



ADMISSION BROCHURE 2020-2022

Vinod Gupta School of Management
Indian Institute of Technology Kharagpur





“
Dedicated to
the Service
of the Nation
”

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Director's message

Established in 1993, Vinod Gupta School of Management is the first management school to be set up within the IIT system, offering management education to some of the brightest minds in the country.

The students of VGSoM, being part of the IIT ecosystem, an institute of eminence, receives a unique experience of not only learning the core management subjects offered by the school but also the various interdisciplinary courses from the fields of technology, entrepreneurship and law. Having a legacy of several decades, VGSoM boasts of a highly experienced faculty fraternity with knowledge and industry experience from various fields of management, technology, data analytics, pure sciences and social sciences, who have the innate ability to

nurture talented minds and transform them into highly skilled competent industry leaders.

The school offers a range of programs, including its flagship MBA program such as the Executive MBA and various Ph.D. programs.

I firmly believe the students of VGSoM will take away with them an incredible learning experience which will empower them to take several challenges in the future.

Once again, Welcome to IIT Kharagpur, Welcome to VGSoM.

Prof. Virendra Kumar Tewari
Director, IIT Kgp



Dean's message

With a distinct focus on grooming leadership with innovation and execution, VGSoM offers rich experience with its state-of-the-art facilities and curriculum that is revamped continuously to align with the industry requirements. Students get access to Bloomberg terminals, databases, massive repository of both online and offline journals, and other academic/nonacademic resources. New initiatives like Micro Specialization in Business Analytics are regularly introduced to meet and go beyond the industry expectation along with additional credit courses offered by other schools in IIT as per their interest.

With our corporate connection and International immersion program, students get a plethora of opportunities

for corporate and industry engagement through Live projects, Guest Lectures and Project Based Learning in Global universities. This along with various student Clubs and Committees contributes significantly toward building a strong foundation of essential managerial skills, Marketing acumen and strategic managerial decision-making expertise among the students.

I take this opportunity to welcome you to a holistic learning experience in our prestigious B-School.

Prabina Rajib
Dean, Vinod Gupta School of Management

About VGSOM

Vinod Gupta School of Management synergizes the latest management education while leveraging the technical competence of IIT Kharagpur. Started along the lines of Sloan School of Management, MIT, Vinod Gupta School of Management is the first B-school to be established within the IIT ecosystem. Mr. Vinod Gupta, a distinguished alumnus of IIT Kharagpur, along with erstwhile Government of India founded the eponymous institute in 1993.

Vivacity of VGSOM

Vinod Gupta School of Management synergizes the latest managerial erudition with the dynamic requirements of the rapidly growing industry by leveraging the technical competencies of IIT Kharagpur. Born out of realization by some of the country's finest technocrats that the country needed managers with strong technical background, now in the latter half of 3rd decade of its existence VGSOM has contributed a huge number of managers, leaders and entrepreneurs to the world. The School offers a full-time MBA, as well as a special EMBA programme for working executives. Additionally, VGSOM runs one of the largest doctoral programmes in management in the country, and conducts MDPs which are short duration management development programmes that cater to managers from different functionalities in the industry.



Mission

To develop outstanding management professionals and future CEOs, who will lead organizations especially in technology-driven and knowledge-based industries, in the service of the nation and the community



Vision

Our vision is to develop as a center of excellence in management education and research catering to the needs of the organizations in different sectors of the economy with special emphasis on technology driven and knowledge-based industries that are characterized by high degrees of globalization, dynamism, complexity and innovation.



170 CAT/GMAT

high scorers selected after rigorous elimination rounds of WAT-PI



5 Core Committees
12 Active Clubs



Routine B-talks

Exposed to routine Alumni talks and professionals from various walks of industry



4 Semester
44 Courses
84 Weeks

The first year comprises of 2 semesters consisting of 21 courses and 2 months of full-fledged internship



1:5 Faculty-Student Ratio



2,150 Acres

f. Protected in the lap of Nature in a lush green campus



Undergoing holistic nurture through

Sports, Cultural and Infotainment Events



Aided by

Excellent Infrastructural and Academics Incubating Facilities

MBA program write-up

Vinod Gupta School of Management offers a comprehensive two-year Master in Business Administration. The MBA curriculum has been specially designed

for graduate engineers and Master's degree holders in science, economics and commerce, combining the traditional strength of IIT in technical education with

modern management philosophy. The school follows a blend of lectures from leading faculty members, case studies and group projects. Regular guest lectures from industry experts as well as live projects provide students with insight into the current global trends and future business opportunities. A two-month summer internship in industry exposes students to practical management problems. Some of the core subjects offered by the programme are Human Resource Management, Production and Operations, Marketing, Finance, Information System Management, Organizational

Behavior, Economics, Strategic Management, Legal Aspects of Business, Business Ethics, Quantitative Methods and Business Communication. Along with the core courses of the programme, other large number of electives from across several IIT departments are available for a student to pursue his/her individual interests in greater depth. In order to inculcate team orientation, all peripheral administrative functions in the school are managed by the students in team mode, which further prepares them to be the leaders of tomorrow.



Admission Eligibility, Criteria, Process and Important Dates

Candidates seeking admission to MBA Programme of the Institute should have Bachelor's degree in Engineering/Technology or Master's degree in Science, Economics or Commerce (with Mathematics or Statistics at Bachelor's level) with the following criteria:

For institutes a) awarding degree based on aggregate marks secured in all years of the qualifying degree OR b) awarding degree based on aggregate marks secured in the final two semesters or final year of the qualifying degree:

A candidate must have any of the following:

A Bachelor's degree of minimum 4-year duration in engineering, technology, pharmacy, medicine, or similar disciplines;

OR

Master's degree in Science/Economics/Commerce (with Mathematics or Statistics at Bachelor's level); with:

GE/NC-OBC: Minimum of 60% marks (or CGPA of 6.5 on a 10-point scale)

SC/ST/PwD: Minimum of 55% marks (or CGPA of 6.0 on a 10-point scale)

- For both the above cases, if the CGPA is on a different scale than 10.0, the eligibility of the candidates will be calculated corresponding to the equivalence stated above
- Admission to reserved category candidates will be as per Government of India rules.
- Applicants must be in good health. In case of any discrepancy found in the certificate of medical fitness to be submitted during registration, the opinion of the Institute Medical Officer will be final.
- Persons with Physical Disabilities (PwD) seeking admission to MBA are to appear before a medical board on or before October 31, 2020 at IIT Kharagpur. The decision of the Medical Board is final and becomes binding to the candidate.
- Selection of applicants whose results in the qualifying degree examination are yet to be declared will be provisional, subject to the condition that all parts of the examination must be completed in all respects before the date of joining the institute and the marks sheet/certificate as evidence of passing the qualifying examination are to be submitted latest by October 31, 2020.

Admission/ Selection Process

The Selection of candidates for admission to the 2020-2022 batch of MBA at VGSOM, IIT Kharagpur is a two-step process. In the first step, candidates are short-listed for Written Aptitude Test and Personal Interview (WAT-PI) from among candidates who have :

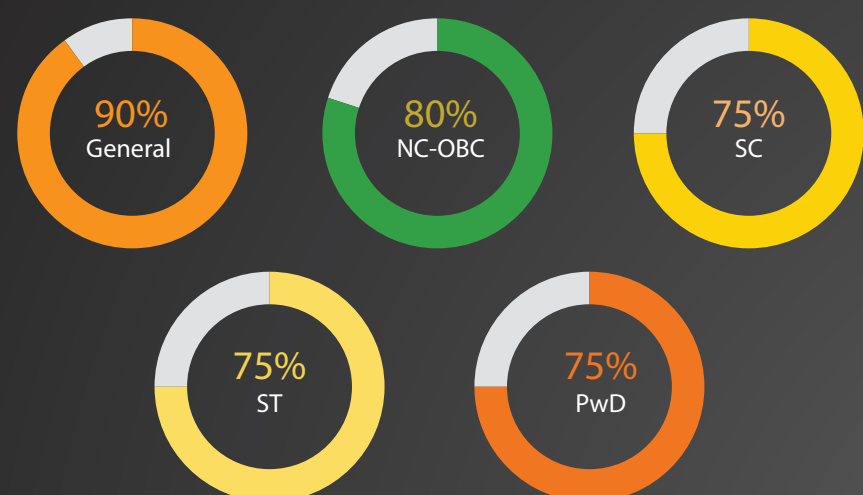
- A valid CAT score equal to or above the cut-offs as given in the Pie-chart.
- Applied for the programme and satisfy the eligibility criteria for the programme.

Overall CAT score out of 20 and application rating (AR) out of 20 will be added to get the marks for shortlisting candidates to be called for WAT-PI. The application rating looks at the applicants' academic performance (marks obtained) in 10th Standard Examination, 12th Standard Examination, Bachelor's Degree and Master's Degree Examination and the candidates' work experience. Although the online application portal captures sectional scores and percentile as part of CAT, the same is not used for application rating. The scores for application rating is provided in Graph-1.

An overseas category candidate who applies with a GMAT score instead of a CAT Score should have a total scaled score of at least 750.

