Placement Brochure 2022-24





Eastern Institute for Integrated Learning in Management-Kolkata

Affiliated to UGC recognized State Govt. University

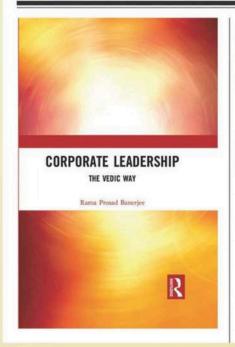


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Dignitaries at the Book Release of

'Corporate Leadership The Vedic Way'

a **Routledge** publication authored by **Prof. (Dr.) R.P. Banerjee**, (C&D, EIILM-Kolkata) at the **47th International Kolkata Book Fair**, on 25.01.2024





(from right to left) Mr. Sudhangshu Sekhar Dey [Hon. General Secretary, Publishers & Booksellers Guild], Mr. Tridib Kumar Chatterjee [President, Publishers & Booksellers Guild], Mr. S. K. Dutt [Head HR- GI Infotech (Macalvins Group- UK)], Ms. Payel Sarkar [Actor], Mr. Abir Chatterjee [Actor], the author Prof. (Dr.) R. P. Banerjee [Chairman & Director- EIILM- Kolkata], Mr. Adika Ratna Sekhar [Chairman and MD, Balmer Lawrie & Co. Ltd.], Mr. Ajeya Bandyopadhyay [Asia-Lead of Advisory, IFC-World Bank, Ex-Partner-KPMG], Mr. Ayanabh Debgupta [Co-founder & Joint MD-Medica Superspecialty Hospital], Prof. (Dr.) N Krishna Kumar [Dean-State Bank Institute of Leadership], Mr. Debraj S. Roy [Head HR-Lux Industries Limited], Mr. Sombrata Roy [Unit Head - CK Birla Hospitals].

EIILM-Kolkata Collaborates with The University of South Florida, USA



(L-R) Prof. (Dr.) Kaushik Dutta – Associate Dean and Professor, MUMA College of Business, University of South Florida; Prof. (Dr.) R.P. Banerjee – Chairman & Director, EIILM-Kolkata; Prof. (Dr.) Mark H. Taylor – President, American Accounting Association & Professor at University of South Florida, MUMA College of Business, USA; Mr. S.K. Dutt – Principal Advisor & Mentor, EIILM-Kolkata

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Message from the Chairman & Director



Prof. (Dr.) R. P. Banerjee

We have reached the culmination of technological achievement globally. The age of physical realities have been under the threat from the invasions of the virtuals across. Whereas the domains where physical interventions with human participation becomes some what impossible, the act of automation was recommended long back. The process driven manufacturing in the areas of mega technologies, mega machines and multiplier units were introduced in the West and the far East along with India almost seven decades ago. It was actually the demand for multiplicity and diversified entities and products which necessitated the process engineering, technology and automation to foster forward the economies of scale and to meet the rapidly changing context of demand across manufacturing entities. The spell of this had embraced the technologies and things which are for ballistics, space machines, submarines, mega ships, air craft carriers, heavy engineering, heavy machine tools and equipments for mining and excavations and those for explorations of seabed resources. Whereas the mega technology has helped in the economies of scale, the human intent turning into consumer demand have actually flourished in the areas of diversified choice and preferences across the globe. The two trends of consumer have been noticeable now: first one, minimization of time for consumption and second one, maximization of short term utility through consumption.

When we focus on products that have been used by consumers globally, the impact of augmentation of products has become more pertinent than the intrinsic usage of products. These have led to the aspects of beautification, enhanced and more attractive designs, consumer friendly packaging and added uses of the core products. To take an example, mobile handset had an advent in the market to facilitate free movements whereas getting connected with people. However, over

a very short period of time, the same products had been in a position to beget billions of users across the globe for competitive advantage on added features than the core feature of telephoning. The same applies to the ingredients and materials used for providing nutrition, health services, medical supports, and on the other hand, household, structuring, furnishing and the like. Road movement, water transports, air transports are actually changing face rapidly. To take an example, even though 'CONCORD' was not allowed to function because of health factors in the Western hemisphere, close capacity to the 'CONCORD' beyond Mac 1.5 is now being recommended for the air space to pierce through and get destinations connected closer. On the scale of surface movement, the introduction of super power strength in the world, on one hand, and 'Vande Bharat' in India, on the other, have actually changed the face of surface movement. The Kolkata-Banaras waterways and the Krishna-Kaveri plans for the same are again the next phase of waterways to connect people more and more.

All these are actually leading to consumer homogeneity. The culture specific domain and identity of consumers are getting invaded by internationalism and cross-cultural features to create homogeneity in the trade and commerce.

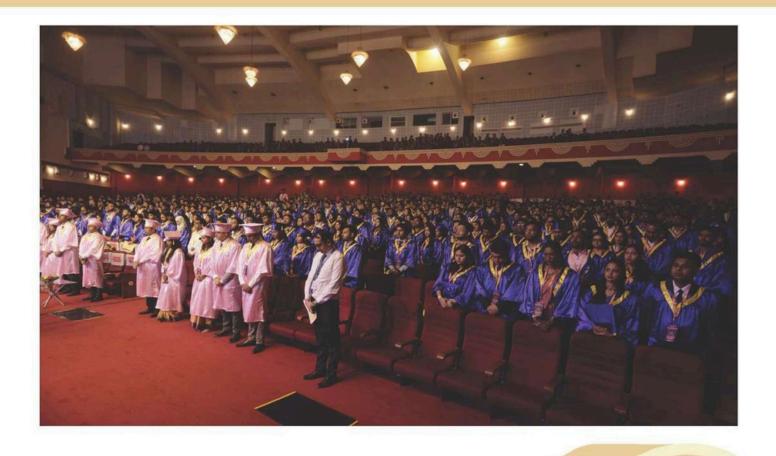
It is in this backdrop, the economic emergence of India as a third force in the world, on one hand and the largest single nation average-capable consumer on the other, has actually opened up plethora of opportunities for people with the mind to do something.

