



EXCELLENCE

INNOVATION

ENTREPRENEURSHIP



Department of MANAGEMENT

Management studies is the art and science of planning, organizing, directing, and controlling resources to achieve specific goals within an organization. It helps students develop skills in leadership and teamwork, while also gaining a deeper understanding of how businesses operate

ABOUT DEPARTMENT

School of Management of Swami Vivekananda University (SVU) offers skill-based and industry oriented Under Graduate (UG) programmes such as Bachelor of Business Administration (BBA), Bachelor of Business Administration in Agri-business Management (BBA-ABM), Bachelor of Hospital Management (BHM) and Post Graduate (PG) programmes such as Master of Business Administration (MBA), Master of Business Administration in Agri-business Management (MBA -ABM), Executive Master of Business Administration (EMBA) and Master of Hospital Administration (MHA) which have been crafted with utmost care in collaboration with academicians and professionals. Besides that, our school also offers Doctorate of Philosophy (Ph.D.) programs for researchers in the field of Management. The entire curriculum of the school of management facilitates the development of skills, abilities, and knowledge that enable students to handle their respective positions with lots of responsibilities in the corporate world and academia. In these years, the School of Management has emerged as a professional school with a focus on business management, hospital management and administration, agri-business, industry-academia interface, and sectoral business strategies. The focus is reflected in several major areas under this school like Innovation, Research, Expertise, and Entrepreneurship which leads to creating a knowledge hub of ultimate business excellence. The competency-directed curriculum puts together the latest carefully aligned inputs sourced from the best of leading B-Schools. School of Management has emerged to establish itself as one of the best Management schools through its unique style of teaching & experiential learning

Enroll Now

Courses Offered :

BBA, MBA , BHM , MHA



Barasat - Barrackpore Rd,
Telinipara, Bara, Kanthalia,
West Bengal 700121



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From Chancellor's Desk

The world as we know now and as we knew back in 20th century has changed tremendously. The upcoming of life changing technologies and different fields that are now open to academic research and employment as made one thing sure that knowledge will be the key to everything that has to come and will be highly sought after as it has the power to change anything and everything .

We believe that Education is not preparation for life. Education is life itself.

We believe that in professional as well as personal life that we all have, we have to learn how to educate ourselves always, develop and evolve ourselves in a better way. We have to learn how to be responsible towards the society in which we live and to promote it towards growth.

At SVU , we not only promote the evolution of individual but also the growth of society as a whole. We have to realize that education alone is not sufficient and so we train our students in regions of respect for the society, Having High Morales, Personality Development ,Creativity etc. These are some things which are very important in long run.

We realize that right environment is equally important in making a student learn and grow and so at SVU we aim at creating that right environment for students by giving them the proper facilities they need to grow. We also regularly tie up with industries and companies to provide our students with excellent opportunities to work and learn with industry experts.

We leave no stone unturned when it comes to providing the state of the art Education to our students. As we believe that when our students excel we excel.

**- Dr. Nandan Gupta
Chancellor
Swami Vivekananda University**



From Chief Operating Officer's Desk

It is a great privilege and honour to be a part of the mission to make “Swami Vivekananda University” a name to reckon within the academic fraternity by giving a strong impetus to creating an environment of knowledge, application and holistically inspiring youth to become leaders of tomorrow. I believe that the rigours of the contemporary world will require knowledgeable professionals who could withstand the dynamics of the fast changing world. It is a great privilege and honour to be a part of the mission to make “Swami Vivekananda University” a name to reckon within the academic fraternity by giving a strong impetus to creating an environment of knowledge, application and holistically inspiring youth to become leaders of tomorrow. I believe that the rigours of the contemporary world will require knowledgeable professionals who could withstand the dynamics of the fast- changing world. Hence “Making a Difference in the Life of Every Student” is the Priority of my administration. We look forward to a deep engagement with Students, Industry, Faculty, and Community to position SVU as the national leader in delivering value to its students and offering a transformative educational and life experience.

