

# PraxisBusinessSchool

## MANDATORYDISCLOSURE– 2019

<b>1. Nameof theInstitution</b>	–	PraxisBusinessSchool
Addressof the Institution	–	BakrahatRoad
		Rasapunja
		24Parganas(South)
City&PinCode	–	Kolkata–700104
State/ UT	–	WestBengal
Longitude&Latitude	–	88.2694 22.42648424
PhoneNo.with STDCode	–	03324980554
FaxNo. withSTDCode	–	03324980553
OfficehoursattheInstitution	–	9:30 amto5.30pm
AcademichoursattheInstitution	–	9:30am to5.30pm
e- mail	–	<a href="mailto:accounts@praxis.ac.in">accounts@praxis.ac.in</a>
Website	–	<a href="http://www.praxis.ac.in">www.praxis.ac.in</a>
NearestRailwaystation(distanceinKM)	–	Howrah,25Km
NearestAirport(distanceinKM)	–	NSCBIAirport,38Km

<b>2. Nameof theOrganizationrunningtheinstitution–</b>	Praxis Business School Foundation	
Typeoftheorganization	–	Sec25Company
Addressof theorganization	–	Bakrahat Road, Rasapunja,24Parganas(South)
		Kolkata700104
Registeredwith	–	RegistrarofCompany
Registrationdate	–	06/08/2015
Websiteoftheorganization	–	<a href="http://www.praxis.ac.in">www.praxis.ac.in</a>

<b>3. Nameof theaffiliatingUniversity/Board</b>	–	NOTAPPLICABLE
Address	–	
Website	–	
Latestaffiliationperiod	–	

<b>4. Nameof theDirector</b>	–	Dr.PrithwisMukerjee
Exactdesignation	–	Director
PhoneNo.withSTDCode	–	03324980554
FaxNo. withSTDCode	–	03324980553
E-Mail	–	<a href="mailto:prithwis@praxis.ac.in">prithwis@praxis.ac.in</a>
Highestdegree	–	PhD in Management Science



## 5. Governance

•Board of Governance			
Sl no.	Position	Name	Nomination
1	Chairman	Mr. Kamlesh Sajani	Nominated by the Trust
2	Member	Mr. Santosh Desai	Nominated by the Trust
3	Member	Mr. S Dasrathraman	Nominated by the Trust
4	Member	Mr. Viresh Oberoi,	Nominated by the Trust
5	Member	Mr. Amitabh Ray,	Nominated by the Trust
6	Educationist	Dr. N.R. Banerjee	Nominated by the Trust
7	Faculty	Mr. Charanpreet Singh Founder & Director, Praxis Business School	Nominated by the Trust
8	Member	Dr. Prithwis Mukherjee	Nominated by Trust
9	Member	Dr. Amit V Salunkhe	Nomination by AICTE (requested)
10	Faculty	Mr. Jaydeep Mukherjee	Nominated by the Trust

Frequency of meetings & date of last meeting

– Usually Twice in a year.

•Academic Advisory Body		
Sl	Name	Position
1	Dr. Subhasish Dasgupta	Member
2	Dr. Sayantani Roy Choudhury	Member
3	Mr. Jaydeep Mukherjee	Member

4	Dr. KankanaMukhopadhyay	Member
5	Mr.Prasenjit DasPurkayastha	Member

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Frequencyof meetings&dateoflastmeeting

– UsuallyTwiceinayear.

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•Organization Chart

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BOD

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BoardofGovernors

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Director

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Faculty

PGP  
Coordinators

Librarian/  
Asst  
Librarian

Corporate  
Relations  
Manager

Admin  
Manager

Admission  
Manager

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Placement  
Cell

Admission  
Executives

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SecurityHouse  
KeepingStaff

Accounts  
Executives

OfficeStaff

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- Student feedback mechanism on institutional -Yes
- Grievance redressal mechanism for faculty - Online
- Establishment of Anti Ragging Committee -YES
- Establishment of Online Grievance Redressal Mechanism -YES
- Establishment of Grievance Redressal Committee in the Institution and
  
- Establishment of Internal Complaint Committee -YES
- Student Feedback on Institutional Governance/Faculty Performance -YES
- Establishment of Committee for SC/ST -YES
- Internal Quality Assurance Cell -YES

