

**Praxis Business School**  
**MANDATORY DISCLOSURE – 2019**

<b>1. Name of the Institution</b>	–	Praxis Business School
Address of the Institution	–	Bakrahat Road
		Rasapunja
		24 Parganas (South)
City & Pin Code	–	Kolkata – 700104
State / UT	–	West Bengal
Longitude & Latitude	–	88.2694   22.42648424
Phone No. with STD Code	–	033 2498 0554
Fax No. with STD Code	–	033 2498 0553
Office hours at the Institution	–	9:30 am to 5.30 pm
Academic hours at the Institution	–	9:30 am to 5.30 pm
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>
Nearest Railway station (distance in KM)	–	Howrah, 25 Km
Nearest Airport (distance in KM)	–	NSCBI Airport,38 Km

<b>2. Name of the Organization running the institution – Praxis Business School Foundation</b>		
Type of the organization	–	Sec 25 Company
Address of the organization	–	Bakrahat Road, Rasapunja , 24 Parganas (South)
		Kolkata 700 104
Registered with	–	Registrar of Company
Registration date	–	06/08/2015
Website of the organization	–	<a href="http://www.praxis.ac.in">www.praxis.ac.in</a>

<b>3. Name of the affiliating University / Board</b>	–	NOT APPLICABLE
Address	–	
Website	–	
Latest affiliation period	–	

<b>4. Name of the Director</b>	–	Dr. Prithwis Mukerjee
Exact designation	–	Director
Phone No. with STD Code	–	033 24980554
Fax No. with STD Code	–	033 24980553
E-Mail	–	<a href="mailto:prithwis@praxis.ac.in">prithwis@praxis.ac.in</a>
Highest degree	–	PhD in Management Science
Field of specialization	–	Management Science

## 5. Governance

### • Board of Governance

Sl no.	Position	Name	Nomination
1	Chairman	Mr. Kamlesh Sajjani MD,IMS Learning Resources	Nominated by the Trust
2	Member	Mr. Santosh Desai MD & CEO, Futurebrands India	Nominated by the Trust
3	Member	Mr. S Dasrathraman Management Consultant & Educator	Nominated by the Trust
4	Member	Mr. Viresh Oberoi, MD & CEO, Mjunction	Nominated by the Trust
5	Member	Mr. Amitabh Ray, MD, Ericsson India Global Services	Nominated by the Trust
6	Educationist	Dr. N.R. Banerjee Former Vice Chancellor, BESU	Nominated by the Trust
7	Faculty	Mr. Charanpreet Singh Founder & Director, Praxis Business School Foundation	Nominated by the Trust
8	Member Secretary	Dr. Prithwis Mukerjee Director, Praxis Business School	Nominated by Trust
9	Member	Dr. Amit V Salunkhe Nominee of the AICTE (Ex-Officio)	Nomination by AICTE (requested)
10	Faculty	Mr. Jaydeep Mukherjee Faculty, Praxis Business School	Nominated by the Trust

Frequency of meetings & date of last meeting

– Usually Twice in a year.

