




St. Xavier's University, Kolkata
Xavier Business School

Two-Year, Full-Time Residential
MBA Degree Program (AICTE Approved)

BROCHURE
2022



An aerial photograph of a city, likely Kolkata, India, is shown in a faded, orange-tinted style. The image is partially obscured by a large, semi-circular orange overlay on the right side. The text is centered within this overlay.

“We **welcome** you to one of Eastern
India’s best emerging **B-school** backed
by a **500-year-old Jesuit Legacy** –
Forming **men** and **women** for others”



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VICE-CHANCELLOR'S MESSAGE

Welcome to St. Xavier's University, Kolkata, a Jesuit institution with one history but many stories, one fire with many sparks. It opened its doors to students in July 2017 with the blessings of the Hon'ble Chief Minister Mamata Banerjee, Mr. L.N. Mittal, who himself is a member of the Xaverian family and a number of distinguished alumni and stalwarts from various fields.

The University is built on a long-standing Jesuit heritage and timeless traditions. We attest our motto of "Nihil Ultra" upholding the illustrious Jesuit legacy, our commitment to creativity, leadership and standards, our affiliation to the onerous task of providing quality opportunities in the fields of teaching-learning, research, consultancy and placement.

The idea of introducing a post-graduate degree course in management under St. Xavier's University, Kolkata was to impart the core principles of the Jesuit value system and transform men and women into entrepreneurs and corporate leaders of tomorrow. Xavier Business School (XBS) is affiliated to the Xavier Association of Management Institutes (XAMI), which includes the likes of XLRI, XIMB, LIBA, XISS and other Jesuit Management Institutes in India.

Xavier Business School aims to incorporate a holistic approach to management education through its residential MBA course. The B-School offers to its students three core specializations of Finance, Marketing & Human Resources. Through rigorous grooming, both within the classroom & also through an application-oriented pedagogy, XBS intends to contribute to the Indian economy by producing Management graduates who would not only be adept in taking up the challenges of

the corporate world but also make holistic contributions to research & development into multidisciplinary management education.

Rapid globalization and digitization has thrown education institutes across the globe, both a challenge and an opportunity to educate, train and prepare the upcoming generations for a world, which would be much more technologically advanced and mostly data driven. Owing to the prowess of our experienced faculty members and our connections with the diverse industry stalwarts, we at XBS have successfully integrated the purview of data science, analytics and business intelligence within the scope of our pedagogy.

Having commenced its journey in 2018, XBS has grown by leaps and bounds. The first two batches of XBS achieved more than 90% placement through our Placement Office with a majority of them placed in multinational companies, public sector units (PSUs), media houses, start-ups and agencies belonging to a wide array of industries.

Being a Jesuit institute, inspired by the Ignatian charism, XBS aims to form global leaders for today and tomorrow to create a better world. To us, every student is indeed a burning candle that lights up other candles.

With open arms, I welcome aspiring young leaders of tomorrow to be a part of this 500-year-old Jesuit legacy.

Rev. Dr. John Felix Raj, S.J.

Vice-Chancellor



ABOUT XAVIER BUSINESS SCHOOL

Xavier Business School (XBS), under the umbrella of St. Xavier's University, Kolkata offers a two-year full-time residential MBA Program (AICTE approved), with specializations in the domain of Finance, Marketing and Human Resources. XBS as a member of XAMI (Xavier Association of Management Institutes) began its journey in August 2018 with a commitment to provide quality management education and develop students into successful and responsible business leaders and entrepreneurs. Besides developing industry ready management professionals, XBS follows the Ignatius charism and aims at forming men and women for others who are competent, committed, compassionate and service-oriented leaders. We attest to our motto 'Nihil Ultra' upholding the illustrious Jesuit legacy and our commitment to creativity, leadership, and standards.

The MBA programme at XBS has been designed keeping pace with the contemporary industry requirements. Our teaching-learning process is a blend of both theory and practice. Our beyond-classroom learning exercises encourage the students to nurture their creative and critical thinking skills. At XBS, we have a pool of experienced full-time faculty, duly supported by industry stalwarts and academicians as visiting faculty. With the objective of providing practical exposure to the students, interaction with industry experts in the form of G-Talks, panel discussion, workshops and webinars are conducted throughout the duration of the program. To facilitate the holistic development of our students, we motivate them to participate in various co-curricular and extra-curricular activities.