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## 6. Programs

- Name of Programmes approved by AICTE : Post Graduate Diploma in Management
- Number of Seats : 60
- Duration : 2 Years
- Cutoff marks : 50%
- Fee : Batch 2019-2021 Tuition Fee Rs. 7.27 Lacs  
: Batch 2018-2020 Tuition Fee Rs. 6.99 Lacs
- Placement facilities : Yes
- Campus Placement last three years : Not applicable

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## 7. Faculty

- PermanentFaculty :6
- Adjunct Faculty :4
- PermanentFacultyStudent ratio :1: 20



## 8. Profile of Faculty



<b>Name</b>	<b>DR.PRITHWISMUKERJEE</b>
UniqueID	
Designation	Director and Professor
Department	Management
DateofJoiningtheInstitution	1stJanuary2018

QualificationwithClass/Grade		
UG	PG	PhD
IIT KHARAGPUR	Universityof Texas	Universityof Texas

Totalexperiencein Years – 30Years		
Teaching	Industry	Research
10Years	20Years	0 Years

PapersPublished – 3	
National	International
1	2

PapersPresentedinConferences – 5	
National	International
5	0

PhDGuide?Givefield&University – NIL	
Field	University
NA	NA

PhDs/ProjectsGuided – 0	
PhD	Projects in Master Level
0	0

Books Published/ IPRs/Patents	02Books
ProfessionalMemberships	No

Consultancy Services	Yes 1. Tata Steel 2. PriceWaterhouseCoopers
Awards	No
Grantsfetched	NIL
Interaction with Professional Institutions	No

<b>Name</b>	<b>MR. JAYDEEP MUKHERJEE</b>
UniqueID	1-3773727645
Designation	Professor Emeritus
Department	Management
DateofJoiningtheInstitution	1stJanuary2018



QualificationwithClass/Grade		
UG	PG	PhD
IIT Kharagpur	ISICalcutta	Universityof Texas

Totalexperiencein Years – 35Years		
Teaching	Industry	Research
08Years	27Years	0 Years

PapersPublished – 0	
National	International
0	0

PapersPresentedinConferences – 0	
National	International
0	0

PhDGuide?Givefield&University – NIL	
Field	University
NA	NA

PhDs/ProjectsGuided – 0	
PhD	ProjectsinMasterLevel
0	0

Books Published/ IPRs/Patents	NIL
Professional Memberships	No

Consultancy Services	Yes 1. PriceWaterhouseCoopers
Awards	No
Grantsfetched	NIL
Interaction with Professional Institutions	XLRI Jamshedpur, IIMCalcutta

<b>Name</b>	<b>DR. KANKANAMUKHOPADHYAY</b>
UniqueID	
Designation	Professor
Department	Management
DateofJoiningtheInstitution	11th April 2019



QualificationwithClass/Grade		
UG	PG	PhD
Calcutta University	IESTShibpur	IEST, Shibpur

TotalexperienceinYears – 11 Years3Months		
Teaching	Industry	Research
10Years8 Months	7 Months	3 Years

PapersPublished – 6		
National	International	
3	3	

PapersPresentedinConferences – 9		
National	International	
4	5	

PhDGuide?Givefield&University – Yes		
Field	University	
Management	BharatiyarUniversity	

PhDs/ProjectsGuided – 50		
PhD	ProjectsinMasterLevel	
Ongoing	50	

Books Published/ IPRs/Patents	02Books
Professional Memberships	ISTD
Consultancy Services	No

Awards	Best paper Award in 6 <sup>th</sup> National Research
Grants fetched	YES – TEQIP
Interaction with Professional Institutions	No



<b>Name</b>	<b>DR.SUBHASIS DASGUPTA</b>
UniqueID	1-3773727653
Designation	Asst.Professor
Department	Management
DateofJoiningtheInstitution	1stJanuary2018

QualificationwithClass/Grade		
UG	PG	PhD
NIT Surat	IBS Dehradun	RK University

TotalexperienceinYears – 12 years6Months		
Teaching	Industry	Research
8 Years	4 years	6 Months

