commerce with Farm Management, Economics with Rural Development, Library and Information Science, Political Science with Rural Administration.

The U.G.C. accorded recognition to the University in terms of Section 12B of the U.G.C. Act, on 1st March 1990.

The Vidyasagar University thus began its journey to sail through many trials and tribulations.

The University presently houses 24 PG departments (apart from this course – MBA - being run under the Department of Commerce with Farm Management), 10 in Humanities and 14 in Science while 56 undergraduate colleges apart from 13 courses in yet 13 other colleges / institutes are affiliated to it. Fourteen vocational subjects and six other specialized courses are also offered at the UG level. The overall emphasis of the university is not to perpetuate the traditional nature of the other universities of West Bengal but to emerge as a distinctive entity with a special nature of its own. In 2002, The National Assessment and Accreditation Council (NAAC) awarded Vidyasagar University with a 3-star status. In December, 2008, the University went through the re-accreditation process of the NAAC and was awarded with a Grade 2 status with a score of 2.81 CGPA in a 4-point scale. The campus has a picturesque background within which afforestation programmes are being undertaken.

DEPARTMENT OF COMMERCE WITH FARM MANAGEMENT

-:A Profile: -

The Department of Commerce with Farm Management started its functioning from the very inception of the Post Graduate studies at Vidyasagar University in 1985 with one Professor, one Reader and one Lecturer. The student intake was initially 50. Gradually the intake capacity has been raised to the present strength of 95. The present male-female ratio among the students of this Department is about 7:1. Admission is based on merit subject to the reservation policy in vogue for S.C./S.T./P.H./ Sports.

Sanctioned faculty strength has also been increased to seven whole time teachers consisting of one Professor, two Readers and four Lecturers. Owing to the presence of many functional areas of Management and Computer Applications in the revised syllabus, the department has to take the assistance of a good number of guest teachers to enrich the faculty position in quantity and kind. The department has also experienced joining and leaving of a number of teachers since the inception. In 1990 Sri S. Das, Lecturer of this department, in 1991 Dr. T. P. Ghosh, Reader of this department, in 1995 Sri M. Dutta, Senior Lecturer of this department, in 1998 Dr. A. Gupta, Lecturer of this department, in 2000 Dr. A. K. Chattopadhyay, Reader of this department, in 2003 Dr. S. Bhaduri, Lecturer of this department, in 2004 Sri A. K. Sana, Lecturer of this department and in 2006 Dr. B. Bhadra, Reader of this department left the department to join respectively Johns Hopkins University in Maryland, U.S.A. (for which State Scholarship was awarded), the Institute of Chartered Accountants of India, New Delhi as Deputy Director of Studies, Institute of Modern Management, Calcutta to join a senior faculty position, the University of Burdwan in its Department of Business Administration to join a faculty position, the University of Burdwan in its Department of Commerce as Reader, Jawaharlal Nehru University, New Delhi in the Centre for Studies in Science Policy as Assistant Professor, the University of Calcutta in its Department of Commerce and Netaji Nagar (Evening) College in its Department of Commerce. Two senior faculty members of this department, Dr. A. Basu in the year 1999 and Prof. D. P. Pande in the year 2002 retired from their services.

The syllabus of the Department for its M. Com. course had also gone through necessary change after every five years more or less. Currently, the department has also processed and introduced (since 2003-04) another change in its course to follow the U.G.C. guidelines on the one hand and to keep conformity with various tests of national and state

level on the other. In the revised syllabus emphasis has been given on Computer Applications in Accounting and E-Commerce. From the academic session 2008-09, semester system has been introduced into the M.Com Course. A number of job-oriented and practical based subjects like Financial Institution and Markets, Financial Statement Analysis, Computer Application in Business, Computer Application in Accounting, Indirect Taxes and Project Work have been included.

Apart from this, the Department has been taking the responsibility of running a two-year M.B.A. course (having specialization in Finance, Marketing, and Human Resource Management).

The faculty members of the Department take active initiative in motivating and guiding research scholars in spite of the inadequate infrastructure. As of now, nineteen researchers have been awarded with Ph.D. Degree for their research carried out in the department and yet a good number of theses are in the pipeline. Five Research Projects (all U.G.C. financed) - four minor and one major - have already been completed, whereas two Research Projects – one major and other minor are in progress.

