



সমানো মন্ত্র: সমিতি: সমানী

ATAL - Faculty Development Programme (FDP)

06th to 10th December, 2021

ONLINE MODE

Organized By: Department of Management, University of North Bengal

(AICTE Approved, Accredited by NAAC with Grade A)

SPONSORED BY: All India Council for Technical Education (AICTE)



ABOUT THE UNIVERSITY OF NORTH BENGAL

The University of North Bengal was established by an Act of the Legislature of West Bengal in 1962 with the mission "to encourage and provide for instruction for teaching, training and research in various branches of learning and course of study; to promote advancement and dissemination of knowledge and learning and to extend higher education to meet the growing needs of society." The University of North Bengal campus covers an area of nearly 331 acres land at the foothills of high Himalaya in close proximity of vast plains around it with a fascinating glimpse of the Kanchenjunga peak, tea gardens and forest cover. The University of North Bengal, since its inception in 1962, has been fulfilling the objectives of imparting higher education and research to the people of this socio -economically backward area of the country. With the global advancement and requirements in the arena of higher education and research, the University has shouldered the responsibility of dissemination of knowledge by judicious expansion of its role in advanced, non-conventional, applied and job-oriented fields keeping the quality of education at par with global standards at low cost. The University has taken initiatives in qualitative growth by way of achieving excellence. The Departments are well - equipped with research programmes from various agencies and have received academic distinctions and recognitions. The University has been assessed and accredited by National Assessment Accreditation Council (NAAC) and has been awarded Grade A.

ABOUT THE DEPARTMENT

The Department of Management was established in April, 2003. The University of North Bengal is conducting a full time Master of Business Administration (MBA) Programme (approved by AICTE and recognized by UGC) under Department of Management in order to provide quality management education and other services of global standards in a high quality ambience. The institution aspires to achieve excellence in every sphere of its activity including curricular works, research, professional outlook, consultancy, student support, and outreach programme. The Department of Management, University of North Bengal has been rated as an A+ A+ category B-School in the National B-School survey conducted by Business India, and other National B-School surveys like Business world, Business Today, and Competition Success Review. The department has also been rated as a B1 category B School based on the AIMA-IMRB National B-School survey 2010. The students also bagged the 9th Position in the "Earthian Annual Awards 2012" conducted by WIPRO. The students of the Department have also entered the semifinals in the Asia B-Plan competition organized by IIT Bombay. The students of the Department also have participated in the 2nd Chhatra Vishwakarma Award 2018 (Regional Convention) conducted by AICTE on 2nd November 2018. For the consecutive last 7 years, the department is offering more than 90% final placements and 100% internship opportunities to the students. This 17 years old professional institution has a strong and very cooperative Alumni base in India & abroad. The Department of Management, University of North Bengal is an official Life member of the Association of Indian Management Schools (AIMS), which is one of the premier Management Schools Association of India, has enabled the Department of Management to gain its foothold in the sphere of the nationally acclaimed B-Schools of our country.



FACULTY CLUB, UNIVERSITY OF NORTH BENGAL



DEPARTMENT OF MANAGEMENT
UNIVERSITY OF NORTH BENGAL



OBJECTIVE OF THE PROGRAMME

The programme has been designed to achieve the following objectives

- The FDP aims at providing the managerial stimulus to keen learners comprising of Research Scholars, PG Scholars, Bureaucrats / Technicians, Industry Personnel, School Teachers etc.
- To understand the basics of management teaching, case study based teaching, stress management.
- To have hands on experience on Research methodology practices.

The program enables participants to develop competence in general as well as in management pedagogy. The program aims at equipping teachers/industry personnel with skills and knowledge that are essential for guiding and monitoring their progress towards their career.

PARTICIPANTS

Faculty members of AICTE approved institutions, Research scholars, PG Scholars, participants from Government, Industry (Bureaucrats / Technicians / Participants from Industry etc.)/School Teachers and staff of University of North Bengal. ATAL FDPs are completely free for participants. Not more than **30% percent from Host institution**, Maximum **200 participants** may be allowed.

RESOURCE PERSONS

The Course content will be delivered from a pool of experts on the subject from reputed academic institutes, Apart from Academic institutions, experts from industry will supplement the practical aspects of the course contents.

