

DEPARTMENT OF BUSINESS ADMINISTRATION

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CHRONICLE OF HOD ON MANAGEMENT INNOVATION



Dr. Prasanta Guha
HOD | Department of
Business Administration |
FIEM

It gives me immense pleasure to present our departmental newsletter, a vibrant reflection of the academic, co-curricular, and professional accomplishments of our students and faculty.

The Department of Business Administration has always stood for excellence in management education, nurturing future leaders with a strong foundation in knowledge, ethics, and innovation.

In today's rapidly evolving global landscape, management innovation is not just a buzzword; it's a necessity for sustained success and growth. Our mission remains to equip our students with the skills and mindset to not only navigate but also pioneer new management practices and strategies.

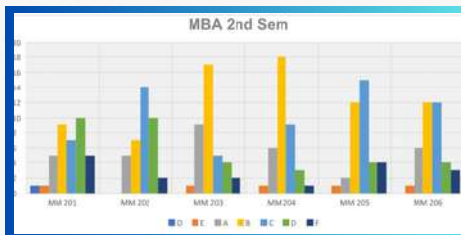
We emphasize fostering a dynamic learning ecosystem that encourages creative problem-solving, design thinking, and the adoption of cutting-edge technologies in management. Through case-based teaching, extensive industry interaction, a strong research orientation, and experiential learning initiatives, we empower our students to challenge conventions and develop innovative solutions.

This newsletter captures the spirit of our department — vibrant, ambitious, and future-ready. I extend my heartfelt appreciation to all contributors and look forward to many more milestones as we move together toward academic and professional excellence, driven by the spirit of management innovation.

Warm Regards,
Dr. Prasanta Guha
HOD & Associate Professor
Department of Business Administration
Future Institute of Engineering and Management

Result Analysis – Business Administration, FIEM

The month of July saw spectacular semester results of the BBA and MBA students.



Pictorial analysis of the MBA Sem 2 result



Pictorial analysis of the BBA Sem 2 result

Faculty Accomplishment

Our honourable faculties are always one step ahead when it comes to their accomplishments in the research and innovation world.

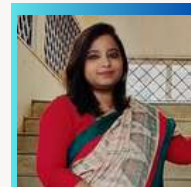
Session Chair in FDP / Conference:



Prof. Sanchita Bose

Prof. Sanchita Bose served as a Session Chair in a 5-Day FDP on '*Faculty Excellence through Soft Skills: Communication, Collaboration and Beyond*' from 14th to 18th July 2025 organized by Faculty of Liberal Arts, ICFAI University, Tripura.

Prof. Soumi Majumder served as a Session Chair at a 2025 IEEE International Conference on '*Quantum Photonics, Artificial Intelligence and Networking (QPAIN 2025)*' organized by IEEE Photonics Society Bangladesh Chapter held on July 31 - August 2, 2025 at Bangladesh Army University of Science and Technology (BAUST), Nilphamari, Rangpur Division, Bangladesh.



Prof. Soumi Majumder

Acceptance of Paper for publication:



Prof. Sounakacharya
Mukherjee

Prof. Sounakacharya Mukherjee submitted a manuscript '*Economizing Export Process - A Case Study Analysis of Logistic Industry to the International Journal of Applied Management Research*'. The paper is accepted for publication.

Participation in FDP:

Prof. Urmi Mridha participated in a One Week FDP on '*Advanced Research Techniques and Funded Research Projects*' from 30th June to 4th July 2025 organized by IQAC, R & D cell and IIC of Bhartiya Vidya Bhaban Institute of Management Science, Kolkata.



Prof. Urmi Mridha



Prof. Deepa Saha Sarkar

Prof. Deepa Saha Sarkar participated in a One Week FDP on '*Advanced Research Techniques and Funded Research Projects*' from 30th June to 4th July 2025 organized by IQAC, R & D cell and IIC of Bhartiya Vidya Bhaban Institute of Management Science, Kolkata.