The **highlights** of the Department may be exposed in terms of the following points:

1. The Department had first organised a regional level seminar in 1987. After an intermittent phase following that beginning, the department has been organising such seminars regularly on an annual basis since the year 1997 till the last year, the majority of which are organised at the National Level. In the year 2003, the Department organized a two-day National Seminar in collaboration with the Institute of Chartered Accountants of India (ICAI), New Delhi attended by about 250 delegates from different parts of the country and even some from Bangladesh after which the Department came out with an edited volume, entitled “Commerce Education in the new millennium” after a second review of the accepted papers and including some other papers invited from noted experts. The Department had organized again a collaborative seminar on “Emerging Trends in Cost and Financial Management” on January 20 & 21, 2007 in association with another professional body of Accounting, The Institute of Cost and Works Accountants of India which was addressed by some leading experts from the industry.
2. The Department has also been publishing a refereed journal entitled "Vidyasagar University Journal of Commerce" regularly on an annual basis since the year 1996. Some

of the articles already published in the previous issues of the journal have been referred in many research articles of other journals thus giving it the status of a Referred journal too. From the eleventh volume of the journal the electronic version is also available in the university's website, www.vidyasagar.ac.in. The journal is highly acclaimed in the academic and professional circles for its quality and regularity. It has also recently obtained ISSN.

3. The Department has been organizing Extension Lecture Programmes from the year 2007 where eminent academicians from different parts of the country participate by delivering lectures on contemporary issues thus enlightening the teachers and the students even more.
4. The Department has successfully organized reunion of students in 2004, 2006 and 2008. There is an Alumni Association of the Department.
5. As already stated, the Department has experienced the joining and leaving of a number of teachers since its inception. Some of the former teachers of them are very renowned in their own fields at present. Prof. T. P. Ghosh, a former Director of Studies, Institute of Chartered Accountants of India (ICAI), New Delhi and currently a Professor of Finance at IMT, Dubai, is a former teacher of the Department.
6. In the university's history of holding campus placement for its students, the Department has gained a very distinct recognition. In 2005-06, the first attempt of the university in this matter resulted in selection of as many as eleven students of the Department in the recruiting companies. In the following years also, a number of students have got placement through the campus interview.

ABOUT THE COURSE

A dream comes true. The department (Commerce) started dreaming about introduction of MBA course since the Eighth Plan Period. But the efforts of the department saw the light only in 2006 i.e., at the end of the Tenth Plan Period. That year was, however, significant in the history of Vidyasagar University since that important event of introducing MBA course coincided with the celebration of the Silver Jubilee year of the University. It is our pleasure that the Course has been **approved by the All India Council for Technical Education (AICTE)**.

Globalisation has brought about many changes. Naturally, the field of education has not been left out of its effects. Qualitative changes in the market – transformation from buyers' market to the sellers' one – have added many more new dimensions to the ramification of education. Unprecedented changes in the market to be served have increased the demand for management experts many-fold. Recent renaissance for industrialization in West Bengal has added fuel to the fire. Having realized the growing need in the market for management experts, Vidyasagar University has decided to launch this MBA course for initial nourishment under the able and proven academic and professional leadership of the Department of Commerce with Farm Management and obviously with the assured cooperation from all other allied departments and their faculties.

An ultra-modern course curriculum has been designed with an avowed bias toward rural management. That way it honours the recommendation of the NAAC (National Assessment and Accreditation Council) Peer Team on the one hand and on the other pays due regard to the inherent character of rural bias as found to be maintained in different other courses of the University.

An honest attempt on our part is due to establish and maintain adequate linkage with the industry and large business houses in terms of having a blend of academics and professionals in the faculty and also for providing scope to the students to have real life experiences through industry visits and project works. We are ambitious that over time we would be able to make tie-ups with reputed business schools abroad to have international exposure and global marketing of our academic products. Apart from the above plans to provide appropriate dimension measuring width of the course we are also committed to add depth-dimension through quality researches.

ADMISSION PROCEDURE

Eligibility Criteria for Admission:

A Graduate in any discipline including Medical / Engineering / 5-year Law under 10+2+3 pattern or its equivalent with 50% marks (45% for candidates under reserved categories) either in aggregate or in Honours or at Masters level, is eligible for admission. Admission is, however, restricted to the selected candidates only.

Selection Procedure:

Selection of the candidates for admission into the course will be made through counseling of JEMAT qualified candidates and also from candidates qualifying CAT / MAT or a written test, if necessary, to be conducted by the University especially for the purpose, followed by group discussion / viva-voce; academic performance, relevant work experience, and other similar inputs may also be considered if necessary.

