



**\*\*\*ADMISSION FOR THE ACADEMIC SESSION 2011-2012\*\*\***  
**BENGAL INSTITUTE OF TECHNOLOGY AND MANAGEMENT, SANTINIKETAN**  
**DEPARTMENT OF MANAGEMENT SCIENCE,**

**\*\* Graded 'B+' by Business India Group in 2010,**  
**\*\* B-School with AIMA accreditation – Grade 'A',**

### **The Institute**

**Bengal Institute of Technology and Management (BITM), Santiniketan;** dedicated to spread technical education amongst the knowledge aspirants of urban and rural Bengal, started its journey on 20<sup>th</sup> August, 2001 under the aegis **Camellia Group**. It is spread across more than 45 acres of sprawling green campus. With a vision to impart standardized quality education to the aspiring and prospective management professionals from all corners of India and to ensure their integrated development with emotional intelligence, it is engaged to equip young boys and girls with requisite conceptual skills and attitudes to enable them to provide managerial and technical inputs of highest standard to enrich various public and private sectors. BITM, Santiniketan also desires to provide a platform for interaction between students and corporate leaders to develop a rapport between Industries/ Business houses. The institute is affiliated to **West Bengal University of Technology** and is proud to receive **UGC 2(f)** acknowledgement.

### **The leadership**

Camellia Group, a conglomerate, is headed by Mr. N.R. Dutta, Chairman. The group has expanded and flourished under his able leadership. BITM, Santiniketan boasts of the proactive leadership of its Director, Prof. (Dr.) C.T. Bhunia (*Ph.D., FIETE, FIE(I), SMIEEE*) who has an illustrious professional life both as an academician and researcher.

### **The Resources**

BITM, Santiniketan has harnessed its resources over a period of ten long years and at present it is at the pinnacle of development and growth. The major resources that the institute has at its disposal are:

- **Faculty:** Highly qualified (*with Ph.D., M.Phil., FICWA etc.*) and Full-time Core and Non-Core faculty members with a Teacher:Student ratio better than AICTE prescribed norm. In addition to this, there are visiting professors both from academia and industry.
- **Laboratories:** Dedicated departmental computing lab and central computing facilities for the students (terminal:student ratio 1:1) with high-speed internet connectivity and licensed softwares like TALLY-ERP, SPSS, MATLAB, CAD CAM etc.
- **Library:** The automated Central Library (runs on LIBSYS) of the institute has more than 700 titles and 10,00 volumes of text and reference books. In addition it has adequate collection of national journals. One of the major library resources is the active subscription to AICTE-INDEST consortium of journals whereby the students and teachers have access to more than 130 online electronic journals. There is also a huge collection of CDs and DVDs pertaining to Soft-Skill and Personality Development Programmes.
- **Supportive infrastructure:**
  - ❖ AC lecture theatres (for MBA) with audio-visual aids.
  - ❖ On-campus girls' and boys' hostels with required amenities namely fooding, transportation and recreation.
  - ❖ On-campus medical facilities with two doctors and 24 hrs. ambulance services
  - ❖ Un-interrupted power back-up with green generators.
  - ❖ 20 nos. dedicated BSNL high-speed (100 mbps) broad-band internet lines in addition to 4 leased lines.
  - ❖ On-campus gymnasium for the students.
  - ❖ On-campus Central Cafeteria and Cooperative Store.

- ❖ On-campus huge play ground.

## Programmes offered

The Department of Management Science offers:

<b>Two-Year Full time MBA</b> <b>[Four areas of specialization: marketing, Finance, Human Resource Management and Systems with the provision of pursuing dual specialization]</b>	<b>Three-Year BBA [Hons] in Management</b> <b>[with provision of ‘Study-Paper’ selection in specialized areas in final semester]</b>
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The aforesaid courses are approved by **All India Council for Technical Education [AICTE]** and the degree is conferred upon by **West Bengal University of Technology**.

## Placement and Training

The students of Department of Management Science receives 100% placement assistance from two separate Placement Cells: A. Central Placement Cell (being operated from Kolkata) & B. Institutional Training & Placement Cell at BITM, Santiniketan. Over the last three years the students have received overwhelming support from these two placement cells and are well placed in different corporate sectors.

2007-2008		2008-2009		2009-2010		2010-2011	
Companies (partial list)	Highest salary (HS) offered and average salary (AS)	Companies (partial list)	Highest salary (HS) offered and average salary (AS)	Companies (partial list)	Highest salary (HS) offered and average salary (AS)	Companies (partial list)	Highest salary (HS) offered and average salary (AS)
AXIS Bank	HS-3.6lacs/annum AS-2.3 lacs/annum	AXIS bank	HS-4.0lacs/annum AS-1.9 lacs/annum	Bharti Airtel	HS-3.2lacs/annum AS-2.4 lacs/annum	PINCON Group	HS-3.54 lacs/annum AS-3.0 lacs/annum
Spencer's Retail		Xenon Infotech		Standard Chartered Bank		RED Cell Technologies	
Reliance Money		TNT Logistic		Baidyanath		HB TV	
Godphrey Philips		Arohan Finance		HCL Infosystem		Supreme Petrochem	
Cipla		N.J. India Invest		Videocon		India Mart	
ING Vysa Bank		Whirlpool		Adecco Consultancy		HCL Infoline	
ITC		Regent Money		Edulewis		MPS Group	
Pest Control of India		HCL Infosystem		Rose valley		Capital Foods	
GE Capital		Purple Web		MPS Group		HDFC Bank	
Tata Motors		ING Vysa bank		Kotak Securities		Kotak Securities	