There must be an aspiration to excel and serve the society, and hence there must be measuring standards. We the faculty and students as a University must excel and set standards to impact society and future generations.

Let's move ahead with a clear line of action to excel in academics, fortify our research initiatives through quality publications, strengthened industry – institute interactions, product development, Start-Up ventures and honestly contributing for the upliftment and growth of people and humanity at large.

Our challenge is to help to generate ideas that will benefit society, and to educate and train people to work in fields where they will be valued both for their knowledge, and for their ability to research, communicate and solve problems. I offer my best wishes to all students, faculty and staff to grow and excel in this challenging and competitive era and the pinnacle of success.

- Mr. Saurabh Adhikari
Chief Operating Officer
Swami Vivekananda University



From Registrar's Desk

We have pleasure in welcoming you to Swami Vivekananda University, Barrackpore. The University is striving hard to have qualitative improvement in the level of education, environment and economy of this region. The university has a visionary mission to contribute in multidimensional growth and development of the region in general and holistic development of the students in particular. We hope that the inspiring students, under the guidance of dedicated teachers and a far-sighted leadership of the top administration would lead this University to a coveted and recognized position in the galaxy of higher education in the country.

Swami Vivekananda University's aspiration is to be a world class centre of excellence in training, research and innovation in cutting edge technologies. We are in the sincere process of creating a positive image whereby our name becomes synonymous with excellence, innovation, honour, integrity and outstanding quality and service. Always we will keep our vision goal focused ensuring to reach greater heights in the days ahead. As we embark on developing the University, all the dedicated personnel at SVU need to be unswerving in defending our vision. We shall focus on the individuals' strengths and use their strengths in a very goal-directed niche within our institution.

Our primary objective is to enrich and support the individual in his/her endeavour towards the attainment of knowledge and wisdom to apply that knowledge in coherence with the aims and ambitions of the individual in particular and for the greater good of human kind in general. Industries and renowned institutions are always welcome to collaborate for R & D activities with faculty members and research scholars. As regards to the students who are our main stakeholders, we look forward to a healthy working relationship where dialogue becomes the pillar of our understanding.

I assure you best academic, administrative and research atmosphere in the campus.

- Prof. (Dr.) Pinak Pani Nath
Registrar
Swami Vivekananda University



MISSION

To provide quality-based management education to build business leaders in a competitive global environment and conduct technology-based innovative research for imparting Knowledge in different management areas and promote young minds for entrepreneurship development for the betterment of society.

VISION

To attain global presence by implementing leadership, innovative ideas, and responsible corporate behavior through flexible, skill-based management education driven by high-impact research areas.

CORE VALUES

The School of Management has identified 5 key values that will help us to achieve our vision and thus all stakeholders are being encouraged to adopt these wherever possible.

- **Visionary**
- **Innovative**
- **Collaborative**
- **Impactful**
- **Sustainable**

OBJECTIVES

1. To impart professional education in modern management science to enable the students and researchers to appreciate the inter-relationship between the diverse and complex tasks of the modern business environment.
2. To develop capacities among students and business executives for an improved understanding of various modern management-related issues.
3. To conduct high-quality skill-based research that addresses domestic as well as modern business intelligence.
4. To escalate demand-driven research, development, and innovation in the various field of Management and encourage innovation-startup-entrepreneurship towards self-reliance.
5. To develop holistic managers who internalize a synthesis of conventional and modern management – thinking and who can comfortably adapt to changing business requirements. Various management programs provide students with various routes to the industry, matching its requirements with their skills and predispositions.
6. To provide the students with an opportunity to expertise themselves in the major functional areas: Finance, Marketing, Human Resources, Business Analytics, Management Information Systems, and Operations Management.
7. To promote young minds for the development of entrepreneurship (to create entrepreneurs) as next-generation leaders with human values and social responsibilities.