Test Details:

If necessary, an objective-type written examination of two-hour duration for 100 marks to test the aptitudes in English (Language Comprehension), Computation (Mathematical Skills), General Knowledge (including Current Affairs), and Reasoning may be held at the University campus sometime in *June*, 2010, as may be notified later.

COURSE FEES

A course fee of Rs. 15, 000 (Rupees fifteen thousand only) per Semester is payable at the time of admission into each of the four Semesters. In addition, an amount of Rs. 2,890 (Rupees two thousand eight hundred and ninety only) towards payment of other fees and charges is also to be paid at the time of first admission. The above fees exclude examination fees and hostel / messing charges, if accommodation is provided. All payments are to be made by Demand Draft on any scheduled commercial bank favouring ‘Vidyasagar University’ payable at Midnapore.

COURSE DETAILS

General Information:

- After successful completion of the study the University will award MBA Degree in 'Financial Management' / 'Marketing Management'.
- The medium of instruction for the MBA course will be English only; the candidates will also have to take the examination (including the Admission Test) in English.
- Entry to the MBA course shall be only in the First Semester and no entry thereafter shall be permissible.
- After admission a student must have to register himself / herself as a student of Vidyasagar University.
- A student shall be deemed to have pursued this regular course of study provided he / she has attended at least 75% of the lectures delivered in each semester. The University reserves the right to condone the deficiency in attendance, if any, only up to 10% for cogent reasons for which the student shall have to pay a condonation fee of Rs. 500.
- A student admitted to the MBA course shall not be permitted to pursue concurrently any other equivalent or higher degree course in any other University or Institute.

Courses of Study:

- It is a regular full-time **two-year** study programme in bi-semester system.
- The entire course is to be divided into **four semesters**.
- The course of study consists of **thirty two papers of 100 marks each** spread over equally into four Semesters.
- The course of study will offer **Major-Minor type of Specialisation** having eight Papers from Major and four from Minor.
- A student must have the **same combination of Major and Minor** Subject Specialisation in any Semester wherever applicable.
- Currently, only two specialisation areas namely, '**Financial Management**', and '**Marketing Management**', are being offered as both '**Major & Minor**' and '**Human Resource Management**' as '**Minor**' only. Efforts are being made to offer '**Human Resource Management**' as a '**Major**' specialization area.
- The structure of the entire course is appended below.

Curriculum
MASTER OF BUSINESS ADMINISTRATION
YEAR 1

First Semester: 8 Compulsory Papers of 100 marks each = 800 Marks

- 101 Management Theory: Principles and Processes**
- 102 Managerial Economics**
- 103 Quantitative Methods**
- 104 Accounting for Managers**
- 105 Business Legislation**
- 106 International Business Environment & Research Methodology**
- 107 Business Communication and Environmental Studies**
- 108 Computer Applications in Business**

Second Semester: 8 Compulsory Papers of 100 marks each = 800 Marks

- 201 Organisational Behaviour and Management of Change**
- 202 Financial Management**
- 203 Marketing Management**
- 204 Human Resource Management**
- 205 Production and Operations Management**
- 206 Business Policy and Strategic Management**
- 207 Corporate Governance and Legislation**
- 208 Rural Administration and Management**

YEAR 2

Third Semester: 2 Compulsory and 6 Specialisation Papers (4 from Major and 2 from Minor) of 100 Marks each = 800 Marks

- 301** }
- 302** } **Project Work (including viva-voce) - equivalent to Two Papers**
- 303** } **Six Specialisation Papers – Four from Major Specialisation Group**
- to** } **and Two from Minor Specialisation Group**
- 308** }

Fourth Semester: 6 Specialisation Papers (4 from Major and 2 from Minor) and 2 Compulsory Papers of 100 Marks each = 800 Marks

- 401** }
- to** } **Six Specialisation Papers – Four from Major Specialisation Group**
- 406** } **and Two from Minor Specialisation Group**
- 407** } **Dissertation (equivalent to One Paper)**
- 408** } **Grand Viva (including both the Project and the Specialisation viva)**

Specialisation Papers

Finance Management

Third Semester: Four Papers (of which *first two* Papers will be offered as Minor for students of other Major Groups)

- F303 Financial and Investment Analysis**
- F304 Management Control System and Auditing**
- F305 Portfolio Management**
- F306 Advanced Financial Accounting**