PapersPublished – 6	
National	International
4	2

PapersPresentedinConferences – 0	
National	International
0	0

PhDGuide?Givefield&University – NIL	
Field	University
NA	NA

PhDs/ProjectsGuided – NIL	
PhD	ProjectsInMasterLevel
0	0

Books Published/ IPRs/Patents	NIL
Professional Memberships	No
Consultancy Services	No

Awards	NIL
Grantsfetched	NIL
Interaction with Professional Institutions	No





<b>Name</b>	<b>DR.SAYANTANIROY CHOUDHURY</b>
UniqueID	1-3773727653
Designation	Asst.Professor
Department	Management
DateofJoiningtheInstitution	1stNovember 2018

QualificationwithClass/Grade		
UG	PG	PhD
Calcutta University	Calcutta University	Calcutta University

TotalexperienceinYears – 17 years		
Teaching	Industry	Research
15Years	0 years	2 Years

PapersPublished – 10	
National	International
4	6

PapersPresentedinConferences – 5	
National	International
3	2

PhDGuide?Givefield&University – NIL	
Field	University
NA	NA

PhDs/ProjectsGuided – 30	
PhD	ProjectsInMasterLevel
0	30

Books Published/ IPRs/Patents	1
Professional Memberships	No

Consultancy Services	No
Awards	UGCNET
Grantsfetched	NIL
Interaction with Professional Institutions	No



<b>Name</b>	<b>MR.CHARANPREETSINGH</b>
UniqueID	1-3771621375
Designation	Professor Emeritus (Honorary)
Department	Management
DateofJoiningtheInstitution	1stFebruary 2018

QualificationwithClass/Grade		
UG	PG	PhD
IIT Kanpur	Universityoflowa	

TotalexperienceinYears – 32years		
Teaching	Industry	Research
12Years	20 years	0Years

PapersPublished – 0	
National	International
0	0

PapersPresentedinConferences – 0	
National	International
0	0

PhDGuide?Givefield&University – NIL	
Field	University
NA	NA

PhDs/ProjectsGuided – 0	
PhD	ProjectsInMasterLevel
0	0

Books Published/ IPRs/Patents	0
Professional Memberships	No
Consultancy Services	No

Awards	Chevening Scholar, British Government
Grants fetched	NIL
Interaction with Professional Institutions	No

<b>Name</b>	- Sourav Saha		
Designation	- Professor		
Department	- MANAGEMENT		
Date of joining the Institution	- 16-December-2019		
Qualification with Class/Grade	-		

UG	PG	PhD
B.Tech (Computer Science)	PGDBA (Gen Mgmt, HRM)	IIM Calcutta (Fellow)
Total experience in Years 17 yrs month		
Teaching	Industry	Research
3Y	11 Y	4 Y

Papers published	-	
	National	International
	2	7
Papers presented in conference	-	
	National	International
		3

PhD Guide? Give field & University	-	Yes
	Field	University
	Management	

PhDs/Project Guided	-
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PhDs	Projects in master level

Books published/IPRs/ Patents	-	1 nos Book Chapter
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Professional Memberships	-	Analytics Society of India (ASI)
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Consultancyactivities

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Awards

- Big Data Industry Leadership Award

Best Paper Award at COLLA 2012, Venice, Italy

Grantsfetched

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## 9.Fee

- Details of fee, as approved by State Fee Committee, for the institution :NA
- Time Schedule for payment of fee for the entire programme :2 instalments per Year
- No. of fee waivers granted with amount and name of students :NA
- Estimated cost of Boarding & lodging :Rs.1lac per year  
(optional)

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## •Scholarship

The total amount of scholarships on offer: Upto INR 40 Lakhs.

The Praxis Scholarships are divided in 2 categories:

- Director's Merit List – 8 scholarships
- Praxis Business School Foundation Scholarships – 8 scholarships

The Scholarships entail the following process:

- All students who meet the criteria for the scholarships can apply for the same.
- A student can apply to scholarship under a single category only
- The performance of the Scholars will be monitored closely for the renewal of the Scholarship every year.
- Students need to maintain a minimum CQPI every trimester to be eligible for continuing with the scholarship.

