

**FMS**

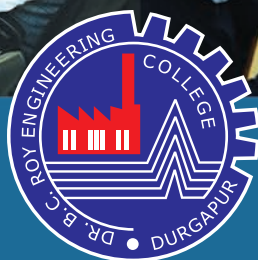
**LEADERSHIP**  
**RESPONSIBILITY**  
**COMPETENCE**  
**MOTIVATION**  
**EXPOSURE**  
**QUALITY**  
**VISION**

**MBA PROSPECTUS**

**DR. B. C. ROY ENGINEERING COLLEGE**  
Committed to Excellence in Education

DURGAPUR

AFFILIATED TO MAKAUT & APPROVED BY AICTE, MINISTRY OF EDUCATION, GOVT. OF INDIA



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Approved by AICTE, Ministry of Education, Govt. of India, New Delhi  
Affiliated to MAKAUT (Formerly WBUT)

5th Best B-School in West Bengal by CSR Best B-School Survey **2011, 2013**

## MBA PROSPECTUS

**W**ith gradual penetration of the spirit of globalisation within the country, the dynamics of growth itself to lead our people to the forefront of economic advancement is facing complex challenges. Constraints created by COVID-19 apart, quick spread of new technology in the form IoT and varied digital forms are bringing new opportunities on one hand and fear of uncertainty on the other.

In view of above, India needs practically millions of trained man power in diverse fields, not to speak of only Business Management. The founders of this Group of Institutions could estimate about such needs and FMS / BCREC began its journey as back as in 2004, almost hand in hand with engineering and other disciplines.

After one and half decades of glorious head way, today, Faculty of Management Studies of Dr. B.C. Roy Engineering College can proudly claim to be one of the best such MBA Colleges in the Country, within most reasonable price band mainly to attract meritorious students from a particular strata of our society.

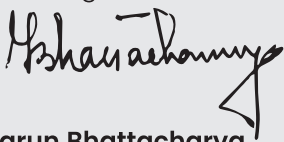
Today students passed out from FMS-BCREC are holding responsible positions in many segments of the industry, belonging to industrial, service and tertiary sectors and holding high positions, indeed.

Brilliant academic culture, unique teaching-Learning approach with hands on experience, stress on industry readiness and exposure to digital methods are the key factors that have taken the institution from success to success.

I am confident, this new batch of students will make them ready to face the fast changing global scenario through digital intervention and lead from the front as ever.

My hearty welcome to you in our delightful and happening green campus to enjoy and grow.

Best Regards

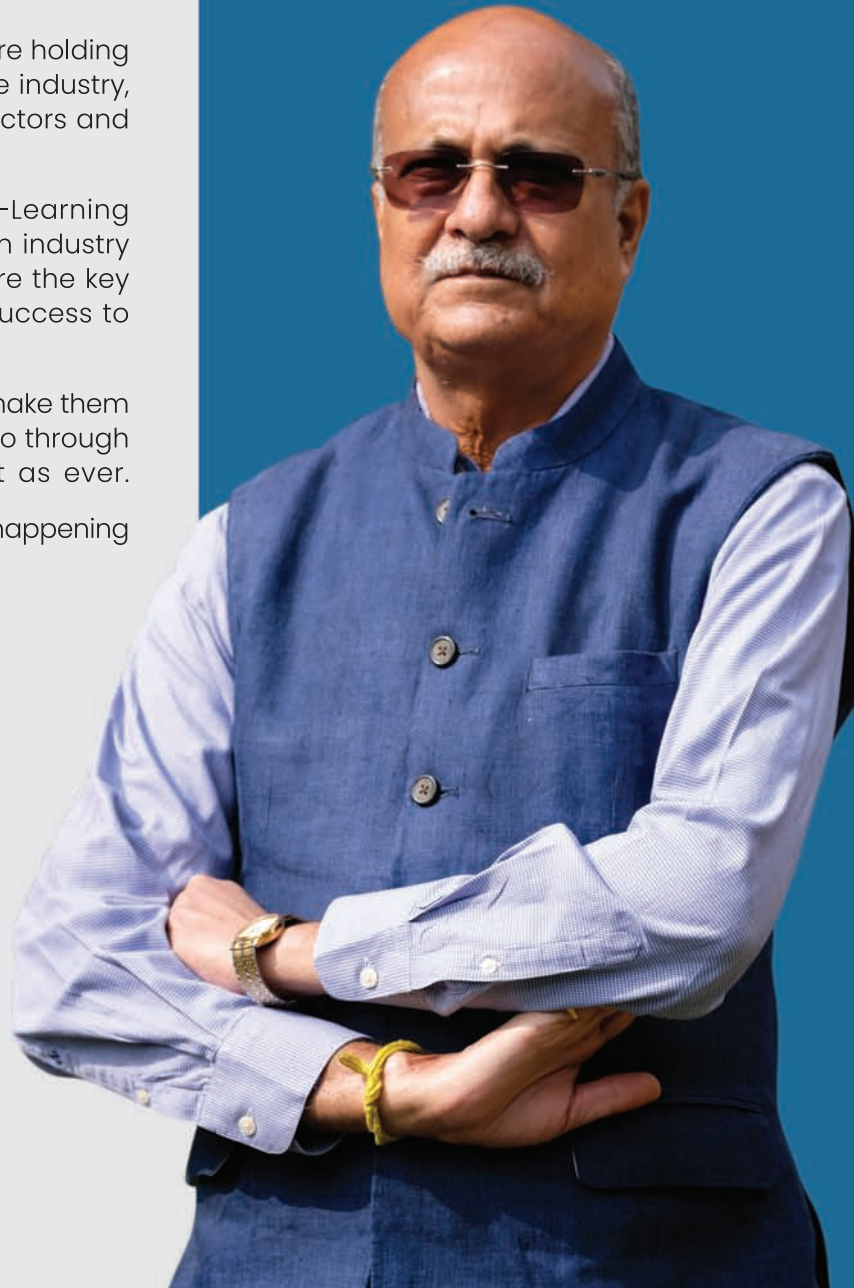


**Tarun Bhattacharya**  
General Secretary  
Dr. B. C. Roy Engineering College  
Durgapur

# Foreword

*from the*

## General Secretary





Greetings to all, I welcome you all to join with me the journey of excellence in education and the professional life. India is celebrating its 75- year of Independence, a platinum Jubilee year, and let us join to celebrate the " Azadi ka Amrit Mohotsav" to make India further great. Government has its role to play, we have our responsibilities towards the nation and society. Institutions have a very significant role in the development of the society and nation, and here at Faculty of Management Studies at BCREC, we are fully aware and ready to share all such responsibilities. There are various factors for which the nations are known, some of them are the status of its youth, the economic development, the happiness index, the healthy society, efforts and views on climate and environment, its culture, its diversity etc. Out of all these most important part is its education system and its standard. The market and economy have a major role in keeping the nation well ahead. The technology and its management are some of the pillars which will help lead the nation.

We here at Faculty of Management Studies will provide an opportunity and view about the global picture. The department has been flourishing progressively in various management studies. The market statistics and economy is always in its dynamic mode and we all need to learn and analyse the dynamism and sync to its needs. Recently, we have been at our best in terms of our developmental growth and still looking forward towards future. We are living in the era where the CEO's of various multinational companies are having their connections with India. All of them have achieved their positions because of its knowledge and leadership in technology domain and its management. Upto some extent the credit in some of the cases has to be given to our education system. There has been a significant role of IIT/IIM in providing such leaders to the world and now we are observing the other Institutions jumping into the league of the global standard and BCREC is aiming for the same, with the help of our faculties, students, management, its alumni and other major stake holders. What does a student expect during her/his education of the management studies. First is the faculties with rich experience and expertise in own areas. Other is an infrastructure which is presently available with its own class. Third is an opportunity to work with the peers at national and international level. We have been adding Institutions at National and International level with a tie-up of Memorandum of Understanding for sharing opportunities in terms of research, consultancy and training. To name some of them, it's Central Mechanical Engineering Research Institute (CMERI), a premier research and consultancy institute of government of India, etc. Going ahead, we are in advance process of completing the formalities to have tie -up with the corporate giants, International Universities and organizations for research, training, exchange programme etc. We are known for our approach towards offering the latest technology and management studies and have vision for ourselves to be a center of excellence in the field of AI ML and quantum technology which we see as of significant presence in almost all parts of our life. National and international firms are helping us in achieving our goals. We have an environment of the people of all core domain be it Civil, Mechanical, Electrical, Electronics and will be looking into the possible issues and challenges to be resolved using AI ML. It is this technology which needs to be visualised and work for the future markets and sectors to ensure right analysis. Being an Engineering Institute along with adequate environment to have discussion in the premises, where the wholesome views in all domains will be discussed and analysed. This opportunity will make the skill sets for the stakeholder students to have added advantages as compared to the others.

The placement team of the Institute has played its excellent role in training and placements and to bring the best of the jobs to the campus students. As a result of which almost all students are getting placed for a job as well as for internships. Our future task will be to see that the multinationals offering the opportunity at global level get attracted to us. It is not easy to achieve this task but not too difficult to achieve, considering the commitments from students and faculties.

India has been at its best for supporting the atmanirbhar and have launched lots of opportunities for development of our own technology and lead to further development. We here at BCREC take this opportunity and will have an opportunity to work and collaborate with engineering and technology graduates and are expected to come up with new products and services with the new age technology and infrastructure. An AICTE sponsored IDEA Lab will support to fulfil the dreams of the students who aim to have their own start-ups, supported and guided by mentors from industry. I am sure, amalgamation of the Engineering and Management will come up with the idea and serve the nation and society.