Fourth Semester: Four Papers (of which *first two* Papers will be offered as Minor for students of other Major Groups)

- F401 Corporate Taxation**
- F402 International Financial Management**
- F403 Financial Institutions and Markets**
- F404 Management of Financial Services**

Marketing Management

Third Semester: Four Papers (of which *first two* Papers will be offered as Minor for students of other Major Groups)

- M303 Consumer Behaviour and Customer Relationship Management**
- M304 Sales and Distribution Management**
- M305 Advertising and Sales Promotion Management**
- M306 Marketing of Services**

Fourth Semester: Four Papers (of which *first two* Papers will be offered as Minor for students of other Major Groups)

- M401 Industrial Marketing**
- M402 Marketing Research and Forecasting Techniques**
- M403 Retail and e-Marketing**
- M404 International Marketing**

Specialisation Papers

Human Resource Management

Third Semester: Four Papers (of which *first two* Papers will be offered as Minor for students of other Major Groups)

- HR303 Human Resource: Policy and Strategy**
- HR304 Human Resource: Planning and Utilisation**
- HR305 Human Resource Development**
- HR306 Industrial Relations**

Fourth Semester: Four Papers (of which *first two* Papers will be offered as Minor for students of other Major Groups)

- HR401 Industrial Organisation and Labour Welfare Laws**
- HR402 Compensation Management**
- HR403 Industrial Psychology and Organisational Dynamics**
- HR404 Cross Cultural and Global Human Resource**

Operations and Systems Management

Third Semester: Four Papers (of which *first two* Papers will be offered as Minor for students of other Major Groups)

- OS303 Production, Planning and Control**
- OS304 Programming Languages and Computer Networking Principles**
- OS305 Operations Research**
- OS306 Structured Systems Analysis & Designing and Software Engineering**

Fourth Semester: Four Papers (of which *first two* Papers will be offered as Minor for students of other Major Groups)

- OS401 Total Quality Management**
- OS402 Database Management System (DBMS) and Structured Query Language (SQL)**
- OS403 E-Commerce Programming Languages**
- OS404 Web Development of Internet Applications**

EXAMINATION SYSTEM

1. Each theoretical paper will be examined / assessed separately through both the final and internal assessment in 80:20 ratio.
2. Internal assessment shall be based on some objective criteria as may be worked out by the Department duly approved by the Faculty Councils for Post-Graduate Studies. Objective criteria include Class Test, Term Paper, Project Assignment, Seminar, and Book Review.
3. A student must have to secure pass marks in theoretical and practical portions separately. Pass marks shall be 40% for theoretical papers and 50% for Practical / Dissertation / Project Papers.
4. There shall be a mixture of Long (of 10 marks each), and Semi-long (of 5 marks each), answer type questions in each Half (of 50 marks) of a theoretical Paper in the ratio of 50:50. It may be mentioned that 10 marks are earmarked for Internal Assessment in each half of 50 marks.

PRESENT CORE FACULTY FOR COMMERCE

Name of the teacher	Designation	Age (Yrs.)	Qualification	Area of Specialisation	Experience (in years)	
					U.G.	P.G.
Kartick Chandra Paul	Professor	57+	Ph.D., M. Com., LL.B., AICWA	Finance & HR	7	24+
Arindam Gupta	Professor	40	Ph.D., M. Com., FICWA, PGDFM	Finance	-	15+
Samir Ghosh	Reader	39	Ph.D., M. Com., AICWA, DCA, DFA	Banking, Accounting and Control	-	14+
Kalpataru Bandopadhyay	Reader	41	Ph. D, M. Com., Grad. CWA	Finance	11	1+
Tagar Lal Khan	Senior Lecturer	40	M. Com., ICWA (Inter.)	Accounting and Control	1	11+
Abhijit Sinha	Lecturer	30	M.Com., M.B.A.	Finance and Strategic Management	-	5
Tarak Nath Sahu	Lecturer	27	M.Com., M. Phil.	Accounting and Finance	-	2+
FOR MBA (ON CONTRACT BASIS)						
Abhijit Pakira	Lecturer	26	M.A., MBA, M. Phil.	Human Resource Management	-	4
Ms. Indrani Majumder	Lecturer	35	M.A., MBA	Marketing	12	5

