

# PROSPECTUS

DEPARTMENT OF BUSINESS ADMINISTRATION



# RAIGANJ UNIVERSITY



2020- 21



## About the University

Raiganj University is one of the foremost universities in West Bengal. As per Raiganj University Act (West Bengal Act XXVI of 2014) the University was established on 3rd February 2015. It is located at the district headquarter of Uttar Dinajpur i.e. Raiganj in West Bengal, India. This University was established by upgrading a state aided under-graduate college namely 'RAIGANJ COLLEGE [UNIVERSITY COLLEGE]' into a University. It is the first Unitary University in North Bengal which offers both under-graduate and post-graduate courses in its own Campus. In this University there are 22 departments at the undergraduate level, 23 Programmes are currently running in Post-graduate level and 17 departments offer Ph.D. & M.Phil. Courses running in full swing. This University also offers General Courses at the under-graduate level in its own campus in the morning and evening i.e. in two shifts. The scope of Raiganj University has been widened with manifold research activities including M.Phil. and Ph.D. programmes. Raiganj University intended to be Centre of Excellence in Teaching, Learning and Research.

This University is included in the **2(f) and 12 (b) clause** of the **UGC Act, 1956** which confers the right to the University to receive funds from the Govt. of India.

The Campus sprawls over 13.62 acres of land, which contains Departments, Administrative Buildings, Canteen, Pond, Guest-house, Playground, a Garden of rare medicinal plants and a mulberry garden. This University received another land from the State Government measuring 11.19 acres at Raiganj, of just 3 km from the University. The second Campus of the University will be started in a very short period of time.

Several academic Centres of the University have been declared to be 'Centres of Excellence'. These are the Centre for Folklore Studies, the Centre for Buddhist Studies, the Centre for Women's Studies, the Environment Conservation Centre, the Business Incubation and Innovation Centre, the centre for Differently Abled Students.

The present student strength of the University is 12600, which includes overseas students, students from adjacent districts and states. At present Raiganj University is having 90 permanent teachers of whom 58 have Ph.D. and 11 have M. Phil. Degrees. There are Visting Professors, Guest Teachers and Part Time teachers who are dedicated and contributing immensely for the development of the students. Research and teaching mutually complement each other. Teachers are actively engaged in basic and applied research in their respective field and getting research grants from UGC. Active research works have been reflected in the publication of plenty of quality papers by the faculty members in National and International journals. The University encourages teachers to participate in conferences, workshops, seminars and attend refresher and orientation courses to enrich their academic abilities. There are officers, permanent technical staff, administrative staff and non-teaching staff in the University who are dedicated to the University.

A huge number of Ph.D. and M.Phil. Scholars are getting Govt. Scholarship from the Government of West Bengal and from UGC. Eligible faculties of the University are also getting fellowship like "INSPIRE fellowship", "ICSSR fellowship" etc. The University carries out its extension activities and outreach programmes through its teaching departments, NSS and NCC units. The teachers are assigned these activities in addition to their normal duties. Environmental Awareness, Adult Education and Literacy, Health and Hygiene Awareness, Blood Donation Camps and Medical Camps etc are also conducted. The University library has more than 61598 Volumes of text and reference books, 51 journals/periodicals and magazines and it subscribes to 7 leading daily newspapers. There is a reading





room attached to the library. At present Central Library of the University is going to be digitalized and such related work is in full swing. The University has facilities for sports. It has a playground for games like football, cricket, volleyball, etc. The University has an indoor gymnasium for the students & staff. There is a medical officer for the students who attends them on working days and also in case of emergency.

The Raiganj University runs with the financial support of the Government of West Bengal. University situated in a remote border area has a special role to play in spreading education amongst backward and economically weaker sections of the population. Hence the University directly supports financially the backward and economically weaker students. Raiganj University is rapidly developing under the able leadership of Hon'ble Vice-Chancellor, Teachers, Officers and non-teaching staff who work in close association for developing the full potential of the University in achieving its mission and goal.

## **Mission and Vision**

### **Mission**

To create a metamorphic educational experience for students focused on deep disciplinary knowledge; problem solving; leadership, communication, and interpersonal skills; and personal health and well-being. To cultivate a metamorphic university community committed to:

- (i) attracting and retaining diverse, world-class talent;
- (ii) creating a collaborative environment open to the free exchange of ideas, where research, creativity, innovation can increase
- (iii) ensuring individuals can achieve their full potential.

### **Vision**

Raiganj University will have a metamorphic impact on society through various innovations and discover in education, research, creativity, and others.



