

# Techno India Group

## Centre of Excellence



# MBA

(MASTER OF BUSINESS ADMINISTRATION)

2 years Post Graduate Degree Programme

AICTE approved & MAKAUT [formerly WBUT] affiliated

Enrolled under Netaji Subhash Engineering College. 

Meghnad Saha Institute of Technology 

**Specialization in:**

Marketing | Finance | Human Resource | Operations | Business Analytics





# Scope



The Master of Business Administration (MBA) is an internationally-recognised degree designed to develop the skills needed for careers in business and management. The value of the MBA, however, is not limited strictly to the business world. An MBA can also be useful for those pursuing a managerial career in the public sector, government, private industry, and other areas.



## Techno India Group School of Management

- AICTE approved, MAKAUT (formerly WBUT) affiliated
- NAAC & NBA Accredited
- Ranked By : NIRF

## Courses we offer @ TIG School of Management

- Master of Business administration
- Bachelor Of Business administration
- Bachelor of Computer applications  
(Regular , Full time Courses)

# FACTS at a GLANCE

## Techno India Group

- 35 YEARS OF EXCELLENCE IN KNOWLEDGE MANAGEMENT
- 5 UNIVERSITIES
- 21 ENGINEERING COLLEGES
- 12 B-SCHOOLS
- 40 IT TRAINING INSTITUTES
- 22 R&D LABS
- 19 PUBLIC SCHOOLS
- 7 HS SCHOOLS
- 100 STATE-OF-THE-ART CAMPUSES IN INDIA & OVERSEAS
- 6000 FACULTY & STAFF MEMBERS
- 1,50,000 STUDENT BASE
- 1 MILLION ALUMNI ACROSS THE WORLD
- KNOWLEDGE CITIES
- SPORTS ACADEMIES IN WB & NE STATES
- MULTI SPECIALTY HOSPITAL
- LUXURY HOTEL IN DARJEELING
- MEDIA & ADVERTISING
- ENTERTAINMENT





# Message from **MD's desk**

**Satyam Roychowdhury**  
MD, TechnoIndia

## **Welcome to Techno India Group School of management**

Over the years, Techno India Group B-School has undoubtedly emerged as a leading B school of Eastern India. Not just a house of higher education but a school fuelled by innovation and collaboration all set to transform young minds.

In the post pandemic workspace, managerial skills will demand social responsibility and global outlook. What the world needs, at this juncture, is dedicated socially sensitive and ethical managers with sound knowledge of contemporary management concepts.

Techno India Group have established an enviable record of quality and accomplishment, instilling the right amount of balance, among its pupils, of global outlook and local entrepreneurial approach.

Under the mentorship of an eclectic, learned and committed team of faculty, having intensive industry experience, our students learn the reality of Indian business and simultaneously develop a deep international perspective/ overview of global establishments. The pedagogical tools applied by the professors are geared towards motivating the students to be more innovative and creative.

We work very closely with the industry and actively seek the participation of industry leaders in development of course offerings. Our students are regularly assigned projects in collaboration with globally recognised corporate houses that get them acquainted with the new developments taking place in the industry. They are also sent for internships and on-the-job trainings to reputed organisations, as we foster the believe, learning on the job is most productive. We also encourage our students to become well rounded individuals and inculcate values of self-reliance which propel them in becoming successful entrepreneurs themselves.

We have created a culture where gen Z can expand their knowledge and their intellectual horizons to emerge as transformed and prepared individuals to have an impact on the world of business and society at large.

**We do not just focus on building Managers, we create Leaders.**



## Message from

# Dean's desk

**Dr . Amit Kundu**

B.Tech [JU], MBA [IIST], Ph.D [CU]  
Dean, School of Management, TIG

### **Welcome to Techno India Group School of management**

Technology enabled growth in the Indian economy has given India an opportunity to move into the league of Developed Nations. It has also put unprecedented challenge to management education as a discipline. The need for competent and contemporary management education has never been more crucial than today. Economic prosperity of a country depends greatly on the degree of partnership that exists in the country between the educational institutions and the corporate world, in creating a pool of rich human capital. The educational institutions should constantly interact with the corporate world to know their needs and accordingly design programs to create a pool of appropriately skilled manpower. This sense of responsibility, is much more expected in institutions delivering management programs.