The galloping change of technology may be considered as a process of transformation in the structure, design and functioning of activities and decision making in different situations of continuity and emergence.

Each enterprise, whether it is in the field of manufacturing, services, distributions, transactions, financials, non-financials or any other identity, the performances and actions require an appropriate mix of personalities to drive the wheels of organizations in the right direction. This is best possible by the right kind of managerial manpower and prospective leaders for organizational or corporate journey. A manager has an element of leadership in her/his mind. A manager should decide the enhancement. on progress transformation of the industry, trade or business in which she/he is into. This in a way is going to revolutionize not only the factors of production but also the elements produced either drawn from the domestic, natural or from anywhere of the world. Companies with multinational identities are all now having their domestic production somewhere in India - be it a produce of white goods, kitchen material, personal materials for male/female, apparel-garments-textiles, cosmetic, designs, beauty products or on the other hand products used for transportation either at the private or at organization level- everywhere the touch of the soil has become very steadfast as evident with the brands having turned into a new identity with a touch of India.

It is in this backdrop, the emergence of a creative, functional and energetic manager with an inbuilt capacity to lead at the front has become very strong. This trend has been sensed by the stock indices from the leading Indian market BSE and NSE on one hand, and the emergence of new sectors hitherto known as only social sector to get a space in the act and process of corporatization has added to the fortunes of emerging managers. It is in this context, the young persons having joined the professional programmes have their relative fortunes knocking at the door to capture the opportunities through your initiative, your being positive to the work and responsibility and your integrity through commitment. A combination of these factors is going to blend you into a personality which can get steps on global arena with a strong promise for next phase of life and your contributions are going to be immense for the world and mankind.

I wish you all the best for your journey through a globally promising career.





Words from the Placement Co-ordinator

Placement department of EIILM-Kolkata has once again achieved the record of 91% placement in branded organizations till July 15, 2024. The remaining eligible candidates are in the pipeline to get placement soon. This ensures our vision of providing" Limitless possibilities" to all and supporting the cause of "Right job for right candidates".

The process of empanelment with the Corporate Houses is the major point of our success and our corporate relation team is the most effective in this process which ensures us as the preferred Talent Acquisition Partner. In addition to our existing process, we are regularly inviting corporate leaders every week to our campus for guiding and training our students and also recognising their efforts from time to time by nominating them in national and international awards. This whole process helps us to take our relationship beyond a specific purpose and bond with the corporate becomes stronger. We have developed a scientific approach for the students from day one and accordingly designed a module which we monitor very closely and sincerely. We change this frequently as per the corporate demands and needs which is ultimately becoming a win-win situation for both Corporate and our Students.

The industry expectations are explained to all students to ensure self analysis and improvement. Students from various backgrounds study here. This ensures that the strategies are customized to the necessity of students, ensuring development and sharpening of their capability to work with leading national and international brands. Student wise competencies are assessed at entry level. The corporate requirement of competencies and industry Development benchmarks are mapped for gap analysis. With the gaps known, the process of bridging happens continuously for the next four semesters in the areas of communication, attitude, grooming, body language and even core domain knowledge.

The recent addition to the effort is a Student Programme that the students undergo right from the First Semester. This ensures that students are exposed to Corporate requirements and stringent benchmarks right from the first day. It provides students with a simulated situation of corporate reality by trained and experienced faculty members and industry veterans providing practical inputs. Students learn the finer points of handling Group Discussion, Personal Interview skills, etc. As students progress through their journey at EIILM-Kolkata, the Placement Department keeps a close eye on them all through. Students are assessed periodically in each semester, for their improvements. This year we have got nearly 150 brands across all sectors for Placement and this helps our students join the organization as per their choices. Corporate Feedback and Suggestions are incorporated regularly in our course curriculum which is one of the main responsibilities of Placement Department. This is not only making our course the most advanced one, but also developing our students as per the corporate requirement which is ultimately increasing the employability of our students.

EIILM-Kolkata Placement Department's success story cannot be described in a page, it can be seen in more or less in every corporate house where our students are working as our Brand Ambassadors.

Surajit Chatterjee Co-ordinator - Corporate Relation & Placement

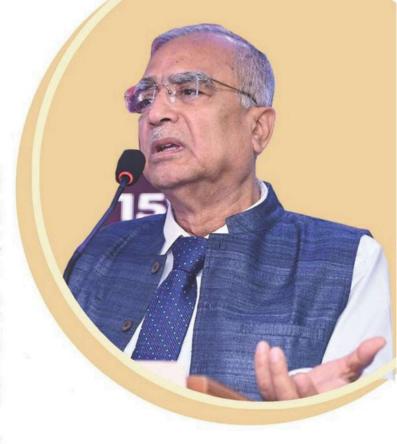


The Institute

Situated at the heart of Kolkata's business-hub EIILM-Kolkata is highly focused and a source of professional education for building careers in management. It represents an effective and significant investment in human potential development in India in the evolving context of the world. A specialized centre for professional education, the Institute has been offering full time regular programs since 1995.