Guest Teachers

1. Prof. A. K. Jana, Dept. of Political Science with Rural Administration, VU
2. Prof. S. N. Sau, Dept. of Economics with Rural Development, VU
3. Prof. Tanmay Bhattacharya, Dept. of Zoology, VU
4. Prof. Debasish Mondal, Dept. of Economics with Rural Development, VU
5. Dr. M. K. Pal, Dept. of Economics with Rural Development, VU
6. Dr. S. Jana, Dept. of Economics with Rural Development, VU
7. Dr. Ram Krishna Maity, Dept. of Geography and Environment Management, VU
8. Mr. Biswapati Jana, Dept. of Computer Science, VU
9. Mr. Khokan Maity, Audit Officer, Vidyasagar University
10. Mr. Sudipta Ghosh, P. K. College, Contai
11. Dr. Anupam Parua, K. D. College of Commerce and General Studies
12. Mr. Bibekananda Das Mahapatra, K. D. College of Commerce and General Studies
13. Mr. Badal Kr. Maity, Mahisadal Raj College
14. Mr. Ramendra Nath Ghosh, Panskura Banamali College
15. Dr. Braja Ballav Pal, Panskura Banamali College
16. Mr. Tamal Basu, P. K. College, Contai
17. Dr. Santimoy Patra, Garhbeta College
18. Dr. Chitta Ranjan Pal, Seva Bharati Mahavidyalaya, Kapgari, West Midnapore
19. Mr. Sajal Jana, Garhbeta College
20. Mr. Kalyan Chatterjee, Jhargram Raj College, Jhargram, West Midnapore
21. Prof. Debdas Ganguli, Haldia Institute of Technology and Management
22. Mr. Shyamalendu Krishna Maity, Practicing Lawyer
23. Mr. Samarendra Nath Das, Practicing Lawyer
24. Mrs. Malancha Gupta, Guest Teacher, Dept. of Computer Science, VU
25. Mr. Subhayan Basu, Guest Teacher, Dept. of Commerce, University of Calcutta
26. Mr. Narayan Ch. Maity, Guest Teacher, Dept. of Computer Science, VU
27. Mr. Rajarshi Chakraborty, Pailan Institute of Management
28. Mr. Sandip Sekhar Santra, ICFAI, Kharagpur Branch
29. Mr. Amar Vijay Gandhi, Magnus School of Business (ICFAI Group)
30. Mr. Jayanta Banerjee, Magnus School of Business (ICFAI Group)
31. Mr. Rajib Bose, Mrinalini Datta Mahavidyapith (Birati)

Subject Committee

Members:

1. Prof. Sankar Prasad Singha, Professor, Dept. of English, and Dean, Faculty of Arts and Commerce, V. U. as **Chairman**
2. Prof. K. C. Paul, Course Coordinator, MBA, & Professor, Dept. of Commerce with Farm Management, V.U. as **Secretary**
3. Prof. Arindam Gupta, Professor, Dept. of Commerce with Farm Management, V.U.
4. Dr. Samir Ghosh, Reader & Head, Dept. of Commerce with Farm Management, V.U.
5. Dr. Kalpataru Bandopadhyay, Reader, Dept. of Commerce with Farm Management, V.U.
6. Mr. Tagar Lal Khan, Sr. Lecturer, Dept. of Commerce with Farm Management, V.U.
7. Mr. Abhijit Sinha, Lecturer, Dept. of Commerce with Farm Management, V.U.
8. Mr. Tarak Nath Sahu, Lecturer, Dept. of Commerce with Farm Management, V.U.
9. Mr. Abhijit Pakira, Lecturer (HR) in MBA (on Contract)
10. Ms. Indrani Majumder, Lecturer (Marketing) in MBA (on Contract)
11. Prof. Anil Kumar Jana, Professor, Dept. of Political Science with Rural Administration, V.U.
12. Sm. Sabari Pramanik, Lecturer, Dept. of Computer Science, V.U.
13. Prof. Saroj Datta, VGSOM, IIT, Kharagpur
14. Prof. K. K. Chowdhury, Director, Army Institute of Management, Kolkata
15. Dr. Santanu Kumar Sinha, Principal, Bhawan's Institute of Management Science, Kolkata

Vidyasagar University Teachers for Commerce & MBA



1st Row: From Left to Right: Dr. Samir Ghosh, Prof. Kartick Chandra Paul
2nd Row: Left to Right: Mr. Abhijit Sinha, Prof. Arindam Gupta, Mr. Tagar Lal Khan,
Mr. Tarak Nath Sahu, Dr. Kalpataru Bandopadhyay, Ms. Indrani Majumder, Mr. Abhijit Pakira