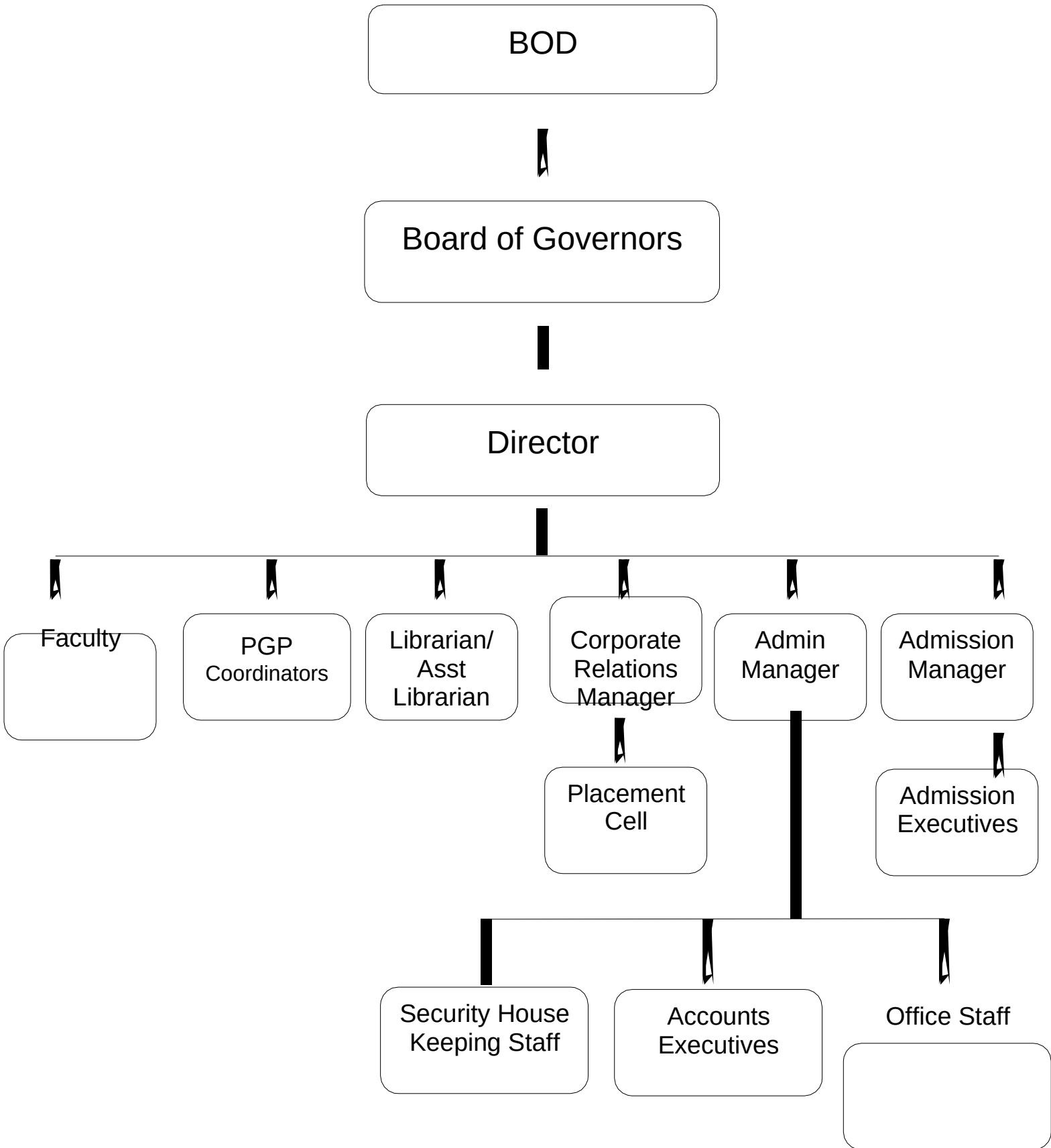
### • Academic Advisory Body

Sl No	Name	Position
1	Dr. Subhasish Dasgupta	Member
2	Dr. Sayantani Roy Choudhury	Member
3	Mr. Jaydeep Mukherjee	Member
4	Dr. Kankana Mukhopadhyay	Member
5	Mr. Prasenjit Das Purkayastha	Member

Frequency of meetings & date of last meeting

– Usually Twice in a year.

• Organization Chart



- 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 Appointment of OMBUDSMAN by the University - NA
- 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

## 6. Programs

- Name of Programmes approved by AICTE : Post Graduate Diploma in Management
- Number of Seats : 60
- Duration : 2 Years
- Cut off 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

## 7. Faculty

- Permanent Faculty : 6
- Adjunct Faculty : 4
- Permanent Faculty Student ratio : 1 : 20

## 8. Profile of Faculty

<b>Name</b>	<b>DR. PRITHWIS MUKERJEE</b>
Unique ID	
Designation	Director and Professor
Department	Management
Date of Joining the Institution	1st January 2018



Qualification with Class / Grade		
UG	PG	PhD
IIT KHARAGPUR	University of Texas	University of Texas

Total experience in Years	– 30 Years	
Teaching	Industry	Research
10 Years	20 Years	0 Years

Papers Published	– 3	
National	International	
1	2	

Papers Presented in Conferences	– 5	
National	International	
5	0	

PhD Guide? Give field & University	– NIL	
Field	University	
NA	NA	

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

Books Published/ IPRs/Patents	02 Books
Professional Memberships	No
Consultancy Services	Yes 1. Tata Steel 2. PriceWaterhouseCoopers 3. IBM
Awards	No
Grants fetched	NIL
Interaction with Professional Institutions	No

<b>Name</b>	<b>MR. JAYDEEP MUKHERJEE</b>
Unique ID	1-3773727645
Designation	Professor Emeritus
Department	Management
Date of Joining the Institution	1st January 2018



Qualification with Class / Grade		
UG	PG	PhD
IIT Kharagpur	ISI Calcutta	University of Texas

Total experience in Years	– 35 Years	
Teaching	Industry	Research
08 Years	27 Years	0 Years