EIILM, a name highly accepted and acclaimed by the business and industry in India in general and corporate houses of National and International character, operating from the intellectual capital of India, in particular. The students at the Institute receive the support of personal mentoring, extra-curricular and social activity-inputs for a holistic development of personality to scale high in the world of corporate and enterprises.

The Institute follows the principle of primacy of students' interest and commitment towards a comprehensive growth of students throughout. The Institute supports the students with all required inputs for capturing positions in Multinational and National companies including some of the Fortune 500s. Companies like, PWC, KPMG, DELOITTE, E&Y SERVICE, LOREAL, Coca-Cola, S&P Global, Blackstone, GE, Kellogg's, ITC, Colgate Palmolive, Nestle, ICICI Bank, Axis Bank, Federal Bank, IndusInd Bank, Kansai Nerolac, Asian Paints, MRF Tyres, Luminous, LG, Hindware, Saint-Gobain, BYJU's, Vodafone, Hindalco have regularly recruited students from EIILM-Kolkata. The Institute has been conferred with many awards as a mark of excellence from reputed forums.









Education Leadership Award" The Golden Globe Tigers Awards, Malaysia 2024



Received Outstanding
Business School –
East award at the ABP
Ananda Shiksha
Samman 2023
organized by ABP
Network



Received Outstanding
Business School –
East award at the ABP
Ananda Shiksha
Samman 2022
organized by ABP
Ananda, ABP Network

on 10th June, 2022

Excellence in B-School Placement in Eastern India" by Zee 24 Ghanta Education Excellence 2024



Best Placement among B-Schools Education Excellence Award presented by ZEE 24 Ghanta, Kolkata, held in 2023



Received "Educational Leadership Award" at "Asian Leadership Awards", Dubai 2023.



Received ET
Industry Leaders East 2023 presented
by Economic Times



Received Times
Best B-School in
Placement in
Management award
in Times Business
Award 2023



Ranked "1st in Top Eminent B-Schools of Super Excellence" - CSR-GHRDC B-Schools Survey, November 2023.

EIILM - Kolkata At a Glance

150+ Recruiters

4 Campuses 30K+ Books & Journals 10+ Labs 29 Years 10+ IG,PG,PH.D.Courses 150+ Faculty & Staff 2700+ Students at Campus

University Collaborations

EIILM-Kolkata has forged excellent collaboration initiatives with International Universities. Students get the rare privilege to interact with and learn from Global Industry Experts at Seminars, Conferences, Internships, Research and Immersion Programs.















International Collaborations

International Book Launch at NABC 2022, Las Vegas, USA, SummerFest 2023, New Jersey, USA and London Mahotsav 2024, UK





Glimpses of International Conferences Organised by EIILM-Kolkata











Faculty Members

Prof. (Dr.) Rama Prosad Banerjee
 Chairman & Director, MBA, Ph.D, UGC-NET, Post Doc
 Stockholm University-Sweden.

Dr. Suman Kumar Dawn
 Professor, M.Sc. (Math), MBA (Mktg.), PhD, UGC –
 NET, GATE (Math)

Dr. Anupriyo Mallick
 Associate Professor, MSW (IR & LW), Ph D.

Dr. Sarmistha Das
 Associate Professor, M.A (Economics), Ph. D
 (Economics), MBA, UGC - NET

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 Associate Professor, M. Sc, MBA (Marketing), PhD (Marketing)

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Dr. Rajib Kr. Das
 Assistant Professor, B.Sc. (Hons) , M. Sc.(Economics),
 Ph.D (Statistics)

Dr. Sanchita Som
 Assistant Professor, M.Sc. (Eco), M Phil, Ph.D

Dr. Prem Raj Kharbanda
 Assistant Professor, B.A (Eng. Hons.), MA (Eng),
 B.Ed, PGDTE - CIEFL, MA (ELT), PhD

Mrs. Sathi Pakira
 Assistant Professor, BA (Hons in Geography), MA (Geography), B.Ed , Pursuing Ph.D

Mr. Smarajit Sengupta
 Assistant Professor, B.Com (H), MBA (Finance), Pursuing PhD

Mrs. Chanda Das
 Assistant Professor, B. A (H), M.A (English), PGCTE

13. Mr. Satyajit Kumar Vidyarthi Assistant Professor, BCA, MCA

Mr. Chittresh Coomer
 Assistant Professor, B.E, MBA (Marketing), Pursuing Ph.D

Mrs. Munmun Bhattacharjee
 Assistant Professor, B.LIS., M.LIS., M.Com, M Phil

Mrs. Rupa Datta
 Assistant Professor, M.B.A. (HR)

 Ms. Sreemoyee Mukherjee

Assistant Professor, BSc (Hons. in Zoology), MSc (Zoology), MBA, Pursuing PhD 18. Mr. Priyabrata Choudhury
Assistant Professor, B. Tech, M. Tech, MBA

Mr. Supriya Paul
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 M.Sc. (Psy), MBA, Pursuing PhD

Ms. Sulagna Chakraborty
 Assistant Profesor BBA (Hons.), MBA (Marketing) , Pursuing PhD