For any student life, extra-curricular activities add values to the academic path. Your interest in cultural activities and sports are supported with an excellent infrastructure and national level coaches. A one time opportunity to have any thought for a career in sports or in cultural arenas, is a new age trend in India adopted from outside. This Institute offers the best possible resources for the overall development to be a perfect professional at Global level.

## From *the* Desk of the Principal



Prof. Sanjay S. Pawar,  
Principal



# From the Desk of HOD

In this age of digital transformation with the avalanche of disruptive technologies like Artificial Intelligence, Blockchain and Internet of Things, the only thing that is constant is change. From large multinational firms to small businesses, from entrepreneurial start-up ventures to educational institutions, from professionals to students, all are embracing change like never before. And rightly so. Consequently, management education has undergone a paradigm shift.

Dr. B.C. Roy Engineering College, Durgapur, popularly known as BCREC, was established back on 21st August, 2000. The brainchild of a group of Durgapur based philanthropic entrepreneurs, the institute is dedicated to the memory of Dr. Bidhan Chandra Roy, the architect of modern West Bengal. With a vision to provide all round professional education, the Faculty of Management Studies (FMS) was established under the aegis of Dr. B.C. Roy Engineering College back in the year 2004 to facilitate management education for the larger benefit of the students in the vicinity.

FMS, BCREC has established itself as a leading centre for management education in West Bengal and Eastern India ever since, with state-of-the-art infrastructure and faculty resources, unparalleled placements and industry connect, and with the prized alumni it possesses, who have already made giant strides in their career.

So, what has FMS-BCREC done differently that similar other B-schools in the region may not have done? Since its inception, the focus of FMS has been on imbibing the skills and right mindset, apart from the domain knowledge, so that students may be ready to take up the challenges in the industry with aplomb. FMS strongly believes that the way forward to a successful managerial career, is to have a mindset for innovation, empathy for clients, thinking out of the box and having a clean slate of the mind, bereft of prejudices where even the most insignificant of ideas may garner a place in it. This leads to FMS graduates suggesting solutions that really matter to the organizations, and their clients, which in turn ensures unrestrained growth for the firms. A win-win situation indeed!

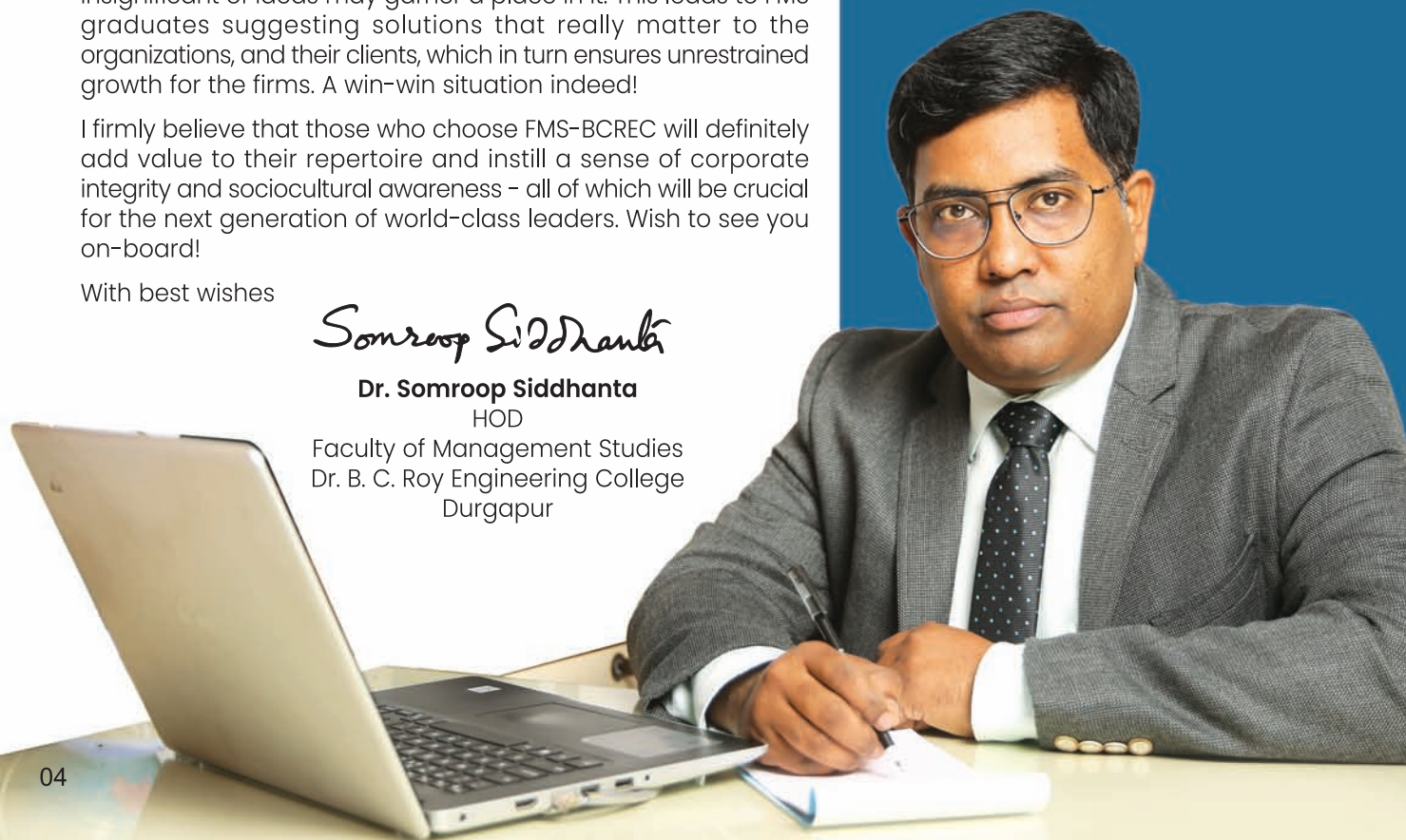
I firmly believe that those who choose FMS-BCREC will definitely add value to their repertoire and instill a sense of corporate integrity and sociocultural awareness - all of which will be crucial for the next generation of world-class leaders. Wish to see you on-board!

With best wishes

*Somroop Siddhanta*

**Dr. Somroop Siddhanta**  
HOD

Faculty of Management Studies  
Dr. B. C. Roy Engineering College  
Durgapur





## Institute's Vision

To Transform The Institution Into A Global Center Of Learning Through Synergic Application Of Creativity, Innovation And Discipline.

- Create ideal ambience for learning and growth
- Help students inherit value-systems, be creative and agile thinkers.
- Establish Discipline, Value Added Education and Training & Placement as three core values.
- Building capabilities among students to lead from the front as also be a team player.
- Develop a symbiotic relationship between the institution, society and the community, for mutual betterment.
- Expand the vistas of higher learning in Technology and Management Fields, including Post-Graduate Studies and Research.
- Encourage Global Vision and Integration with International best practices for Local, Regional and National Development.

## Institute's Mission

## Departmental Vision

To create extraordinary success with ordinary lives in the field of management education through conscious, meaningful, devoted and determined effort of all stakeholders

To develop socially-conscious and creative thought leaders for managing transformation in industry and create academic excellence through research and develop entrepreneurial skills by imparting quality and value-oriented University based management education.

## Departmental Mission

# The Program Educational Objectives (PEOs)

The Program Educational Objectives (PEOs) of the department, focus on creating T-shaped Management professionals with both depth and breadth of domain expertise. The PEOs are listed as follows:

- PEO 1:** Graduates of the department are expected to excel in their professional careers through creation and innovation in the professional industrial environment, pursue research or entrepreneurship, by acquiring comprehensive knowledge in specialized management domain, along with the core disciplines of commerce, social and information sciences, and fundamental quantitative methods.
- PEO 2:** Graduates of the department are expected to behave as a complete management professional by adhering to the industrial codes of conduct, professional ethics and values, and be flexible to address the challenges of managerial and leadership roles especially in a multi-cultural environment.
- PEO 3:** Graduates of the department are expected to evolve as socially-responsible citizens, with an ability to meet the ever-transient needs of the society, through continuous adaptation to change without making any ethical trade-off.

# The FMS MBA

## A Life Changing Experience

The Faculty of Management Studies (FMS) was established in the year 2004 under the auspices of Dr. B.C. Roy Engineering College, Durgapur, named after the legendary Dr. Bidhan Chandra Roy, physician extraordinaire, visionary and architect of modern West Bengal. Within its short span of existence, FMS has already made its mark as a rapidly growing institution of excellence in the field of business administration. Today FMS is a contemporary and dynamic institution teeming with knowledge and expertise. It aspires to be a leading provider of qualified, skilled, trained, industry-ready management professionals for India and the world.

At FMS we have outstanding faculty, who combine global management knowledge with rich industry experience. Our faculty members have been hand picked from the academia and industry on the basis of their academic excellence, industry experience and their ability to impart contemporary knowledge. We do not just teach managerial skills and techniques; we instill confidence, emotional intelligence, decision making skills and ability to work in teams. We develop capable leaders out of young men and women who dare to dream. Our students learn by doing. Hence, industry visits and in-house projects form an essential part of our pedagogy, tuned to make our MBAs industry ready. This fusion of academia and applied learning is what we call the FMS MBA, and it is a proven recipe for success.



