BIMS NEWS

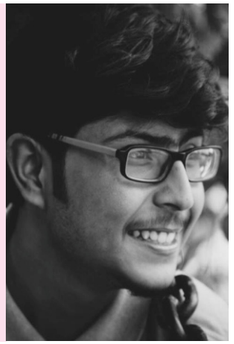
Vol. XVIII No. 7, June' 2017

RESULT OF ODD SEMESTER

The results of the odd semester MBA & BBA exams were declared on 16th March.

The toppers of the different batches are :

BBA 3rd Semester



Devagnik Choudhury

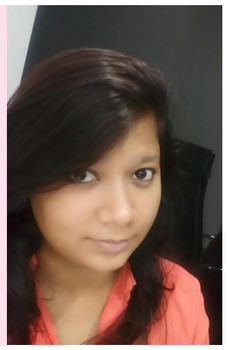
MBA 3rd Semester

Sucharita Debnath

MBA 1st Semester

Suranjana Roy

BBA 5th Semester



Akansha Nagar

BBA 1st Semester

Anindita Pramanik

Searching Solutions Gives Success

Dr. Ramakanta Patra
Principal

FROM THE DESK OF THE PRINCIPAL

MBA vs PGDM is a common dilemma for B-school students. As per the statute, MBA degree is offered by Universities. Autonomous institutions can not offer MBA degree in India. PGDM Programs from IIMs and leading B-Schools like MDI, XLRI and S P Jain are of good value. Similarly, MBA programs from leading universities have similar value. Many of the PGDM program and MBA program of Indian Universities have no value addition to a student.

Students should look for the structure and design of the program, level of industry integration and placement data before the selection of any program, be a PGDM or MBA. If some one wants to pursue Ph.D Program after completing their post graduation, MBA degree is an advantage. MBA as a course will also help in student exchange as international universities do not run PGDM Programs.

Many MBA Graduates are not getting jobs. How to manage to stay afloat and offer effective employability to students – this is a serious issue today before the B-Schools.

Student employability is a problem across many professional courses in India. They have degrees but no professional skills to manage business. It is important to give them skill and knowledge rather than giving a degree to them. This is a multi-level problem. B-Schools should provide desired internship for their students which will give them enough industry exposure and should align them to global issues and developments. The first step to build an effective management program is the selection process.

The institution should develop a valid and contemporary curriculum. It must give opportunity to the students for industry internship and allow them develop their professional skills.

The professional skill for international exchange. Last but not the least, the institution should also guarantee effective employability. This has been the mantra at BIMS.

Most of the management institutions focus on professional education and do not provide conducive academic atmosphere for research output. How do the institution back students to promote research and publications that is a question these days. It is unfortunate that many B-Schools turned to be lecture centres. It is important to impart the capacity to ask questions to students which helps them to have inquisitive mind. The current evaluation system of BIMS involves projects, field based assignments and also opportunity to do research jointly with faculty.

The emerging trends and streams in management education is moving from 'doing to knowing to being'. There has been lots of courses on experimental learning. This helps the management aspirants to realize his potential, harness his strengths and apply key learning to what he is good at the new areas include business analytics, social entrepreneurship, e-commerce, technology management and new venture planning.

B-school needs to mould future business leaders and make them capable of responding to challenges in the emerging markets. It is important for them to understand emerging market scenario and how it differs from the developed markets. Also they need to study cases, do projects, undertake field visits and apply what they learned. They need to realize not only the institutional voids in emerging markets more to do with alternate thinking and searching for local societies by using global applications.

Steps needs to be taken to encourage entrepreneurial spirit among the students. Students undertake small business studies and help small entrepreneurs in their business which make them more challenges in entrepreneurship. We are in the process to introduce E-Cell and students pursue different studies with faculty members. We have a program where students have to pitch for their business models. Some of the students also undertake in-house assignments for building business models. We intend to set up an incubation centre in near future for our students to study in-house their business but also get connected to venture funds and angel investors.

MBA program in their current format have reached the saturation point and need to be reinvented for survival in the long run. This was forecasted long time before. Business does not run in compartments. It takes an integrative view of the problem. But, business schools teach in functional boxes. There has been lots of debate on this and it paved the path for introducing do-learn-full model or skill-knowledge and leadership model. The pedagogy and content have undergone lots of changes in bringing issues on global marketing on the basis of pyramid strategy, design and strategic thinking and technology management. Unlike traditional courses of other programs, we need to highlight these changes into the field of business education of B-schools. B-schools need to adopt the changes and design program contemporary for our success.