Residential programme of XBS offers a platform to our students to build upon their cultural sensitivity, social skills, and teamwork. The XBS family creates an environment of Home away from home for their students.

COURSE CURRICULUM

SEMESTER I

Code	Titles	Credits	Full Marks
MBR1010T	Management Principles and CSR	4	100
MBR1020T	Basics of Accounting for Managers	4	100
MBR1030T	Business Communication	2	50
MBR1040T	Business Statistics	4	100
MBR1050T	Managerial Economics	4	100
MBR1060T	Cost Management	2	50
MBR1070T	Computer Application in Business and MIS	4	100
MBR1080T	Organizational Behaviour	4	100
MBR1090T	Business Ethics and Legal Environment	4	100
	Total Credits	32	800

SEMESTER II

Code	Titles	Credits	Full Marks
MBR2010T	Indian Economy & Policy	4	100
MBR2020T	Financial Management	4	100
MBR2030T	Marketing Management	4	100
MBR2040T	Human Resource Management	4	100
MBR2050T	Production & Operations Management	4	100
MBR2060T	Quantitative Techniques and Research Methodology	4	100
MBR2070T	Strategic Management	4	100
MBR2080T	Business Analytics	4	100
MBR2090V	Comprehensive Viva-I	2	50
	Total Credits	34	850

SEMESTER III

Code	Titles	Credits	Full Marks
*Specializations (Elective Papers) – Each student must select FOUR Elective Papers			
MBR3011T	Specialization (Elective Paper)*	4	100
MBR3021T	Specialization (Elective Paper)*	4	100
MBR3031T	Specialization (Elective Paper)*	4	100
MBR3041T	Specialization (Elective Paper)*	4	100
MBR3051T	Specialization (Elective Paper)*	4	100
MBR3061T	Specialization (Elective Paper)*	4	100
Management-Related Subjects			
MBR3010T	Entrepreneurship Development & New Venture Creation	4	100
MBR3020T	Organizational Development & Change Management	4	100
MBR3030J	Project Work	6	150
MBR3040V	Project Viva	2	50
	Total Credits	32	800

SEMESTER IV

Code	Titles	Credits	Full Marks
*Specializations (Elective Papers) – Each student must select FOUR Elective Papers			
MBR4011T	Specialization (Elective Paper)*	4	100
MBR4021T	Specialization (Elective Paper)*	4	100
MBR4031T	Specialization (Elective Paper)*	4	100
MBR4041T	Specialization (Elective Paper)*	4	100
MBR4051T	Specialization (Elective Paper)*	4	100
MBR4061T	Specialization (Elective Paper)*	4	100
Management-Related Subjects			
MBR4010T	Environment and Business Sustainability	4	100
MBR4080J	Dissertation	4	100
MBR4070V	Comprehensive Viva- II	2	50
	Total Credits	26	650
	TOTAL ACADEMIC CREDIT	124	3100

ADDITIONAL REQUIREMENTS

Code	Titles	Credits
MBARQ-01	Non-Academic Credits	4
	GRAND TOTAL CREDITS	128

FINANCIAL MANAGEMENT SPECIALIZATION PAPERS

Paper Code	Titles
MBR301IT	Advanced Cost and Management Accounting
MBR302IT	Banking And Insurance
MBR303IT	Investment Analysis and Portfolio Management
MBR304IT	Taxation
MBR305IT	Financial Institutions and Markets
MBR306IT	Financial Statement Analysis and Reporting
MBR401IT	Financial Derivatives and Risk Management
MBR402IT	Strategic Financial Management
MBR403IT	Project Appraisal and Finance
MBR404IT	Corporate Restructuring and Valuation
MBR405IT	International Finance
MBR406IT	Behavioral Finance

MARKETING MANAGEMENT SPECIALIZATION PAPERS

Paper Code	Titles
MBR3012T	Integrated Marketing Communications
MBR3022T	Consumer Behaviour
MBR3032T	Sales and Distribution Management
MBR3042T	Product and Brand Management
MBR3052T	Service Marketing
MBR3062T	Business to Business Marketing
MBR4012T	Marketing Analysis
MBR4022T	Customer Relationship Management
MBR4032T	Retail Management
MBR4042T	Digital and Social Media Marketing
MBR4052T	Rural Marketing
MBR4062T	International Marketing