At School of Management, Techno India Group (TIG), we are soulfully dedicated to this philosophy. The reason for existence for any educational institution should be to make positive contribution in such nation building exercise. Our programs are, accordingly, designed to cater to the increasingly complex skills needed by industry in today's dynamic and globalized environment. Academics here, therefore, are centered on continuous dialogue with the industry, discussing contemporary management practices in classrooms, application oriented pedagogy, creating capacity of innovative thinking among the students and developing entrepreneurial acumen in them with an aim of eventually making technocrats out of naïveté. During our decade long existence, we have been successful to a great extent, which is apparent in achievements of our strong alumni base.

We have a simple mission to nurture excellence and promote leaders capable of managing resources in a globalized environment, with social responsibility. At our B-School of TIG, we strive to achieve excellence in every endeavor - creation of knowledge, imparting the knowledge and augmenting the practice through consulting and executive education.

We are extremely confident that, students will find TIG School of Management to be the best launch pad to the career path that they aspire to follow. It is not only the course curriculum, or the pedagogy, or technology based learning environment, but also the spirit of excelling in a team even in a cross-cultural atmosphere with its complex dynamics, that makes you corporate ready for any career path. Make the maximum out of it.

**We from Techno India Group School Of Management wish all success in your journey .**

## TIG School of Management, is committed to:

- **Excellence in management education, research, and training**
- **Use of contemporary participant-centric pedagogies and teaching methods**
- **A presence in emerging segments of management education**

School of Management, TIG rewards initiative, novelty and thinking outside the box. Our students are individualists of enormous intellectual energy with a talent for collaboration and teamwork. We are a diverse lot, possessing flair and dynamism that develops in a metropolis like Kolkata and thrives on challenges both inside and outside the classroom.

Corporate recruiters value our graduates for their intellectual abilities, their collaborative mind-set, their individuality and their ability to hit the ground running.

We invite you to discover School of Management , TIG for yourself.



## TIG School of Management, strives to:

- Ensure a value driven and technology oriented academic environment.
- Excel in offering industry relevant management programs with innovative and entrepreneurial approach.
- Enrich knowledge base through research, consultancy and collaborative studies with corporate on business practices.
- Engage students and faculty in understanding societal needs and ideating solutions.

## Our Values @ TIG School of Management

- Integrity
- Innovation
- Collective Decision Making
- Academic Freedom
- Compassion with commitment
- Sensitivity to sustainability



## How to be a part of TIG School Of Management ?

### Eligibility

**For MBA :** A Bachelor's Degree (or equivalent) in any discipline (those appearing final examination are eligible), or post-graduate qualification with at least 50% aggregate marks (45% for reserved categories) in either their Bachelor's or post-graduate degrees.

**For BBA :** 10 + 2 from any stream

**For BCA :** English and Mathematics/ Statistics/ Business Mathematics/ Information Practice/ IT/ Computer Science/ Computer Application at the 10+2 level

### Entrance Test

**For MBA :** MAT (Management aptitude Test)

JEMAT (Joint Entrance Management aptitude Test)

**For BBA/BCA :** Common Entrance test

## Why MBA @TIG School of Management

- Entrepreneurial culture
- Highly Industry Driven
- Designed by a set of highly knowledgeable panel
- Personality driven Workshop
- Industry Relations
- Experience based learning with Summer Internship
- Industry leading faculty from elite academic and corporate circles
- Attention to detail for personality development and "Soft Skills" development for students.
- Use of Education Technology tools in Teaching Learning process
- Implementation of Smart class Technology enabled classroom equipped with education technology tools for better learning experience
- Campus wide Wi-Fi
- Online education through portal learning anywhere and anytime 24 x 7
- Additional Certification programs for value addition



## Key Features of TIG School of Management

TIG School Of Management believes in a proper corporate education which can create more opportunities in Management Studies ..