23. **Ms. Poulami Sengupta**Assistant professor, MBA (Double – Marketing & HR), Pursuing PhD

24. Ms. Diya Banerjee
Assistant Professor, BA (Hons. in Eng), MA
(Eng), M Phil, UGC - NET

Ms. Somrita Chakraborty
 Assistant Professor, B.Sc. (Hons. in Eco), M.Sc. (Eco)

Mrs. Paramita Banerjee
 Assistant Professor, BA LLB, LLM, Pursuing PhD

 Ms. Aratrika Roy Chowdhury

Assistant Professor, B.Sc (Ecom),MSc (Eco), UGC-NET, Pursuing PhD

Mrs. Gangotri Ganguly
 Assistant Professor, B.Tech, M Tech (CSE)

Ms. Priyadarshini Chatterjee
 Assistant Professor, BA (Hons. In Eng.), MA (Eng), PGD in French, UGC-NET, GATE (Eng. Lit.)

Mr. Abhijit Ghosh
 Reader, Master in Hotel Management , Pursuing PhD

Mr. Anik Raha Roy
 Assistant Professor, B.Sc, MCA

Ms. Sanyontini Bramhmo
 Assistant Professor, B.Sc (Food Nutrition),
 Master iApplied Nutri, Pursuing B.Ed

Ms. Dalia Sharma
 Assistant Professor, M.Com, C.S., UGC – NET

34. Ms. Patrali Pradhan Assistant Professor, B A (Hons. in Eng.), M A in English, B.Ed (Eng)



35. Ms. Jayantee Choudhury

Assistant Professor, B.Sc. (Hons. in Eco), PGDBM

36. Ms Sayani Chatterjee

Assistant Professor, BA (Hons. In Eng.), MA (Eng), M Phil

37. Dr. Kaushik Paul

Reader, BE (Construction), PGDM (IIMB), PhD in Management

38. Ms. Pooja Ghosh

Faculty Associate, B.Com (Hons), M.Com, UGC - NET, WBSET

39. Dr. Somali Chakraborty

Associate Professor, B.Sc(H), M.A Mass Comm & Journalism, M.Phil, Phd

40. Mr. Aditya Narayan Ghosh

Associate Professor, M.Sc (Maths), M.Sc (Applied Maths)

41. Dr. Smita Datta

Assistant Professor, BBA(H), MBA(Finance), Phd, UGC-Net

42. Mrs. Mithila Roy Bardhan Deb

Assistant Professor, B.Sc (H), MBA (Hr)

43. Dr. Chitra Paul

Assistant Professor, MBA (Hos Admn.), Pursuing Ph.D

44. Dr. Debashree Chakraborty

Assistant Professor, M.Sc (Eco), Ph.D

45. Mrs. Saswati Bhattacharjee

Assistant Professor, PGDBA

 Dr. Parvadhavardhini Gopalakrishnan Professor in H & H, BA (Hons) in Hospitality Management , MPM, Ph.D - Management

(Hospitality Mangement)

Faculty, MA (History), MBA (Marketing), Pursuing Ph.D

48. Ms. Priyannita Bose

47. Ms. Arpita Ghosal

Faculty, MBA (Marketing), Pursuing Ph.D

49. Ms. Sarmistha Dutta Roy

Faculty, MBA 50. Mr. Shatam Ghosh

Faculty, B.Com (H), MCom

51. Ms. Soma Mukherjee

Faculty, MA (History), MBA (Marketing), ursuing Ph.D

52. Mr Govind Dewan

Assistant Professor, B.Com (Hons), M.Com, LLB, CS

53. Mr.S. Sarthak Dasgupta

Assistant Professor, M.Sc (Eco), UGC-NET, Pursuing Ph.D

54. Ms. Sohini Pal

Faculty Associate, B.A. (Hons. In Sanskrit), MA (Sanskrit)

55. Mr. Indrajit Pal

Visiting Faculty, B.Sc. in HMCTT, MBA

56. Ms. Barnali Garain

Visiting Faculty, LLB, LLM.

57. Mr. Gautam Das Gupta

Visiting Faculty, Physics (Hons), MBA (Finance)

58. Ms. Shreya Basu

Visiting Faculty, B. Com (H), M Com, MBA, CA (Inter), SET

59. Ms. Sukanya Chatterjee

Visiting Faculty, B. Com (H), M. Com, Pursuing M Phil

60. Mr. Susovan Kundu

Visiting Faculty, B.A. (Hons. in French), M.A. in French

61. Mr. Rajib Chandra Kumar

Faculty Associate, Graduate In Science, Bachelor Credits from Bluffton University OH, USA, PGDMM-IIMM

62. Mr. Jitesh Agarwal

Visiting Faculty, B. Com, MBA/PGDM (Finance)

63. Mr. Pallab Sen

Guest Faculty, B E (E & C E), ME

64. Mr. Aditya Modak

Visiting Faculty, B A (Hons. In Eng.), MA (Film Studies)

65. Mr. Gurudas Chandra

Visiting Faculty, B.Sc (Hons in CS), M.Sc (CS)

66. Mr. Ananta Kumar Gupta

Visiting Faculty, BCA, MCA, Pursuing Ph.D (C.Sc.)