Based in the heart of the industrial city Durgapur, FMS is surrounded by the beauty and freshness of nature. The campus is sprawling, safe and beautiful, and it blends modern urban ambience with the tranquility and greenery of countryside – an ideal place for a life changing experience. We at FMS look upon the social well being of our students as seriously as our academic responsibilities. FMS in particular and the college in general provides all the support, assistance and facilities that our students need to make their life at FMS comfortable and pleasant. Whether you are from the state or from outside, you will enjoy the diversity of FMS life. The FMS culture has a uniquely cosmopolitan flavour which is a blend of diverse ideas, traditions, customs and thought processes. It is this cultural diversity that is brought into the institution and nurtured by our experienced faculty members that makes our MBA programme a pleasurable learning experience. This confluence of cultural diversity at FMS naturally gives rise to a great creative force which shapes our MBAs to fit well into the multicultural world of business.





# Course Offered

## Master of Business Administration (MBA)

The MBA course is approved by All India Council for Technical Education (AICTE), Ministry of Education, New Delhi, Govt. of India and affiliated to Maulana Abul Kalam Azad University of Technology (MAKAUT).

### Eligibility for MBA Admission



Graduate in any discipline from any recognized university with a valid JEMAT/MAT score. However, CAT/CMAT candidates can also apply subject to the guidelines available from MAKAUT time to time.

Short listed candidates will have to qualify in the Group Discussion & Personal Interview conducted by the institute. Final selection will be based on their scores, academic records, achievements in extracurricular activities, verbal and written communication skills.



# Student Care Facilities

Students are the greatest resources of FMS. We understand your needs as individuals and respect them, and take care of your needs in all aspects of campus life.

## Central Library

FMS believes that knowledge resources are the bedrocks for learning and tools for shaping the budding professionals. The Central Library has been equipped with the wide collection of text books, reference books, CD ROM/DVD, online resources, physical and electronic journals published by the national and international publishers in an independent building having three floors. Apart from internet based resources, it is also participant in the INDEST/AICTE consortium and subscribes to IEL online and DEL online database besides the DELNET database.

Apart from this central learning facility, FMS has its own well-equipped and computerized departmental library with a large collection of books, journals and periodicals dedicated to management studies.



## Departmental Computer Labs

FMS is equipped with dedicated computer laboratories catering to the entire computing needs of the MBA students.

## In Campus Accommodation

There are separate facilities for boys and girls for hostel accommodation within the campus. Each hostel offers complete facilities including boarding and lodging, vegetarian and non-vegetarian food, common room, telephone service, etc. Guest House facility is available for Visiting Faculty, Academicians, Visitors and Guests. Accommodation is also given for shorter durations to parents of students subject to availability and advance notice in that regard with nominal charges.

## Transportation

The campus is well connected by regular bus services rickshaws, auto-rickshaws and other public transport.

## Food Station

There is a food station within the campus that provide good quality snacks and meals to satisfy the palates of its diverse clientele.



## Medical & Counselling Unit

The institute has a dedicated Medical Unit for students and employees with one medical officer, pharmacist and paramedical staff. It operates on the basis of a unique tie-up with 'The Mission Hospital'. In case of serious ailments, on the advice of the doctor, facilities are provided for admittance in hospitals. It is a basic truth, "when you feel well, physically and mentally, you function well". At FMS, we are eager to assist in the development of healthy and well rounded individuals during your time in college.



## Banking Facilities

An Axis Bank ATM counter is available on the campus to cater to the banking requirements of students, staff and visitors. State Bank of India Branch is attached to campus with ATM facility.



## Reprographic Centre

Photocopying facilities are available within the campus at multiple points to cater to the reprographic needs of all.



## Internet Access

The Institute provides Wi-Fi (Wireless Fidelity) within the campus. In addition, the institute also has LAN connectivity in all rooms of Halls of Residence, Central Library and Computer Labs etc. The campus is supported with a main server with a high-speed bandwidth: dual connectivity- Wi-Fi and wire.

## Multispecialty Gymnasium

Separate multispecialty gyms for boys and girls are present within the campus to cater to the fitness needs of the students as well as the faculty.

## Parking Lots

Separate parking lots for students and faculty are available inside the campus.

## Leisure and Recreation

A host of leisure and recreational facilities are available for our students. There are various clubs and societies of academic and professional interests. Further our co-curricular activities cover a diverse range of recreational, sporting, cultural and leisurely pursuits.

## Sports and Games

The sports and games facilities of the Institute provide a good mix of various indoor and outdoor sports like basket ball, volley ball, badminton, foot ball and cricket.



## Uninterrupted Power Supply

Institute has dedicated electric substation, generator backup and 10 KVA UPS especially for the computer labs, incase of power failure due to load shedding.

## Meditation Centre

The students can take part in yoga and meditation at our meditation centre under effective guidance of yoga teachers for attaining healthy development of the body and soul.

## Annual Events

The Institute hosts various annual events in the area of academic spirits, cultural and entrepreneurship activities. Annual festival "Zeal" is hosted for the students with interest in music and other extracurricular activities.



# Learning Support

The college puts its educators through a continuous ongoing process of knowledge and skill up gradation through faculty development programmes so that the students may be kept upgraded with the demands of the world and prepares them to be the winds of change. The commonly adopted methods of teaching are –

**Case Based Learning :** Case-based learning is used widely practiced and collections of validated cases are often bundled with handouts, readings, assessments, and tips from the teachers. Cases range from scenarios that can be addressed in a single setting, to sequential cases that require multiple settings and multiple learning activities to arrive at multiple valid outcomes.

**Discussion Based Learning :** One of the primary purposes of discussion-based learning is to facilitate students' meaningful concepts into the conversations. Students get to apply their learning and develop their critical-thinking skills in real-time interactions with other viewpoints.

**Flipped Classrooms :** It is the teaching structure that has students watching pre-recorded lessons / online lectures at home and completing in-class assignments, via various online platforms. Teachers who implement the flipped classroom model mostly go for online lectures, though many a times film their own instructional videos, and also necessary videos from online sources.

The Flipped Classroom way of pedagogy has been a real game changer during the Corona times helping our students to keep updated with their syllabus and examination system.

**Mentorship Activities :** The mentor's job then is to establish familiarity and dependability for the students to survive and thrive in this context. Mentors try finding out the aspirations, strengths, and weaknesses of the mentees and try to gauge how their expertise can be best applied, which in turn will help protégés gain the most out of the relationship.

## Awards

As a mark of recognition of extraordinary achievement, we offer merit awards to deserving students.

**Research & Development :** Institute encourages R&D in various fields management studies and entrepreneurship. This apart, it encourages consultancy projects with the industry through its Industry Institute Partnership Cell (IIPC). Institute has a strong R&D culture in managerial studies and allied technology. It has signed MOU and has a professional partnership with well known dignitaries and Industry in the area to collaborate the R&D activities, Entrepreneurship etc.



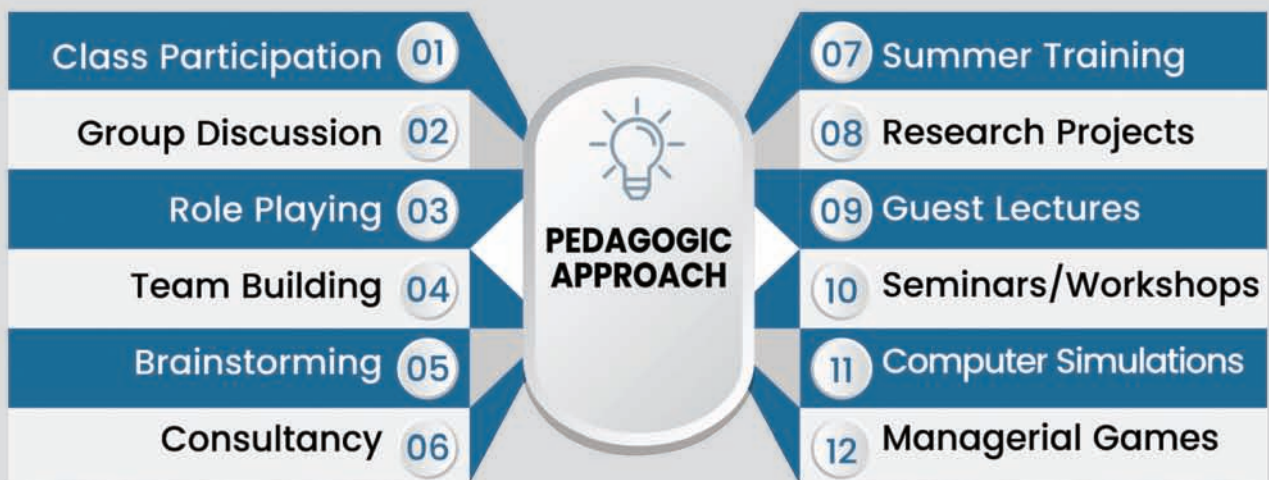
Winter Bonanza in the Campus Garden



# Pedagogy

Your effective learning depends on how you learn it. Teaching at FMS is interactive. Students are free to express their views and share experiences with the faculty, developing innovative ideas and coming up with pragmatic solutions to the problems. The Faculty members at FMS are well experienced and are trained from some of the best institutions and organisations in the country.

We at FMS believe that the teaching-learning process should impel the students to go through journals, magazines and newspapers on daily basis so as to keep updated with the latest happenings in the industry. This not only helps in building practical insight in an individual but also brings in cohesion between classroom teaching and practical learning. The entire pedagogy is like a 'Flower of Service', where every petal signifies a particular approach and with all the petals in place, it helps the flower for a full-bloom, thus making it a holistic approach.



# MBA – The FMS Way

A future-oriented flexible programme has been designed to develop successful entrepreneurs, professionals, consultants and inspirational leaders by honing the professional and personal skills of the students. The MBA programme is designed to provide holistic development of the students and groom them for the challenges in the corporate world.