Minimum CAT-2019 Percentile

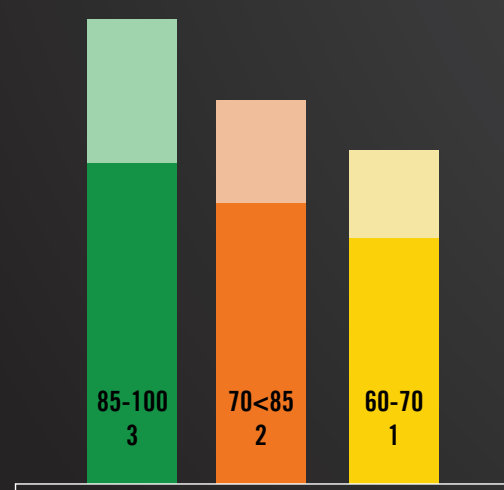
Pie-Chart



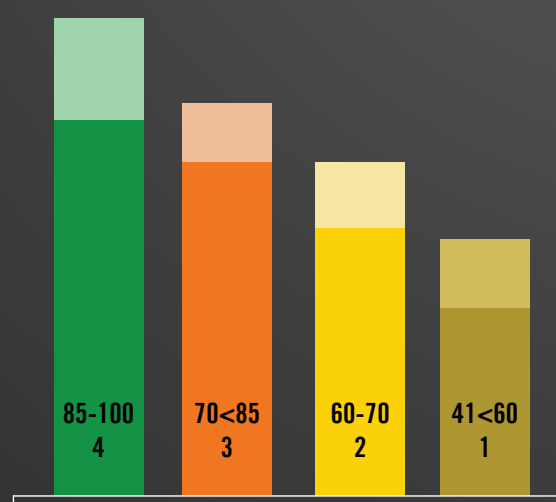
Applicatoion Rating (AR) : 2018-2020 Rating Scores

Graph -1

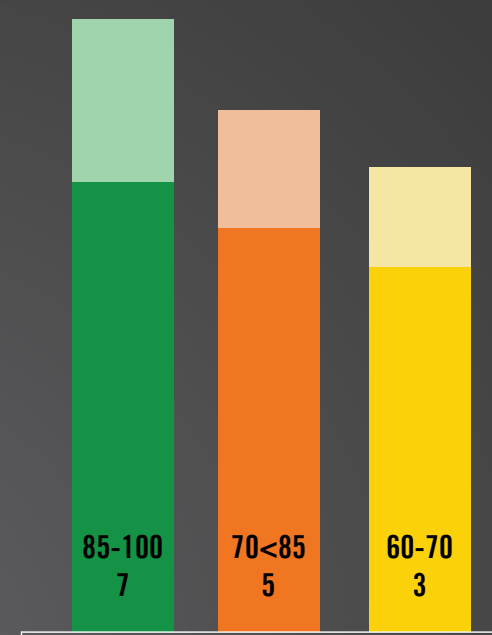
Precent score in 10th Std. Exam
Rating Score Graph-1A



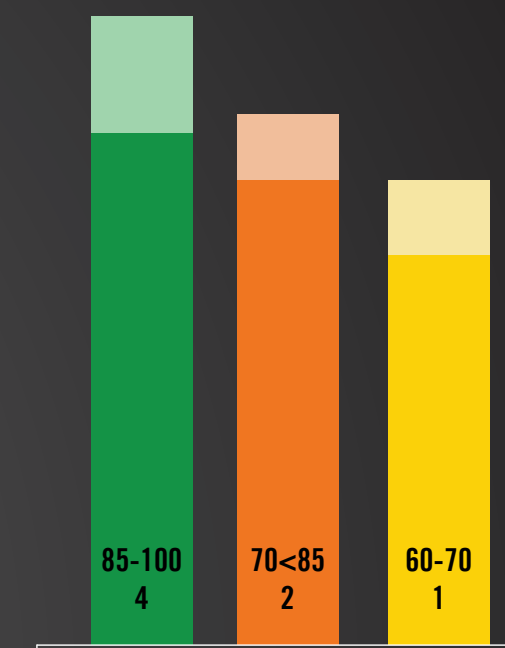
Precent score in 12th Std. Exam
Rating Score Graph-1B



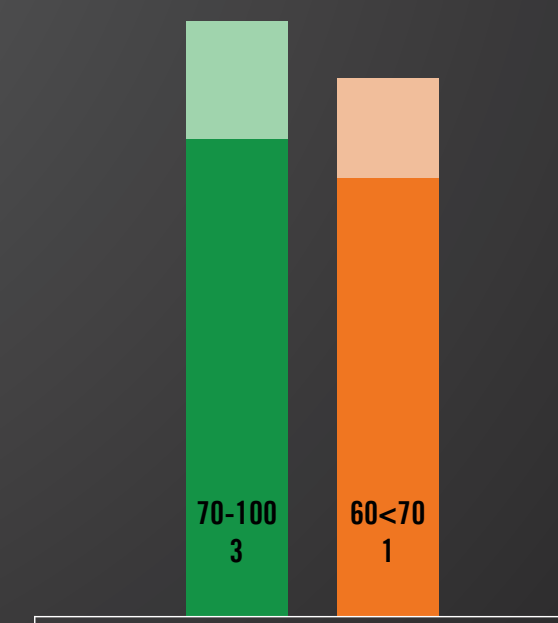
Percent Score in B.Sc/B.Com/BA
Exam Rating Score Graph-1C



Percent Score in B.Sc/B.Com/BA
Exam Rating Score Graph-1D



Percent Score in B.Sc/B.Com/BA Exam
Rating Score Graph-1E



Selection Process 2020-22

The selection of candidates for admission to the 2020-2022 batch of MBA at VGSOM, IIT Kharagpur is a two-step process. First, the candidates who have applied successfully to the program are shortlisted for Written Aptitude Test and Personal Interview (WAT-PI). Secondly, the candidates who have been selected through the WAT-PI process are offered final admission to MBA on the basis of a cumulative performance score based on application rating and performance in WAT-PI.

Short-listing for Written Aptitude Test and Personal Interview (WAT-PI)

In the first step, the candidates who have successfully applied to VGSOM, IIT Kharagpur through proper process and fulfill the minimum academic eligibility criteria are short-listed for WAT-PI on the basis of CAT 2019 score, past academic performance, and other criteria, if applicable, as mentioned below.

The candidates must have the minimum CAT 2019 percentile as following for being considered:

Minimum CAT-2019 Percentile for shortlisting



EWS- As per the guidelines of the Government of India. An applicant belonging to overseas category (non-domestic candidate) is required to apply with a valid GMAT® (Graduate Management Aptitude Test) instead of CAT score, and should have a total scaled score of at least 750 for being considered for shortlisting. Overall CAT 2019 scaled score out of 20, application rating (AR) out of 20 and Gender Diversity Factor (GDF) will be added to get the score for short-listing of the candidates to be called for WAT-PI. Two marks will be given to all female applicants for GDF. However, GDF component will not be considered for final composite score calculation (Refer to Table 3). The application rating looks at the applicants' academic performances (marks obtained) at various stages of academic progression, such as secondary (10th/matriculation), higher secondary (12th/intermediate), undergraduate (bachelor's degree), and postgraduate (master's degree, if any), along with professional work experiences. Although the online application portal captures sectional scores and percentile as part of CAT 2019 performance, the same is not used for application rating. The details regarding the scores for application rating for various qualifications/degrees/work experience are provided below

Application Rating (AR) scores for 10th and 12th Std. Exams

Percentage score in 10th Std. Exam	Rating Score A	Percentage score in 12th Std. Exam	Rating Score B
85% to 100%	3	85% to 100%	4
70% to <85%	2	70% to <85%	3
60% to <70%	1	60% to <70%	2
		41% to <60%	1

The performance in academic programs such as B.Tech./B.E./B.Pharm./Dual degree BTech-MTech/Dual-degree BTech-MSc will have the following rating score (rating score C) for calculation of application rating. Alternatively, a candidate with BA/BSc/B.Com, followed by MA(Eco)/MSc/MCA/M.Com (with Mathematics/Statistics as a subject at bachelor's level) will be getting the following score (rating score D and E) in application rating.

Application Rating (AR) scores for under and postgraduate degrees

Percentage score in B.Tech/BE./B.Pharm./Dual degree BTech-MTech/Dual-degree BTech-MSc Exam	Rating Score C	Percentage score in BSc/B.Com/BA Exam	Rating Score D	Percentage score in MA(Eco)/M.Sc/M.Com/MCA Exam	Rating Score E
85% to 100%	7	80% to 100%	4	70% to 100%	3
70% to <85%	5	70% to <80%	2	60% to <70%	1
60% to <70%	3	60% to <70%	1		
		41% to <60%	1		

Following score (rating score F) will be applicable for candidates with professional degrees and qualifications such as M.Tech./ME, Chartered Accountancy (CA), Company Secretary (CS), Financial Risk Management (FRM), and Chartered Financial Analyst (CFA) of the CFA Institute, USA:

Application rating (AR) for professional exams

Qualifications	Rating Score F
MTech/ME/Professional Qualifications such as CA/CS/CFA/FRM	1
Others	0

Candidates with professional work experience will receive the following score (rating score G) in application rating on the basis of the duration of their work experience. Please note that only graduate-level work experience will be positively considered; any work experience gained through training/projects/internship as part of curriculum requirements will not be considered.

Application rating (AR) for work experiences



For candidates who are continuing in service, the experience will be counted latest up to January 31, 2020, irrespective of the date on which (s)he filled in the application form.

Note: For the qualifying/bachelor's degree of the applicant, the percentage of marks awarded by University/Institution/College, as applicable, will be treated as final. If the University/Institution/College does not award the percentage of marks, it will be calculated on the basis of the marks obtained in all subjects listed in the marks-sheet submitted by the candidate.

Cumulative grade point average (CGPA) performance will be converted into 'marks percentage' as shown below:

$$\text{Marks Percentage} = 60 + (40/3.5) \times [(CGPA \text{ obtained} / \text{Total CGPA}) \times 10 - 6.5]$$

Note: The above conversion is only for computing the academic rating (AR). While submitting the application online, candidates should fill in the actual marks percentage/CGPA as provided by her/his University/Institution/College, as applicable. We will NOT accept any equivalence of conversion from CGPA to percentage marks provided by any individual universities/institution/college; in this case, the final and binding method of conversion will be as provided above.

Final Selection and Offer of Admission to MBA

In the second stage of the admission process, final selection will be based on the cumulative score of the application rating (AR), performance in CAT 2019 (for domestic candidates) or in GMAT® (for non-domestic candidates), and the candidate's performance in WAT-PI process.

Criteria and weights for final selection to MBA

Criterion	Weight
CAT 2019 Score	20
Application Rating*	20
WAT-PI	60 (20+40)
Total	100

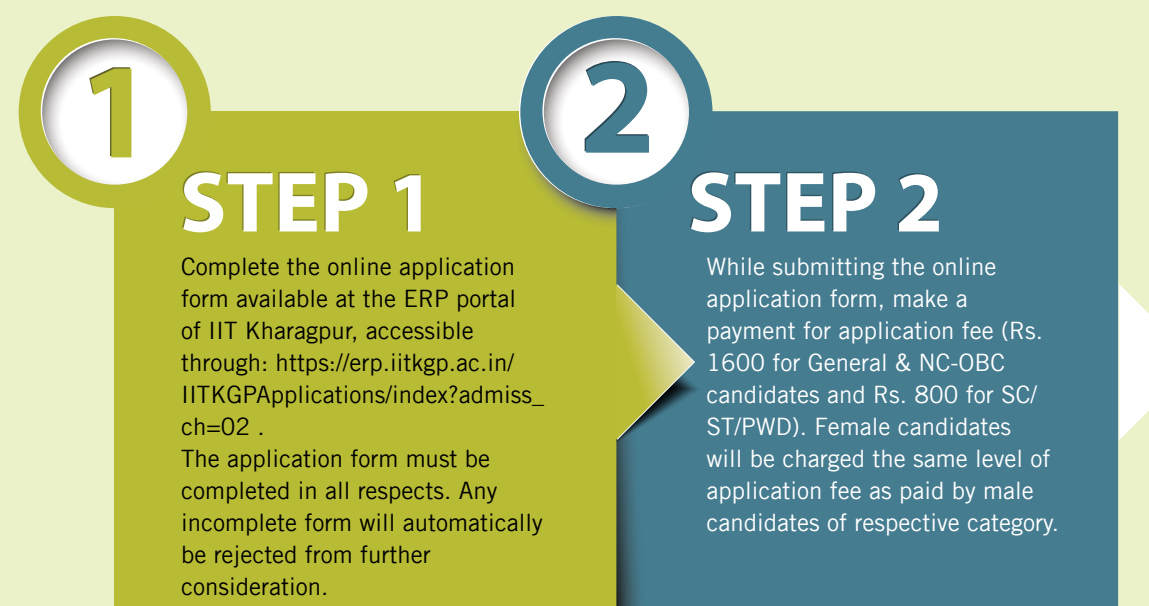
*Total of rating scores (A+B+C+F+G) or (A+B+D+E+F+G)

The final offer of admission will be made on merit in each category. Barely fulfilling the minimum qualifying criteria as mentioned above would not guarantee a candidate for admission to the MBA program of VGSOM, IIT Kharagpur.