67. Mr. Soumen Aich

Guest Faculty, M.Sc (Chemistry), MBA

(Marketing), M. Phil

Mr. Tirthankar Das Thakur
 Guest Faculty, M. Tech (Software Engineering)

69. Ms. Torsha Maitra

Faculty Associate, B. Sc (Chem), M. Sc (Chem), B. Ed



EIILM-Kolkata offers 2-year full time Master of Business Administration with specialization in Marketing, Finance, Human Resource, Systems, Logistics & Supply Chain Management, Retail Management, Media Management & Pharma Management. The program requires student to study and qualify in 32 papers in two years.

MBA First Semister

- Management Process and Organizational Behaviour 100 Marks
- Managerial Economics 100 Marks
- Quantitative Techniques for Business 100 Marks
- Accounting for Managers 100 Marks
- · Business Legislation 100 Marks
- Business Ethics and Corporate Social Responsibilities 100 Marks
- Business Communication 100 Marks
- Computer Applications in Business and Computer Practical 100 Marks

Value Added Papers:

- Pre Placement Grooming (PPG) Aptitude
- Pre Placement Grooming (PPG) Corporate Communication I

MBA Second Semister

- Financial Management -100 Marks
- Marketing Management 100 Marks
- Human Resource Management 100 Marks
- Research Methodology 50 Marks
- NGO Management 1 50 Marks
- · Operations Research 100 Marks
- Production Management 100 Marks
- Project Report on Field Study and Project Viva 200 Marks

Value Added Papers:

- Digital Marketing
- Marketing Club
- Pre Placement Grooming (PPG) Aptitude
- Pre Placement Grooming (PPG) Group Discussion and Interview
- Pre Placement Grooming (PPG) Corporate Communication – II

MBA Third Semister

Core Papers

- Entrepreneurship Development 100 Marks
- Business Plan and Development and Presentation

Major Specialisations

Finance Specialisation

- Financial Derivatives and Risk Management 100 Marks (Major + Minor)
- Banking & Financial Institutions 100 Marks (Major + Minor)
- Investment Analysis & Portfolio Management -100 Marks (Major)
- Working Capital Management 100 Marks (Major)
- · Value added paper: Derivatives

Marketing Specialisation

- Sales and Distribution Management 100 Marks (Major + Minor)
- Service Marketing 100 Marks (Major + Minor)
- · Consumer Behaviour -100 Marks (Major)
- Digital & Social Media Marketing 100 Marks (Major + Minor)

Human Resource Specialisation

- Industrial & Labour Law 100 Marks (Major + Minor)
- Labour Law 100 Marks (Major + Minor)
- Organisational Change & Development 100 Marks (Major + Minor)
- Human Resource Development & Talent Management 100 Marks (Major)
- Compensation & Rewards Management 100 Marks (Major)

Operations and Systems Specialisation

- Decision Science and Software Engineering 100 Marks (Major + Minor)
- Structured Systems Analysis & Designing 100 Marks (Major + Minor)
- Decision Science and Software Engineering 100 Marks (Major)
- Structured Systems Analysis & Designing 100 Marks (Major)



Retail Management

- · Retail Management: Theory and Practice 100 Marks
- · Retail Merchandising Management 100 Marks

Logistics and Supply Chain Management

- Fundamental of Materials Management 100 Marks
- Logistics, Transport and Supply Chain Management 100 Marks

Pharma Management

- · Bio-Pharmacutics and Pharmacology 100 Marks
- Micro Biology & Immunology 100 Marks

Digital Marketing

- · Content Marketing Strategies
- · Cyber Security in Digital Marketing

Business Analytics

- · Data Science Using R
- · Business Forecasting using IT and ITES

Media Management

- · Media Business Structure & Strategies 100 Marks
- Integrated Marketing Communication for Media 100 Marks

MBA Fourth Semister

Core Papers

- International Business 100 Marks
- Strategic Management 100 Marks
- · Business Analytics 100 Marks
- · Dissertation -100 Marks
- Grand Viva 100 Marks

Major Specialisations

Finance Specialisation

- Financial Market & Services 100 Marks (Major + Minor)
- Strategic Financial Management 100 Marks (Major)

Marketing Specialisation

- Promotions Management 100 Marks (Major + Minor)
- Product & Brand Management 100 Marks (Major)

Human Resource Specialisation

- Leadership & Team Dynamics 100 Marks (Major + Minor)
- Digital Human Resource Management 100 Marks (Major)

Operations and Systems Specialisation

- E-Commerce Programming Languages 100 Marks (Major + Minor)
- Information Technology Enabled Services 100 Marks (Major)