SALIENT FEATURES

- A high-tech Green Campus with high-speed Wi-Fi-connectivity
- Proven leadership with Vision & Integrity
- Contemporary Course Curriculum designed as per Industry Needs. Interactive Technology-based Learning Methodology
- Developing students with a high Employability Index (HEI) with a dedicated Employability
- Placement & Career Advancement Cell (EPCAC)
- Strong Scholarship Program for Weaker Sections based on Merit
- Well Qualified & Experienced Faculty Team. Integrated Courses & various specialized Degree Programs

When you are doing any work.. do it as worship, as the highest worship, and devote your whole life to it for the time being.

.....**Swami Vivekananda**

WHY @ MANAGEMENT

- One of the leaders in business education and research by leveraging the intellectual capital, skills, and talents of our faculty, staff, and our deep partnerships with our business community and alumni to help individuals and organizations to create a brighter future for the nation.
- Proudly committed to its ethos, the school aims to achieve the highest level of demonstrable benefit to society through its research and wide engagement through international collaboration. Faculty and students work together to create a welcoming and wholly inclusive environment for work and study.
- School of Management always tries to prepare students for rigorous and transformative learning experiences for fulfilling lives and careers. Offering various flexible, specialized, and professional training, and research programs under the management domain aiming to bridge the gap between academic curriculum and industry needs.
- School of Management offers value-added training programs to meet the demands of the present job scenario. Students get various pre-placement training from day one by a corporate team for creating a global mindset and evidence-based insights from world-class experts.



“When you are doing any work.. do it as worship, as the highest worship, and devote your whole life to it for the time being”

.....**Swami Vivekananda**



OUR EMINENT MENTORS



Prof. (Dr.) Chandra Shekhar Ghosh
MD & CEO of Bandhan Bank



Prof. (Dr.) Sandip Poddar
Deputy Vice-Chancellor - Research & Innovation,
Lincoln University



Mr. Suparno Moitra
Former Chairman, Board of Governors, NIT, Nagaland



Prof. (Dr.) Raja Gopal Dhar Chakraborty
Professor, South & Southeast Asian Studies, University
of Calcutta



Prof. (Dr.) Ratan Khasnabis
Former Professor, University of Calcutta



Prof. (Dr.) R. P. Banerjee
Chairman & Director, EILM, Kolkata

FACULTY PROFILE

ACADEMICS HIGHLIGHTS

No. of Ph.D. Faculty:(In No.): 6

No. of Post Doc Faculty:(In No.): 2

No. of Project submitted:(In No.): 10

Department Wise Patent Applied:(In No.): 42

Department Wise Granted Patent: (In No.) : 9



DR. KALLAL BANERJEE

Professor, Director, SOM
Expert Area : E Waste Management
Academic Experience : 18 Years
Industry Experience : 6 Years



**DR. SHANTANU
CHAKRABORTY**

Professor, Director (R&D)
Expert Area : Financial Engineering
Academic Experience : 10 Years
Industry Experience : 58Years



DR. ANIRBAN HAZRA

Asst Professor & HOD
Expert Area : Development Economics
Academic Experience : 8 Years
Industry Experience : 4Years



**DR. SANJAY
BHATTACHARYYA**

Associate Professor
Expert Area : Econometric Modelling
Academic Experience : 9 Years
Industry Experience : 3 Years



MR. SOUMEN NATH

Assistant Professor
Expert Area : Green Marketing
Academic Experience : 6 Years
Industry Experience : 3 Years



**DR. MAINAK
CHAKRABORTY**

Associate Professor
Expert Area : Competency Mapping
Academic Experience : 8 Years
Industry Experience : 4Years



MS. ARPITA DAS

Asst Professor
Expert Area : Employee Behaviour
Academic Experience : 5 Years
Industry Experience : 3 Years



MR. SHAFIQUE AHMED

Asst Professor
Expert Area : Digitalization
Academic Experience : 5 Years
Industry Experience : 2 Years



FACULTY PROFILE



MR. NEELANJANA MITRA
Assistant Professor
Expert Area : Consumer Behaviour
Academic Experience : 3 Years
Industry Experience : 7 Years