HUMAN RESOURCE MANAGEMENT SPECIALIZATION PAPERS

Paper Code	Titles
MBR3013T	Manpower Planning, Recruitment and Selection
MBR3023T	Leadership And Team Dynamics
MBR3033T	Industrial Relations
MBR3043T	Training and Development
MBR3053T	Performance Management System
MBR3063T	Compensation And Benefits Management
MBR4013T	Labour Laws
MBR4023T	Strategic HRM
MBR4033T	HRIS and HR Analytics
MBR4043T	International HRM
MBR4053T	HR Accounting and Audit
MBR4063T	Talent Management

INDUSTRY ACADEMIA INTERFACE

Industry interface is a critical differentiator for management institutions worldwide. We at XBS, strongly believe in building a strong foundation for corporate interface through innovative practices. Our students are made to undertake live industry projects, presentations, case studies, research work and working as trainees to get practical exposure to the corporate world. During the tenure of their MBA, students would also be exposed to activities like Industry Visits, Workshops, Industry-Institute Interface, Conferences and Seminars. XBS is proud to have hosted the following distinguished industry stalwarts in varied events organised on campus.

• **Mr. Sanjiv Goenka**

Chairman, RP-Sanjiv Goenka Group

• **Mr. Chandra Shekhar Ghosh**

MD, Bandhan Bank

• **Mr. Gautam Chatterjee**

MD and CEO, Exide Industries Ltd.

• **Mr. Dipankar Chatterji**

Chairman, CII National Committee on Financial Reporting, Past Chairman CII Eastern Region

• **Mr. Roopen Roy**

Founder and CEO at Sumantrana

• **Mr. Debashis Sen**

IAS, Additional Chief Secretary, IT&E, Chairman & MD, WBHIDCO Ltd.

• **Mr. Dhruba Mukherjee**

Vice President - Telegraph, ABP Ltd.

• **Mr. Jayanta Saha**

Vice President - Marketing, Khadim's

• **Mr. Sagar Daryani**

Co-Founder and CEO, Wow! Momo Foods Pvt. Ltd.

• **Mr. Debashis Dhar**

Group President, ILS Hospital

• **Mr. Rajiv Kaul**

Chairman, Nicco Group

• **Mr. Sudipto Ray**

Managing Director, Technology - Accenture India

• **Mr. Sumit Kumar Bardhan**

Director, SPSS South Asia Pvt. Ltd. & Predictive Analytics Solutions Pvt. Ltd.

• **Mr. Arko Adhya**

Regional Manager-East, Paytm

• **Mr. Subrata Chatterjee**

Head HR - Global Designing & Engineering Company, Arcelor Mittal

• **Mr. Dhrubajyoti Majumdar**

Regional HR Manager (East), Larsen & Toubro Ltd. Construction Division



INDUSTRY VISITS

Industry visits provide an excellent opportunity to interact with industries and have a deeper understanding of the industrial environment. It is of immense importance for an MBA student, pursuing a professional degree. Xavier Business School conducts regular Industrial visits within as well as outside the state. The objective of these industry visits is to provide students with an insight into the internal working of companies. It helps the students to visualize the theoretical concepts being put in action at the industry. Over the past few years, our students have visited the manufacturing plants of companies like Diamond Beverages Pvt. Ltd. (Coca-Cola), ITC Ltd., Zydus Healthcare Ltd. to name a few.



VALUE ADDED COURSES

Alongside the curriculum, Xavier Business School organizes several activities and courses to equip the students with all the necessary skills to accomplish their goals and be corporate-ready. The students are exposed to the learnings in a dynamic and interactive environment by individuals and industry leaders who have the desired expertise in their domains. Some of the value-added courses offered are as follows:



Business Simulation Activities: To improve the decision-making skills of the students and promote their all-rounded development, XBS conducts business simulation sessions in collaboration with Capstone. The session helps the students to put all that they've learned into practice by analysing a meaningful and strategic business question. The business simulations provide engaging, real-world learning experiences in a customized environment. The students improve their decision-making, management, and analytical skills across different areas including marketing, finance, and human resources.