Papers Published	– 0	
National	International	
0	0	

Papers Presented in Conferences	– 0	
National	International	
0	0	

PhD Guide? Give field & University	– NIL	
Field	University	
NA	NA	

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

Books Published/ IPRs/Patents	NIL
Professional Memberships	No
Consultancy Services	Yes 1. PriceWaterhouseCoopers 2. CMC Ltd under TCS
Awards	No
Grants fetched	NIL
Interaction with Professional Institutions	XLRI Jamshedpur, IIM Calcutta

<b>Name</b>	<b>DR. KANKANA MUKHOPADHYAY</b>
Unique ID	
Designation	Professor
Department	Management
Date of Joining the Institution	11th April 2019



Qualification with Class / Grade		
UG	PG	PhD
Calcutta University	IEST Shibpur IGNOU	IEST, Shibpur

Total experience in Years	– 11 Years 3 Months	
Teaching	Industry	Research
10 Years 8 Months	7 Months	3 Years

Papers Published	– 6	
National	International	
3	3	

Papers Presented in Conferences	– 9	
National	International	
4	5	

PhD Guide? Give field & University	– Y e s	
Field	University	
Management	Bharatiyar University	

PhDs/ Projects Guided	– 5 0	
PhD	Projects in Master Level	
Ongoing	50	

Books Published/ IPRs/Patents	02 Books
Professional Memberships	ISTD
Consultancy Services	No
Awards	Best paper Award in 6 <sup>th</sup> National Research Conference conducted by AIMA
Grants fetched	YES – TEQIP
Interaction with Professional Institutions	No

<b>Name</b>	<b>DR. SUBHASIS DASGUPTA</b>
Unique ID	1-3773727653
Designation	Asst. Professor
Department	Management
Date of Joining the Institution	1st January 2018



Qualification with Class / Grade		
UG	PG	PhD
NIT Surat	IBS Dehradun	RK University

Total experience in Years	– 12 years 6 Months	
Teaching	Industry	Research
8 Years	4 years	6 Months

Papers Published	– 6	
National	International	
4	2	

Papers Presented in Conferences	– 0	
National	International	
0	0	

PhD Guide? Give field & University	– NIL	
Field	University	
NA	NA	

PhDs/ Projects Guided	– NIL	
PhD	Projects in Master Level	
0	0	

Books Published/ IPRs/Patents	NIL
Professional Memberships	No
Consultancy Services	No
Awards	NIL
Grants fetched	NIL
Interaction with Professional Institutions	No



<b>Name</b>	<b>DR. SAYANTANI ROY CHOUDHURY</b>
Unique ID	1-3773727653
Designation	Asst. Professor
Department	Management
Date of Joining the Institution	1st November 2018



Qualification with Class / Grade		
UG	PG	PhD
Calcutta University	Calcutta University	Calcutta University

Total experience in Years	– 17 years	
Teaching	Industry	Research
15 Years	0 years	2 Years

Papers Published	– 10	
National	International	
4	6	

Papers Presented in Conferences	– 5	
National	International	
3	2	

PhD Guide? Give field & University	– NIL	
Field	University	
NA	NA	

PhDs/ Projects Guided	– 30	
PhD	Projects in Master Level	
0	30	

Books Published/ IPRs/Patents	1
Professional Memberships	No
Consultancy Services	No
Awards	UGC NET
Grants fetched	NIL
Interaction with Professional Institutions	No

<b>Name</b>	<b>MR. CHARANPREET SINGH</b>
Unique ID	1-3771621375
Designation	Professor Emeritus (Honorary)
Department	Management
Date of Joining the Institution	1st February 2018



Qualification with Class / Grade		
UG	PG	PhD
IIT Kanpur	University of Iowa	

Total experience in Years	– 32 years	
Teaching	Industry	Research
12 Years	20 years	0 Years

Papers Published	– 0	
National	International	
0	0	

Papers Presented in Conferences	– 0	
National	International	
0	0	

PhD Guide? Give field & University	– NIL	
Field	University	
NA	NA	

PhDs/ Projects Guided	– 0	
PhD	Projects in Master Level	
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

- 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 (optional) : Rs. 1 lac per year

### • **Scholarship**

The total amount of scholarships on offer: Up to 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 a the following qualifying scores

Class X	Class XII	Graduation
80%	80%	70%

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

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.