## Programme Structure

Semester	Paper	Credit (1=4 credit)	Contact Hrs. (1=10 hrs.)
I (C*)	6	24	240
II (C*)	6	24	240
III (2C*+4E**)	6	24	240
Internship/Project#	2	6	60
IV (6E**)	6	24	240
Course Total	26	102	1020

(# Project: Project Paper + Presentation + Viva)

(C\*: CORE PAPERS/E\*\*: ELECTIVE PAPERS)

**On – Line Courses** (Non-credit, Paper & Marks to be mentioned in the Mark sheet)

- **Total :** 4(1/Semester)
- **Weightage :** 4 Credits / Paper = 04 X 4 = 16 credits
- **Courses (any 4):** Environment Sciences, Indian Society & Culture, Indian Constitution, Entrepreneurship, English Communication, Data Mining, E-Commerce, Agri-Business, Hospitality Management, Health Care Management, Small Business Management, Corporate Social Responsibility.

**Total Credits:** Regular : **102** | On-Line (Non-Credit) : **16**

## Programme Details

Semester	Paper Code	Paper Name
I	MB - 101	Managerial Economics (Micro)
	MB - 102	Organizational Behaviour
	MB - 103	Business Communication
	MB - 104	Legal and Business Environment (Micro and Macro)
	MB - 105	Indian Ethos and Business Ethics
	MB - 106	Quantitative Techniques
II	MB - 201	Indian Economy and Policy
	MB - 202	Financial Reporting, Statements and Analysis
	MB - 203	Marketing Management
	MB - 204	Operations Management
	MB - 205	Management Information System
	MB - 206	Human Resource Management
III	MB - 301	Entrepreneurship and Project Management
	MB - 302	Corporate Strategy
	MB - 303	Internship Project and Viva Voce
	Elective Papers	Two from Major Functional Area and Two from Minor Functional Area
IV	Elective Papers	Four from Major Functional Area and Two from Minor Functional Area



## Elective Papers for Third Semester

Specialisation	Paper Code	Paper Name
MARKETING	MM 301	B2B Marketing
	MM 302	Digital & Social Media Marketing
	MM 303	IMC/ Promotion Strategy
	MM 304	Marketing Research
FINANCE	FM 301	Taxation
	FM 302	Project Appraisal & Finance
	FM 303	Behavioral Finance
	FM 304	Corporate Finance
HUMAN RESOURCE	HR 301	Team Dynamics at Work
	HR 302	HR Metrics and Analytics
	HR 303	Cross Cultural Management
	HR 304	Organizational Design
MIS	MIS 301	Relational data base Management System
	MIS 302	E-commerce & Digital Markets
	MIS 303	Managing Software Projects
	MIS 304	System Analysis & Design

## Elective Papers for Fourth Semester

Specialisation	Paper Code	Paper Name
MARKETING	MM 401	Consumer Behaviour
	MM 402	Retail Management
	MM 403	Sales & Distribution Management
	MM 404	Service Marketing
	MM 405	Product & Brand Management
	MM 406	International Marketing
FINANCE	FM 401	Investment Analysis & Portfolio Management
	FM 402	Managing Banks & Financial Institutions
	FM 403	Mergers, Acquisition & Corporate Restructuring
	FM 404	Financial Derivatives
	FM 405	International Finance
	FM 406	Financial Markets & Services
HUMAN RESOURCE	HR 401	Manpower Planning Recruitment & Selection
	HR 402	Employee Relations & Labour Laws
	HR 403	Compensation & Benefits Management
	HR 404	Performance Management Systems
	HR 405	Strategic HRM
	HR 406	International HRM
MIS	MIS 401	Data warehousing
	MIS 402	Managing Digital Platform
	MIS 403	Strategic Management for IT
	MIS 404	Business Decisions using advanced excel
	MIS 405	Management of Information Technology
	MIS 406	Managing Digital Innovation & Transformation



# Webinars

A webinar on "How to publish in quality journals" was organised by Faculty of Management Studies, Dr. B. C. Roy Engineering College, Durgapur, through online mode on Thursday, 7th October 2021.

The session started with an overview of the webinar topic and a formal introduction of the resource person by the host, Dr. Somroop Siddhanta. Dr. Siddhanta spoke about the importance of publications and the need for faculty members to focus on quality of research articles rather than quantity.

After the introduction of the resource person by the host, the session was then handed over to the speaker who then delved into the following aspects:

Dr. A. K. Mishra started by mentioning that the selection of the topic should be such that the topic be contemporary yet not cliched and the article should include statistical tools and have a persuasive communication.

The speaker stressed on the fact that the choice of variable is important to avoid desk rejection in quality journals. So instead of choosing univariate or bivariate study design one should try and include multivariate variables, consisting of dependent, independent, mediating, moderating and/or intermediate variables.

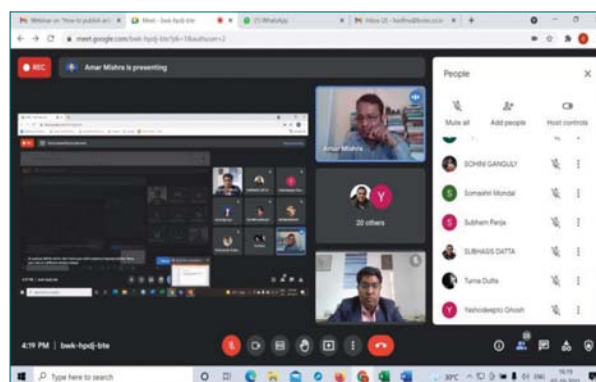
He opined that it is best to go for such studies involving multiple relationships of dependent and independent variables which shall increase

the probability of the article to get selected for publication in quality journals.

Dr. Mishra also mentioned that analysis must include type of variable chosen, grouping of the variables, relationship between the groups, and the measurement scale.

Regarding Journal selection, he expressed that the researcher should look for Aim and scope of the journal which matches with the study that has been done, its listing in Scopus or UGC Care, and its indexing in ABDC, if possible.

The webinar ended with a vote of thanks by the host. It was attended by 27 participants including principal of Dr. B. C. Roy Engineering College – Academy of Professional Courses, heads and faculty members of Dr. B. C. Roy Engineering College and Dr. B. C. Roy Engineering College – Academy of Professional Courses.



## LIVE WEBINARS



**Sampat Kumar Dixit**  
Director  
Play PRO Technologies Pvt. Ltd.  
**Topic : Building Software Products-  
The Modern Way : A Practical Approach  
for Building Product in Today's World**  
Date : 16th December, 2020



**Dr. Partha Sarkar**  
HOD, Business  
Administration (HR).  
The University of Burdwan, Golapbag, Burdwan  
**Topic : Workplace and Work Force Readiness  
VIS-A-VIS Covid-19**  
Date : 28th November, 2020



**Ms. Madhabi Sinha**  
Manager  
Outsourcing and Technology  
BBA Reman Ltd.  
**Topic : Importance of Data Science  
for Today's Professionals**  
Date : 19th December, 2020



**Mr. Parthajit De**  
DGM (Finance)  
NHPC Ltd., New Delhi  
**Topic : Covid-19 : A Financial Accounting  
And Audit Perspective**  
Date : 12th December, 2020



**Mrs. Sriparna De**  
Associate Director, (Assurance),  
S.R. Batliboi & Associates  
**Topic : Covid-19 : A Financial Accounting  
And Audit Perspective**  
Date : 12th December, 2020



**Mr. Tarak Nath Banerjee**  
HR Officer  
Graphite India Ltd, Durgapur  
**Topic : Managing Changes During  
Turbulent Times : HR Perspectives**  
Date : 12th November, 2020



**Dr. Amar Kumar Mishra**  
Professor  
Graphic Era  
(Deemed to be University)  
Dehradun, India



**Swarup Roy**  
Executive/Partner, IBM  
New Jersey, USA



# Industry Institute Partnership Programme (IIPP)

FMS has organized seminar / webinar series to provide a platform for academicians and industry experts to share their knowledge and experience with the budding managers on campus, with a focus on the challenges posed by the pandemic to the economy and indeed to all facets of life. It is a part of a larger, identical initiative by BCREC, namely the Industry Institute Partnership Programme (IIPP). The principal objective of the seminars and webinars under the IIPP series is to prepare the budding managers at FMS for the challenges of the new normals of life and profession in the current scenario. It was also seen as a fillip to all departmental efforts directed at building symbiotic relationships with prominent academicians and industry captains with the principal goal of furtherance of academic-pedagogical depth and deepening of didactic service delivery capabilities. Doubtlessly, the development of such relationships on a sustainable basis is also deemed to hold the potential to offer significant benefits to industry partners through knowledge sharing, joint research and development programmes and joint capacity building, as part of a broad spectrum of achievable goals in the context of a sustainable, evolving partnership.



Seminar on "Career Building and Myopic Goals - Breaking The Decision Deadlock" - By Mr. Santosh Mukherjee, Manager, Sales Training, Berger Paints India Ltd. on 20.11.2021



# FMS Overseas Academic Collaborations

In an effort to help foster a global perspective among budding managers, FMS, BCREC has entered into formal agreements with prominent academic bodies in the UK and other advanced economies. In a two-pronged process, consultants and empanelled tutors from abroad visit the campus and hold rigorous training sessions with interested candidates, supervised by FMS faculty. Subsequently, shortlisted student trainees are encouraged to visit the respective collaborating academies abroad for an immersive stint on their campus. Adequate support and scholarships for tuitions, travel and stay are often made available on merit basis.