VGSOM, IIT Kharagpur reserves the right to make changes in the shortlisting and Selection Criteria, if considered necessary at any stage of the process.

How to apply

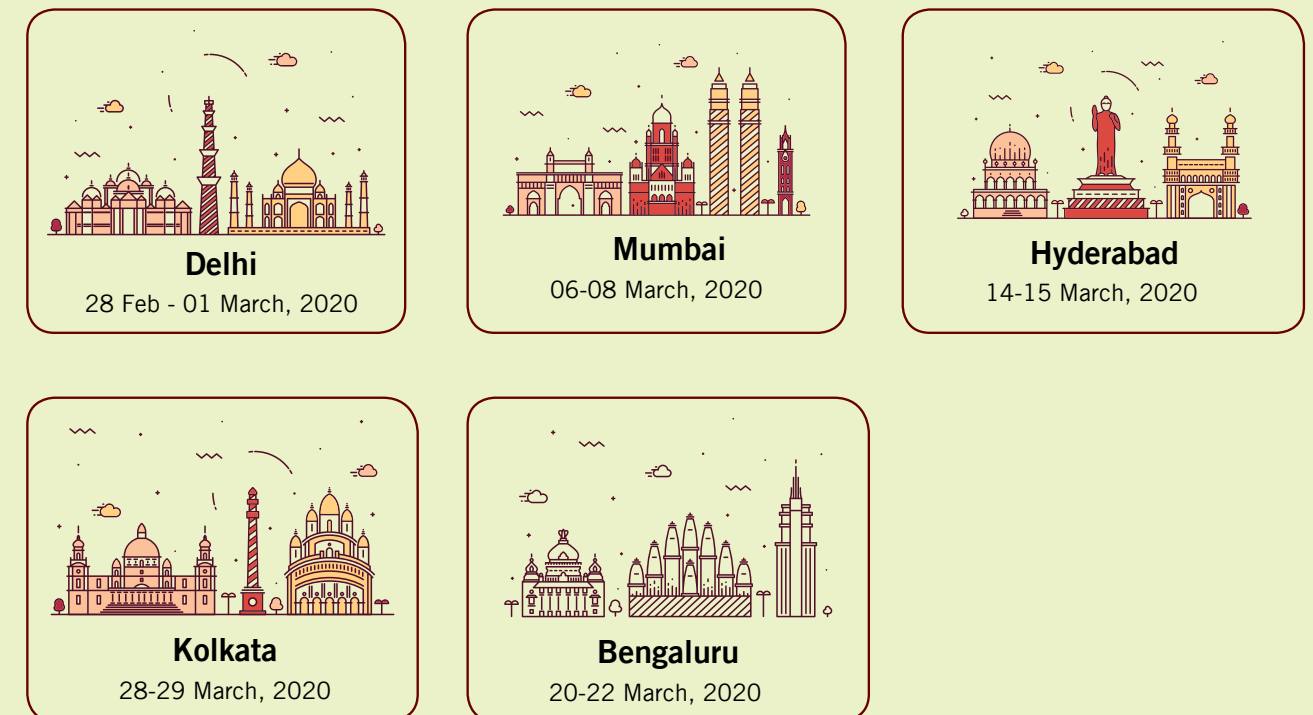
After taking the CAT 2019 examination, domestic candidates seeking admission to the MBA programme must complete the following procedure:



Last date for submission of online application is 31st January, 2020 (Friday), 11:59 PM.

Schedule for conducting WAT-PI

Please note that WAT-PI for shortlisted candidates will be conducted by VGSOM, IIT KGP as per the following schedule:



Candidates who would apply to the MBA program of VGSOM, IIT Kharagpur and would be shortlisted for WAT-PI process shall be intimated via email in due course of time.

Declaration of Results for Final Admission:

The tentative date of declaration of results for final admission is: 30th April, 2020 (Thursday). Candidates would be required to log in to the application portal mentioned in Step 1 to find out the status of their application.

Any dispute concerning Admission to the MBA batch 2020-22 would be subject to jurisdiction of the competent courts within the territorial jurisdiction of the city of Kolkata only.

In case of any further query, please contact:

Prof. Ajay Kumar Mishra

The Chairperson of MBA Admission 2020

Email: admissions@vgsom.iitkgp.ac.in

Phone: +91-3222- 282295 / 282297 (VGSOM)

Other: +91-3222-304974

Prof. Vimala Rani M.

Co-chairperson – MBA Admission 2020

Phone: +91-3222-281788 (Office)

Pedagogy of MBA

SEMESTER I

- Financial Accounting & Reporting
- Cost & Management Accounting
- Statistical Methods for Management
- Management Information Systems
- Production & Operations Management
- Quantitative Techniques I
- Marketing Management I
- Business Analytics
- Organizational Behaviour
- Spreadsheet Modelling and Programming for Business
- Micro economics for Managers
- Learning Business Outside classroom (Project)

SEMESTER III

- Strategic Management
- Summer Internship Project
- Business Government and International Economic Environment
- Organizational Design, Change and Transformation

Note: All Elective courses given in Table A (below)

SEMESTER II

- Corporate Finance
- AMRP (Project)
- Supply Chain Management
- Business Econometrics
- Marketing Management II
- Marketing Research
- Human Resource Management
- Macro Economics for Managers
- Managerial Communication

Electives (2 electives to be taken)

- ERP
- Digital Marketing
- Financial Markets and Institutions
- Entrepreneurship and new ventures
- Human Resource Measurement and Decisions
- Service Operations Management
- Advanced Business Analytics*
- Business Applications of Game Theory

Micro Specialization in Business Analytics

► Component I

- Advanced Business Analytics
- Time Series Econometrics

► Component II

- Supply Chain Analytics
- Marketing Analytics
- Product Analytics
- HR Analytics
- Advanced Marketing Analytics

► Component III

- Project I
- Project II

Note:

- Number of subjects needed to earn the Micro-specialization: 4 (2 Core + 2 Electives)
- Minimum credits needed to earn the Micro-specialization: 12

SEMESTER IV

- Comprehensive Viva
- Business Law for Managers
- Business Ethics and Corporate Governance
- Business Simulation Game

Note: All Elective courses given below.

MBA Curriculum 2020-2022 Batch

Credit Requirements for MBA

Semester	Curriculum			
	Core	Electives	Project	Total credit
First Semester	11	None	Project	22
Second Semester	8	2	AMRP	22
Third Semester	3	8-9	SIP	24
Fourth Semester	3	8-9	Comprehensive Viva	23
Total Credits				91

ELECTIVES

- Software Project Management
 - Information Security & Risk Management
 - International Management
 - Derivatives & Risk Management
 - Commercial Banking
 - Mergers, Acquisition & Corporate Restructuring
 - Fixed Income Markets & Securities
 - Consumer Behaviour
 - Sales and Distribution Management
 - B2B Marketing
 - Marketing Strategy
 - Retail Marketing
 - Supply Chain Analytics
 - Purchasing & Outsourcing
 - Product Analytics
 - Manufacturing strategy
 - Project Management
 - Organizational Leadership
 - Industrial Relations and Labour Laws
 - Information Systems Strategy
 - E-commerce technology & Applications
 - International Economics
 - Commodity Derivatives & Risk Management
 - Corporate Taxation
 - Intercultural Communication Competence
- Management of Non Profit Organizations
 - Strategic Corporate Social Responsibility in Multinational context
 - Services Marketing
 - Technology Management
 - TQM and Six Sigma
 - Risk Management
 - Social Network Analytics
 - Banking & Financial Markets Analytics
 - Algorithmic Trading
 - Market Microstructure
 - Fintech and Alternative Finance
 - Block chain applications in Finance
 - Behavioural & Personal Finance
 - Management Lessons from Movies
 - Women Leaders in Management
 - Customer Relationship Management
 - Pricing
 - Product and Brand Management
 - International Marketing
 - Rural Marketing
 - Advanced Marketing Analytics
 - Marketing of High Technology Products
 - Compensation Management
 - People Analytics
 - Logistics Management
- Quantitative Techniques II
 - Digital Technologies and Future of Public policy
 - Time Series Econometrics
 - Actuarial Modelling
 - Banking Management
 - Working Capital Management
 - Strategic Cost Management
 - Business Valuation
 - Portfolio Management
 - Business Accounting & Investment Analytics
 - Integrated Marketing Communication
 - Marketing Analytics
 - Competency Management

Courses are generally offered under following Management Domains

No.	Management Domain	Abbreviation
1	Business Analytics and Information Science	BAIS
2	Economics and Strategy	ECOS
3	Finance and Accounting	FINA
4	General Management	GNRM
5	Marketing	MARK
6	Organizational Behaviour and Human Resources	OBHR
7	Production and Operations Management	PROM

FOLLOWING ELECTIVES ARE OFFERED FROM OTHER DEPARTMENTS

- Centre for Education Technology**

 1. Educational Data Analytics
 2. Large Scale Search Engines
- Computer Science and Engineering**

 1. Foundations of Algorithm Design & Machine Learning
 2. Soft Computing Applications
- Rajendra Mishra School of Engineering and Entrepreneurship (RMSOEE)**

 1. Foundations of Entrepreneurship
 2. Manufacturing Management
 3. Growing and Managing an Entrepreneurial Firm
- Subir Chowdhury School of Quality and Reliability**