### Director's Merit List

Eligibility: Students need to have the following qualifying scores

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**9.Fee**

Class X	Class XII	Graduation
80%	80%	70%

-In addition, there should be no year gap or backlogs during the academic career.

- Students should have scored a minimum of 80 percentile CAT/XAT or 85 percentile in CMAT or 90 percentile and above in MAT/ATMA.

-Scholarship Amount: Rs.2,00,000(divided as Rs.50,000 per installment)

Condition for continuation of the scholarship:

Students under the list need to fulfill the following conditions failing which the scholarship will be withdrawn.

1. Be in the top 25% of the class and maintain a minimum CQPI of 5.2 out of 8 in each trimester
2. Actively participate in Extra & Co-Curricular activities held

## Praxis Business School Foundation Scholarships

This scholarship would be given to meritorious students whose annual family income is less than 4.0 Lacs per year.

Eligibility: Students need to have the following qualifying scores

Class X	Class XII	Graduation
75%	75%	60%

-In addition, there should be no year gap or backlogs during the academic career.

- Students should have scored a minimum of 70 percentile CAT/XAT or 75 percentile in CMAT or 80 percentile and above in MAT/ATMA.

-Students seeking the scholarship need to submit income proof affidavit to admissions@praxis.ac.in

-Scholarship Amount : Rs.3,00,000 (divided as Rs.75,000 per installment)

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Students under the list need to fulfill the following conditions failing which the scholarship will be withdrawn:

1. Maintain a minimum CQPI of 4.5 out of 8 in each trimester
2. Actively participate in Extra & Co-Curricular activities held.

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## 10. Admission

- Number of seats sanctioned with the year of approval : 60
- Number of Students admitted under various categories  
each year in the last three years : General Quota 49
- Number of applications received during last two years for  
admission under Management Quota and number admitted : Not applicable .



## 11. Admission Procedure

Admission test being followed, name and address of the Test Agency and its URL (Website):

1. CAT: Indian Institute of Management, <https://iimcat.ac.in>
2. XAT: Xavier School of Management, <http://www.xatonline.in>
3. CMAT: Common Management Admission Test, <http://www.aicte-cmat.in>
4. ATMA : AIMS Test for Management Admissions <https://www.atmaaims.com>
5. MAT: Management Aptitude Test <https://www.aima.in/testing-services/mat/mat.html>

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## 12. Criteria and Weightages for Admission

Final selection of the candidate is based on the following criteria:

- Scores in nominated Management Entrance Examinations :10%
- Academic profile :30%
- Work Experience & Extra Curricular Activities :10%
- Personal Interview. :50%

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## 13. Information of Infrastructure and Other Resources Available

• Number of Class Rooms and size of each

Classroom1	154 sqmt
Classroom2	78sqmt

• Number of Tutorial rooms and size of each

Tutorial Room - PG	43sqmt
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• Number of Computer Centres with capacity of each

Computer Centre	157 sqmt
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- Occupancy Certificate :Yes
- Fire and Safety Certificate :Yes
- Hostel Facilities :N/A

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• Library

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## 12. Criteria and Weightages for Admission

-Number of Library books/ Titles/Journals available (program-wise)

No. Of Library Books	1756
No. Of Titles	315
Total Journals Subscription	48000+ Journals

- List of online National/ International Journals subscribed :48000+ National&International Journals subscribed via JGate Plus

-E-Library facilities- Yes

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**•ComputingFacilities**

- Internet Bandwidth :50Mbps
- Total numberof systemconnectedbyLAN :30  
Total numberof systemconnectedbyWAN
- Majorsoftwarepackagesavailable  
  
LIBRARICA/ NITROPRO/ FEDENA/  
RPU/R/PYTHON/ TABLEAU/SAS  
(University Edition)
- Compliance oftheNational Academic Depository(NAD),  
applicable to PGCM/PGDMInstitutionsandUniversity  
Departments

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**•List offacilitiesavailable**

- GamesandSportsFacilities :Badminton, Basketball, Volleyball, TableTennis, etc
- Extra-Curricular Activities :  
  