## FROM THE DESK OF THE HON'BLE VICE CHANCELLOR



**Prof. Anil Bhuimali**

**Hon'ble Vice Chancellor, Raiganj University**

Recipient of Banga Ratna' Award by the Government of West Bengal, 2016; 'Life Time Achievement Award', 2016, by the Confederation of Indian Universities (CIU) at Science City Auditorium, Kolkata on 5th October, 2016, Paul Samuelson Royal Economist Award, 2016, by South Asia Management Association on 10.10.2016 at Asian Institute of Technology, Bangkok, Thailand; Ambedkar Social Service Award, 2017, by Indian Academic Researchers' Association (IARA), Tiruchirapally, Tamil Nadu held on 22.04.2017 at St. Joseph's College, Tiruchirapalli, Tamil Nadu and Outstanding University Administrator and Academic Excellence Award 2017- By Society for Research Development held at Kuala Lumpur on 29th April, 2017.

Fellow of The International Scientific Research Organization for Science, Engineering and Technology (ISROSET) & Fellow of Indian Academic Researchers 'Association (IARA), India.

Nestled in the small district headquarter of Raiganj, Uttar Dinajpur, Raiganj University was upgraded version of erstwhile Raiganj college (University College)- a welcome step by the Govt. of West Bengal to extend the advantage of Higher Education to backward regions of the state.

Assuming the office on 16th April 2015, I was entrusted with the responsibility of launching into academic courses within few months' time with both UG and PG courses. New admission, syllabus framing was initiated along with semester system of exam. Our journey commenced with 10 academic depts. and today it hosts 21 academic departments. Adequate care has been given to fill up the teaching posts immediately and furnish adequate text and reference books for equipping the classes with adequate academic facility. By inviting scholars from USA, UK. And Iran and visit of eminent academics all across the country the students have been exposed to the benefits of skilled teaching and advanced academic training. To accommodate the researching mind Ph.D. and M.Phil. programmes have been undertaken from the year of inception. It will be our continued endeavour to involve the students of remote regions and minority sections to the University programmes. Moreover, scientific programmes, research projects and social welfare programmes are regularly arranged here in the campus for internal quality enhancement and connecting the outer society to our institution. Established on 3rd Feb. 2015, the University looks forward to grow with time and leave a stamp of quality in the map of Higher Education in the State of West Bengal.

## DEAN, FACULTY OF SCIENCE AND MANAGEMENT



**Prof. Kalishankar Tiwary**

**Dean, Faculty of Science and Management**

**Prof. Kalishankar Tiwary:** Prof. Kalishankar Tiwary, Dean, Faculty of Science & Management is associated with the Raiganj University in the capacity of Professor in Mathematics. He is Ph.D. and D.Sc. He had been awarded with prestigious **Shiksha Ratna Sammanana-2016** as an Outstanding University Teacher from the *Govt. of W. B.*, and Research Associate (CSIR) Awardee. He is a fellow of prestigious **Institute of Mathematical Applications (UK)**. With more than 30 years of teaching and Research experience currently he is the holding the position of the Head of the Department of Computer & Information Science; Coordinator, NAAC; & Director, Internal Quality Assurance cell (IQAC), Raiganj University. He has been appointed as the Dean, Faculty of Science & Management. He has a very rich academic record. He is prolific writer and has nearly 100 research articles in different reputed journals national and international. He presented nearly many papers in different national, international Seminars, Conferences and Workshops.





## **ABOUT THE DEPARTMENT OF MANAGEMENT**

The Department of Business Administration in the Raiganj University had started its journey from the year, **2018** and to offer the MBA and BBA. The Department is rich with many experienced faculties from various specialisations. Additionally, the Department organises lectures of renowned faculties, officials of different industrial houses from various parts of India.

### **Programmes Offered:**

- Ph.D.
- M.Phil. (2 year)
- MBA (2 Year)
- BBA Hons. (3 Year)

**MASTER DEGREE PROGRAMME (MBA):** Raiganj University is offering Two-Year full time MBA Programme which is divided into four semesters. University offers Smart Classroom, Wi-Fi Enable Campus, and reputed resource persons from Academia & Industry. Learning and Training are also provided through workshops, industry visits, seminars and symposia etc.