 1. Quality Control and Analysis
 2. Statistical Process Control
- Industrial and Systems Engineering**

 1. Project Engineering and Management
 2. Total Quality Management
 3. Production Planning and Inventory Control
 4. Recommender System in E-Business
- Rajiv Gandhi School of Intellectual Property Law (RGSOIPL)**

 1. Artificial Intelligence and Law
 2. Direct Taxation Structure
 3. Corporate Taxation
- Humanities and Social Sciences**

 1. Conflict Resolution & Negotiation
 2. Manpower Economics
 3. Industrial Relations
 4. Management of Change
 5. Knowledge Management

Infrastructure



Facilities/Infrastructure

Students and faculty of VGSOM have access to cutting-edge infrastructure, which includes access to

- Central library with an online avatar
- 24x7 computer laboratory with most up-to-date hardware and software technology
- Real-time financial data through Bloomberg Terminals and Prowess CMIE
- Residential accommodation facility with high-speed wireless internet
- Students Gymkhana -a center for sports, cultural and social learning



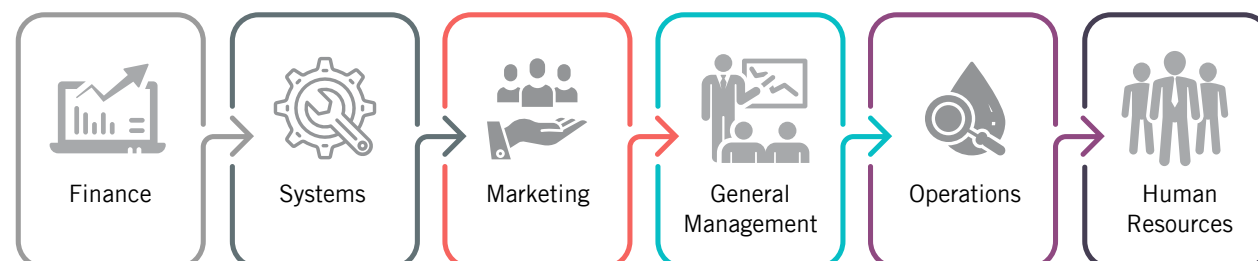
Course Structure

Masters of Business Administration in Business Management (MBA-BM)

Subjects Offered



Domains Offered under General Management



Clubs and Committees

VGSoM boasts of a strong student community and almost all the important activities that are essential for a management institute are student driven, here at VGSoM. VGSoM has 8 functional committees taking care of various processes like placements, admission, alumni relation etc. and 5 different focus clubs, each cultivating different facets of managerial domains.



- **Sports Committee**- In charge of arranging various sports and recreational activities for the students of VGSoM
- **Cultural Committee**- In charge of managing all the cultural events at VGSoM. It is also responsible for organizing fresher's party and farewell for incoming and outgoing batches respectively
- **Saamanjasya**- In charge of designing and organizing various CSR activities throughout the year
- **Spring Fest and Kshitij Committee** - In charge of designing and managing events during the annual Spring Fest and during the techno-managerial fest Kshitij.



The five focus Clubs are:

- MAD-The Marketing Club
- Finterest- The Finance Club
- The Consulting Club
- Scope. The Supply Chain and Operations Club
- VGSoM Quiz Club

Alumni Committee

The Alumni Committee acts as an interface through which the institute engages with its rich and diverse alumni base while keeping them updated with the ongoing events and helping them connect with the entire VGSOM fraternity. The committee aims to nurture an ever-growing collaboration between the alumni and their Alma Mater to build brand VGSOM. We also conduct various events and roll out publications. Under our initiatives:

- **VGSOM Diaries:** The monthly magazine of VGSOM covering all the events that have happened in and around the college.
- **Kaleidoscope:** The video feature series of VGSOM along with the VGSOM diaries showcases the events as a series of videos.



- **In-Sync:** The annual magazine of VGSOM, having a viewership of 2000+ is rolled out for alumni so that they remain updated with the highlights of the whole year.
- **Connect:** This is the city Alumni meet which happens annually where Alumni from various cities get together to share their experiences over the years. This helps foster the relationship among the alumni.
- **Reminiscence:** As its name suggests, it is a trip down memory lane. The alumni visit our college campus and meet up with our faculties and staff, go visit their usual places dipped in nostalgia and reminisce about their old college life which culminates into a formal panel discussion in presence of VGSOM fraternity.

Testimonial 3

Alumni: Kesavan Hariharasubramanian

Organization: Western Union Technology Engineering Services (P) Ltd

Designation: Portfolio Manager - Compliance Solution Engineering & Delivery Management

Batch: 2002-04

Testimonial: During my time as a student at VGSOM, I was fortunate to have three Semesters of B-school education and a semester-long internship - the most optimal mix of learning and doing, in my opinion. Before my MBA, my work experience of close to three years in IT equipped me with the technical knowledge to solve a well-defined problem using technology. With the experience of rigor in business education at VGSOM and the internship experience, I acquired the knowledge and the business acumen to identify and define the right problem to solve for a business. The entire experience also taught me how to be a good follower first before you can become a leader of a team. Further, the variety of case studies that we were exposed to and the different approaches that different teams used to solve a given case gave me a thorough perspective on the different ways in which one can approach a given problem. Last but not the least, the B-school also gave me the opportunity to be a part of the team that managed certain affairs of the college such as campus placements, college brochure design, quarterly newsletter preparation, and college events such as Springfest. When I look back, I can say that the B-school experience at VGSOM prepared me well for a rewarding career ahead.

Testimonial 4

Alumni: Anjani Singh

Organization: GEP Worldwide

Designation: Director

Batch: 2005-07

Testimonial: What stood out during my time at VGSOM, was the faculty - a very healthy mix of academicians and practitioners. It helped us get a well-rounded perspective of the subjects at hand. Add to this, the infrastructure of an IIT - makes for a superb learning institution.

Alumni Speak

Testimonial 1

Alumni: Aroop Dhar

Organization: PwC

Designation: Associate Director

Batch: 2004-06

Testimonial: I got introduced to management decision making here at VGSOM, though I had worked for 2 years before joining. The company of bright classmates, learned teachers and the IIT ecosystem prepared me for the real world. Even today, when I come across something new at work, I can often relate to topics which were introduced to me during the 2 years at VGSOM.

A student who enrolls into VGSOM can expect to gain from the experiences of his/her classmates, unparalleled pedagogy and most importantly, an understanding of one's strengths and weaknesses which helps one's focus - the way it helped build my foundation.

Testimonial 2

Alumni: Saibal Nandi

Organization: Tata Steel

Designation: Head CRM

Batch: 1998-00

Testimonial: There are so many takeaways from VGSOM. So many of which have helped me get to this stage of my career. VGSOM journey, for me, was an amazing experience. My belief is that practical knowledge should be supplemented with theoretical knowledge, and that's exactly what VGSOM offers. The confidence and professionalism that is expected out of an MBA degree holder, in the corporate world are rigorously developed during the two years of the program. VGSOM is a family I will always be proud to be a part of.



Saamanjasya, CSR Club of VGSoM

"A Hand towards your first step, a journey until the last mile, we walk together with you and world, and together we smile We see a new dawn with you blossoming with dignity and grace We Stand together with Saamanjasya, we make this world a better place."

Saamanjasya, the CSR club of Vinod Gupta School of Management constantly strives to bring harmony into the society. Driven by passion and need of resolving the social issues pervasive in our society, Team Saamanjasya tries to bring corporates, NGOs and academicians together and work for the betterment of the society.

Saamanjasya organizes various events aimed at steadily turning its vision to reality. We have always been associated with bringing rays of happiness in the lives of less privileged children. Every year a T-shirt sales drive is conducted. One of the main reasons to sell t-shirts for generating revenue is also to increase the visibility and vision of the club which would ultimately help in eradicating many social issues. This year the club, in association with Indigo paints, took the initiative to paint the Hijli Primary School inside the IIT Kharagpur campus.



The Consulting Club

The Consulting Club of VGSoM, IIT Kharagpur, is a student driven initiative aiming to facilitate a platform for delving into the vast ocean of consulting and analytics. We conduct workshops and learning sessions in R, Python and other areas of data science in association with esteemed analytics-based academies for our students. All these activities boost the interest of the student community in the domain of consulting and analytics. Some of the flagship events conducted are-

- **R'th Shastra:** A unique session-cum-competition on R language to equip the student with basic analytical skills in a data driven era



- **Chanakya Niti:** An epic battle of minds to come upon the best campaign policies
- **Sumantran :** The hunt for a star consultant. Consulting enthusiasts from all over the country are provided with a platform during Purvodaya, to come up with the best solution for a real business problem from the industry

We are a group of Consulting enthusiasts who facilitate exposure in the field of analytics and consulting by conducting various case studies, guesstimates and knowledge transfer sessions throughout the year. We also provide assistance to the students during the placement season through informative presentations on the visiting companies.

We believe greatness is not about rising high but also pulling others along the journey.



Corporate and Media Interaction Cell

The Corporate and Media Interaction Cell of the Vinod Gupta School of Management, IIT Kharagpur, is responsible for planning and coordinating corporate engagements and industry interactions to impart a broader dimension to the B-school experience. The cell manages the visibility and footprint of the institute over a wide range of social media platforms, complementing the journey in the institute's stride towards international acclaim. These initiatives shape and groom the students of the institute to become gilt-edged managers, entrepreneurs and industry leaders.

Guest Lectures

The Corporate and the Media Interaction Cell, Vinod Gupta School of Management organizes weekly interactions between industry stalwarts and the students. The principal objective of these interactions is to enable industry knowledge and insights to bridge the gap between theory and practice and impart a holistic business perspective. Through its flagship lecture series Vaarta and Pratyaksh, the Corporate and media interaction cell aims to complement the learning journey with rich industry exposure and forge lasting corporate relationships. Some of our renowned guests over the year 2019 were as follows:



Vaarta

- Mr. Sourav Sinha, CIO, IndiGo Airlines
- Ms. Manpreet Kaur, Head HR at Davidoff
- Mr. Udit Goyal, Head of Strategy, Planning & Operations, India & SAARC, at Cisco
- Mr. Moneesh Chakravarty, Head of Marketing at Business Standard
- Mr. Vivek Bhatia, Managing Director and CEO, ThyssenKrupp Industries
- Mr. Ramesh Joshi, Sr. Vice President and Head Business Development at UltraTech Cement (Aditya Birla Group) Ltd. (RMC Division)
- Mr. Amitabh Ray, Managing Director, Ericsson Global Services India



Pratyaksh

- Mr. Ravi Kant, former MD, Tata Motors and a Distinguished Professor of IIT Kharagpur
- Dr. Duvvuri Subbarao, 22nd RBI Governor
- Dr. Avik Sarkar, Chief of Data Analytics Cell, NITI Aayog
- Mr. Subhash Bhowmick, Business Head and Mr. Ayushnav Sarker, Strategy and Program Management, OYO Life at OYO



Summits and Conclaves

One of the key roles of CMI is to organize annual summits and conclaves throughout the academic calendar of VGSoM. Two of the summits and conclaves held under the banner of CMI are as follows:

HR Conclave'19

The HR Conclave is an annual flagship event organized by CMI that engages some of the top industry leaders in a captivating symposium to take on some of the most tenacious challenges of the current HR landscape. In keeping with the tradition, the third edition was centred on the topic "HR Innovation and Upskilling – Rethinking People Management to propel organizational growth."