Campus News

Workshop on "Advanced Research Techniques :Series-II

As a continuation of the workshops on Research Techniques, the second workshop was held on 28 th January 2017 at Room No G2 in BIMS campus. This workshop was addressed by Prof KalyanSenGupta of IISWBM and he divulged on the areas of exploratory and confirmatory Factor Analysis and then Structured Equation Modeling to carry out CFA.

GST Seminar

Perhaps the topic for hot discussion nowadays is Goods and Services tax and its implementation and impact. A seminar related to this was held at BIMS auditorium on 4th February 2014. The speakers were:

1. Dr. Pranam Dhar, State Secretary IARA, W.B.Wing,
2. Ms. Mahua R Nandy, Associate General Manager, ICA Edu skills Pvt. Ltd.,
3. Mr. Subrata Biswas, Collector of Excise, W.B.& Former Director, Narcotics Bureau of India
4. Prof Krishnendu Ghosh Sr.faculty-Finance, Globsyn Business School,
5. CA Chiranjib Das, former joint director & head, Tax Research Deptt. The institute of Cost Accouintants of India
6. CA Amit Jain Practicing C.A.

10th International Entrepreneurship Summit (E – Summit 2017) at IIM Calcutta,

Organized by E-Cell, Kolkata & and invited us to send students for participation on 5th February 2017 at IIM Joka campus. 25 Students from MBA & BBA participated in the summit accompanied by a faculty member Prof Amitava Guha.

Annual conclave a Bengal chamber of commerce & industries Annual Manufacturing Conclave on"THE POWER OF INNOVATION IN MANUFACTURING" -Driving India's Growth In The 21stCentury was organized by The Bengal Chamber of Commerce & Industry (BCC&I), Kolkata at Williamson Magor Hall, on 17th and 18th February. 2017. A Galaxy of speakers from Industry & Academic were invited jointly. All Faculty Members& 80 students participated in the 2 days program.

IGNACIA-2017, Management Fest

The annual management fest of BIMS, IGNACIA 2017 was held on 27th and 28th February at the institute auditorium. It was organized by students of BA and BBA. Students from several colleges across Kolkata like UEM, EIILM, Heritage, Techno India, CU partici[pated in various events. The two day event was inaugurated by the Director Dr. G. V. Subramanian and Principal Dr. R.K.Patra. The following events were held over the two days.

Budget Analysis Session

A session was held on the analysis of the union budget 2017 on 9th March 2017. Prof. Ratan Khasnabis – Renowned Economist & Former Dean Of Commerce & Management, Calcutta University was the guest speaker at the session.

Industrial Tour Cum Excursion.

Industrial tour-cum- excursion was arranged to North Sikkim. During the period 16th March to 22nd March 2017 along with 3 faculty members - Dr. Sujit Mujherjee, Dr. Indrajit Sinha & Prof. S Deb Roy Sen. The trip consisted of visited of North Sikkim and visit Wai-Wai noodles factory at Rangpo at the West Bengal Sikkim border .

Seminar on "E-Governance" for MBA & BBA Students

A seminar was held on 5th April, addressed by Shri R. Sri Kumar, IPS(Retd.) author and Chairman, Indian Centre for Social Transformation.

"Industrial Visit" to Cocacola Ltd. Taratala, Kolkata

The students of MBA 1 year and BBA were taken for a visit to the coca cola plant at Taratola on 6th April 2017.

They were taken around the factory and a presentation was given by their representative about the process including processing and packing of coca cola products.

Workshop on "DIGITAL MARKETING"

One day workshop was orgaised on 19th April 2017. Resource person was Mr Rahul Jain, Director, Innoserv Solutions Pvt. Ltd., Pune.

Workshop on "How to Prepare a Project Report"

One day workshop on Research Methodology on 22nd April 2017 in G1 seminar hall and the participants were all 2nd semester students. The main focus of the workshop was to brief the student how to prepare a project report during the forthcoming summer internship projects . The resource person was Dr. Gautam Bandhypadhya, Head Dept. Of MBA, NIT Durgapur.

Workshop on MOCK GD/PI

Every student needs to appear in an interview to get placed. So they have to be efficient in facing a personal interview and group discussion. To brief the students in this area, a workshop was held on 28th April conducted by Mr. Pradip Bandyopadhyay, Head, HR, G4 Security India Pvt. Ltd.

Workshop –cum-Career Counseling including tips – how to decide Specialization Papers

From the 3rd semester onwards, MBA students have to select an area of specialization from Marketing, Finance, HR or Systems. To guide the students about the best option to choose specialization, a one day workshop was conducted by Mr. Abhijit Roy, Managing Director & CEO, Berger Paints India Ltd, on 5th May 2017 in G1 Seminar Hall.