Quantitative Skill Enhancement Programs: With the increase in competitions within the industry in various areas like Finance, Information Technology, Analytics, Project Management, etc. getting the right skillset has become necessary for a person to stand ahead of others in competition. Undergoing a certification course, therefore helps an individual to showcase his competency, commitment for the profession, build expertise in his professional subject area, and helps with job advancement. In collaboration with leading platforms, XBS conducts **certification courses** in areas which are presently relevant to the industry like **Advance Excel, SPSS, Tableau, Digital Marketing, Financial Analytics, HR Analytics** etc.



Qualitative Skill Enhancement Programs: The importance of soft skills in today's corporate world is unparalleled. To equip the students with skills essential for personal and professional success, XBS conducts sessions on **Personal Branding, Social Media Management, Corporate Etiquette, Conflict Resolution, Professional Networking, Time & Stress Management, Confidence Building** etc. Structured **mock interviews and group discussions** are also conducted on a regular basis to make the students corporate ready. Students are also engaged in **team building** activities and given valuable insights into the art of **preparing resumes**.



Workshops: During the two-year programme, several workshops are conducted to introduce some new ideas, inspire participants to further explore it on their own, and promote actual process practice. It acts as a great way to teach hands-on skills as it gives learners an opportunity to try out new methods and learn from their errors in a safe environment. Workshops are conducted in the areas of Entrepreneurship, Stock Trading, Branding and Advertising, Case Study Solving etc.



INFRASTRUCTURE
SMART CLASSROOMS
LIBRARY AND READING ROOM
COMPUTER LAB & LANGUAGE LAB
AUDITORIUM
CONFERENCE ROOM





FACILITIES

WIFI CAMPUS

HOSTEL FOR BOYS & GIRLS (INSIDE CAMPUS)

INDOOR AND OUTDOOR GAMES ARENA

GYMNASIUM

FOOD COURT & CAFETERIA



PLACEMENTS AND EMPLOYMENT

On successful completion of their MBA curriculum, the outgoing MBA students would be provided with the placement opportunity through a systematic placement procedure followed by XBS. On the part of the students, hard work, commendable character and personal conduct, proficiency in English and good knowledge of the subjects are essential to get a good placement. Having commenced its journey in 2018, XBS has grown by leaps and bounds. The first two batches of XBS achieved more than 90% placement with most of our graduates placed in multinational companies, public sector units (PSUs), media houses, start-ups and agencies belonging to a wide array of industries.

PLACEMENTS HIGHLIGHTS

93%**Placement
Status****60+****Companies
Participated****22+****Sectors
Covered****₹ 10.5
L.P.A****Highest
C.T.C****₹ 6.25
L.P.A****Average
C.T.C**

OUR KEY RECRUITERS



STUDENT COMMITTEES

Xavier Business School witnesses numerous on-campus cultural, sports and management events throughout the year with active participation from students. The residential life keeps the students occupied with music, dance, drama, bonfire nights, winter carnivals and various indoor and outdoor sports. These round-the-year events are being organized by the various student clubs and committees of Xavier Business School namely –

- Arts and Cultural Affairs Committee
- Sports Committee (XATHLETES)
- Xavier's Entrepreneurship Cell (XEC)
- Management Games, Debate and Quiz Group (MADEQ)
- Finance Club (CLUB FINNOVATION)
- Marketing Club (MARQUEST)
- HR Club (PEOPLE ELEMENT)
- Xavier Social Responsibility Cell (CSR Club)
- Media and Public Relations Committee
- Alumni and Industrial Relations Committee
- Academic Affairs Committee
- Placement Committee



CAMPUS LIFE

XBS offers a safe and warm home to all its residential students. The beautiful atmosphere acts as a perfect blend of academic affairs and networking among friends and acquaintances. The campus has an extravagant football field and a grand basketball court which is graced by several tournaments throughout the year inviting participation from students from other colleges as well. The badminton court makes the campus life more appealing as it creates a small window for the students to have a much-required leisure time. Apart from outdoor activities, certain indoor activities like carrom and table tennis are also available for students to enjoy their time after the class hours. There is also a gymnasium with all modern equipment to keep the students fit and healthy. The campus witnesses numerous cultural, sports and management events throughout the year with active participation from students. The residential life keeps the students occupied with music, dance, drama, bonfire nights, winter carnivals and various indoor and outdoor sports. The campus also offers a reading room for the students to have a peaceful study time anytime they want along with a resourceful library having an extensive collection of books. The aesthetic campus offers an enjoyable experience to the students inspiring them to interact and socialize among themselves. This assists them in building strong communication skills, both formal and informal. XBS is a home away from home which emphasises most on the happiness and satisfaction of the students.