HR Conclave'19 saw participation from eminent personalities from the industry. Some of them were as follows:

- Mr. Vivek Vyas, Country Head - Employee Relations HR, Royal Bank of Scotland India
- Mr. Satyajit Mohanty, Chief Human Resources Officer and Vice President - HR, Crompton Greaves Consumer Electricals Limited



- Ms. Sonali Misra, Head of HR and Professional Development, Bain & Company India
- Ms. Yamini Krishnan, Director - HR (South Asia), IQVIA
- Ms. Sonia Sahgal, University Recruiting Leader, Microsoft India
- Mr. Hetal Sonpal, TEDx Speaker and Mentor of Change, Atal Innovation Mission
- Mr. Arindam Dutta, Partner, Gartner



Leadership Summit'19

The Annual Leadership Summit, held as part of the annual Business fest Purvodaya, is another initiative taken by the committee, that featured an eminent assemblage of industry stalwarts contemplating on topics imperative to wade through the VUCA age.

Leadership Summit'19 had a diverse panel. The panel included the likes of:

- Mr. Arnab Roy, Chief Financial Officer, Schneider Electric Infrastructure Ltd.
- Mr. Animesh Kumar, Director & Chief Executive Officer, PDP Shipping & Projects Ltd.
- Mr. Mayank Bansal, Business Head – OEM, Häfele India Pvt. Ltd.

- Mr. Amogh Dusad, Head – Content, Partnerships, New Initiatives – Digital Business, Sony Pictures Networks India
- Mr. Gautam Borah, Vice President – Customer Service Operations, Vodafone Idea Ltd.
- Ms. Indrani Chatterjee, a noted TEDx Speaker, thought-leader and entrepreneur (Moderator)



ENTREPRENEURSHIP CELL

“The Best way to predict future is to create it”.

Entrepreneurship Cell (E-Cell) of VGSOM is a student run body which nurtures the entrepreneurial spirit in the VGSOM community. It acts as a platform where students can develop their start-up ideas into viable business entities, starting from the sessions on entrepreneurship, mentoring the students and providing incubation facilities, E-Cell provides constant support and guidance throughout this journey. It acts as a facilitator and helps ideas turn into reality and fosters innovation by conducting various events.



Pic: Session on B-Plan Modelling



Another important aspect of E-Cell is providing live projects and winter internship opportunities to the students. We work hard to identify potential start-ups to get live projects and winter internships. Live project is a great opportunity for students where they can work remotely on real time problems faced by the start-ups. Similarly, with winter internships, students get a first-hand view of the professional experience and learn practical things.

Many events are lined up in E-Cell to bring out entrepreneurial flair in students.

Winter Internship and Live Project Statistics

Statistics	Figures in Rs.
Maximum Stipend	25000
Minimum Stipend	18000
Average Stipend	15000
Total offers accepted	65
Total offers made	68
Total companies participated	24

PURVODAYA

Purvodaya is the annual business extravaganza organized by the Vinod Gupta School of Management, IIT Kharagpur. An assemblage of various corporate stalwarts, celebrities of high stature and budding managers from across India testing their business acumen in various events spanning across domains of management such as Marketing, Consulting, Finance, and Operations. Every year Purvodaya is conducted in the first week of February and sees the participation of over 3000 students from premier B-schools across India. Inaugurated by internationally eminent figures it sets the tone for the fest. Leadership Summit, where eminent business personalities discuss the current trends of the corporate world, is followed by Reminiscence, a rendezvous of alumni who share their experiences with the incumbents.



The events conducted as a part of Purvodaya are:

SRIJAN

The Entrepreneurship Cell of the Vinod Gupta School of Management, IIT Kharagpur presents Srijan a business plan competition that will enable participants to take their ideas to the next level. The viability of the ideas shall be judged, mentors will guide participants to improve upon their business plans and they will have a chance to showcase their ideas and B-plans in front of angel investors and venture capitalists.

ISCEA presents MODUS OPERANDI

Modus operandi the flagship event of ScOpe presents an opportunity to the MBA students of India, to test their knowledge in the field of Operations and Supply chain and earn exciting prizes. The event is split into 3 rounds, the

first preliminary round will be an online quiz. The next 2 rounds will be live industrial case study competitions where the contestants will have to present their analysis.



SYNERGY

Investment is as much fun as much it's money. An event where the participants would be presented with quizzes and case studies, challenging their knowledge on fundamental analysis, investing and questioning them whether to be a Bull or a Bear.

MULYANKAN

Finterest the finance club of Vinod Gupta School of Management, IIT Kharagpur is conducting its flagship event 'Mulyankan' as a part of VGSOM's annual B school fest Purvodaya'20.



SUMANTRAN - HUNT FOR THE STAR CONSULTANT

The Consulting Club of the Vinod Gupta School of Management, IIT Kharagpur, is conducting Sumantran – Hunt for the Star Consultant.

This event will contain quizzes, cases, presentations, and challenging questions. It challenges the participants with a comprehensive case that tests the ability to deep dive into the problem and problem solve in a structured way to deliver effective and implementable solutions



LEADER'S CHALLENGE

The new year brings new opportunities and what not better than solving an interesting Business case that racks your upper story to the hilt. MAD Club, the marketing Club presents its flagship event 'Leader's Challenge' for the annual B-School fest of VGSOM- Purvodaya 2020

QUIZZARD

The Quiz Club of Vinod Gupta School of Management, IIT Kharagpur is a group of knowledge enthusiasts' bit by the curiosity bug who proudly present their flagship event of Purvodaya Festival – Quizzard – The Ultimate B-School Quiz.

A **Daily Digest Mail** series has also been started by **Quiz Club** where students receive daily mails to brush up their knowledge about the latest happenings around the globe. These mails contain tips about preparing for interviews and group discussions as well as to help students for their placements.

VICHAAR

The Entrepreneurship Cell of the Vinod Gupta School of Management, IIT Kharagpur presents Vichaar an online competition where the participants will have to apply their managerial and entrepreneurial knowledge at different stages. The participants will have to come up with solutions to various challenges they will come across in a simulated environment. Solutions will be judged on parameters like innovativeness, creativity, feasibility, analysis, etc.



SAAMANJASYA IN ASSOCIATION WITH SBI YOUTH FOR INDIA PRESENTS PARISHRAM

This online event invites the smartest brains from the B-Schools around the nation to solve real-life case studies provided by NGOs, helping them find a roadmap for the challenges they face in regular operations.

THINK VENT IN ASSOCIATION WITH FOREVISION

Think Vent is a fun and engaging event organized by the Marketing and Advertising Club of VGSOM, designed to put to test the innovation, creativity and brand awareness of the participants. The competition will offer a chance to explore the challenges faced by a brand manager or product marketer in the present era.



AALEKH

This online event provides a national platform for participants from various institutions, to put in their views on topics related to social causes and other management challenges towards CSR.



A DAY AT IIT KHARAGPUR

Have you ever wondered what goes inside the campus of the oldest IIT in India?

Purvodaya presents you the chance to live your dream and experience life in VGSOM, IIT Kharagpur. Explore the glorious campus of IIT Kharagpur and attend lectures for a day as the very student of VGSOM, IIT Kharagpur.

DESTELLO

Flash is responsible for conducting photography events, exhibitions, workshops, and the coverage of events in VGSOM throughout the year.

Every picture contains a story, and every person has a picturesque expression of emotions. Destello invites you all to click and showcase a blend of both. FLASH, the Photography Club presents its Flagship Event 'Destello' for the Annual B-school fest of VGSOM- Purvodaya 2019.

LIGHTS! CAMERA! SHUTTER!

Our lives today have been tailored so as to be in continuous motion. So, let's keep only your thoughts to motion while you stay frozen. FLASH, the Photography Club presents its flagship event 'Lights! Camera! Shutter!' for the Annual B-school fest of VGSOM- Purvodaya 2019.



International Immersion Program

The Vinod Gupta School of Management, IIT Kharagpur continues its quest for excellence with its latest initiative - the SMU-IITKGP Inclusive and Immersive Experiential Learning (I2XL) Programme in collaboration with the Singapore Management University - being featured in The Economic Times. The program includes innovative student projects, synergized research and teaching staff among other activities.



Faculty Profile



Prof. Abhijeet Chandra

PhD (JMI, New Delhi), Post Doc (IIT Madras)
Finance & Accounting

Brief Bio : Prof. Abhijeet Chandra has more than 7-yr post-PhD experience. He offers graduate and post-graduate level courses in Corporate Finance, Cost & Management Accounting, and Investment Management. Prof. Chandra has research interests in the areas of Behavioral & Personal Finance, Financial Markets and Asset Pricing.

Area of Interest : Behavioral and Personal Finance, Corporate Finance, Cost and Management Accounting, Behavioral and Personal Finance, Corporate Finance, Cost and Management Accounting



Prof. Ajay Kumar Mishra

PhD (IBS, IFHE Hyderabad)
Finance & Accounting

Brief Bio : Dr. Ajay Kumar Mishra has more than four years of teaching and research experience in the Finance area. He received his Ph.D. in finance from IBS Hyderabad in 2014. He was a visiting research scholar in the Fogelman College of Business and Economics (FCBE) at the University of Memphis during 2011-2012. Prior to joining PhD program, he was a research fellow at Space Application Centre (ISRO), Ahmedabad India. He teaches Financial Management, Corporate Finance, Financial Markets, Security Analysis and Portfolio Management courses at PG level and Market microstructure course at the doctoral level.