- ☛ SAP ERP Suite Certification
- ☛ Foreign Language Training Certificate
- ☛ Industry Experts as faculty members
- ☛ Summer Internship and Field Project
- ☛ Industrial Employment Guarantee Mentorship Program
- ☛ Educational Tour
- ☛ 500 Hours of extensive Training in Personal Grooming & Communication

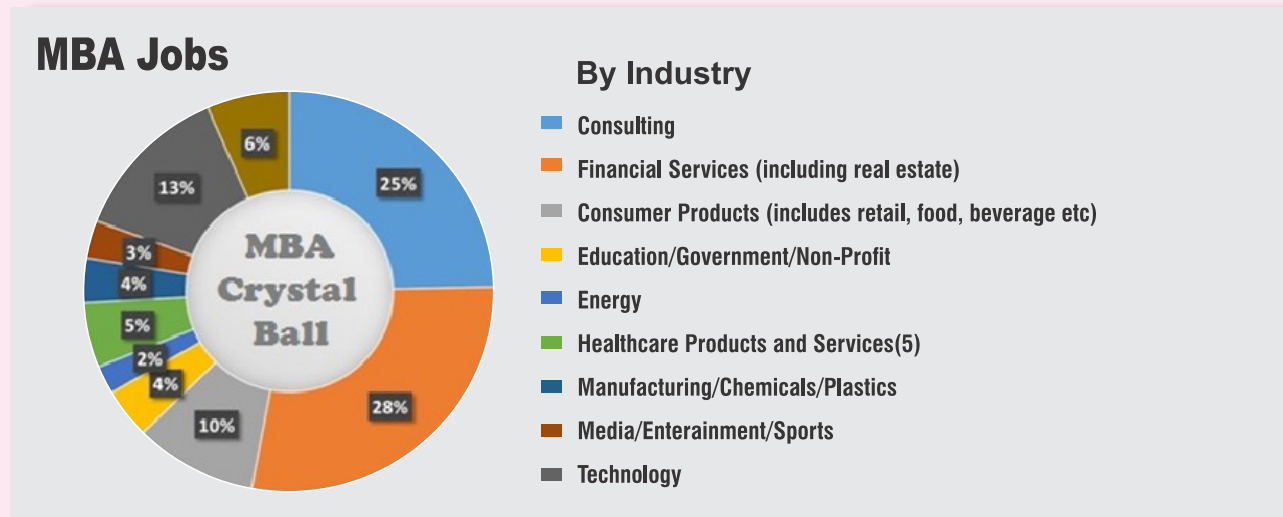
## 5 Ways MBA Skills Could Accelerate your Career

1. Leadership and Teamwork
2. Prioritization and Strategy
3. Understanding the Digital impact on business
4. Networking
5. Ability to solve complex problems

*In the age of digitization and change, the benefits of having MBA skills may reach beyond traditional business environments.*



## Top Industries to Work



## Industry Visit : TIG School Of Management

TIG SOM, makes it a point to ensure that every students visits at least 4 industry/ work places. Such visits are planned right through the programme. In the first year, visits focus more on the understanding of the environment of the industry whereas from the second year the focus is more intensely on the workplace practices, cultural aspects and the overall dynamism of industry environment.



Industry visit at Haldia Petrochemicals Ltd.

## Necessity of Seminars and Workshops for management Students :

Seminars and workshops aren't just important to your management experience – they can make a positive impact on your career. Find the ones that interest you, and take full advantage of the opportunity to learn about each topic or subject to further your education and your career.