MS. SHIVANI HAZRA
Asst Professor
Expert Area : Digital Marketing
Academic Experience : 7 Years
Industry Experience : 2 Years



MS. SOUMI CHAKRABORTY
Assistant Professor
Expert Area : Development Economics
Academic Experience : 4 Years
Industry Experience : 2 Years



MR. SOURAV CHATTERJEE
Assistant Professor
Expert Area : Digitalization
Academic Experience : 4 Years
Industry Experience : 2 Years



MR. AYANANGSHU MONDAL
Assistant Professor
Expert Area : Digitalization
Academic Experience : 2 Years
Industry Experience : 2 Years



MR. AMITABHA GUPTA
Assistant Professor
Expert Area : Marketing
Academic Experience : 12 Years
Industry Experience : 8 Years

TOTAL NUMBER OF CAMPUS DRIVE : 30 MNCS
TOTAL NUMBER OF STUDENT PLACED : 135/150
% OF PLACEMENT : 88%
HIGHEST PACKAGE OFFERED (PG): 16.00 LPA
LOWEST PACKAGE OFFERED (PG): 11.50 LPA
HIGHEST PACKAGE OFFERED (UG): 13.60 LPA
LOWEST PACKAGE OFFERED (UG): 09.80 LPA
SOME OF OUR PLACED CANDIDATES



SOURAJIT MAZUMDER

STREAM: MBA



SNEHADEEP DUTTA

STREAM: BBA



SIDDHARTHA DAS

STREAM: MBA



RAJIBUL ISLAM MONDAL

STREAM: MHA



SHREYA MALLICK

STREAM: BBA



PRIYA KUMARI

STREAM: MBA



SWEETY SARKAR

STREAM: MBA



RISHAV UPADHYAY

STREAM: BIOTECH
DESIGNATION: MEDICAL SCRIBE



ATANU MAJUMDAR

STREAM: MHA



SOUMYARUP CHAKRABORTY

STREAM: MHA



OUR PLACED CANDIDATES

TOTAL NUMBER OF CAMPUS DRIVE : 30 MNCS

TOTAL NUMBER OF STUDENT PLACED : 135/150

% OF PLACEMENT : 88%

HIGHEST PACKAGE OFFERED (PG): 6.00 LPA

HIGHEST PACKAGE OFFERED (UG): 3.60 LPA

LOWEST PACKAGE OFFERED : 1.80 LPA



RINKY CHOWDHURY

STREAM: BBA

DESIGNATION: KYC AND KYB

AMEX PROCESS



SNEHADEEP DUTTA

STREAM: BBA

DESIGNATION: ASST. RESERVATION

MANAGER (EAST)



RAVIKANT MISHRA

STREAM: BBA

DESIGNATION: APPROVER

ASSOCIATE



SOURAV BOSE

STREAM: BIOTECH

DESIGNATION: CUSTOMER SERVICE

REPRESENTATIVE



SHREYA MALICK

STREAM: BBA

DESIGNATION: EXECUTIVE



SAURABH BISWAS

STREAM: BIOTECH

DESIGNATION: APPROVER

ASSOCIATE



SOUMASIKHA PANIGRAHI

STREAM: BIOTECH

DESIGNATION: EXECUTIVE



RISHAV UPADHYAY

STREAM: BIOTECH

DESIGNATION: MEDICAL SCRIBE



PUJA CHATTERJEE

STREAM: BIOTECH

DESIGNATION: MEDICAL SCRIBE



ARSHIYA NABI

STREAM: BIOTECH

DESIGNATION: ONLINE TUTOR



DEPARTMENTAL ACTIVITIES

Swami Vivekananda University, Barrackpore, School of Management, organised Industry Visit at ALBERT DAVID LIMITED (Pharmaceutical formulation and bulk drug manufacturing company) for BBA 1st year students.. Date: 15th may 23