Area of Interest : Information Asymmetry, Stock Liquidity, Algorithmic Trading, Mutual Fund Investment, Short Selling, Banking Regulation



Prof. Amit Upadhyay

PhD (IIT Delhi)
Production & Operations Management
Business Analytics & Information System

Brief Bio : Dr. Amit Upadhyay did his postdoctoral research at NUS Singapore and PolyU Hong Kong. His research interests include Operations Research, Railway analytics, Transportation and Logistics management. He has published in reputed international journals and conferences. His analytics models are also being used by Container Corporation of India, Proctor & Gamble, and GatewayRail for efficient operations planning.



Prof. Anupam Ghosh

PhD (ICFAI University)
Production & Operations Management

Brief Bio : Prof. Anupam Ghosh has more than 14 years of teaching experience in areas of Supply Chain Management and Marketing. He has offered courses at the post-graduate and doctoral level in Supply Chain Analytics, Supply Chain Management, Warehousing and Materials Management, and International Marketing. He was a Visiting Scholar to Bentley University, Waltham, MA, USA during 2004-05. He has worked on research projects on Information visibility in supply chain, fare fixation for public transportation system etc.

Area of Interest : Supply Chain Analytics, Supply Chain Management Warehousing Management



Prof. Aradhna Malik

PhD (University of Denver, USA)
General Management
Organizational Behavior & Human Resources

Brief Bio : “Dr. Aradhna Malik has been serving the Indian Institute of Technology as Faculty since 2008. She teaches organizational communication, business ethics, human resource management and organizational behavior to Undergraduate, Masters and Doctoral level students. She has served in a diversity of roles both in India and abroad. Dr. Malik has also developed a number of courses for the National Programme on Technology Enhanced Learning (NPTEL) on some of the areas mentioned above. Dr. Malik has been serving as the Associate Copy Editor of Asian English as a Foreign Language Journal (AEFL Journal) since 2009, and has recently been nominated as the National Representative (India) of the International Study Association of Teachers & Teaching (ISATT).” “

Area of Interest : Business Communication, Business Ethics, Business Innovation, Corporate Social Responsibility, Developing Leadership, Competencies, Emotional Intelligence, Employee Engagement, Human Resource Management, Intercultural Communication, Management of Social Welfare



Prof. Arun Kumar Misra

PhD (IIT Bombay)
Finance & Accounting

Brief Bio : After completing PhD, Prof. Arun Kumar Misra has worked in Banking Sector for about 7 years and then joined VGSOM, IIT Kharagpur. Prof. Misra's areas of research include banking, capital market, corporate finance and market microstructure. Prof. Misra derives his competencies from the work experience in banks where he supervised risk management, ALM and Basel guidelines implementations.

Area of Interest : Business Analytics, Commercial Banking, Power Trading , Project Finance, Financial Statements Analysis



Prof. Barnali Nag

PhD (IGIDR, Mumbai)
Economics and Strategy
General Management

Brief Bio : Prof. Barnali Nag did her post-doctoral research from Wharton Business School, University of Pennsylvania. Prior to that, she was a Business Research Fellow at the Indian School of Business, Hyderabad. Prof. Nag has also worked in RIS, New Delhi, Ministry of External Affairs, GoI, an advanced Institute for actionable research. Before joining VGSOM, IIT Kharagpur, she was a faculty in Indian Institute of Management Kashipur. Her research interests pertain to Public Policy, Competition Policy and Competitiveness, Economics of Climate Change, Policy and planning in the infrastructure sector and Energy security issues of India.

Area of Interest : Global Economics and Macroeconomic Environment, Managerial Economics, Introduction to Strategy, Energy Policy



Prof. Biplab Datta

PhD (IIT Delhi)
Marketing
Economics and Strategy

Brief Bio : Prof. Biplab Datta's research interests include organisational leadership, marketing management, service quality management and customer relationship management. Prof. Datta earned ISO 9000 Lead Auditor Certificate from NBA, U. K. Prof. Datta has published papers in national and international journals.

Area of Interest : Customer Relationship Management Developing Leadership Competencies Marketing Management Business Strategy



Prof. Biswarup Ghosh
(MBA - IIT Kharagpur, PhD)
Marketing
Economics and Strategy

Brief Bio : Prof. Biswarup Ghosh teaches Marketing Management, International Marketing & Strategic Marketing courses at VGSOM. He has more than 30+ years Healthcare Industry experience & worked as Head of Healthcare at Linde India Ltd (Part of Linde Group, Germany), Director South East Asia at STERIS India Ltd (a wholly owned subsidiary of STERIS Corporation USA), General Manager -Marketing at Datex-Ohmeda (Part of GE Healthcare USA), Zonal Business Head at BOC India Ltd (Part of BOC Plc. UK). He has extensive industry experience on General Management, Establishing Indian entity of large US MNC, Managing P & L of large Healthcare Business of India & Indian Subcontinent, International Marketing exposure in Singapore, Thailand & Malaysia markets. He did his PhD in Plasma Physics & MBA from VGSOM, IIT Kharagpur.

Area of Interest : Competitive Strategy & Organizational Integration, International Business, Marketing Management, New Product Development, Product Life Cycle Analysis, Marketing to Bottom of Pyramid Customers, Sales & Distribution Management, Managing Luxury Product Business



Prof. Chandra Sekhar Mishra
PhD (Utkal University)
Finance & Accounting

Brief Bio : Prof. CS Mishra's areas of interest are Financial Reporting & Analysis, Business Valuation, and Mergers & Acquisitions.

Area of Interest : Cost and Management Accounting, Mergers & Acquisitions, Project Finance, Financial Statements Analysis



Prof. Kunal Kanti Ghosh
PhD (IIT Kharagpur), Fellow (Institute of Engineers)
Production & Operations Management
Business Analytics & Information System

Brief Bio : Prof. Kunal Ghosh has 30 years experience in Tata Motors in the area of Automotive Design, Production, Quality, IT, Strategy Formulation & Execution. Prof. Ghosh's competence is in Supply Network Management and Business Analytics

Area of Interest : Business Analytics, Business Innovation, Business Strategy, Contract Management, Supply Chain Analytics, Supply Chain Management



Prof. M Vimala Rani
PhD (IISc)
Production & Operations Management

Brief Bio : Prof. M. Vimala Rani obtained her Ph. D. degree in Operations Management from Indian Institute of Science, Bangalore. She also received her M. E. degree in Software Engineering and B. E. degree in Computer Science Engineering from Anna University and Madurai Kamaraj University respectively. After her PhD, she has worked as 'IISc Research Associate' at the Department of Management Studies, IISc. She also worked as an Assistant Professor at Amrita School of Business, Bangalore. She teaches Operations Management and Supply Chain Management to Masters Students. Her research interest is on developing the mathematical and heuristic algorithms for the problems related to Industrial Engineering and Management.

Area of Interest : Operations Research, Scheduling



Prof. Parama Barai
FPM (XLRI)
Finance & Accounting

Brief Bio : Prof. Parama Barai has six years teaching experience in finance related subjects, specifically in the areas of investment management, financial analytics, financial risk modeling, derivatives, capital budgeting, and corporate finance. Prof. Barai also conducts research in these areas.

Area of Interest : Business Analytics, Business Statistics, Investment Management, Project Finance



Prof. Prabina Rajib
PhD (IIT Kharagpur)
Finance & Accounting

Brief Bio : Prof. Prabina Rajib has more than one decade of academic experience. Prof. Rajib has authored two books i.e., 1) Commodity Derivatives & Risk Management, 2) Stock Exchanges, Investments & Derivatives: Straight Answer to 250 Nagging Questions. Prof. Rajib's teaching & research interests include Financial Accounting, Corporate Finance, Financial Markets, Risk Management using Financial & Commodity Derivatives. Prof. Rajib is also a Fulbright Scholar.

Area of Interest : Financial & Commodity Price Risk Management, Power Trading Project Finance, Understanding Financial Statements



Prof. Rudra Prakash Pradhan
PhD (IIT Kharagpur)
Economics and Strategy
Production & Operations Management

Brief Bio : Prof. Rudra P Pradhan has more than a decade of teaching and research experience. His research interests include infrastructure finance, foreign direct investments and econometric modelling. Prof. Pradhan has published several research papers in various national and international refereed journals.

Area of Interest : Infrastructure and Project Finance, Business Analytics, Financial Economics, Transport Economics



Prof. S Srinivasan
PhD (IIT Madras)
Organizational Behavior & Human Resources

Brief Bio : Dr. Srinivasan has more than one year of teaching and five years of research experience in Organization Behavior and Human Resource area. He received his Ph.D in OB & HR from IIT Madras in 2018. He is a certified Labor and ESH compliance auditor. He has audited several factories for established European and American Brands. Prior to joining Ph.D. program, he was a research associate in a collaborative research project between IIT Madras and the University of Guelph, Canada. He was engaged in socio-economic impact assessment with NTPC. He was a recipient of the DAAD Fellowship.

Area of Interest : Talent Management, Compliance Management



Prof. Saini Das
FPM (IIM Lucknow)
Business Analytics & Information System

Brief Bio : Prof. Saini Das has served as a faculty member at IIM Indore for three years before joining IIT Kharagpur. She also worked as a software engineer at Infosys Technologies Ltd. prior to her PhD. Her major teaching interests and competencies are in the areas of business analytics, information security risk management in networks, management information systems (MIS), e-commerce technology & applications, data privacy and digital piracy. Prof. Das has taught in many management development programs across industries. She has authored papers in many national and international journals of repute.

Area of Interest : Business Analytics Customer Relationship Management



Prof. Sangeeta Sahney
PhD (IIT Delhi)
Marketing
Organizational Behavior & Human Resources

Brief Bio : Prof. Sangeeta Sahney has served as a faculty member at U.P Technical University and IIT Roorkee, before joining IIT Kharagpur. With a specialization in Marketing, Prof. Sahney also teaches Organizational Behavior and Human Resources Management. Prof. Sahney research interests include studies in consumer behavior, organizational behavior and quality management in education. Prof. Sahney has been seconded by MHRD to teach at AIT, Bangkok twice, in 2009 and 2016. Prof. Sahney has authored a book on Consumer Behaviour published by Oxford University Press. Prof. Sahney has authored several papers in peer reviewed national and international journals.