- Encourage Dialogue
- Develop New Ideas
- Improve Your Skills
- Network for Your Career

## Some Activities (Workshop/Seminar) @ TIG School Of Management

| THEME   | SPEAKER  |
|---|--|
| Doing Business in an uncertain world  | <b>Mr . Dipankar Banerjee</b><br>(COO, Mining Business,<br>Gainwell caterpillar)<br><b>Moderator : Dr . Amit Kundu</b><br>(Dean , TIG School<br>Of Management) |
| Trends in Supply Chain and<br>Manufacturing in Digital Age  | <b>Dr . Arindam Sen</b><br>(Director , HCL Technologies)   |
| Agri Stratups : Potential &<br>National Perspectives  | <b>Mr . Satish Tiwari</b><br>(National Head Marketing,<br>Coromandel International Ltd)  |
| The Human Experience : HR's Next Frontier   | <b>Mr . Sribesh Beltharia</b><br>(Vice President & Group HR Head,<br>Shyam Steel Industries Ltd )  |
| If you create : will they buy ?<br>How to go from insights to<br>products customers want  | <b>Ms . Rupsa Chatterjee</b><br>(Manager , Business development<br>and Technical marketing, Sandvik )  |
| Webinar on "Discipline Management"  | <b>Mr. Kushal Banerjee</b><br>(Ex VP HR & Consultant of<br>Exide Industries Ltd.)  |
| School of Management, TIG<br>Virtually hosted interactive session<br>insight on critical role of HR specially<br>during the time of crisis. | <b>Mr. Avik Sanyal</b><br>(Head HR – Employee<br>Benefits & Services – Tata Steel)   |
| A Webinar On ""Changing Consumer<br>Behaviour in the times of Pandemic"   | <b>Mr. Prasun Basu</b><br>(President, Nielsen Global<br>Connect, South Asia Zone)  |
| Bell Curve Approach in<br>Human Resource Management   | <b>Mr . Dhruvajyoti Majumder</b><br>(Cluster HR Manager , L&T Construction )   |



## Management Curriculum at a glance: a brief index

| SEMESTER I                                       | SEMESTER II                                  | SEMESTER III  | SEMESTER IV  |
|--|--|---|--|
| <b>Course</b>                                    | <b>Course</b>                                | Two from any one Functional Area (Major) and two from a different Functional Area (Minor) | Four from Major Functional Area and Two from Minor Functional area |
| Managerial Economics (Micro)                     | Indian Economy and Policy                    |   |  |
| Organizational Behaviour                         | Financial Reporting, Statements and Analysis |   |  |
| Business Communication                           | Marketing Management                         |   |  |
| Legal and Business Environment (Micro and Macro) | Operations Management                        |   |  |
| Indian Ethos and Business Ethics                 | Management Information System                |   |  |
| Quantitative Techniques                          | Human Resource Management                    |   |  |

| CORE Paper for Third Semester  | Elective Papers for Third Semester<br>[Two from Major Functional Area and two from Minor Functional Area] |                             |                           |                                       |                                     |
|--|---|-----------------------------|---------------------------|---------------------------------------|-------------------------------------|
|  | Marketing   | Finance                     | Human Resource            | Business Analytics                    | Operations                          |
| Entrepreneurship and Project Management  |   |                             |                           |                                       |                                     |
| Corporate Strategy   | B2B Marketing   | Taxation                    | Team Dynamics At Work     | Modeling Techniques                   | Supply Chain & Logistics Management |
| Internship Project and Viva Voce (Eight weeks Internship Project in industry in the respective area of Elective courses) | Digital & Social Media Marketing  | Project Appraisal & Finance | HR Metrics And Analytics  | Applications of Analytics In Business | Operations Strategy                 |
|  | IMC/ Promotion Strategy   | Behavioral Finance          | Cross Cultural Management | Business Forecasting                  | Quality Toolkit For Managers        |
|  | Marketing Research  | Corporate Finance           | Organizational Design     | Data Science Using R                  | Pricing & Revenue Management        |