Inter-houseCultural events&FinanceClub, Quiz Club,Social  
Club,IT Club,Debating Club,Strategy Club,MarketingClub, HR  
Cub,Entrepreneurship Club
- SoftSkill DevelopmentFacilities :Yes
- Internal Continuous EvaluationSysteminplace :Yes
- Student'sassessment ofFaculty,System in place :Yes

**Title of the Course –Post Graduate Diplomain Management**

- Laboratoryfacilities exclusive to thePost Graduate Course :LanguageLab
- Software,all designtools in case :

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•ComputingFacilities

WINDOWS/MSOFFICE/TALLY/  
LIBRARICA/NITROPRO/FEDENA/  
RPU/R/PYTHON/TABLEAU/SAS  
(University Edition)

•Teaching LearningProcess–PostGraduate DiplomainManagement

PGDM2019-2021Batch - [Year 1]		64.50	645.00	
SI	CourseName	Credits	Hours	FacultyMember
Term 1				
1	Financial Reportingand Analysis	3.00	30.00	ManasweeSamal
2	Managerial Communication	3.00	30.00	Charanpreet Singh
3	Managerial Economics	3.00	30.00	AnjanChakrabarti
4	Marketing Management 1	3.00	30.00	Srinivas Govindrajan
5	Organizational Behavior	3.00	30.00	KankanaMukhopadhay
6	Quantitative Techniques1	3.00	30.00	Sayantani RoyChouhury
7	BusinessEthics	3.00	30.00	Shivaji Gupta Ray
8	FoundationofDigital Business	1.50	15.00	AtanuGhosh
	Totalfor Term 1	22.50	225.00	
Term 2				
9	InformationTechnologyManagement	3.00	30.00	Charanpreet Singh
10	FoundationsofData Science	3.00	30.00	PrithwisMukerjee
11	CostandManagementAccounting	3.00	30.00	ManasweeSamal
12	FinancialManagement1	3.00	30.00	AmitParakh
13	Marketing Management 2	3.00	30.00	Prasenjit Das Purkayastha
14	Production andOperations	3.00	30.00	Sayantani RoyChouhury
15	Quantitative Techniques2	3.00	30.00	Sayantani RoyChouhury
	Totalfor Term 2	21.00	210.00	
Term 3				
16	BusinessLaw	3.00	30.00	ManasweeSamal
17	FinancialManagement2	3.00	30.00	AmitParakh
18	HumanResource Management	3.00	30.00	KankanaMukhopadhay
19	Marketing Research	3.00	30.00	Prasenjit Das Purkayastha
20	Macroeconomic Theoryand Policy	3.00	30.00	AnjanChakrabarti
21	Production andOperations	3.00	30.00	Agnimitra Biswas
22	FoundationsofFintech	1.50	15.00	AmitParakh
23	Sales and Salesforce Management	1.50	15.00	Srinivas Govindrajan
	Totalfor Term 3	21.00	210.00	

PGDM2018-20Batch [Year2]		108.50	1085.00	
SI	CourseName	Credits	Hours	FacultyMember
Term 4				
1	Summer Internship Project	3.00	30.00	KaushikSarkar
2	StrategicManagement	3.00	24.00	Debashish Biswas
			6.00	Charanpreet Singh
3	AdvancedMarketResearch	3.00	30.00	Prasenjit Das Purkayastha
4	Retail Management	3.00	30.00	K Dasaratharaman
5	Sales and DistributionManagement	1.50	15.00	SanjitPadhi
6	Commercial Banking	3.00	30.00	Sandip Banerjee
7	MarketingofFinancial Services	1.50	15.00	AbaneetaChakraborty
8	Digital Disruption -Theoryand Cases	3.00	30.00	AtanuGhosh
9	Digital Marketing	3.00	30.00	AtanuGhosh
10	Derivatives	3.00	30.00	AmitParakh
11	Fixed Income Securities	3.00	30.00	AmitParakh
12	CompetencyMappingand Performance	3.00	30.00	KankanaMukhopadhyay
13	MachineLearning1	3.50	35.00	SubhasisDasgupta
14	RDBMS and DataWarehousing	2.00	20.00	PrithwisMukerjee
15	Python	2.00	20.00	PrithwisMukerjee
16	AnalyticsApproachand Story-Telling	3.00	6.00	Charanpreet Singh
			3.00	Prasenjit Das Purkaystha
			15.00	AbhijittRoy
			6.00	DeveshSingh,
		43.50	435.00	