Prof. Tathagata Bandyopadhyay
Dean (faculty), IIM Ahmedabad

Prof. Satyajit Majumdar
Professor, Dean - School of Management and Labour Studies, Tata Institute of Social Sciences, Mumbai

Prof. Debabrata Mitra
Professor
Department of Commerce,
University of North Bengal

Dr. Chethan Chittalkar
Director, MGNCRE, Higher Education
Department
Rural Management, Ministry of Education,
Government of India

Dr. Goutam Bandyopadhyay
Associate Professor, DMS, NIT, Durgapur

Dr. Amlan Ghosh
Associate Professor, DMS, NIT, Durgapur

Dr. Mukkamala Kameshwar Rao
Associate Professor
Humanities and Social Sciences, IIT, Kharagpur

Dr. Dipanjan Moitra
Assistant Professor,
Department of Management,
University of North Bengal

Mr. Rohit Agarwal
Faculty & State In-charge, Youth Activities,
Art of Living, Director & CEO – MB Group
of Industries

ORGANIZING COMMITTEE

Sl. No.	Details	Proposed Portfolio
1.	Prof. Subiresh Bhattacharya Honorable Vice Chancellor, University of North Bengal	Chief Patron
2.	Prof. Rathin Bandyopadhyay Honorable Dean, Faculty Council for Arts, Commerce and Law, University of North Bengal	Patron
3.	Mr. Sanmoy Mallick (+91 93305 58474) Head of the Department, Department of Management, University of North Bengal	Programme Co-Ordinator cum Chairman
4.	Dr. Deepak Subba (+91 97583 26892) Assistant Professor, Department of Management, University of North Bengal	Organization Secretary
5.	Dr. Nandita Pradhan (+91 98320 40225) Assistant Professor, Department of Management, University of North Bengal	Member
6.	Dr. Subrata Ray (+91 94343 27634) Assistant Professor, Department of Management, University of North Bengal	Member
7.	Dr. Dipanjan Moitra (+91 94743 24029) Assistant Professor, Department of Management, University of North Bengal	Member
8.	Mr. Somnath Ghosh Office Assistant, Department of Management, University of North Bengal	Computer Operator

TENTATIVE PROGRAMME SCHEDULE

DAY1 (6-December - 2021) : Monday		
10.00AM To 10.30AM	Inaugural Session	
10.30AM To 12.30PM	Effective Teaching Methods	Dr. Mukkamala Kameshwar Rao Associate Professor Humanities and Social Sciences, Indian Institute of Technology, Kharagpur
12.30PM To 02.00PM	Session Break	
02.00PM To 04.00PM	How to write cases for management teaching?	Dr. Amlan Ghosh Associate Professor Department of Management Studies, National Institute of Technology(NIT), Durgapur

DAY2 (7-December - 2021) : Tuesday		
10.30AM To 12.30PM	Basic Statistics for Management Research (Part-I)	Dr. Goutam Bandyopadhyay Associate Professor Department of Management Studies, National Institute of Technology(NIT), Durgapur
12.30PM To 01.30PM	Session Break	
01.30PM To 03.30PM	Basic Statistics for Management Research (Part-II)	Dr. Amlan Ghosh Associate Professor Department of Management Studies, National Institute of Technology (NIT), Durgapur
04.30PM To 06.30PM	Behavioral Finance	

DAY3 (8-December - 2021) : Wednesday		
10.30AM To 12.30PM	Small Big Data & Statistics (Part I)	Prof. Tathagata Bandyopadhyay Dean (faculty), IIM Ahmedabad
12.30PM To 01.30PM	Session Break	
01.30PM To 03.30PM	Small Big Data & Statistics (Part II)	Prof. Tathagata Bandyopadhyay Dean (faculty), IIM Ahmedabad
04.00PM To 06.00PM	Competency Management	Dr. Mukkamala Kameshwar Rao Associate Professor Humanities and Social Sciences, Indian Institute of Technology, Kharagpur

DAY4 (9-December - 2021) : Thursday		
10.30AM To 12.30PM	Performance Analysis in Education Sector	Dr. Chethan Chittalkar Director, MGNCRE, Higher Education Department, Rural Management, MOE, Government of India
12.30PM To 01.30PM	Session Break	
01.30PM To 03.30PM	Ethics in Profession	Prof. Debabrata Mitra Department of Commerce, University of North Bengal
04.00PM To 06.00PM	Application of MS Excel in Management	Dr. Dipanjan Moitra Assistant Professor, Dept of Management, University of North Bengal

DAY5 (10-December - 2021) : Friday		
9.30AM To 11.30AM	Mind Matters	Mr. Rohit Agarwal Faculty & State In-charge, Youth Activities, Art of Living, Director & CEO – MB Group of Industries
11.30AM To 12.30PM	Session Break	
12.30PM To 02.30PM	Social Entrepreneurship and Rural Development	Prof. Satyajit Majumdar Professor, Dean - School of Management and Labour Studies, Tata Institute of Social Sciences, Mumbai
03.30PM To 05.30PM	Application of Machine Learning in Management	Dr. Dipanjan Moitra Assistant Professor, Dept of Management, University of North Bengal
05.30PM To 06.00PM	Valedictory & Feedback Session	

TEST & CERTIFICATE

A test shall be conducted (may be online) by the coordinator at the end of the programme. The Question Bank with answers key must be shared on portal in PDF or word format by the coordinator. The certificates shall be issued to those participants who are registered on ATAL portal www.aicte-india.org/atal and attend the programme with minimum attendance and score minimum 60% marks in the test. Feedback must be shared by participants through portal available on their login.