In February 2020, a Masterclass & Mentored Workshop on "Application of digital and social media in Business: a hands on approach" conducted by Cambridge Marketing College (CMC), UK was held for FMS students in state-of-the-art facilities on campus. A pre-Masterclass Orientation Session was also held to enable participants to orient themselves with precision for the entire programme.

The programme was conducted by globally acclaimed tutors empanelled with Cambridge Marketing College, Cambridge, UK and guest lecturers with excellent academic profile and industry experience. It was spearheaded by Prof. Nandan Sengupta, a Master of Business Management from the University of Kolkata and CIM P.G. Diploma holder from Chartered Institute of Marketing, UK. He is the College Ambassador of Cambridge Marketing College for India and supervises all CMC collaborations in India. He has worked with a number of companies of USA, Italy, Switzerland, The Netherlands, Japan and Australia. Nandan is a business consultant with specialisation in web analytics and technology application in marketing.

Such training, along with extensive webinar series and related interventions by experts from abroad, as also the industry hubs of India, are seen to add great zeal, motivation and value to the budding managers studying at FMS.

## Going Global Partnership Project

In a recent breakthrough, Dr.B.C.Roy Engineering College with its Faculty of Management Studies has won a British Council, U.K funded Going Global Partnership (Exploratory Grant) Project wherein, we will work as a partner with Anglia Ruskin University (ARU), U.K. This funding is in British Pound. Success of this project is expected to lead to decent tie-ups with U.K. based Institutions shortly.



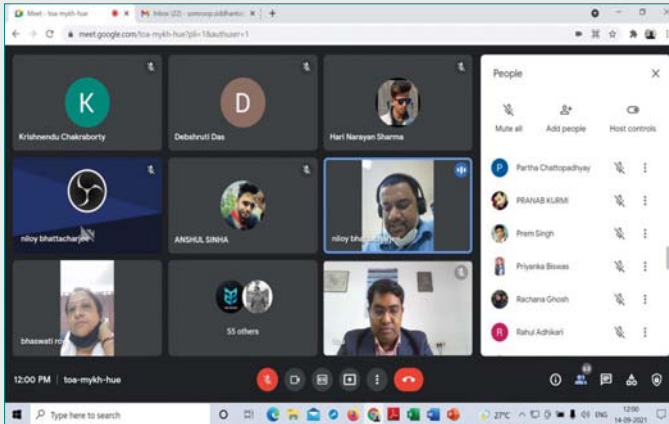


# The Mandatory FMS Orientation Programme for MBA Freshers

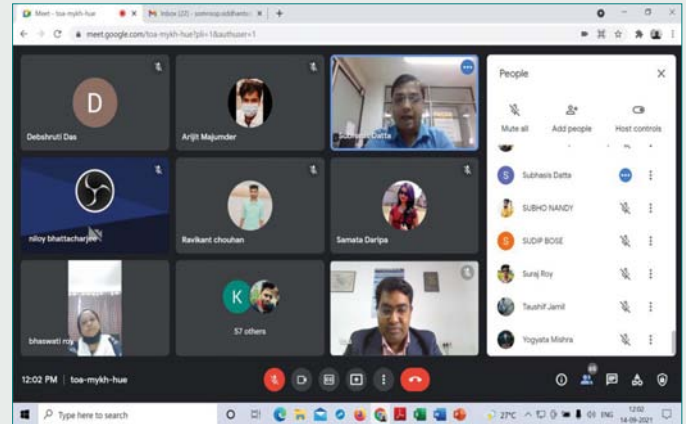
Freshmen students are introduced to the demand and rigour of the MBA programme through an elaborate series of lectures, seminars, workshops and interaction sessions. The faculty members supported by senior students conduct the sessions which are duly enriched by leading industry experts

from marque corporate organizations. A week long mandatory exercise provides the students an invaluable window of opportunity to reconcile comfortably with their mutual diversity and the expectations that the institution has from them during the course of the entire MBA programme.

## Online Orientation of FMS, 14-18 September 2021



Inaugural session

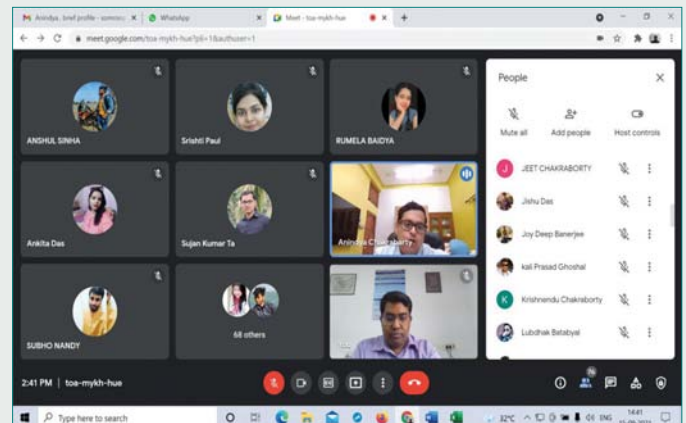


Interaction with faculty members

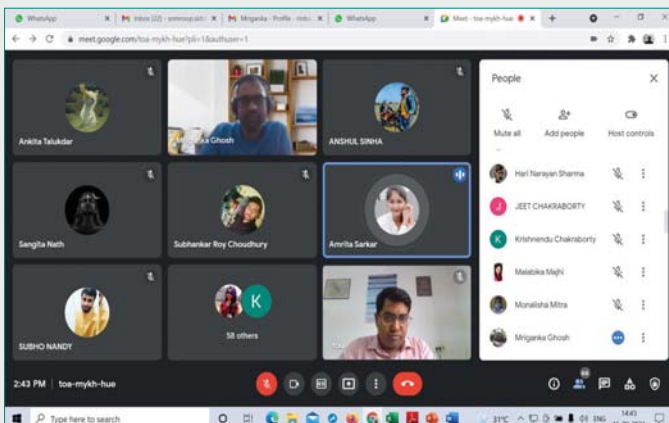
### CORPORATE INTERACTION



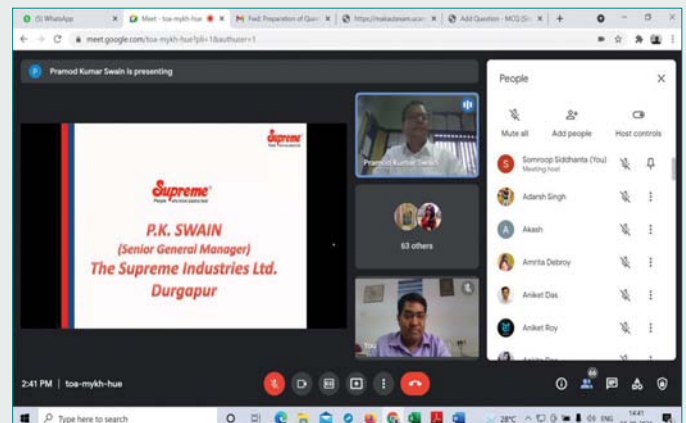
Mr. Soumyadeep Das, Associate Vice President-Program Management & Redemptions, Loyalty Rewardz Pvt Ltd, Mumbai speaking to students.



Dr. Anindya Chakraborty, Vice President-Model Development, The Bank of New York Mellon, Pune interacting with students.



Mr. Mriganka Ghosh, Sr Program Manager, HP Inc, Bengaluru interacting with students.



Mr. PK Swain, Sr. General Manager and Head-Export promotion, Supreme Industries, Durgapur in an interactive session with students.



## MAJOR ACHIEVEMENTS AND LAURELS

“One of the Leading groups of Institutions in Eastern India in Management, Engineering, and Technical and Pharmaceutical education”

– GHRDC (Global Human Resource Development Centre)

“Education Excellence Award 2019, 2020 for Academic Excellence in Engineering”

– ZEE 24 Ghanta

“Best Industry Link Technical Institute 2021”

– ZEE 24 Ghanta

“One of Top Four Engineering Institutions in West Bengal for Campus placement”

– Microsoft

“Edupreneur Award” to former President, Lt. Dulal Mitra.

– Engineering watch (Ministry of HRD) for his contribution towards the Engineering Education in India



## Memorandum of Understanding (MOU)

- Cambridge Marketing College, U.K.
- British Council, U.K funded Going Global Partnership (Exploratory Grant) Project in association with Anglia Ruskin University (ARU), U.K.
- National Highway Authorities of India (NHAI)
- Xilinx, USA & Core EL Technologies India Pvt. Ltd.
- ARDENT COMPUTECH, Kolkata
- CO CUBES, Bangalore
- Texas Instruments, India
- TATA Power, Maithon
- The Mission Hospital, Durgapur



### MOU with Cambridge Marketing College, U.K

This tie-up window to get soaked and enriched with useful cutting edge skills and knowledge in contemporary management and technological fields.



# Alumni Meet

## Alumni Meet 2019 : A MUTUALLY ENDURING BENEFICIAL RELATIONSHIP

**Alumni Meet** : Flagship event of the Alumni Association

Alumni Meet aims to foster a sense of belongingness among alumni, & at the same time supporting a sense of connectedness, helping new professionals or reviewing friendship & acquaintance. FMS Alumni Meet is actually the approach to Homecoming Practice of the department.

To maintain a cordial relationship between all the stakeholders, an Alumni Meet was organized on 22nd Dec, 2019. The meet was conducted throughout the entire day & comprised of various events complemented with interaction between the alumni, the present batches of students & faculty members to generate innovative ideas for grooming the current students, explore job opportunities in various sectors followed by discussion on recent trends in technology & industry. During the interaction, alumni shared priceless memories & experiences during their stay at the department (FMS, BCREC) & their subsequent industry experiences too.