Minor Specialisations

Retail Management

Sectoral Retailing – 100 Marks

Logistics and Supply Chain Management

• E - Logistics - 100 Marks

Pharma Management

• Strategic Management in Pharmacutical Industries - 100 Marks

Digital Marketing

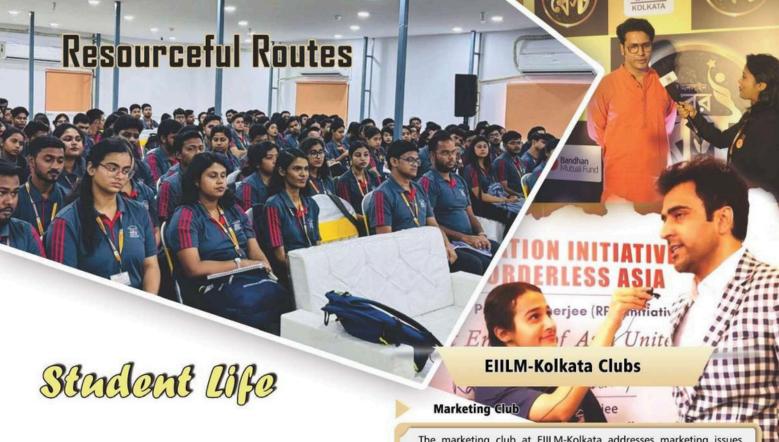
Social Media Marketing - 100 Marks

Business Analytics

· Business Analytics using IOT, AI & ML - 100 Marks

Media Management

Event Management



Adding Values

Value Added Workshops on Emerging Trends

Beyond university course curriculum, students are encouraged to attend a number of workshops on Emerging trends to develop their managerial skills. This creates an effective, engaging and rewarding learning environment for them.

Soft Skills Training and Development

The ability to present effectively in a professional, persuasive, and personal manner is one of the most important skills in the business world today. Soft skills groom their personalities to enhance their career prospects.

My Call@

A unique curriculum of EIILM-Kolkata to evaluate overall performance of the students based on Psychometric Profiling. It assists them to rate their performance and identify the thrust areas for improvement.

Talk By Eminent Personalities

EIILM-Kolkata invites experts from industry and academia to deliver lectures in different fields of management throughout the year.

The marketing club at EIILM-Kolkata addresses marketing issues beyond the syllabi. This is done by discussions, question and answer sessions, idea sharing and collective debates. Poster presentations on new product, new market ideas, quiz sessions, role plays are organized by the club.

This year at the end of the semester the club is planning to organise a marketing fete followed by publication of an in house magazine with students' initiative and contribution.

Finance Club

The Finance club, at EIILM-Kolkata not only educates the students but also reaches out to industry veterans with periodic speaker sessions to expose students to the various practical aspects of finance. Besides interaction with industries, visit to the Stock Exchanges and virtual stock trading competitions are carried out. This club collaborates with both the corporate and academia from the financial sector to provide a learning platform for students.

HRM Club

The Human Resources Management Club (HRMC) at EIILM- Kolkata is committed to inspire the students to realize their potential within their team, company, and the global workforce community. The plethora of activities ranging from debates, quiz, games & activities are regularly organized by the students under the guidance of faculty members.

Sports Club

We believe sports and games is one of the instruments for physical and mental fitness. The Sports Club of EIILM-Kolkata promotes camaraderie in the students through sports events. In EIILM-Kolkata various indoor games and outdoor games facilitates rejuvenation of mind, body and soul. We have a Cricket Team with coach. Every year Intra College Annual Sports along with an inter college cricket tournament is organised. Besides, students are also encouraged to participate in various sports events organized by other management colleges and universities in West Bengal.



Apavrinuvayan

Step into a world of endless possibilities and boundless excitement at our B-School's Freshers' Welcome! Every year, our Freshers' Welcome party becomes the talk of the town. The seniors join the freshers for a grand celebration of new beginnings, forging friendships, and igniting ambitions. Unleash your potential through engaging activities, insightful interactions, and unforgettable moments. Your journey starts here!"

Hostel Life

Hostel life in EIILM-Kolkata is full of opportunities of amusement. Here students can be constantly in touch with peers. They can make friends having varied tastes and aptitudes. Independent living, Group study, Mutual discussions, sharing & caring, Sunday specials and eating competitions along with day-to-day merry- making add charm to the hostel life in EIILM-Kolkata. There is a Doctor on call for 24X7 for hostel dwellers.

Observance of Important Days

Independence Day

We celebrate this day with great joy and pride to commemorate the struggle for independent India. Students organise the programme with flag hoisting, intellectual discussions to evoke the spirit of patriotism.

EIILM-Kolkata Foundation Day

Every year on 20th August EIILM-Kolkata celebrates its Foundation Day with hoisting of the Institute Flag. On that day we renew our resolution for pursuit of Academic and Professional Excellence.

Teachers' Day

To pay sincere reverence to the teachers, the students observe the Teachers' Day, on the occasion of the birthday of the great scholar, Dr. Radhakrishnan, former President of India. This celebration explicitly expounds the warm bonding between the teachers and students of EIILM-Kolkata.

Celebration of Birth Anniversary of RabindranathTagore

The EIILM-Kolkata family members observe the Birth anniversary of the great poet, Rabindranath Tagore. Students sincerely take part in organising the cultural programme on that day.

Saraswati Puja

To evoke the blessings of Maa Saraswati, the Goddess of Learning, the students of all religions exclusively bear the responsibility of observing the Day.

Vishwakarma Puja

Our Systems Department along with students observe this day by worshipping the God of Crafts and Technology, Shree Vishvakarma in the Computer Lab.

Our Media Presence



The Telegraph, O8th July, 2024



The Telegraph, O2nd March, 2023

A B-school where careers matter

Through years of dedication to academic research
and development, EIII.Mfolikat has earned a position of preminence in the
field of management education.
EIII.M-Kolkata's motor Teachers' happiness comes from their
students' joy', follows the principle of primacy of the students.
The Institute provides stateoffice art facilities, expert faculty
members, great learning opportunities, corporate trainings
and internships, with national and global exposure.
Additional focus on personal
mentoring, extra-curricular
Additional focus on personal
mentoring, extra-curricular
and awareness programs contribute
of the young learners.