## 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>

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%

### 13. Information of Infrastructure and Other Resources Available

- Number of Class Rooms and size of each

Classroom 1	154 sqmt
Classroom 2	78 sqmt

- Number of Tutorial rooms and size of each

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

Computer Centre	157 sqmt
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- Barrier Free Built Environment for disabled and elderly persons : Yes
- Occupancy Certificate : Yes
- Fire and Safety Certificate : Yes
- Hostel Facilities : N/A

#### • Library

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

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

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

- Internet Bandwidth : 50 Mbps
- Number and configuration of System
  - Total number of system connected by LAN : 30
  - Total number of system connected by WAN : 150 (Wifi)
- Major software packages available
  - WINDOWS/ MSOFFICE/ TALLY/ LIBRARICA/ NITROPRO/ FEDENA/ RPU/ R/ PYTHON/ TABLEAU/ SAS (University Edition)
- Compliance of the National Academic Depository (NAD), applicable to PGCM/ PGDM Institutions and University Departments : Applied

**• List of facilities available**

- Games and Sports Facilities : Badminton, Basketball, Volleyball, Table Tennis, etc
- Extra-Curricular Activities :
  - Inter-house Cultural events & Finance Club, Quiz Club, Social Club, IT Club, Debating Club, Strategy Club, Marketing Club, HR Cub, Entrepreneurship Club
- Soft Skill Development Facilities : Yes
- Internal Continuous Evaluation System in place : Yes
- Student's assessment of Faculty, System in place : Yes

**Title of the Course – Post Graduate Diploma in Management**

- Laboratory facilities exclusive to the Post Graduate Course : Language Lab
- Software, all design tools in case :
  - WINDOWS/ MSOFFICE/ TALLY/ LIBRARICA/ NITROPRO/ FEDENA/ RPU/ R/ PYTHON/ TABLEAU/ SAS (University Edition)

• **Teaching Learning Process – Post Graduate Diploma in Management**

PGDM 2019-2021 Batch - [Year 1]		64.50	645.00	
SI No.	Course Name	Credits	Hours	Faculty Member
<b>Term 1</b>				
1	Financial Reporting and Analysis	3.00	30.00	Manaswee Samal
2	Managerial Communication	3.00	30.00	Charanpreet Singh
3	Managerial Economics	3.00	30.00	Anjan Chakrabarti
4	Marketing Management 1	3.00	30.00	Srinivas Govindrajan
5	Organizational Behavior	3.00	30.00	Kankana Mukhopadhay
6	Quantitative Techniques 1	3.00	30.00	Sayantani Roy Chouhury
7	Business Ethics	3.00	30.00	Shivaji Gupta Ray
8	Foundation of Digital Business	1.50	15.00	Atanu Ghosh
	<b>Total for Term 1</b>	<b>22.50</b>	<b>225.00</b>	
<b>Term 2</b>				
9	Information Technology Management	3.00	30.00	Charanpreet Singh
10	Foundations of Data Science	3.00	30.00	Prithwis Mukerjee
11	Cost and Management Accounting	3.00	30.00	Manaswee Samal
12	Financial Management 1	3.00	30.00	Amit Parakh
13	Marketing Management 2	3.00	30.00	Prasenjit Das Purkayastha
14	Production and Operations Management 1	3.00	30.00	Sayantani Roy Chouhury
15	Quantitative Techniques 2	3.00	30.00	Sayantani Roy Chouhury
	<b>Total for Term 2</b>	<b>21.00</b>	<b>210.00</b>	
<b>Term 3</b>				
16	Business Law	3.00	30.00	Manaswee Samal
17	Financial Management 2	3.00	30.00	Amit Parakh
18	Human Resource Management	3.00	30.00	Kankana Mukhopadhay
19	Marketing Research	3.00	30.00	Prasenjit Das Purkayastha
20	Macroeconomic Theory and Policy	3.00	30.00	Anjan Chakrabarti
21	Production and Operations Management 2	3.00	30.00	Agnimitra Biswas
22	Foundations of Fintech	1.50	15.00	Amit Parakh
23	Sales and Salesforce Management	1.50	15.00	Srinivas Govindrajan
	<b>Total for Term 3</b>	<b>21.00</b>	<b>210.00</b>	