**Specializations:** The following **Dual specializations** (*One Major and one Minor*) are offered to MBA students-

- a) Financial Management
- b) Marketing Management
- c) Human Resource Management
- d) Agri-Business Management

**Eligibility-** Admission to the MBA program is available to Graduates with valid MAT/CAT/JEMAT/XAT scores etc. Graduates with (10+2+3) / (10+2+4) having 40% marks in graduation or final year appearing students are also eligible for admission through a process of written admission test and personal interview conducted by the University.

### **M.Phil.**

**Eligibility-** Master Degree in relevant subject as per the UGC Guidelines, 2016.

### **Ph.D. (With Compulsory Course work)**

**Eligibility-** Master Degree in relevant subject as per the UGC Guidelines, 2016.



## Courses/ Papers offered in MBA (under CBCS system):

### MBA FIRST SEMESTER

Paper Code	Paper Name	No. of Credits	Contact Hours	Total Marks	Sem. Exam	Internal
MBA 101	Management Theory and Practice	4(3+1)	40	100	75	25
MBA 102	Managerial Economics-I	4(3+1)	40	100	75	25
MBA 103	Computer Application in Business	4(2+2)	40	100	50	Practical-50
MBA 104	Accounting for Managers	4(3+1)	40	100	75	25
MBA 105	Business Communication	4(3+1)	40	100	75	25
MBA 106	Business Mathematics & Statistics	4(3+1)	40	100	75	25
MBA 107	Business Ethics and Corporate Social Responsibility	4(3+1)	40	100	75	25
MBA 108	Business Environment	4(3+1)	40	100	75	25
<b>TOTAL</b>		<b>32</b>	<b>320</b>	<b>800</b>	<b>575</b>	<b>225</b>

### MBA SECOND SEMESTER

Paper Code	Paper Name	No. of Credits	Contact Hours	Total Marks	Sem. Exam	Internal
MBA 201	Marketing Management	4(3+1)	40	100	75	25
MBA 202	Financial Management	4(3+1)	40	100	75	25
MBA 203	Human Resource Management	4(3+1)	40	100	75	25
MBA 204	Production & Operation Management	4(3+1)	40	100	75	25
MBA 205	Management Information System	4(3+1)	40	100	75	25
MBA 206	Organizational Behaviour	4(3+1)	40	100	75	25
MBA 207	Business Legislation	4(3+1)	40	100	75	25
MBA 208	Managerial Economics - II	4(3+1)	40	100	75	25
<b>TOTAL</b>		<b>32</b>	<b>320</b>	<b>800</b>	<b>600</b>	<b>200</b>

### MBA THIRD SEMESTER

*2 compulsory papers & 6 specialisation papers (4 from major and 2 from minor) and of 100 marks each.*

Paper Code	Paper Name	No. of Credits	Contact Hours	Total Marks	Sem. Exam	Internal
MBA 301	Operation Research	4(3+1)	40	100	75	25
MBA 302	Research Methodology	4(3+1)	40	100	75	25
MBA 303	Major Specialisation	4(3+1)	40	100	75	25
MBA 304	Major Specialisation	4(3+1)	40	100	75	25
MBA 305	Major Specialisation	4(3+1)	40	100	75	25
MBA 306	Major Specialisation	4(3+1)	40	100	75	25
MBA 307	Minor Specialisation	4(3+1)	40	100	75	25
MBA 308	Minor Specialisation	4(3+1)	40	100	75	25
<b>TOTAL</b>		<b>32</b>	<b>320</b>	<b>800</b>	<b>600</b>	<b>200</b>





**MBA FOURTH SEMESTER**

(5 Compulsory Papers & 3 Specialization Papers (2 from Major and 1 from Minor) of 100 Marks each = 800 Marks)

Paper Code	Paper Name	No. of Credits	Contact Hours	Total Marks	Sem. Exam	Internal
MBA 401	Strategic Management	4(3+1)	40	100	75	25
MBA 402	Entrepreneurship Development	4(3+1)	40	100	75	25
MBA 403	International Business Environment	4(3+1)	40	100	75	25
MBA 404 & MBA 405 & MBA 406	Industrial Visit (Project) Major Specialisation	8 4(3+1)	8-10 Weeks 40	200 100	- 75	200 25
MBA 407	Major Specialisation	4(3+1)	40	100	75	25
MBA 408	Minor Specialisation	4(3+1)	40	100	75	25
<b>TOTAL</b>		<b>32</b>	<b>320</b>	<b>800</b>	<b>450</b>	<b>350</b>