Times of India, 30th August, 2023



BOOK LAUNCH

R.P. Banerjee's book, Vedic Economy gets an international release in New Jersey, USA



Vedic Economy, authored by Prof. (Or.) Rama Prosad Banerjee, had its international release at the Summer Fest 2023 at New Jersey Convention and Exposition Center on 24 June 2023. The book was officially unveiled in the august presence of Eminent Thinker, Minister and Spiritual Leader, Swami Sarvapriyananda of Vedanta Society', New York

The Telegraph, 26th June, 2023

A visionary educationist and academician



Economic Times, 28th March, 2023

Management Programs Offered at EIILM-Kolkata

PhD
As per
UGC Norms

Regular Full Time 2 year Regular
Full Time

MBA
In Business Analytics
& Data Science

Regular Full Time BBA (H)

Regular Full Time

BBA(H)
Hotel & Hospitality
Management

Regular Full Time

BCA(H)

Regular Full Time

BBA(H)

Hospital Management Regular Full Time

BBA (H)

Business

Regular Full Time

BBA(H)

Sports

Regular Full Time

BBA(H)

Media Management Regular Full Time

BBA(H)

Travel & Tourism Management



Our Commitment Towards Society





In an attempt to provide comprehensive education and instil the philosophy that values not only learning from professional education, but also contribution and commitment to the advancement of the community, our students participate in various social projects, through "Towards Life Foundation" (TLF), CSR wing of EIILM-Kolkata and Spreading Smiles (SS), a social group formed by our students. This year, on the occasion of 77th Independence Day Celebration, student volunteers visited an Old Age Home for rescued women at Jadavpur, an Orphanage at Rania, Bansdroni and slum areas of Kalighat, Esplanade, College Square and Babughat for spending quality time with the underprivileged and spreading happiness by providing them with essential commodities, sumptuous lunch for making their lives happy and contented.

Every corporate has the responsibility of reducing the global carbon footprint through various activities. We at EIILM-Kolkata observe World Environment Day on the 5th of June every year, by eco-consciousness promoting activities such as No Plastic Week, Plantation activity on the Campus, Sapling Distribution.

World Environment Day celebrated at EIILM-Kolkata Campus.

An awareness campaign on Dengue and Chikungunya was organized by EIILM-Kolkata, where the students of EIILM-Kolkata took part with an aim to spread awareness to prevent the mosquito borne viral fevers.

Placement Events



Convocation 2024





















































































































































































































































































































































































































































































































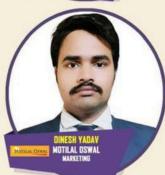














































































































































































































































































































































































































































































































































































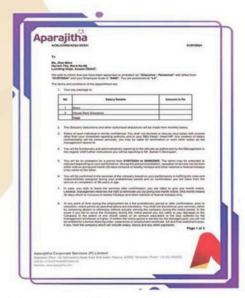




























EIILM-Kolkata Alumni Speak



Name: ARINDOM PODDAR
Organization: Federal Bank

Designation: Territory Head Corporate Salary (Navi Mumbai & Goa)

To me EIILM is not just a college, it's an emotion!!! Those couple of years were a marvelous journey of my life. EIILM taught not only how to elevate my dreams but also molded me to shape my career and helped me to discover the professionalism within me.I feel blessed and proud to be a part of EIILM family. Thank you to all your efforts, dedication, support and kindness for making me what I am today.

Last but not the least, I would like to highlight that EIILM had offered an excellent enviourment to us for pursuing our studies by both teaching and non teaching faculties in the college premises which adds cherry on top of EIILM.



Name: MR. ANIRBAN DAS

Organization: WAHL India Grooming Products Pvt. Ltd. Designation: Regional Sales Manager - East & North East

Being an ordinary English graduate from Calcutta University, I wanted to make a professional difference. The faculties are genuinely responsible for my transformational process. A visionary in Dr. R.P.B Sir, for pushing the envelope and touching the lives of each and every one of us. Thank You EIILM-Kolkata for everything.



Name: AMARNATH RAY CHUADHURI

Organization: Nilkamal Ltd. Designation: Zonal Head

EIILM seemed to be the best place that offered me opportunities to grow as a person. EIILM-Kolkata gave me lasting friendships, and the strength and knowledge that I am able to achieve my goals no matter the obstacles faced. An experience for a lifetime, beyond academics and memories to cherish forever.



Name: PRADIP SHAW

Organization: Astral adhesives limited

Designation: ASM

A great place to learn where you can sharpen your skills, engage, participate. And prepare for your upcoming future assignments.

EIILM-Kolkata Alumni Speak



Name: DEBANKUR BISWAS Organization: Axis Bank

Designation: Deputy Vice President

My Alma Mater made me get out of my comfort zone and explore new opportunities. Respected faculties enhanced my managerial skills, strategic thinking & self-confidence. Thanks to my EIILM-Kolkata.



Name: SRIJITA SAHA

Organization: ITC Limited (Foods Division)
Designation: Human Resource Business Partner

I've been able to recognize my actual potential for the following 35 years of professionalism because of my five years of engagement with EIILM. Its holistic environment and rich academic environment educate students for a wide range of opportunities and challenges. Furthermore, B school is accurately cited as it offers the strongest platform for leadership development and educates with a genuine hand-holding approach.



Name: Sayan Basak Organization: ITC Limited Designation: Area Manager

EIILM plays a vital role in my personal growth & development.