PGDM 2018-20 Batch [Year 2]		108.50	1085.00	
SI No	Course Name	Credits	Hours	Faculty Member
Term 4				
1	Summer Internship Project	3.00	30.00	Kaushik Sarkar
2	Strategic Management	3.00	24.00	Debashish Biswas
			6.00	Charanpreet Singh
3	Advanced Market Research	3.00	30.00	Prasenjit Das Purkayastha
4	Retail Management	3.00	30.00	K Dasaratharaman
5	Sales and Distribution Management	1.50	15.00	Sanjit Padhi
6	Commercial Banking	3.00	30.00	Sandip Banerjee
7	Marketing of Financial Services	1.50	15.00	Abaneeta Chakraborty
8	Digital Disruption - Theory and Cases	3.00	30.00	Atanu Ghosh
9	Digital Marketing	3.00	30.00	Atanu Ghosh
10	Derivatives	3.00	30.00	Amit Parakh
11	Fixed Income Securities	3.00	30.00	Amit Parakh
12	Competency Mapping and Performance Management	3.00	30.00	Kankana Mukhopadhyay
13	Machine Learning 1	3.50	35.00	Subhasis Dasgupta
14	RDBMS and DataWarehousing	2.00	20.00	Prithwis Mukerjee
15	Python	2.00	20.00	Prithwis Mukerjee
16	Analytics Approach and Story-Telling	3.00	6.00	Charanpreet Singh
			3.00	Prasenjit Das Purkayastha
			15.00	Abhijit Roy
			6.00	Devesh Singh, Siddharth Mandal
		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 Pande Ray
3	Project Appraisal and Financing	3.00	30.00	Pradip Lath
4	Business to Business Marketing and Sales	3.00	21.00	Joydeep Bhattacharya
			9.00	Barun Lala
5	E-Commerce and Multi Channel Retail Supply Chain	3.00	30.00	Atanu Ghosh
6	Digital Asset Development and Management	3.00	24.00	Partha Das
			6.00	Atanu Ghosh
7	Risk Management	3.00	30.00	Amit Parakh
8	Financial Statement and Valuation	3.00	30.00	Manaswee Samal
9	HR Analytics for Managers	1.50	15.00	Kankana Mukhopadhyay
10	Statistics 2	3.50	35.00	Jaydeep Mukherjee
11	Machine Learning 2	3.50	35.00	Subhasis Dasgupta
12	Marketing Analytics	3.00	30.00	Prasenjit Das Purkaystha
13	Econometrics	1.00	10.00	Sayantani Roy Choudhury
14	Model Interpretation	2.00	10.00	Sayantani Roy Choudhury
			10.00	Prasenjit Das Purkaystha
15	Big Data Spark	1.00	10.00	Prithwis Mukerjee
		39.50	395.00	

Term 6				
1	Retail Operations	3.0	30.00	Venkataramanan K
2	Integrated Marketing Communication	3.0	30.00	TBA
3	Retail Banking	1.5	15.00	Sandip Banerjee
4	Advanced Analytics for Managers	3.0	30.00	Atanu Ghosh
5	Enterprise Resource Planning	3.0	30.00	Atanu Ghosh
6	Treasury Management	3.0	30.00	Prosenjit Kundu
7	Strategic HR Management	1.5	15.00	Kankana Mukhopadhyay
8	Web, Healthcare and Telecom Analytics	3.0	6.00	Arindam Chatterjee
			9.00	Charbak Chaterjee
			15.00	Atanu Ghosh
9	Data Visualization	1.5	15.00	Prithwis Mukherjee
10	Deep Learning	3.0	30.00	Subhasis Dasgupta
		25.50	255.00	

## TERM DETAILS - Academic Year 2019-2020

	PGDM 2018-20 (Year 2)	PGDM 2019-21 (Year 1)
Orientation Week	-	July 8 – 12, 2019
First Trimester Begins	July 1, 2019 (T4)	July 15, 2019 (T1)
Pre Mid-Term ends	-	August 18, 2019
Mid Term Exams	-	August 19 – 22, 2019
Pre End Term ends	September 9, 2019	September 25, 2019
End Term Exams	September 11 – 14, 2019	September 26 -30 and October 1, 2019
Second Trimester Begins	September 16, 2019 (T5)	October 14, 2019 (T2)
Pre Mid-Term ends	-	November 20, 2019
Mid Term Exams	-	November 21 – 23, 2019
Pre End Term ends	December 15, 2019	January 13, 2020
End Term Exams	December 16 – 19, 2019	January 14 – 17, 2020
Third Trimester Begins	December 20, 2019	January 20, 2020
Pre Mid-Term ends	-	February 25, 2020
Mid Term Exams	-	February 26 – 29, 2020
Pre End Term ends	March 16, 2020	April 5, 2020
End Term Exams	March 17 – 20, 2020	April 6 – 9, 2020

### Term Breaks

Puja Break	: October 2 – 13, 2019.
Winter Break	: December 25, 2019 – January 5, 2020.
Summer Internship	: April 15, 2020 onwards.

### 14. Enrollment of students in the last 3 years

2018-2019	: 49
2017-2018	: Not applicable
2016-2017	: Not applicable

### 15. LoA and subsequent EoA till the current 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](#)