**SPECIALISATION GROUPS:**

<b>MARKETING MANAGEMENT (MM)</b>		<b>FINANCIAL MANAGEMENT (FM)</b>	
<b>PAPER CODE</b>	<b>PAPER NAME</b>	<b>PAPER CODE</b>	<b>PAPER NAME</b>
MBAMM 1	Consumer Behaviour	MBAFM 1	Security Analysis and Portfolio Management
MBAMM 2	Advertising Management	MBAFM 2	Management of Financial Services
MBAMM 3	International Marketing	MBAFM 3	International Financial Management
MBAMM4	Sales & Distribution Management	MBAFM 4	Corporate Taxation
MBAMM 5	Retail Management	MBAFM 5	Financial Derivatives
MBAMM 6	Service Marketing	MBAFM 6	Banking Services Operation
MBAMM 7	Rural & Agricultural Marketing	MBAFM 7	Working Capital Management
MBAMM 8	Brand Management	MBAFM 8	Strategic Financial Management
MBAMM 9	Digital Marketing	MBAFM 9	Financial Engineering
<b>HUMAN RESOURCE MANAGEMENT (HR)</b>		<b>AGRI BUSINESS MANAGEMENT (AM)</b>	
<b>PAPER CODE</b>	<b>PAPER NAME</b>	<b>PAPER CODE</b>	<b>PAPER NAME</b>
MBAHR 1	Human Resource Planning	MBAAM 1	Environment & Agri Business Management
MBAHR 2	Compensation Management	MBAAM 2	Agri Supply Chain Management
MBAHR 3	Industrial Relations	MBAAM 3	Agricultural Marketing Management
MBAHR 4	Organisational Change and Development	MBAAM 4	Agribusiness Financial Management
MBAHR 5	Human Resource Development	MBAAM 5	Management of Agro Chemical Industry
MBAHR 6	International Human Resource Management	MBAAM 6	Seed Production Technology & Management
MBAHR 7	Strategic Human Resource Management	MBAAM 7	Management of Agribusiness Cooperatives
MBAHR 8	Industrial Sociology	MBAAM 8	Materials Management
MBAHR 9	Talent and Knowledge Management	MBAAM 9	Technology Management for Livestock Products



## ACADEMIC PROFILE OF THE DEPARTMENT

	<p><b>Dr. Subrata Saha (M.A.,Ph.D.) - Head &amp; Associate Professor</b></p> <p>He is presently working as an Associate Professor in the department of Economics in Raiganj University. He is currently head of department of Economics and Department of MBA. Dr. Saha received his Ph.D. degree from the University of North Bengal. He has total teaching experience of more than 17 years. His teaching and research interests lie in i) Econometrics &amp; Quantitative Economics ii) Macroeconomics &amp; International Trade iii) Time series Econometrics and Public Finance. He is a member of various committees like the Executive Council, Court Council, IQAC, at Raiganj University. He is also member of different committees of Raiganj University and Dr. MeghnathSaha College. He was awarded Junior Research Fellowship Award in 1997 and Sarvepalli Radhakrishnan Life Time Achievement National Award in 2018. He has published books, many research papers in different reputed journals.</p>
<p style="text-align: center;"><b>Dr. Subrata Saha</b> <b>Head, Department of Management</b></p>	
	<p><b>Dr. Arindam Metia (M.Com.,Ph.D.) - Assistant Professor</b></p> <p>He is presently working as an Assistant Professor in the department of Management in Raiganj University. He has also pursued Masters in Commerce (Accounting) from University of Calcutta. He has also qualified SLET in Commerce. He has received his Ph.D degree from the University of North Bengal. He has total teaching experience of more than 12 years. His teaching and research interests lie in: i) Cost &amp; Management Accounting ii) Income tax iii) Financial &amp; Corporate Accounting iv) Security Analysis &amp; Portfolio Management. He has the credit of a couple of research publications in several reputed journals. In addition to that, he has participated in several workshops, and presented research papers in different conferences and seminars.</p>
<p style="text-align: center;"><b>Dr. Arindam Metia</b> <b>Assistant Professor</b></p>	
	<p><b>Mr. Madhabendra Sinha (M.Sc.M.Phil.) - Assistant Professor</b></p> <p>Madhabendra Sinha is an Assistant Professor at Department of MBA, Raiganj University, and prior to that he has been a Senior Research Fellow and PhD (Thesis Submitted) in Economics at National Institute of Technology Durgapur, India. He has obtained MSc and MPhil in Economics from the University of Calcutta, India. He has also qualified UGC NET in Economics. He has the credit of a couple of research publications in several reputed Scopus/ Web of Science/ ABDC indexed journals including Journal of Policy Modelling (Elsevier), Economic Papers (Wiley), Global Business Review (Sage), Applied Intelligence (Springer), Margin: JAER (Sage), Journal of Asian and African Studies (Sage), International Journal of Education Economics and Development (Inderscience) etc. Moreover, he has contributed a number of book chapters published by Springer, Routledge, Emerald, IGI Global etc. In addition to that, he has participated in several workshops, and presented research papers in different conferences and seminars organized by ADBI, IGC, IITs, IIMs, ISI, DSE, IIPT, BIBM &amp; UNCDF, RIS-EXIM Bank etc. in India, Japan and other countries.</p>
<p style="text-align: center;"><b>Mr. Madhabendra Sinha</b> <b>Assistant Professor</b></p>	