FACULTY

The faculty at Xavier Business School is a judicious mix of researchers, academicians, behavioral scientists and practitioners from varied disciplines and consultants of industries. The Core Faculty is supplemented by Associate Faculty members and Guest or Visiting Faculty members from reputed academic institutions and professional organizations, both national and international.

CORE FACULTY MEMBERS

Dr. Manodip Ray Chaudhuri M.Sc. (Economics), PGDBM - HRM, M.A. (International Development), Ph.D.	Associate Professor – OB & HR and Dean of XBS
Dr. Soma Sur MBA, M.Phil., Ph.D.	Professor – Marketing
Dr. Sitangshu Khatua MBA (Finance), Ph.D., CFA (Level-I)	Associate Professor – Finance
Dr. Shuvendu Chakraborty M.Sc. (Applied Mathematics), MBA, Ph.D.	Associate Professor – Quantitative Methods
Rev. Dr. Murlin K, S.J. MBA, Ph.D.	Assistant Professor – OB & HR
Dr. Saugat Ghosh MBM, M.A. (English), Ph.D.	Assistant Professor – Marketing
Dr. Ipsita C. Patranabis M.Sc., MBA, M.Phil., Ph.D.	Assistant Professor – OB & HR
Dr. Monirul Islam M.Sc., MBA, PGDRD, PGPBM, Ph.D.	Assistant Professor – Marketing
Dr. Ruchita Burman PGDBA, Ph.D.	Assistant Professor – Marketing
Dr. Tanushree Biswas M.Sc. (Mathematics), Ph.D.	Assistant Professor – Quantitative Methods
Dr. Chhavi Gupta MBA, Ph. D	Assistant Professor – General Management

GUEST AND VISITING FACULTY

Mr. Vikash Goel

CA, CFA, MBA, MS FINANCE, PGDFBM(IIM-C)
Finance, Training and HR Professional

Dr. Bhaskar Basu

Professor of MIS, XIMB

Dr. Sankarshan Basu

Professor – Finance, Indian Institute of Management, Bangalore (IIM-B)

Dr. Deepankar Sinha

Professor – Indian Institute of Foreign Trade, Kolkata

Prof. Jonathan Jakson

Professor of Business, Chicago State University, USA

Prof. Debasish Chakraborty

Central Michigan University, USA

Ms. Smita Guha

Indian Revenue Service

Prof. Kala Seal

Professor, Loyola Marymount University, USA

Mr. Rahul Bose

B. Tech, PGDM (XLRI)
Global Manager, Learning & Knowledge, IBM

Dr. Sumanta Bandyopadhyay

Masters in Food Technology and Agro Business Management, Ph.D.

Mr. Sudhanshu Singh

B.Sc. Eco, LLB, LLM

Mr. Tanmoy Chakraborty

M.Tech

ELIGIBILITY CRITERIA FOR ADMISSION

To seek admission for this course, the applicant should fulfil the following criteria:

1. Successful completion of any full time Undergraduate Degree of minimum 3 years duration in any discipline from a recognized University (Approved by UGC), with a minimum of 50% marks (or equivalent grade point) in the aggregate. (45% in case of SC/ST/OBC and Christian candidates).
2. If the final degree result is not published at the time of application, percentage of marks for eligibility will be calculated on the basis of 1st to 4th Semester or 1st & 2nd Year (as applicable) (6th Semester in case of a 4 Year Degree Program) and the candidate is required to pass in all papers. If, at the time of admission, final degree mark sheet cannot be produced, the admission will be provisional, and the student must produce the same latest by October 31st, 2022; failing which the admission is liable to be cancelled.
3. Appearance in any of the National Level MBA Entrance Tests, such as XAT, CAT, GMAT, CMAT, ATMA, MAT, SNAP, NMAT etc., with a decent percentage / percentile score, valid for the present academic year. The primary selection list for GD-PI-WAT will be prepared by the Institute on the basis of this score.