## Management Curriculum at a glance: a brief index

| Elective Papers for Fourth Semester<br>[Four from Major Functional Area and two from Minor Functional Area] |  |   |                                   |                                    |
|---|--|---|-----------------------------------|------------------------------------|
| Marketing   | Finance  | Human Resource                            | Business Analytics                | Operations                         |
| Consumer Behaviour  | Investment Analysis & Portfolio Management     | Manpower Planning Recruitment & Selection | Data Visualization For Managers   | Sales & Operations Planning        |
| Retail Management   | Managing Banks & Financial Institution         | Employee Relations & Labour Laws          | Big Data Technology               | Behavioural Operations Management  |
| Sales & Distribution Management   | Mergers, Acquisition & Corporate Restructuring | Compensation & Benefits Management        | Statistics For Business Analytics | Operations Research Applications   |
| Service Marketing   | Financial Derivatives                          | Performance Management System             | Data Mining                       | Supply Chain Analytics             |
| Product & Brand Management  | International Finance                          | Strategic HRM                             | Data Analytics Using Python       | Management Of Manufacturing System |
| International Marketing   | Financial Markets & Services                   | International HRM                         | Optimization Techniques           | Sourcing Management                |



**Dr. Prabir Mukhopadhyay**  
Ph. D, MA: Economics  
Ex General Manager,  
West Bengal Financial Corporation



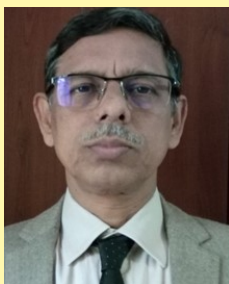
**Prof. Ankan Bandyopadhyay**  
B.E [JU], CFA, CMA [USA]  
Ex Member Secretary - IC,  
Ministry of Power



**Prof. Swati Banik**  
MA [JU], PGDHRM [IGNOU], MBA [JU]  
Faculty : TIG School of Management



**Dr. Anjan Ghosh**  
Ph. D, B.Tech  
Former Vice President,  
TQM, Exide Industries Ltd



**Prof. Himadri Sekhar Ghosh**  
B. Stat; M. Stat, [ISI]; PGD - Comp. Sc [ISI]  
Former Project Manager - IBM



**Dr. Tridib Chakraborty**  
Ph. D, MA: Economics  
Former Faculty - IIM Calcutta



**Prof. Joydeb Bandyopadhyay**  
BE[IIST] ME [IIST], MBA [JU]  
Chief Engineer, Ministry of Power,  
GOI [IES cadre]



**Mr. Abesh Chatterjee**  
B.E [IIST]; MBA[IISWBM]  
Chief\_ Marketing & Sales, Tata Tinsplate Ltd

Learn from the leaders

## Alumni Speak



**Anjan Maity**

Bandhan Bank Ltd.  
Area Manager MT. Barasat Division

*I would like to convey my sincere gratitude to TECHNO INDIA GROUP CENTER OF EXCELLENCE, for every single step of my management career. The institute tried to provide their best platform and infrastructure to grow up in my career interest. The expert faculty made me industry ready, while the placement training helped me to reach the pillar of my success and also the grooming classes helped to increase my skills which made me better than others. Department Being a member of placement in Bandhan Bank and to work as an area manager, MT. I was so honoured to have such Institute.*



**Rakesh Dutta**

Company: Genpact  
Process Associate

*I would like to thanks to Techno India Group for providing me a new learning experience as well as a new path towards corporate world.*

## Top Ten Placements Of Past 3 years

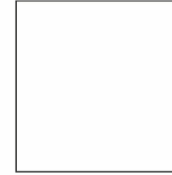
| Top 10 placement             | Salary offered |
|------------------------------|----------------|
| Amazon                       | 7 lacs         |
| Godrej & Boyce               | 5.25 lacs      |
| ITC                          | 4.44 lacs      |
| Safechem Industries Ltd      | 4.25 lacs      |
| Manikaran Power Limited      | 4.17 lacs      |
| L T Elevators                | 3.6 lacs       |
| OYO                          | 3.50 lacs      |
| Ocwean Financial Corporation | 3.50 lacs      |
| IndusInd Bank                | 3. 25 lacs     |
| Vishal Megamart              | 3.25 lacs      |