	<p><b>Mrs. Ahana Sen (M.Com., MBA,) - Assistant Professor</b></p> <p>She is presently working as an Assistant Professor in the department of Management in Raiganj University, Raiganj. Her schooling is done from South Point High School and her graduation is done from Goenka College of Commerce &amp; Business Administration. She has done M.Com. and also MBA (Finance) from University of Calcutta. In both M.Com.&amp; MBA (Finance), she has secured “<b>First Class First</b>” Rank. She is SET qualified. She is pursuing Ph.D. from Department of Commerce, University of Calcutta. Her area of specialization is Accounting &amp; Finance and research interest lies in the field of Banking &amp; Finance. She is having three years of teaching experience.</p>
<p><b>Mrs. Ahana Sen</b> <b>Assistant Professor</b></p>	<p><b>Mr. Santosh Mukherjee (MBA)-</b></p> <p>Mr. Santosh Mukherjee is a Contractual Faculty at the Department of Business Administration. He obtained dual specialisation MBA degree from Vidyasagar university, Midnapore. He has 10+ years of Academic experience in UG and PG level in various management colleges. Prior to joining in Raiganj University, he has worked as a Research Associate in a ICSSR Major Research Project under the guidance of Prof. Dr. R.K. Chauhan (Former UGC secretary) and Dr. Abhijit Pakira (BU). He is passionate about teaching students Marketing Management, Human Resource Management, General Management, Business Environment, HRD etc. papers.</p>
	
<p><b>Mr. Santosh Mukherjee</b></p>	

**Faculty Advisors:**

- Prof. Bipul Malakar, Former Professor, Jadavpur University
- Prof. Shibranjan Mishra, Former Professor, Visha Bharati, Santinekatan
- Prof. Debasish Sur, Professor, Department of Commerce, University of Burdwan
- Prof. Rama Prasad Banerjee, Former Professor, IIM- Calcutta
- Prof. Sharmishtha Banerjee, Department of MBM, University of Calcutta
- Prof. Kali Shankar Tiwary, Dean, Faculty of Science and Management, Raiganj University
- Dr. Durlav Sarkar, Registrar, Raiganj University, Raiganj.
- Prof. Subhra Micheal Gomes, Professor, Dean (International Programmes) Techno India University
- Prof. Chittaranjan Sarkar, Former Professor, Department of Commerce, University of Burdwan, & Former Director, Department of Management, Raiganj University.

**PROGRAMME FEE:**

MBA Semester- 1	Rs. 27000.00
MBA Semester- 2	Rs. 24700.00
MBA Semester- 3	Rs. 24700.00
MBA Semester- 4	Rs. 24700.00



**LIBRARY:** Raiganj University has good number of educational tools. The **wifi- enabled** Central Library is packed up with rich resources which lists- Books, Journals (both in hard copy as well as in electronic form). We have the access to Jstore, JGate etc. platform alongwith E- Pathsala, Swayam etc.

**INDUSTRY VISIT:**The Department conducts industry visit as the integral part of the curriculum. Here are some of the glimpses of such industrial visit.



**SUMMER TRAINING PROJECT:** Every MBA student will undergo practical training in any manufacturing, service & financial organization. The training program provides the opportunity to work closely with professionals and to develop knowledge and experience related directly to your career objectives. The main objective of STP is to equip the student with analytical & reasoning skills for exploring the feasible solution in the future.

**TRAINING & PLACEMENT:** We plan, design, and execute various value-added programs such as personality development, technical training, and personal interview preparation. It helps to make a linkage between the classroom and corporate to make the students hireable & skilled for the industry.

(For the Admission details please visit the University Website- [www.raiganjuniversity.ac.in](http://www.raiganjuniversity.ac.in))



**CONTACT US:**

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