Area of Interest : Consumer Behavior, Customer Relationship Management, Developing Leadership Competencies, Emotional Intelligence Employee Engagement, Marketing Management, Performance Management System, Principles of HRM, Services Marketing, Services Management



Prof. Sanjib Chowdhury
PhD (IIT Kharagpur)
Production & Operations Management
Economics and Strategy

Brief Bio : “Dr.Sanjib Chowdhury is currently Visiting Faculty at VGSOM, IIT Kharagpur in the areas of: (a) Strategic Management (b) Production and Operations Management. He worked for 34 years in two major oil companies in India and Kuwait, and had held responsible positions. He is the recipient of Kuwait Gulf Oil Company (KGOC) Ideal Employee Award, ONGC Chairman’s Award, ONGC Director’s Award to mention a few. He holds B. Tech., M. Tech., and Ph. D. degrees in Industrial Engineering and Management all from the Indian Institute of Technology, Kharagpur, and published several technical papers in journals of repute. “

Area of Interest : Strategic and Corporate Planning Business Performance Improvement Optimization



Prof. Srabanti Mukherjee
PhD (IIST, Shibpur)
Marketing

Brief Bio : Dr. Srabanti Mukherjee has special interest in Consumer Behaviour, Marketing Research, Brand Management, Management of Services, Managing customers expectations and marketing to the bottom of the pyramid. Prior to VGSOM, Prof. Mukherjee has worked in premiere management Institutes including IIM Indore and IIST Shibpur. Prof. Mukherjee has conducted and taught in several management development programmes across industries. Prof. Mukherjee has authored a book on Consumer Behaviour from Cengage Learning and published cases in Ivey Publishing. Prof. Mukherjee has authored papers in many peer reviewed journals and presented papers in topmost conferences in Marketing domain.

Area of Interest : Brand Management, Customer Relationship Management, Introduction to Marketing, Management of Services, Managing customers expectations, Marketing Research



Prof. Sujoy Bhattacharya
PhD (IIITM, Gwalior)
Business Analytics & Information System
Finance & Accounting

Brief Bio : Prof. Sujoy Bhattacharyas area of interest is business analytics. Prof. Bhattacharya is proficient in R and Python software. Prof. Bhattacharya can handle complex business analytics problems with varied applications.

Area of Interest : Business Analytics



Prof. Surojit Mookherjee
PhD (IIT Kharagpur)
Business Analytics & Information System
General Management

Brief Bio : Prof. Mookherjees experience includes 15 yrs of industrial research , manufacturing , Operations , Joint Venture set up in the field of metal cutting tool and powder metallurgy. Post his industrial stint , he migrated to SAP project implementation and management , Business consulting , IT Outsourcing , Program management and IT Service sales for global clients. During this period of 18 years,he worked with Pricewaterhouse Coopers and IBM India

Area of Interest : Futurism , Future of Work, IT Programme Management , BPR., Developing and increasing acceptability of IT enabled education tools for students



Prof. Susmita Mukhopadhyay
PhD (Calcutta University, fellow ISI Kolkata)
Organizational Behavior & Human Resources

Brief Bio : Prof. Susmita Mukhopadhyay has interest in organizational behaviour, leadership, competition and cooperation, relationship management, retirement management, team building, competency management, HR analytics, professional excellence, HRM, business ethics, CSR, self-development and effective habits. Prof. Mukhopadhyay has conducted short term courses, MDPs and in company programmes for several Institutes and companies across industries.

Area of Interest : Customer Relationship Management, Developing Leadership Competencies, Emotional Intelligence, Employee Engagement, HR Analytics, Performance Management System, Principles of HRM, Professional excellence



Prof. Swagato Chatterjee
FPM (IIM Bangalore)
Marketing
Business Analytics & Information System

Brief Bio : Prof Swagato Chatterjee, an IIT-IIM alumni, has a rich client base for MDP and consultancy projects on analytics: Ernst & Young, Yes Bank, CSC, Namura, Mitsubishi, Toyota, GE, Times of India, Coca-cola, NTPC, HPCL, Philips, RPG Group etc. He brings in a mixture of industry experience and academic knowledge in the class to cater to the audience of different seniority levels.

Area of Interest : Big Data and Business Analytics Marketing Analytics HR Analytics Supply Chain Analytics Marketing



Prof. Tutan Ahmed
FPM (IIM Calcutta)
Economics and Strategy
Business Analytics & Information System

Brief Bio : Prof. Tutan Ahmed, with engineering background from Jadavpur University, pursued his doctoral in Public Policy from IIM Calcutta. His interest in policy making led him to work with the World Bank, United Nations Development Program (UNDP) and Ministry of Skill Development & Entrepreneurship (MSDE), India. With MSDE, he led a consultation of 36 different Union Ministries/ Departments. At UNDP, he initiated data analytics projects for job forecasting. At the World Bank, he worked on different state and national level projects. With World Bank,he has been working on the online labor-market project for Pakistan. His research interest is in the application of technology in Public Policy. His teaching interest lies in Econometrics; Technology & Future of Public Policy

Area of Interest : Data & Public Policy, Technology in Public Policy, Econometrics, Economics, Business and Government, Education, Labor Economics

Distinguished Visiting Professor of IITKGP



Mr. Ravi Kan

B. Tech, IIT Kharagpur
MS, D.Sc. (Hons.), Aston University

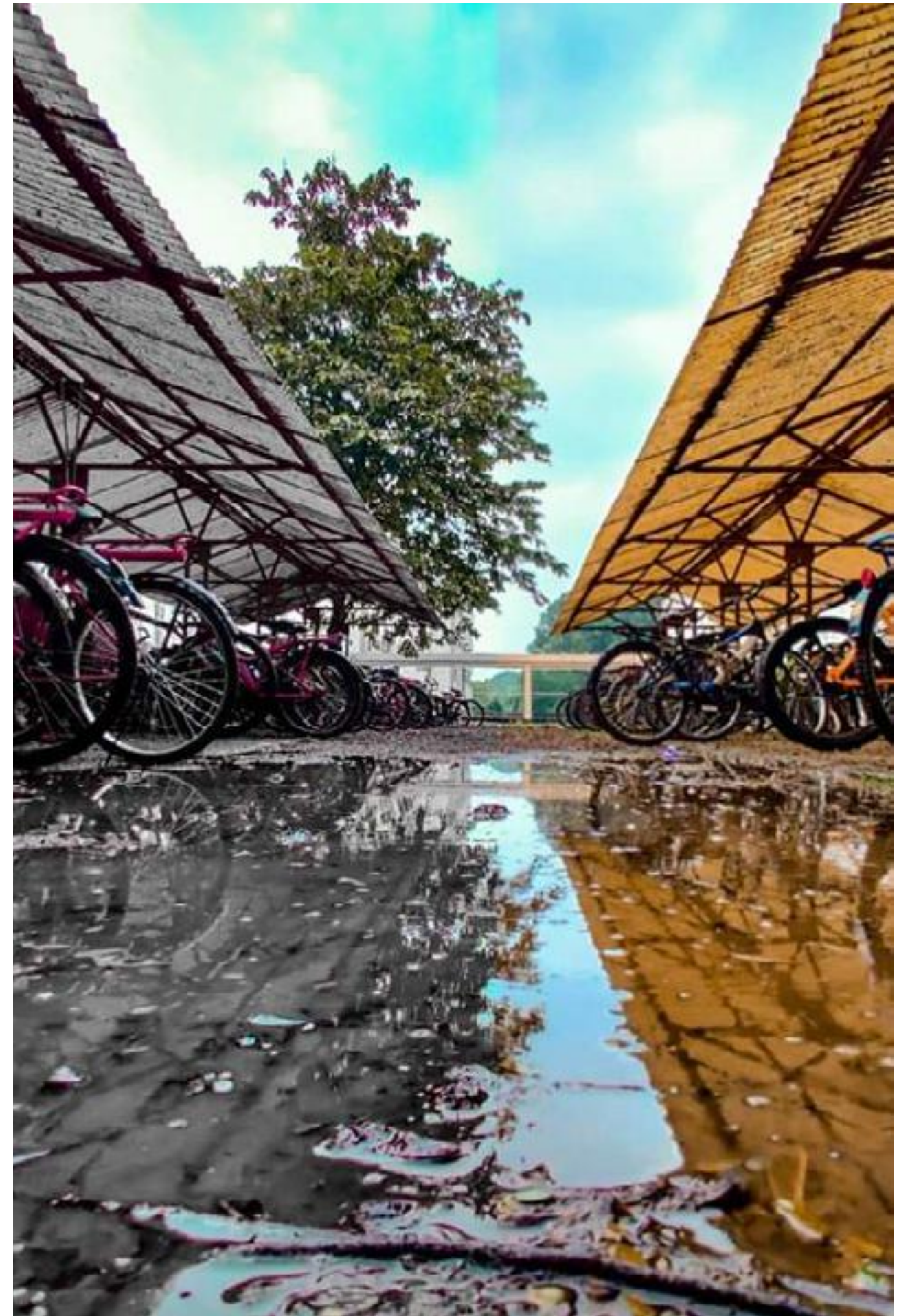
Brief Bio : Mr. Ravi Kant is a distinguished alumnus of IIT Kharagpur and is soon to join his alma mater as a distinguished professor. Post the completion of his B. Tech, he went on to pursue his Masters and Honorary DSc, from Aston University. He had an illustrious career graph at Tata where he acted as the chairman and director for several group companies. Mr. Kant is credited with the successful and unexpected turnaround of the once struggling luxury units, Jaguar Land Rover. He also played an instrumental role in the development and subsequent launch of world's cheapest car Nano. After giving up active participation in running the day-to-day affairs of Tata in 2009, he gradually slipped into the role of a mentor and also a consultant. He now serves as Chairman of Indian Institute of Management Rohtak; Tata Advance Materials Ltd and TAL Manufacturing Solutions Ltd. He has been a Non-Executive Independent Director of Vedanta Limited since January 29, 2015. His areas of interests are *global and Indian market, corporate governance and Strategy*.



MR. R. Gopalakrishnan

B. Tech, IIT Kharagpur
MBA/Advanced Business Program, Harvard Business School

Brief Bio : Mr. R Gopalakrishnan studied engineering at IIT Kharagpur and attended the Advanced Management Program at Harvard Business School. He has been a professional manager from 1967 and has served as Chairman of Unilever Arabia, as MD of Brooke Bond Lipton and Vice Chairman of Hindustan Lever, as ED of Tata Sons and several Tata companies. Mr. Gopalakrishnan has been a corporate leader for 50 years: 31 years in Unilever and 19 years in Tata. He was also elected as President by the "All India Management Association" in 2004. He has been a newspaper columnist and has authored five books since 2007. He is an international speaker and is actively engaged in both instructional and inspirational speaking. Now, Mr. Gopalakrishnan mentors a start-up called Map My Genome Private Limited, the board of which he chairs. He also serves as an independent director of listed companies, Akzo Nobel India, Castrol India, and Hemas Holdings PLC, Sri Lanka. His areas of interests are *Business in India, Markets and Customers, Governance and Strategy, Organisation and People, and Innovation*.