Appreciating the ALUMNI



TOGETHERNESS: Alumni



Gentle Formality: Student's Registration

# Online E-week Celebration at FMS, BCREC

Faculty of Management Studies, Dr. B. C. Roy Engineering College celebrated the Entrepreneurship week from 10th to 16th April, 2021.

Mr. Rajib Basu, a Chartered Accountant, Cost Accountant and PGDBM from IIM Calcutta, currently associated with PricewaterhouseCoopers Pvt. Ltd (PwC), as Partner, Risk Assurance Services spoke at the inaugural session on 9th April, 2021. He spoke on "Challenges and opportunities of being an entrepreneur in today's business environment". On 13th April, 2021 Mr. Suman Bhowmick, a long-term social entrepreneur associated with Sparsh Foundation emphasized on "Social Entrepreneurship-Benefits and Challenges from an Entrepreneur's perspective". On the same day Mr. Subhabrata Bhattacharya, the regional manager of Wadhvani Foundation taught our students how to write a robust business plan. On 16th April, 2021 Ms. Sharmila Maiti, an entertainment journalist and Youtuber expressed her views on "Women Entrepreneurs-Women Empowerment". On the same day our MBA students participated in a Business Plan contest. The business plans were evaluated by our guests and faculty members and the top three plans were rewarded.

  
**Dr. B. C. Roy Engineering College, Durgapur**  
**Faculty of Management Studies**

**Organises**  
**MBA Entrepreneurship Week**  
**10th - 16th April, 2021, 02:00 PM Onwards**

  
**Rajib Basu**

  
**Subhabrata Bhattacharya**

  
**Suman Bhowmick**

  
**Sharmila Maiti**

**APRIL 10** **Rajib Basu, PWC**  
Challenges and opportunities of being an entrepreneur in today's business environment

**Subhabrata Bhattacharya**  
**Wadhvani Foundation**  
Writing a Business Plan

**APRIL 13**

**APRIL 13** **Suman Bhowmick, Sparsh Foundation**  
Social Entrepreneurship-Benefits and Challenges from an Entrepreneur's perspective

**Sharmila Maity**  
**Entertainment Journalist**  
Women Entrepreneurs-Women Empowerment

**APRIL 16**

Prepared By: Subhabrata Datta



# Summer Internship Programme (SIP)

A rigorous 8-week long Summer Internship Programme has been meticulously designed and incorporated in the curriculum of MBA at the beginning of the third semester, to help the students to explore the multi-dimensional aspects of the corporate culture. Each student is assigned with a Faculty Mentor (specifically for the SIP), and a Corporate Mentor (by the host organisation) who guides him/ her through the exercise. The objective of such a programme is to identify a core problem

in a particular domain in the company assigned, undergo an extensive study and suggest a solution. A project report has to be prepared and presented before a panel of experts from the industry and academics at the end of the exercise. This real life problem solving exercise leads to a holistic transformation of the budding managers and prepares them to face the challenges in their work life in the days to come.

## Batch wise selective list of SIPs of the recent past

# Industrial Visit

A professional course like MBA requires seamless integration with industry operations. Keeping this in mind, Faculty of Management Studies (FMS), Dr. B. C. Roy Engineering College, has given consistent efforts in building up a continuous industry-academia interface. As we all know that 'Industry Visit' is a very important part of this professional course, students in the 1st year of Masters of Business Administration (MBA) curriculum usually go for 'Industrial Visit' to gather knowledge about the working environment of the organizations and enhance their ability to correlate the classroom teaching with the actual industry operations.

Faculty of Management Studies (FMS) organizes industry visit to different public sector and private sector companies.

FMS is proud to build up a long-lasting relationship with both Durgapur Steel Plant and Alloy Steel Plant under Steel Authority of India Ltd. (SAIL), the two Public Sector giants in the region. Students in the last few years had visited Britannia Biscuits, Himadri Chemicals, Supreme Industries Ltd. and Anmol Biscuits factory in order to observe operations and supply chain management. We acknowledge the efforts and contributions of all the industry officials over the years who have helped by giving valuable inputs to our students that have surely enriched their knowledge.

Usually an 'Industry visit' is planned such that the students get abreast with the happenings, their core competencies, the system with which they perform to compete in the market and other



vital aspects pertaining to an industry which a manager should be aware of. In the beginning they are given a brief introduction about the entire day's schedule with some elementary knowledge on raw materials, manufacturing processes, finished products and its variations and subsequently they are taken to plant visit. The students visit different mills / workshops and factories to gather knowledge on the production process with 'Quality' Policies and Programme in place. They are also made aware of the prevailing 'Safety' rules and gears for individual protection of the employees.

Students show deep interest and exhibit absolute enthusiasm in learning the operational details and are enthusiastic to scribble down important notes wherever they feel it necessary. On returning, students are expected to give a presentation on what they have learnt from the tour. This class room presentation helps the students to judge the extent of value-addition in them from such an important exercise.





# Finishing School Activities

An integral component of any successful interviewee today is her(his) Soft Skill Quotient. Along with Technical Knowledge, which creates the bulwark of one's core competence, Soft Skills have emerged as a single most powerful differentiator between successful and unsuccessful in interview process.

At BCREC, Soft Skills are inculcated and polished by experienced professionals from the very first semester of the student's degree program.

Effective LSRW, Kinaesthetics, Paralanguage, Sartorial Communication are just some of the major coaching points.

It is our belief, at our Institution, that, everyone is a diamond. We simply need to polish it. **Afterall, Recruiters** hire for attitude and train for skills.

- **Special Grooming classes in IInd semester by professional experts**

These sessions are focused at imparting the basic soft skills for corporate mingling and emphasize on Resume Designing, Group Discussions for Job Interviews, Personal Interview Skills, Corporate Presentation Skills, Corporate Dressing and Dining Etiquettes.

- **FMS EAT (Employability Aptitude Test) throughout Semester 'III' and 'IV'**

This program is rolled out in multiple phases and aims at competence mapping of the students identifying their areas of improvement and charting out the path for development so

that they are able to realise their dreams. This program features mock written aptitude tests, sector specific case study presentations, mock interviews etc., every time mapping the progress of the students and making them aligned to the corporate requirements.

- **Special Sector specific grooming classes by Industry Experts**

Special grooming classes are arranged from time to time before the final interviews to provide last minute tips and insight about the industry including specific job roles. These classes endow the students with up to date information about the industry expectations from the interviewee.



# Building Your Career- Campus Placements

The on-campus Placement Assistance Program at FMS, BCREC, noted for its streamlined focus on the industry academia synergy, facilitates a convenient platform for the recruiters to interview our students for final placements as well as summer internships.

The process has been meticulously designed by the placement cell comprising of the faculty, recruiters and students over the years and tries to optimize the interests of all stakeholders in the placement process.

The assistance process for final placement begins in November every year and continues till September next year.

Campus drive Conducted for MBA students in the recent past.

## Placement Highlights





# Forums

For holistic learning and all round development, students need different types of exposure to a variety of disciplines. We facilitate this by creating various forums which allow the students to pursue their desired areas of interest. Another benefit is that these forums help the students to fulfill their academic, professional as well as social needs.



## Alumni

A student who joins FMS in a sense never leaves. When the MBA programme comes to an end, his (her) role as an alumnus begins. Throughout the unique and inspiring experience at FMS a student is closely associated with the present and past students, and slowly becomes a member of a diverse alumni network of the ever expanding group of FMS MBAs. Every year the alumni reunion is organised in the campus where the bond between the present and the past grows stronger. The alumni work as our ambassadors to help the future budding managers get a ready recognition from the corporate world.

## Management Clubs

As business administration is multidisciplinary and diverse in nature, we at FMS encourage our students to concentrate their efforts on areas of special interests. They organise themselves in the form of Management Clubs with special focus in the areas of Economics & Finance, Marketing and Human Resources. Presently the clubs active in these areas are Vaibhav (Economics & Finance), Mélange (Marketing) and Anubhav (Human Resources). The students are open to choose their affiliations to these clubs.

## National Cadet Corps

BCREC is the first private college in the vicinity to start the NCC program being registered at the 14 Bengal Battalion with headquarters at Asansol. All our students are encouraged to join the NCC programme.



# Our Students Say



## Sharmistha Sengupta

HR Executive  
Powergrid Corporation of India  
Limited  
BBA (2015- 2018) & MBA (2018-2020)

"For some people college is just a college but for me it is my second family. I can honestly say that I would not be where I am today without my college and for that, I owe a big thank you. Thank You for providing me with lifelong mentors and ample opportunities for success. Thank you for all of the tears and laughs and the unforgettable memories. Thank you for everything."



## Soumya Banerjee

Manager (Marketing )  
IIT Kharagpur  
(Office of Alumni Affairs)  
MBA (2007-2009)

We owe a lot to BCREC for sowing the seeds of ambition and nurturing us for our professional growth.



## Chandrani Nag

Assistant Manager  
Axis Bank Hyderabad  
MBA (2015- 2017)

If I talk particularly about myself. I got placed in three companies and chose to join Axis Bank, Now, FMS, BCREC also broke this chain of thought that the company is gonna choose us Noooo... FMS, BCREC gave me the chance to choose.

All we need to do is know our goal and trust our mentors. We will always remain grateful to all my teachers for showering love and motivating like a family.



## Krittika Das

OYO Hotels & Homes  
Key Account Manager  
BBA (2009-2012) & MBA (2012-2014)

I am very grateful to my college Dr. B C Roy Engineering College Durgapur. Today all I can say is 'Thank you' to this college where I have spent 5 wonderful years. Today whatever I am is because of this college.  
Thank you for making me the best of myself.