## Achievements, Recognition and Best Practices

- Collaboration with National Entrepreneurship Network [NEN], BNCCI, EDI {Govt. of West Bengal}, WIPRO etc.
- Highly acclaimed NCC Wing acknowledged by Indian Army- Winners of several national and state awards
- International Journal with ISSN Number (ISSN – 0974-9527)
- University Topper in the year 2006 from MBA batch 2004-2006
- Graded as 'B+' in an all India survey made by the Business India Group.
- Memberships of ISTE, IEEE, AIMA, INSA
- Departmental publications on a regular basis – magazine, newsletter, wall-organizer.
- Industrial Tour
- Received grants from AICTE, DST, BNCCI, EDI to conduct workshops, FDP, national and international seminars

## Eligibility Criteria:

1. For MBA – Minimum 40% in (10+2+3) level with MAT/JEMAT score + GD & PI
2. For BBA – Minimum 40% at 10+2 level from any stream

**DOWNLOAD FORM**

## FEE-STRUCTURE FOR THE ACADEMIC SESSION: 2011-2012

BBA (Hons) in Management and BCA

Sl. No.	Heads	1 <sup>st</sup> year	2 <sup>nd</sup> year	3 <sup>rd</sup> year
1	Tuition Fees	30,000	30,000	30,000
2	Computer Lab Fees	3,000	3,000	3,000
3	Library Fees	3,000	3,000	3,000
4	Admission Fees (One time)	3,000	-	-
5	Prospectus Fees	500	-	-
6	Caution Deposit (Refundable)	3,000	-	-
		42,500	36,000	36,000
Total Course fees : 1,14,500.00				
Hostel Fees Rs. 3300/- per month & Caution Deposit -Hostel (Refundable) - Rs. 5,000.00				

MBA

Sl. No.	Heads	1 <sup>st</sup> Sem.	2 <sup>nd</sup> Sem.	3 <sup>rd</sup> Sem.	4 <sup>th</sup> Sem.
1	Tuition fees	75,000	75,000	75,000	75,000
2	Admission fees (One-time)	15,000	-	-	-
3	Development fees	10,000	10,000	10,000	10,000
4	Library fees	3,000	-	3,000	-
5	Computer Lab fees	3,000	-	3,000	-
6	Soft-skill training	3,000	-	-	-
7	Caution Deposit (Refundable)	5,000	-	-	-
8	Prospectus fees	1,100	-	-	-
		1,15,100	85,000	91,000	85,000
Total Course fees : 3,76,100.00					
Hostel Fees Rs. 3300/- per month & Caution Deposit -Hostel (Refundable) - Rs. 5,000.00					

For MBA and BBA (Hons.) in Management:

**Contact: Dept. of Management Science, Bengal Institute of Technology & Management, Santiniketan, BITM Campus, Sriniketan Bypass Road, P.O.-Doranda, PIN -731236, District: Birbhum.**

**Contact No. – 9007030162, 9434155575, 9232470956, 9434475665, 9475222302, 9874982504, 9007030136**

**03463-271353, 271354, 271371**

**Visit our website: [www.bitm.org.in](http://www.bitm.org.in)**



# BITM – Santiniketan

Bengal Institute of Technology & Management  
(Approved by AICTE, Affiliated to West Bengal University of Technology)



## ADMISSION FORM FOR MANAGEMENT COURSES ACADEMIC YEAR 2011 – 2012

Course:.....

01. Full Name (In block letter) : .....

02. Enrollment No. (CAT/MAT/WBJEMAT/CET)..... Rank. ....

03. Date of Birth ..... Blood Group..... Sex.....

04. i) Name of Father.....

ii) Name of the Mother .....

iii) Occupation of the Father/Mother/Guardian .....

iv) Address of Communication: .....

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..... City: ..... Pin.....

Telephone No..... Mobile:.....

v) Permanent Address with Emergency Contract: .....

.....

.....City: .....Pin.....

05. Nationality..... 06. Religion..... 07. Cast..... ( GC / SC / ST / OBC)

08. Academic Record: (All academic record will be attested to be attached)

Examination	Name of the Institute	Name of Board Council / University	Year of Passing	% Of Marks	Division / Classes
10 Level / Equivalent					
12 Level / Equivalent					
Graduation/Equivalent					

09. Working experience, if any .....

10. Registration No. Of WBUT, if any .....

11. Hostel: Yes [.....] / No [.....]

12. I undertake to pay the all Institute & Others dues regularly. I shall scrupulously abide by the Institute Standing Orders and do everything in my power to enhance the reputation and honour of the Institute and the profession for which I am commencing my studies. I shall not commit any dishonorable act. I shall not take part in any subversive activities. I understand that ragging is a social crime and would never encourage and participate in ragging.

13. I hereby declare that the above information given by me is true and correct to the best of my knowledge and belief.

Place: \_\_\_\_\_ Signature of Father/Guardian with date \_\_\_\_\_ Signature of the Student with date \_\_\_\_\_

TO BE FIELD IN BY THE OFFICE

Verified original documents:

(DOB, Mark Sheets+Admit Cards, CAT/MAT/WBJEMAT Enrollment+Rank Card, Doctor Certificate+4copies Stamp size photographs)

Received a sum of Rs. \_\_\_\_\_(Cash / DD) vide No. \_\_\_\_\_ Bank \_\_\_\_\_ dated \_\_\_\_\_

Signature of Admission Coordinator

Signature of Dy Registrar – Admission

Please submit Rs. 1,100/- as application money by Cash / Demand Draft in favour of Multiple Educational & Manpower Development Trust – payable at Kolkata,