Swami Vivekananda University, Barrackpore, School of Management, organised Industry Visit at Coca Cola (Diamond Beverage pvt ltd) for MBA 1st year students..May 12, 2023



Student presenting research paper in International Conference on Innovation and Advancements in Management and Social Science (ICIAMS-2023) Organised by: School of Management, Swami Vivekananda University



International Conference on Innovation and Advancements in Management and Social Science (ICIAMS-2023) Organised by: School of Management, Swami Vivekananda University



Vibek Jyoti Samman

Lifetime Achievement Award to

(Dr.) V.N. Rajasekharan Pillai

Professor, So'naiya Vidyavihar University

Member, UGC

EMINENT ACADEMICIAN'S VIEW



"As a Vice Chancellor I have been consistently impressed by the caliber of students and the innovative approaches to economic research. The university's emphasis on interdisciplinary studies and global perspectives sets it apart. It's a hub for intellectual exchange and groundbreaking research."

Prof. Suranjan Das, Former Vice-Chancellor, Jadavpur University and Honorable Vice-Chancellor of Adams University Kolkata



"SVU has a rich academic tradition that seamlessly blends tradition with innovation. The diverse curriculum and the emphasis on critical thinking create an intellectually stimulating environment. The university's support for cultural and artistic endeavors enriches the overall academic experience for both students and faculty"

Prof. Dhrubajyoti Chattopadhyay
Vice Chancellor, Sister Nivedita University, Kolkata



"I am consistently impressed by the caliber of graduates they produce. The university's strong emphasis on practical skills, coupled with a solid theoretical foundation, ensures that students are well-prepared for the rapidly evolving field of Life-science."

Prof. Sharmistha Banerjee
Professor, Department of Business Management
University of Calcutta



"I am very happy with the International Conference. It is an excellent programme. I hope that the faculties, research scholars and the students of the university would be highly benefitted by the seminar."

Prof. R. P. Banerjee
Chairman & Director
EILM, Kolkata



"The university's investment in cutting-edge technology and its commitment to supporting research initiatives have significantly contributed to the success of work. It's a fantastic place for scientific discovery."

Dr. Sitangshu Khatua
Professor, St. Xavier's University, Kolkata



"I have had the privilege of closely analyzing various educational institutions, and I must say that SVU stands out as a beacon of academic excellence. The commitment to fostering critical thinking, the state-of-the-art facilities, and the diverse range of programs make it an ideal choice for aspiring scholars"

Dr. Atanu Sen Gupta
Professor, Department of Economics, Burdwan University, West Bengal, India



"I am impressed by the depth of their knowledge and dedication to research. The university's emphasis on cutting-edge research and its collaborative approach create an environment that encourages innovation and pushes the boundaries of knowledge"

Prof. Uttam Kumar Dutta
School of Professional Studies Netaji Subhas Open University Kolkata
West Bengal, India



"SVU's commitment to maintaining the highest standards in education is evident in their rigorous accreditation processes. The institution's adherence to best practices ensures that students receive a top-tier education, making it a reliable choice for those seeking quality academic programs."

Prof. KBL Srivastava
Professor, Humanities and Social Sciences,
IIT Kharagpur



"One of the standout features of SVU is its strong focus on preparing students for the real world. The university's career development services are comprehensive and tailored to individual needs, ensuring that graduates are not only academically proficient but also well-equipped for the demands of their chosen professions"

Dr. Anirban Sarkar
Professor & Head, Department of Management and Marketing,
West Bengal State University



"As someone deeply involved in international education, I can confidently say that SVU provides a truly global learning experience. The diverse student body, international exchange programs, and globally recognized faculty make it an attractive destination for students seeking a well-rounded education with a global perspective."

Prof. Gautam Bandyopadhyay
Professor, National Institute of Technology,
Durgapur



SWAMI VIVEKANANDA UNIVERSITY

CAMPUS ADDRESS

📍 BARASAT - BARRACKPORE RD, TELINIPARA, BARA, KANTHALIA,
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🌐 www.swamivivekanandauniversity.ac.in