## Saikat Bose

Sr. Manager Operations  
50 Hertz Ltd.  
MBA (2007-2009)

Thank You FMS-BCREC for such lovely teachers who believed in me and taught me to believe in myself and catapult me to the position where I am today



## Pinaki Mondal

Assistant Professor  
Dept of Business Administration  
Scottish Church College, Kolkata  
MBA (2011-2013)

FMS BCREC my Alma Mater, has made me what I am today. It has exposed me to the vast array of academic areas as well as ignited the spirit in me to flamboyantly interact with people around.



## Sangita Mukherjee

Head HR  
VAP Technology Pvt Ltd  
MBA (2015-2017)

Thank you BCREC for the place where I discovered myself, got to spread my wings and became the best version of myself and thank you all the teachers & the faculty who were always right besides us.



# Our Students Say



## Monipushpak Sarkar

Asstt. Manager, FEDERAL BANK  
B.Tech (EE) (2013-2017) &  
MBA(HR) (2017 - 2019)

Thank you, BCREC for shaping me into the adult that I am today and for giving me professors that truly cared about my success and didn't see me as a number. Thank you for providing me with lifelong mentors who I know I could always go to at any point in my career. Thank you for opening doors to so many opportunities and thank you for setting me up for success.



## Arnab Chattopadhyay

Zonal Sales Manager  
PAYTM  
MBA (2007 - 2009)

FMS BCREC prepared me for all the ups and downs of my life. Started at Godfrey Phillips after my MBA, an opportunity provided by the college itself. Crossing all hurdles with flying colours, the position in which I am at currently is only due to the values that got instilled in me during my stay at FMS BCREC, Durgapur.



## Avipsa Sarkar

Assistant Vice President  
Apex Fund Services LLP  
MBA(2005-2007)

I am falling short of words to express my gratitude to my teachers, my mentors. Thank you for facilitating such a positive learning environment. You were my friend, philosopher and guide who has a great contribution in shaping up the person I am today. Thank you all my teachers Krishna Maa'm, Arunava Maa'm, Indrani Maa'm, Bhaswati Maa'm and last but not the least Shankarda.



## Sadhan Patra

Regional Manager (Sales)  
Beiersdorf AG Kolkata  
MBA (2005 - 2007)

Being an alumnus of the college, my college has prepared myself for transition into the workforce through real-world experience involving various projects, seminars, internship and various problem solving opportunities.

In Short I Can say, I got lot of opportunities like being able to Handle Pressure.



## Barkha Sinha

IBM, Bangalore  
Senior Analyst  
Risk & Compliance (2011- 2013)

It was an amazing journey to be part of BCREC. "An investment in knowledge always pays the best interest".



## Richa Singh

Probationary Officer -  
Federal Bank, MBA Batch 2021

College defines it's students and their respective personality. I Feel privileged to study in such a positive environment where teacher's were Amicable and I got to learn the most important lesson of my life i.e. "To be patient and Optimistic even during the worst times because that is the key to your Overall growth and success". I cherish the memories spent in the college and feel obliged to thank the College for providing me with the Best Placement that I could have got during the Pandemic.



## Joytirmoy Karmakar

Tax Analyst,  
Ernst & Young  
Global Delivery Services Ltd.,  
MBA Batch 2021

I am very grateful to the FMS Department of Dr. B. C. Roy Engineering College, Durgapur. The College has excellent faculty strength and depth and also provides excellent placements even during adverse times - and all this at a very modest cost.

# Your Commitments

## Learning Attitude

As an aspirant of a multidisciplinary professional qualification like the MBA, you will be required to undergo training in a variety of courses, some of which may be entirely in a new domain. Further, you will be exposed to the real world business experience through our summer training projects. You will also have to undergo a multitude of extra-curricular learning. Considering the extensiveness of the learning requirement on your part, it is imperative that you inculcate a learning attitude right from day one in this institution.

## The Programme Fees

The total fee for the MBA programme has to be paid in four installments on a semester basis. The fees include one-time, refundable caution money to be deposited with the college at the time of admission and the same is refunded when a student graduates from the college.

## Dress Code

FMS believes that adhering to a dress code fosters a sense of unity and team spirit among the students. It also emphasises belongingness to the institution. This makes them more focused and disciplined, which helps them in getting an edge over their competitors in today's job market. A uniform dress code is followed for boys and girls, which is to be collected after payment of the requisite fees. Observing the dress code is mandatory and part of the college discipline.

## Living Expenses

Students who prefer to avail of the in-campus hostel facilities must pay for their living expenses. However, hostel accommodation is optional and the students may opt for off-campus private accommodations.

# CODE OF CONDUCT

## College Timings

Tuesday to Saturday from 10:00 AM to 5:30 PM.

## Attendance

At least 75% attendance in classes is compulsory.

## Discipline

All students must abide by the rules and standing orders of the college. Violation of rules and standing orders of the college or any misconduct inside and outside the college campus or in Halls of Residence, will render a student liable to disciplinary action and may lead to expulsion from the college. At the time of admission, students will have to sign an undertaking to this effect and also to be endorsed by the guardians.

Further, if as a result of any demonstration or strike, any property of the college campus or Halls of Residence is damaged, the cost of the same will be recovered directly from the students identified wherever possible or else collectively from such group of students as are responsible for the demonstration or strike.

## Ragging

Ragging is now prohibited as per Act. Ragging in any form of any student, inside or outside the college campus or Halls of Residence of the college, is absolutely prohibited. As per recent order / verdict of the Supreme Court, it will lead to huge fine including jail for law breaking / it may lead to heavy amount of fine along with imprisonment as penal action for violation of SC order.

As per law, Ragging is a grave offence and invites stringent punishment by court of law. Further, this

being a slur on the entire academic community, denigrating the same in front of entire society, the practice must not occur. Giving any indulgence to ragging will lead to strict disciplinary action including immediate expulsion from the college.

Exemplary punishment is a must and will be given immediately. The decision of the Principal/Director on all matters of discipline will be binding and final.

## Admission to Hostels

Accommodation at boys' and girls' hostels being limited, students are advised to apply immediately after admission in separate prescribed form available in our corporate office. Admission to hostels is for one year duration and is subject to renewal annually depending on good conduct. Accommodation is allotted to students based on need, financial position and other allied aspects.

Hostel charges and seat rents etc. once paid cannot be refunded.

## Reporting for Hostels

On the day of reporting for hostel accommodation each student has to bring the following belongings without fail-

1. Money receipt – 2 copies
2. Six copies stamp size colour photographs.
3. Bedding with mosquito net.
4. One big lock and one small lock.
5. Steel glass with cover for drinking water, bucket, mug, torch, emergency light & candles.
6. Big trunk with lock.
7. Any other necessary personal belongings.



# Guiding You Through The Application Process

One should be very careful while filling the application form. Remember, the information provided by you on the form speaks about your merit and is an evidence of your credibility. These forms are assessed in detail before you are shortlisted for our final selection round. So make sure you do not miss out on any relevant information.

## Creating the Right Mix

FMS welcomes candidates from various cultural backgrounds. When people with diverse ideas and qualities converge, their creative energies are kindled. Professional experience is considered as an added qualification at FMS. Students challenging conventional wisdom in the classrooms are appreciated. People, who work as a team and are in the quest of the unexplored, walk an extra mile towards success. **Ambition, determination and the urge to develop and grow are the prerequisites of a successful manager.**

## Essential Prerequisites for Admission

Graduate in any discipline from any recognized university with a valid JEMAT/MAT score. However CAT/CMAT candidates can also apply subject to the guidelines available from MAKAUT, WB time to time.

## The Critical Steps to the Final Selection

### Step 1: Filling the Form

Complete the FMS application form attached at the back of the prospectus. You may also download the application form directly from our website ([www.bcrec.ac.in](http://www.bcrec.ac.in)). While filling up the form please read the instructions carefully. Through this form you are promoting yourself, so give every detail about yourself including your professional experience, if any.

### Step 2: Returning Your Application Form

Return your completed application form along with the following enclosures:

- 3 stamp sized and 7 passport sized colour photographs in a mini envelope. Your name should be written at the back of each photograph.
- Testimonials regarding date of birth and educational achievements.
- Evidence of your professional experience, if any.
- Copies of your entry test score card.
- Demand Draft drawn in favour of "Dr. B. C. Roy Engineering College, Durgapur", payable at Durgapur.

You may submit the completed application form along with the supporting documents personally at our office or send it to our corporate office at the following address:

**Mr. Rajesh Chatterjee, Sr. Manager (Admin)  
Management House, Dr. B.C Roy Engineering  
College, Jemua Road, Fuljhore, Durgapur-713206,  
Ph.: 09932245570, E-mail: [info@bcrec.ac.in](mailto:info@bcrec.ac.in)**

### Step 3: Processing Your Application

After the receipt of your application, our admissions office feeds the data into the system. On the basis of the information provided by you, we either:

- Offer you a call letter to appear for our Group Discussion and Personal Interview rounds on a chosen date.
- Contact you for further information if your application form is incomplete (it is difficult to take any decision if we do not have all the details). In such cases the information should be provided to us as soon as possible.
- Reject your application in case it does not fulfill our minimum standards.

### Step 4: Final Offer

If you successfully qualify our Group Discussion and Personal Interview rounds you will be offered a seat in our MBA program. Selected candidates will then have to get admitted within the stipulated time mentioned on the offer letter by fulfilling the necessary formalities, failing which our offer may stand cancelled. Should you have any queries at any stage of the application process, feel free to contact us with your application number.