Prof. (Dr.) Biswajit Roy participated in a One Week National Workshop on '*Data Analysis Using Advanced Excel with AI Tools*' from 23rd to 29th July 2025 organized by Centre for Social Science Research (CSSR) Kolkata.



Dr. Biswajit Roy

Participation in Events

The BA department has always been inevitable in participating in various academic events representing our esteemed institute.

- **Dr. Prasanta Guha, Dr. Anirban Majumdar and Prof. Samiron Mukherjee** participated in the In-Person NPTEL Awareness Workshop, a joint effort by MAKAUT and NPTEL, conducted on July 9, 2025 by NPTEL, IIT Madras in association with Heritage Institute of Technology, Kolkata, West Bengal. It provided awareness about NPTEL courses.
- **Dr. Prasanta Guha, Dr. Anirban Majumdar and Dr. Sajal Giri** participated in the Sikkim Reverse Buyer Seller Meet on 23 July 2025 at the Hyatt Regency, Kolkata, West Bengal. It emphasized on avenues for investment in Sikkim's vibrant economy and facilitated business collaborations and government partnerships. It also showcased a diverse array of Sikkimese products, including organic foods, spices, handicrafts, handlooms, and innovative offerings from Sikkim's startups for fostering market linkages.
- **Prof. Sounakacharya Mukherjee, Prof. Soumi Majumder and Prof. Ratul Kayal** participated in the 12th Manufacturing Conclave East conducted by CII (Confederation of Indian Industry) on July 9, 2025 at the Taj Bengal Hotel, Kolkata, West Bengal. It provided a strategic platform for addressing emerging priorities, where experts shared their insights on the impact of competitiveness, inclusivity, and sustainability on the future of the manufacturing sector. The conclave also explored strategies aimed at accelerating the growth of vital sectors, including Railways, Defense, Automobile & Auto Components, Steel, Mining, and Heavy Industries.



Prof. Samiron Mukherjee



Dr. Anirban Majumdar



Prof. Ratul Kayal

Promotional Activity and Interactive Session

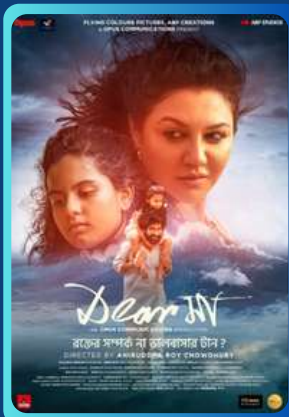
Brand Promotion

We are delighted to share that Team Vinzberry, a rising brand in the industry, visited our campus on 28th July 2025 (Monday) for a special promotional seminar and interactive session.

The session revolved around their inspiring entrepreneurial journey and students were engaged on the core elements of successful entrepreneurship—a vital part of the management learning experience.



Movie Promotion



On 30th July 2025 (Wednesday), the Undergraduate students of Future Business School - Future Institute of Engineering and Management had the privilege of engaging in an interactive session with the celebrated cast and crew of the recently released Bengali film *Dear Maa*. The event turned out to be an enriching experience, merging the worlds of creativity and management. It was a morning of immense learning for both the Management as well as the Media students.

We would like to express our gratitude to the National Award winning director **Aniruddha Roy Chowdhury**, acclaimed actress **Jaya Ahsan**, versatile actor **Saswata**

Chatterjee, National Award winning editor **Arghyakamal Mitra** and actress **Anubha Fatehpura** and the producer **Indrani Mukherjee**, for whom today's session could happen. Their presence brought immense excitement and inspiration to the students.

The session commenced with a candid discussion on the conceptualization, planning, and execution of *Dear Maa*. The team shared insights into the creative journey, production challenges and the values they sought to portray through the film. Students were actively involved in the conversation, which culminated in a lively Q&A session.

The session successfully bridged the gap between cinematic art and management education, leaving the students motivated and enriched.

THANK YOU

Editor

Ishan Roy

MBA|3rd Sem (2024-25)

Editor

Neeladri Sanphui

MBA|3rd Sem (2024-25)

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