| Top 10 placement                | Salary offered |
|---------------------------------|----------------|
| Ujjivani Financial Services Ltd | 6.25 lacs      |
| Treebo Hotels                   | 6.5 lacs       |
| Amazon                          | 5.90 lacs      |
| Safechem Industries Ltd         | 4.25 lacs      |
| GKB [RX] Lens                   | 3.75 lacs      |
| Ceasefire                       | 3.25 lacs      |
| Indus Ind Bank                  | 3.25 lacs      |
| Airtel                          | 3.25 lacs      |
| Karvy Stock Broking             | 3 lacs         |
| Paytm                           | 3 lacs         |

| Top 10 placement        | Salary offered |
|-------------------------|----------------|
| Jaro Education/ einsedu | 5.82 lacs      |
| BERGER                  | 4.75 lacs      |
| AGS Transport           | 4.5 lacs       |
| ITC Ltd                 | 3.5 lacs       |
| XL Dynamics             | 3.5 lacs       |
| Nirma                   | 3.5 lacs       |
| Bharti Airtel           | 3.5 lacs       |
| Vishal Megamart         | 3.25           |
| Inus Ind Bank           | 3.25 lacs      |
| India Bulls Real Estate | 3 lacs         |



**TECHNO INDIA GROUP  
SCHOOL OF MANAGEMENT  
Allotment For Provisional Admission 2021-22 MAKAUT(formaly WBUT)**



1. Course : MBA
2. College : SCHOOL OF MANAGEMENT, DN25 CAMPUS, SALT LAKE, SEC.V  
[Enrolled under NSEC / MSIT]
3. Name : .....
4. Date of Birth : .....Rank(CAT/JEMEAT/MAT).....
5. Contact No. : Mob.....Land line.....
6. Email ID : .....
7. Address : .....District.....  
Landmark.....State.....
8. Father's Name : .....
9. Father's Occupation : .....Ph.....
10. Mother's Name : .....
11. Mother's Occupation : .....
12. Annual Family Income: .....
13. Academic Qualification: .....

| LEVEL | Strem / Distipline | Board/Council | Year of passing | % of Marks |
|-------|--------------------|---------------|-----------------|------------|
| 10th  |                    |               |                 |            |
| 12th  |                    |               |                 |            |
| Grad. |                    |               |                 |            |

14. Reference Name: .....
- Social Status:.....Contact No. ....
- I do here by declare that there will be no refund of provisional admission fees in any circumstances.

**Guardian's Signature**

**Student's Signature**



**TECHNO INDIA GROUP  
SCHOOL OF MANAGEMENT  
Allotment For Provisional Admission 2021-22 MAKAUT(formaly WBUT)**

**To be filled up by office only**

- Course : MBA
- College : SCHOOL OF MANAGEMENT, DN25 CAMPUS, SALT LAKE, SEC.V  
[Enrolled under NSEC / MSIT]
1. DD Amount Rs.....in favour of Payble at "KOLKATA"
2. Copy of 10<sup>th</sup>, 12<sup>th</sup>, Graduation Admit Cards & Mark Sheet, one copy of Passport size Photograph for MBA Provisional Admission.

**Admission Date:**

**Signature**



## **Techno India Group**

**SCHOOL OF MANAGEMENT** is proud to Announce *100% Placement* of Students of 2019 - 20 Batch

### **Important take away**

Whether your expertise lies in numbers, business, or people – acquiring MBA skills is about elevating your professional acumen to understand the nuances of people and finance, and provides context for every internal and external business decision. Moreover, no matter your role, mastering MBA skills could make you an asset to any organization, large or small, as it effectively hones your soft skills. This expertise, together with relevant industry experience and a strong tangible skill set could boost your job performance, making you stand out from the crowd.

**Join us to be a part of the Winning Team!**

## **For Admission**

**Queries & Seat Booking in our Next Batch**

**Contact Number :**

**8334890202 / 9831817307 / 7044002539 / 9836676124**

\* Special Scholarships and 100% placement assistance are also available .



Recruitment Partners of  
**Techno India Group**  
 SCHOOL OF MANAGEMENT

DN 25, Sector V, Salt Lake, Kolkata - 700 091 (Beside : Hyundai Showroom, College More)