# FACULTY – The Mentors

We at FMS are committed to improve upon the management practices. Innovative teaching is a passion with our faculty and they understand the challenges of aligning theory and practice. Leaders in their own fields, most of them have hands on industry experience. Their knowledge is extended through research and publication, so that you know what you learn here is always contemporary.



**Dr. Somroop Siddhanta,**  
Professor & Head  
Qualification: MBA, PhD

**Area:** Corporate Strategy, Digital Marketing, Marketing Communications, Sales and Retail, Consumer Behaviour  
**Research Interest:** Marketing Communications, Marketing of Services, Consumer Behaviour, Mathematical Modelling in Sports



**Dr. Arunava Mookherjee**  
Professor  
Qualification: M. Sc (Physics), MBA, PhD

**Area:** Digital and Social Media Marketing, Marketing Communications, Consumer Behavior, Marketing Research, General Management.  
**Research Interest:** Marketing Communications, Consumer Behavior and Marketing of Services.



**Dr. Indrani Sengupta**  
Asst. Professor  
Qualification: M. Sc, M. Phil, PhD

**Area:** Managerial Economics (Micro), Indian Economy and Policy, Industrial Management,  
**Research Interest:** Productivity and Efficiency, Convergence analysis, Environmental Kuznets Curve



**Dr. Bhaswati Roy**  
Asst. Professor  
Qualification: MA (Industrial Sociology), MBA, PhD

**Area:** Organizational Behaviour, Business Ethics, Cross Cultural Management, Performance Management System, Strategic HRM (Operational areas of HRM)  
**Research Interest:** CSR (Socio-Economic Capacity Building/ CCBP Modelling), Motivational approaches (Leadership) of SHGs (Productive Livelihood Options & 3Ps Management Practice Modelling)



**Krishna Roy**  
Asst. Professor  
Qualification: MBA, MPhil, PhD enrolled

**Area:** Business Communication, Operations Management, Quantitative Techniques, Entrepreneurship and Project Management, Management Information Systems, Soft Skills  
**Research Interest:** Recommender System, Marketing Analytics, Social Networking, Bibliometrics



**Sandip Mukherjee**  
Asst. Professor  
Qualification: B.A., LL.B., D.L.L. & L.W., MPM, M.Phil.

**Area:** Legal & Business Environment, Human Resource Management, Organizational Design, Team Dynamics at Work, Compensation & Benefits Management, Employee Relations & Labour Laws  
**Research Interest:** Labour Laws & Social Welfare



**Niloy Kumar Bhattacharjee**  
Asst. Professor  
Qualification: MA (Economics), MBA (PGDFM)

**Area:** Marketing Research, Marketing Analytics, HR Analytics.  
**Research Interest:** Core econometric/ stochastic modelling and general data science applications for marketing research and allied areas.



**Partha Chattopadhyay**  
Asst. Professor  
Qualification: M.Com, FCMA, CA(Inter)

**Area:** Derivatives & Risk Management, Corporate Finance, International Finance & Taxation.  
**Research Interest:** Corporate Finance & Taxation.





### **Subhasis Datta**

**Asst. Professor**

**Qualification:** B. Sc. (Hons), Master of Computer Management, DAC (C-DAC)  
PhD Thesis Submitted

**Area:** Project Management, MIS, Business Communication, Soft Skills, SE, R

**Research Interest:** Computer Networks, Optical Burst Switching,



### **Sayanti Samanta**

**Asst. Professor**

**Qualification:** MBA, CMA(Inter)

**Area:** Investment Analysis and Portfolio Management, Financial Markets & Services, Behavioral Finance, Corporate Finance, Quantitative Techniques

**Research Interest:** Stock Market Analysis, Behavioral Finance, Banking and Finance

## **VISITING FACULTY**

### **Subhabrata Bhattacharjee**

Senior Programme Manager, PGDM.  
Wadhvani Foundation

### **Dr. Sujata Banerjee**

Assistant Professor, MBA, PhD.  
BCREC Academy of Professional Courses.

### **Dr. Ratnakirti Roy**

Assistant Professor, MCA, PhD.  
BCREC-Academy of Professional Courses

### **Dr. Sayantani Ghosh Banerjee**

Assistant Professor, MBA, PhD.  
BCREC Academy of Professional Courses.



# Frequently Asked Questions

- 1. When was FMS started?**  
Ans. FMS was started in August 2004.
- 2. Is this institute affiliated to any University?**  
Ans. The Institute is affiliated to the Maulana Abul Kalam Azad University of Technology (Formerly WBUT).
- 3. Is this programme recognised by AICTE?**  
Ans. The programme is recognised by AICTE as well as DTE, Government of India.
- 4. Who train your students?**  
Ans. Our faculty members are highly experienced and qualified, with good academic and industrial exposure. Practicing managers and other professionals from the industry visit our campus regularly to share their experiences with our students.
- 5. What are the basic requirements for admission to the FMS MBA programme?**  
Ans. Please refer to the section Eligibility for MBA admission. (see page no. 7).
- 6. What is the process of admission to the FMS?**  
Ans. Please refer to the section Guiding You Through The Applications Process. (see page no. 26).
- 7. Does the college provide hostel facilities for both men and women?**  
Ans. There are two separate hostels for men and women within the campus.
- 8. Is the programme strictly residential?**  
Ans. No. The programme is not strictly residential. Day scholars are also allowed.
- 9. How is the placement service of the FMS?**  
Ans. We offer 100% placement assistance to our students.
- 10. Which companies have recruited your students?**  
Ans. Please refer to the list of top recruiters in the Campus Placement page. (see page no. 22).
- 11. What is the commuting facility for the day scholars?**  
Ans. The day scholars can avail of the city commuting services as well as the college bus facilities.
- 12. How does one reach the campus from Durgapur station?**  
Ans. The campus can be reached by 8B or MAMC bus. Auto and Taxi services are also available.
- 13. What kind of furniture will a boarder be provided with?**  
Ans. A boarder is provided with a single cot and a cabinet.
- 14. What should a student bring along with him/her to the hostel?**  
Ans. A student is expected to carry sufficient amount of clothes and regularly required belongings with him/her. He/she should carry his/her own bedding.
- 15. What is the arrangement for food in the hostel?**  
Ans. The students are provided with four meals in a day.
- 16. What is the class timing?**  
Ans. The class timing is from 10:00 AM to 5:30 PM. However, the class timings may be extended depending on the requirements.
- 17. What is the structure of the MBA programme?**  
Ans. Please refer to the section "MBA – The FMS Way." (see page no. 12).
- 18. What is the fee structure for the MBA programme?**  
Ans. Details of the fee structure is provided in the section Fee Structure. (see page no. 25).
- 19. Can we finance the programme with a bank loan?**  
Ans. The college has a tie-up with Punjab National Bank. However, loans are available from other nationalized banks also on submission of proper documents.
- 20. Is library facility available outside the class timings?**  
Ans. The Central Library remains open even during the evenings.
- 21. If a student falls sick, how is he/she attended to?**  
Ans. There is an Emergency Medical Unit to take care of the emergency medical requirements of the students.





# About Durgapur

According to the old land records, Durgapur of the present was once part of a region covered by dense Sal forests called the "Jungle Mahal". The metamorphosis of Durgapur into an industrial city started with the commissioning of the Durgapur barrage in the early 1950s by the Damodar Valley Corporation (DVC). Surprisingly the excavations at this time led to the recovery of many Stone Age artifacts which were later shifted to the Indian Museum, Kolkata.

A famous historical site called the Deul is located close to Durgapur and it enshrines the Goddess Shyama/Rupa. The shrine was maintained by the famous king Ballal Sen, whose son Lakshman Sen patronised the Vaishnavas. The great poet Jaydev reputed for his literary creation the "Geet Govinda" lived in Jaydev Kenduli, a place close to Durgapur, during the time of Lakshman Sen. Gurudev Rabindranath Tagore's Santiniketan, the cultural hub of Eastern India, is about 1 hour car drive from Durgapur.

Durgapur today projects an image of an industrialised India which was founded in the late 50s by the erstwhile Chief Minister of West Bengal, Bharat Ratna, Dr. Bidhan Chandra Roy and is located very close to India's biggest coal fields in the Raniganj-Asansol-Dhanbad belt. It is home to some of the major public and private sector enterprises belonging to the core sectors such as iron and steel, thermal power, cement, chemicals, machinery and other allied industries.

Durgapur is bounded in the north by the river Ajoy and in the south by the river Damodar. Between them the city is spread over an area of 991 square kilometres (urban 242 and rural 749 sq.km) and is the home to a population in excess of 5,50,000. The other details of the city are as follows :

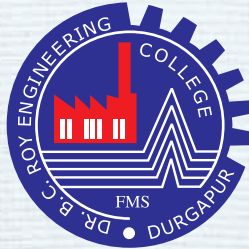
- Altitude: 68.9 metres
- Temperature (deg. Celcius): Summer – Max. 46.1, Min. 37.8; Winter – Max. 20, Min. 6
- Rainfall: 150 cm (June to September)
- Clothing: Summer – Tropical, Winter – Light Woolens
- Languages Spoken: Bengali, English, Hindi
- Best Season: Particularly the winter

## Access

- Air: Nearest Airport at Andal is 12 km. away from Durgapur
- Rail: Connected to all the major stations in India.
- Road: Connected by National Highway with Kolkata 176 km., Asansol 50 km., Patna 414 km.
- Local Transport: City Bus services, Taxis, Auto-rickshaws, Toto's and Cycle-rickshaws are available.







# FMS

## CONTACT

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**FACULTY OF MANAGEMENT STUDIES**  
**DR. B. C. ROY ENGINEERING COLLEGE, DURGAPUR**

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