Not only the educational learning but also the college provides different sets of grooming sessions so that one can develop their interpersonal skills which are the most important factors in a corporate.

Faculties helped a lot to enhance my managerial skills & Strategic thinking so that the journey from Student life to a Corporate one will be smoother.



Name: AYAN KUMAR CHATTERJEE

Organization: KPMG Global Services, Bangalore Designation: Manager, HR Business Partner

My 2 years in EIILM-Kolkata will always remain among the most enriching ones in my life. They taught me that the ultimate goal of a person should be continuous learning & improvement. I have always felt that our Professors in EIILM-Kolkata were among the best you would find in the entire country. The amount of effort, encouragement and continuous guidance I have received from them in order to become industry ready, is something I always remember with utmost gratitude. Studying in EIILM-Kolkata was not about going through the motions; rather, those were filled with a lot of practical training, projects, presentations etc. Due to that even today I very well remember all the important lessons that were learnt during those formative 2 years of my life which are still very much relevant.

EIILM-Kolkata Alumni Speak



Name: SUDIP GHOSH

Organization: Pfizer Biopharmaceutical Designation: Assistant Healthcare Manager, Vaccine

MY ALMA MATER - The 24 months robust curriculum of EIILM in Pharmaceutical Management and the dynamic faculty members helped me to excel in the ever-evolving pharmaceutical marketing landscape



Name: MAINAK BANERJEE
Organization: Reliance Retail Limited
Designation: National Lead HR Operations

EIILM had laid the foundation stone in my career to be one of the youngest HR Leaders in the largest retail chain in India. Thanks EIILM



Name: AMARNATH RAY CHUADHURI Organization: Godrej Enterprises (Mumbai)

Designation: National Manager (Process, Technology and

Business Excellence)

EIILM Kolkata is a beacon of educational excellence, renowned for its innovative approach and nurturing environment. I am proud to have been shaped by such a prestigious institution and its exceptional faculty team.



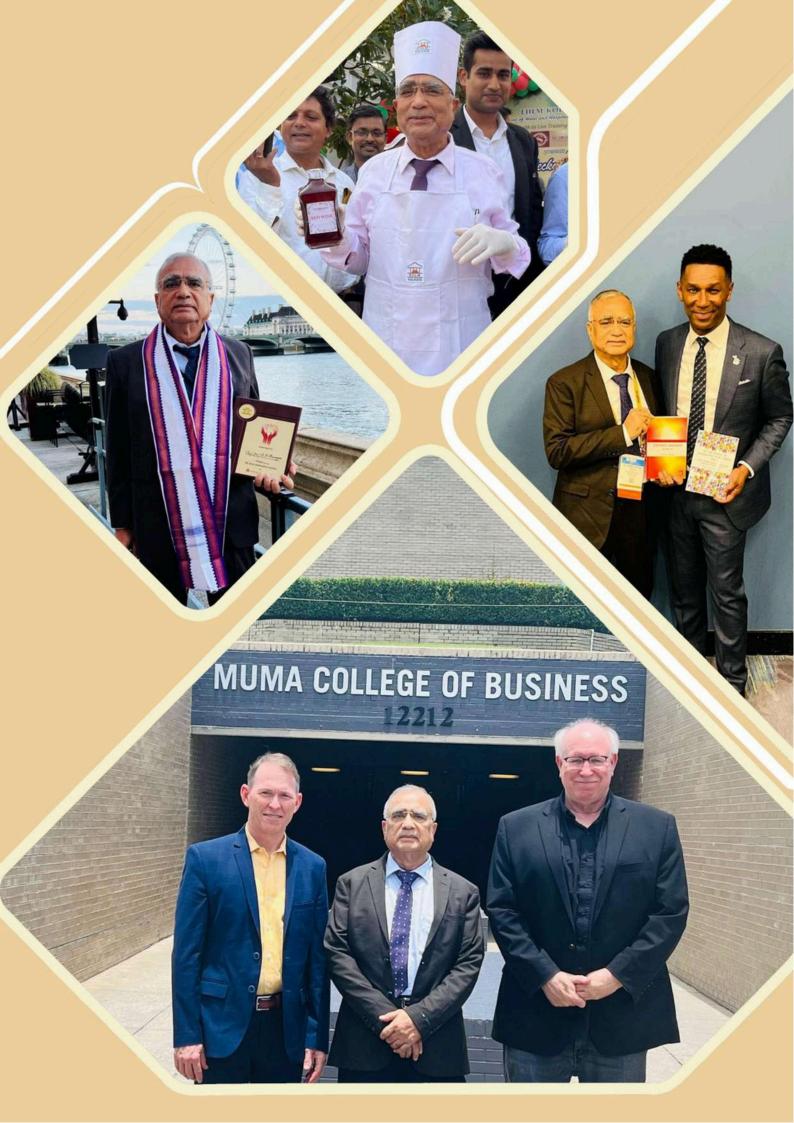
Name: SUDESHNA BOURI

Organization: Haleon

Designation: Territory Sales Officer- Kolkata

"AGE IS JUST A NUMBER, WILLINGNESS IS ALL THAT IS REQUIRED"

I credit a large part of my success to EIILM's supportive environment, which has nurtured me to blossom into what I am today, has not only helped me to boost my confidence but also made me realize my self-worth! Thanks ©







Contact us

Campus I & Head Office

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Campus II

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Campus III

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