Term 5				
1	Product and Brand Management	3.00	30.00	Srinivas Govindrajan
2	Consumer Behavior	3.00	30.00	Sunandini PandeRay
3	ProjectAppraisal and Financing	3.00	30.00	Pradip Lath
4	Business toBusinessMarketingandSales	3.00	21.00	JoydeepBhattacharya
			9.00	BarunLala
5	E-Commerceand Multi Channel Retail Supply	3.00	30.00	AtanuGhosh
6	Digital AssetDevelopmentandManagement	3.00	24.00	ParthaDas
			6.00	AtanuGhosh
7	RiskManagement	3.00	30.00	AmitParakh
8	Financial StatementandValuation	3.00	30.00	ManasweeSamal
9	HR AnalyticsforManagers	1.50	15.00	KankanaMukhopadhyay
10	Statistics2	3.50	35.00	JaydeepMukherjee
11	MachineLearning2	3.50	35.00	SubhasisDasgupta
12	Marketing Analytics	3.00	30.00	Prasenjit Das Purkaystha
13	Econometrics	1.00	10.00	Sayantani RoyChoudhury
14	Model Interpretation	2.00	10.00	Sayantani RoyChoudhury
			10.00	Prasenjit Das Purkaystha
15	BigData Spark	1.00	10.00	PrithwisMukerjee
		39.50	395.00	

Term 6				
1	Retail Operations	3.0	30.00	Venkataramanank
2	IntegratedMarketingCommunication	3.0	30.00	TBA
3	Retail Banking	1.5	15.00	Sandip Banerjee
4	AdvancedAnalyticsfor Managers	3.0	30.00	AtanuGhosh
5	EnterpriseResource Planning	3.0	30.00	AtanuGhosh
6	TreasuryManagement	3.0	30.00	Prosenjit Kundu
7	Strategic HR Management	1.5	15.00	KankanaMukhopadhyay
8	Web, HealthcareandTelecomAnalytics	3.0	6.00	ArindamChatterjee
			9.00	CharbakChaterjee
			15.00	AtanuGhosh
9	DataVisualization	1.5	15.00	PrithwisMukherjee
10	Deep Learning	3.0	30.00	SubhasisDasgupta
		25.50	255.00	



## TERMDetails-AcademicYear2019-2020

	<b>PGDM 2018-20(Year2)</b>	<b>PGDM 2019-21(Year1)</b>
OrientationWeek	-	July8–12, 2019
First Trimester Begins	July1,2019 (T4)	July15,2019 (T1)
Pre Mid-Termends	-	August18,2019
Mid TermExams	-	August19 –22,2019
Pre EndTerm ends	September9,2019	September25,2019
		September26-30and October1,
SecondTrimesterBegins	September16,2019 (T5)	October14, 2019 (T2)
Pre Mid-Termends	-	November20, 2019
Mid TermExams	-	November21–23, 2019
Pre EndTerm ends	December 15, 2019	January13,2020
EndTermExams	December 16–19, 2019	January14–17, 2020
ThirdTrimesterBegins	December 20, 2019	January20,2020
Pre Mid-Termends	-	February 25, 2020
Mid TermExams	-	February 26–29, 2020
Pre EndTerm ends	March16,2020	April 5,2020
EndTermExams	March17–20, 2020	April 6–9,2020

### TermBreaks

Puja Break : October 2–13, 2019.

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Winter Break :December 25, 2019–January5,2020.  
Summer Internship :April 15,2020onwards.

### 14.Enrollmentofstudentsinthelast 3 years

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2018-2019 : 49

2017-2018 :Not applicable

2016-2017 :Not applicable

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### 15.LoAand subsequentEoAtill thecurrent Academic Year

[Click here for the Letter of Approval 2018-2019](#)

[Click here for the Extension of Approval 2019-2020](#)

**16. Accounted audited statement**

[Click here for Accounted audited statement for 2017– 2018](#)

[Click here for Accounted audited statement for 2018– 2019](#)