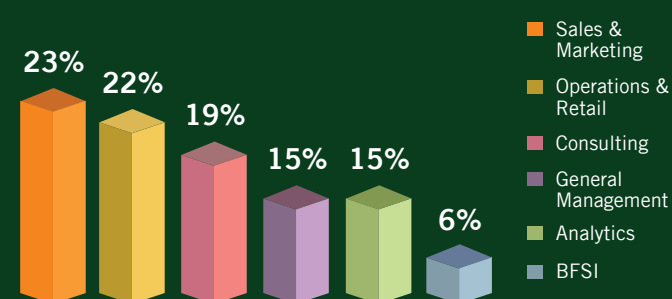


Batch Profile

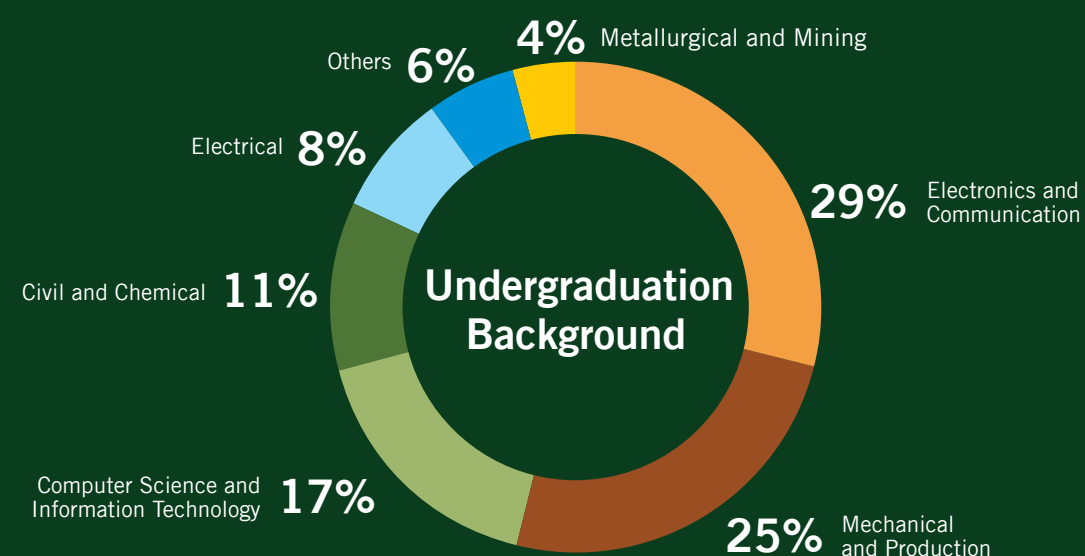
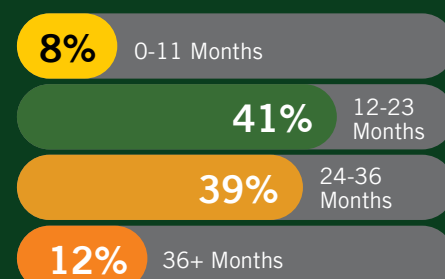
2018-2020



Internship Domains



Work Experience

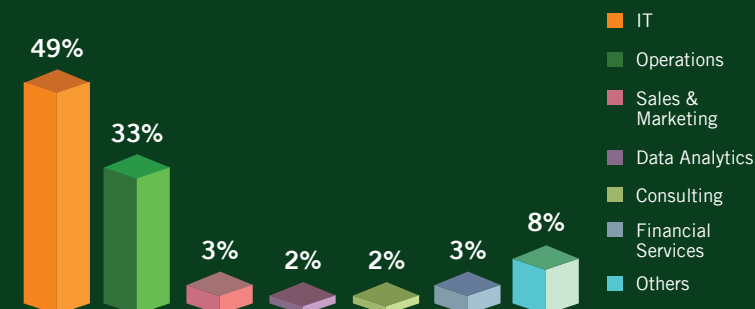


Batch Profile

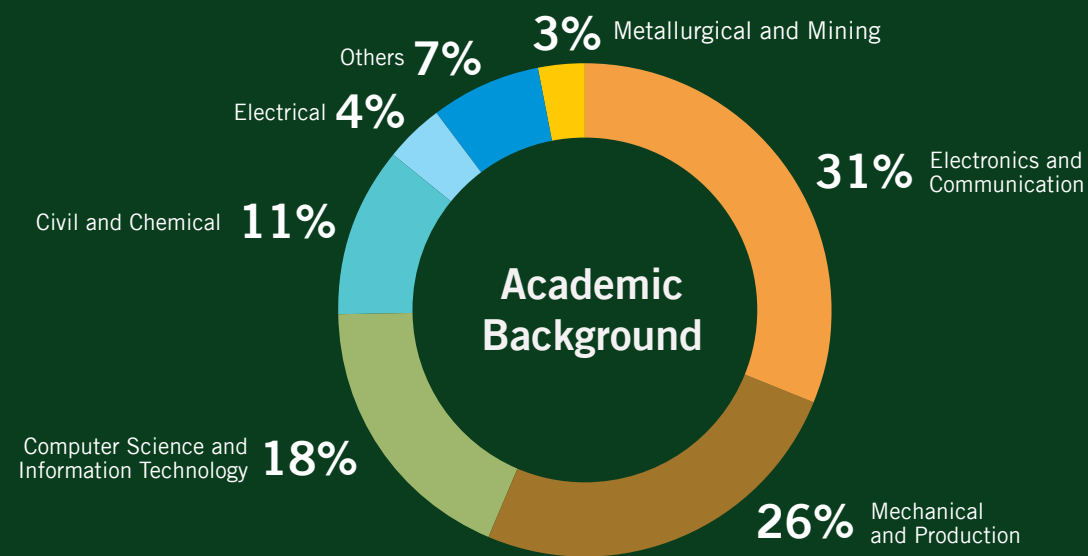
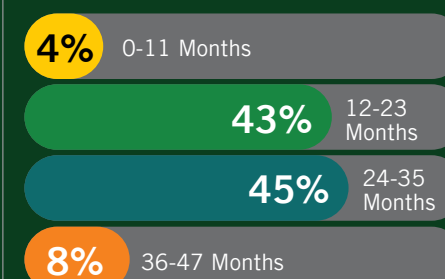
2019-2021



Domain Wise Work Experience



Work Experience



Placement Statistics

Final Placements (2018-20)

Domain Distribution

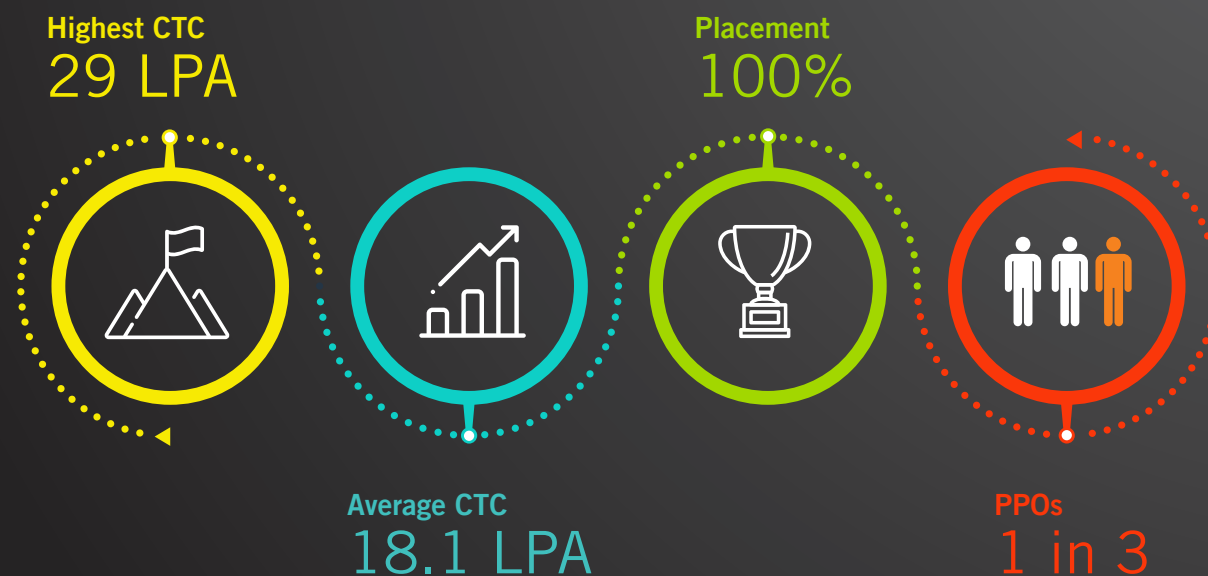
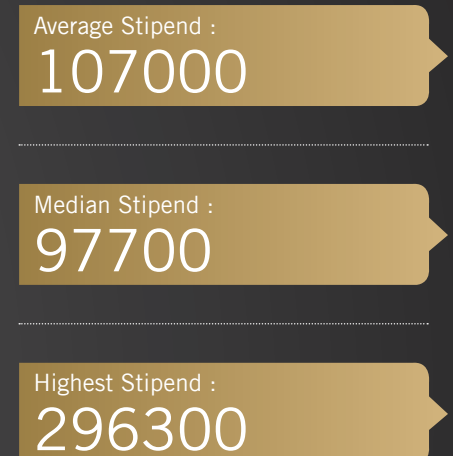


Average CTC of Top Offers



Summer Internships (2018-20)

Domain Distribution



Our Major Recruiters



Placement Committee

The Placement Committee at Vinod Gupta School of Management, IIT Kharagpur works towards maintaining VGSoM'S position as one of the top choices for talent acquisition and beyond. We are a student-driven body composed of highly motivated individuals striving to achieve prime placement opportunities for the students both in the terms of profiles offered and corporates to work with. We act as an interface between the students and the corporate world ensuring that students have ample opportunities to get into their desired industries and preferred sector.

We are responsible for vetting the students resumes, mapping their skills with the available job opportunities as well as a plethora of other placement related activities. We also liaise with corporate stalwarts to organize industrial workshops, corporate competitions, and live projects, through which students provide real-world solutions to corporate problem statements from the premises of the institute itself.

Admission Committee

The Admission Committee in VGSoM interfaces closely with the institute authorities to launch the application form, communicating with candidates at all stages of the admission process, addressing their queries and concerns, and hand holding them throughout the process.

The following students may be contacted regarding the admissions process at VGSoM:



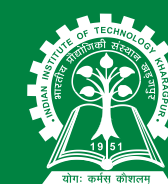
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