Alumni Meet- CONFLUENCE 2017

The annual Alumni meet was held on 13th May. This is a day of fond remembrance for both the faculty and the students. Yesteryear students loves coming back to their alma mater and relive their loving memories of this place and get in touch with the faculty and staff members. It is a nice moments for the faculty as well when they get to see so many of their ex-students now well placed in life. The evening was marked by a cultural programme by Outreach Cultural Foundation and some performances by the current students. The Alumni from each batch was called on the stage and were gifted with a special memento. The evening ended with fanfare.

Workshop on "Data Envelopment Analysis"

A new analytical tool for research is "Data Envelopment Analysis ". A workshop in this area was organized on 27th May 2017. The resource person of this workshop was Dr. Gautam Bandyopadhyay ,Professor, NIT, Durgapur Participants from different institutes attended the program and Certificates were distributed to the participants at the end of the programme.

Goods and Services Tax (GST)

Goods and Services Tax (GST) is an indirect tax throughout India to replace taxes levied by the central and state governments.

Goods and services tax (GST) will replace various indirect taxes including central excise duty, services tax, additional customs duty, surcharges, state-level value added tax and Octroi. Other levies which are currently applicable on inter-state transportation of goods are also likely to be done away with in GST regime.

The following central taxes will be bound together by the GST:

1. Central Excise Duty,
2. Additional Excise Duty,
3. Service Tax,

At the State level, the following taxes are being included:

1. State Value Added Tax/Sales Tax,
2. Entertainment Tax (other than the tax levied by the local bodies), Central Sales Tax (levied by the Centre and collected by the States),
3. Octroi and Entry tax,
4. Purchase Tax,
5. Luxury tax, and
6. Taxes on lottery, betting and gambling.
7. Advertisement taxes

GST is levied on all transactions such as sale, transfer, purchase, barter, lease, or import of goods and/or services.

India will adopt a dual GST model, meaning that taxation is administered by both the Union and State Governments. Transactions made within a single state will be levied with Central GST (CGST) by the Central Government and State GST (SGST) by the government of that state. For inter-state transactions and imported goods or services, an Integrated GST (IGST) is levied by the Central Government.

GST is a consumption based tax, therefore, taxes are paid to the state where the goods or services are being consumed and not the state in which they were produced. IGST complicates tax collection for State Governments by disabling them to collect the tax owed to them directly from the Central Government.

Benefits of GST – For business and industry

- **Easy compliance**: A robust and comprehensive IT system would be the foundation of the GST regime in India. Therefore, all tax payer services such as registrations, returns, payments, etc. would be available to the taxpayers online, which would make compliance easy and transparent.
- **Uniformity of tax rates and structures**: GST will ensure that indirect tax rates and structures are common across the country, thereby increasing certainty and ease of doing business. In other words, GST would make doing business in the country tax neutral, irrespective of the choice of place of doing business.
- **Removal of cascading**: A system of seamless tax-credits throughout the value-chain, and across boundaries of States, would ensure that there is minimal cascading of taxes. This would reduce hidden costs of doing business.
- **Improved competitiveness**: Reduction in transaction costs of doing business would eventually lead to an improved competitiveness for the trade and industry.
- **Gain to manufacturers and exporters**: The subsuming of major Central and State taxes in GST, complete and comprehensive set-off of input goods and services and phasing out of Central Sales Tax (CST) would reduce the cost of locally manufactured goods and services. This will increase the competitiveness of Indian goods and services in the international market and give boost to Indian exports. The uniformity in tax rates and procedures across the country will also go a long way in reducing the compliance cost.

For Central and State Governments

- **Simple and easy to administer**: Multiple indirect taxes at the Central and State levels are being replaced by GST. Backed with a robust end-to-end IT system, GST would be simpler and easier to administer than all other indirect taxes of the Centre and State levied so far.
- **Better controls on leakage**: GST will result in better tax compliance due to a robust IT infrastructure. Due to the seamless transfer of input tax credit from one stage to another in the chain of value addition, there is an in-built mechanism in the design of GST that would incentivize tax compliance by traders.
- **Higher revenue efficiency**: GST is expected to decrease the cost of collection of tax revenues of the Government, and will therefore, lead to higher revenue efficiency.

For the consumer

- **Single and transparent tax proportionate to the value of goods and services**: Due to multiple indirect taxes being levied by the Centre and State, with incomplete or no input tax credits available at progressive stages of value addition, the cost of most goods and services in the country today are laden with many hidden taxes. Under GST, there would be only one tax from the manufacturer to the consumer, leading to transparency of taxes paid to the final consumer.
- **Relief in overall tax burden**: Because of efficiency gains and prevention of leakages, the overall tax burden on most commodities will come down, which will benefit consumers.

Asst. Prof. Semanti Debroy Sen