Merit Scholarship:

- **100 percent waiver on the tuition fee in all 4 semesters of the MBA program** for the students with a composite score of 90 and above (as calculated during admission).
- **50 percent waiver on the tuition fee in all 4 semesters of the MBA program** for the students with a composite score between 80 – 89.5 (as calculated during admission).

SELECTION PROCEDURE

The final selection of the applicant will be based on his/her **composite score** prepared by Xavier Business School, which considers assessment of the candidate from different dimensions, which includes the following:

- Past Academic Scores [Class X, XII and Qualifying Degree Marks] (Weightage : 25%)
- National Level Entrance Test Score [XAT, CAT, GMAT, MAT, CMAT, ATMA etc.] (Weightage : 30%)
- Writing Ability Test (Weightage : 10%)
- Group Discussions and Personal Interviews (Weightage : 30%)
- Work Experience (if any) (Weightage : 5%)

XBS Admissions Committee reserves the right to modify these components while communicating these to the applicants at the Individual Assessment stage (GD,PI & WAT). The overall objective will be to identify and assess the candidate's potential for a managerial career.

FEES STRUCTURE

MBA course is fully residential and therefore all the students have to stay in the hostel of the University, which is located within the campus. The Course Fees and the Hostel Fees are to be paid before the commencement of each Semester, failing which the student will not be permitted to stay in the hostel or to attend the lectures or use the facilities of the University.

A) COURSE-RELATED FEES

1) Admission Fee: The Admission Fee is **Rs. 30,000** per candidate. With the payment of this Admission Fee, the admission of the candidate will be confirmed. He/she will be given few weeks' time from the date of paying the admission fee to pay the fee for the First Semester – course related fees as well as the hostel fees. Undergraduate students of St. Xavier's University, Kolkata will not be required to pay any admission fee for Post Graduate Degree Courses.

2) Security Deposit (Refundable): Each student will deposit **Rs. 5,000/-** as Caution Money in the first semester, which does not accrue any interest, and is refundable after the completion of the course and after deducting the dues, if any.

3) Course Fee: The Course fee for this two-year (Four Semesters), full-time programme includes the cost of tuition, reading material, library facilities, computer facilities, skills training programmes, examinations, etc. The chart below gives details of the break-up of the course fee.

4) Alumni Membership Fees: Every student of MBA Programme will be required to pay **Rs. 5015/-** (including GST), along with the course fees of last semester, towards the life membership fees of St. Xavier's University Kolkata Alumni Association (SXUKAA).



Type of Fees	SEM I	SEM II	SEM III	SEM IV
Tuition Fees	2,05,000	2,05,000	2,05,000	2,05,000
Development	10,000	10,000	10,000	10,000
Library	10,000	10,000	10,000	10,000
Placement Skills	10,000	10,000	10,000	10,000
Industry Interface	10,000	10,000	10,000	10,000
Examination Fees	5,000	5,000	5,000	5,000
Computer & E-Facilities	5,000	5,000	5,000	5,000
Sports & Games	5,000	5,000	5,000	5,000
TOTAL	2,60,000	2,60,000	2,60,000	2,60,000

B) HOSTEL FEE

Details of Hostel Fees:

Type of Fees	SEM I	SEM II	SEM III	SEM IV
Registration Fee (One Time)	1000	-	-	-
Development Fee (One Time)	5000	-	-	-
Board & Lodge Fee for a Two-Bed Room, with common toilet	60,000	60,000	60,000	60,000
Board & Lodge Fee for a Three-Bed Room, with attached toilet	66,000	66,000	66,000	66,000
Board & Lodge Fee for a Two-Bed Room, with attached toilet	72,000	72,000	72,000	72,000



STEPS TO BECOME A XAVERIAN

01

Visit our website
www.sxuk.edu.in/xbs

02

Fill up and submit the online application form after uploading the necessary documents and paying Rs.1000 application fee online.

03

Shortlisted Candidates will be called for the GD-PI-WAT

04

Appear for Group Discussion, Personal Interview and Writing Ability Test

05

Admission Offer is sent to the selected candidates

06

Accept the Offer by Paying Admission Fee of Rs.30,000 and Semester One Course Fee

Contact Us:

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