



INSTITUTE OF ENGINEERING & MANAGEMENT
Good Education, Good Jobs

IEM'S CULTURE DECK

INSTITUTE OF ENGINEERING & MANAGEMENT,
SALT LAKE-*Serving the nation since 1989*



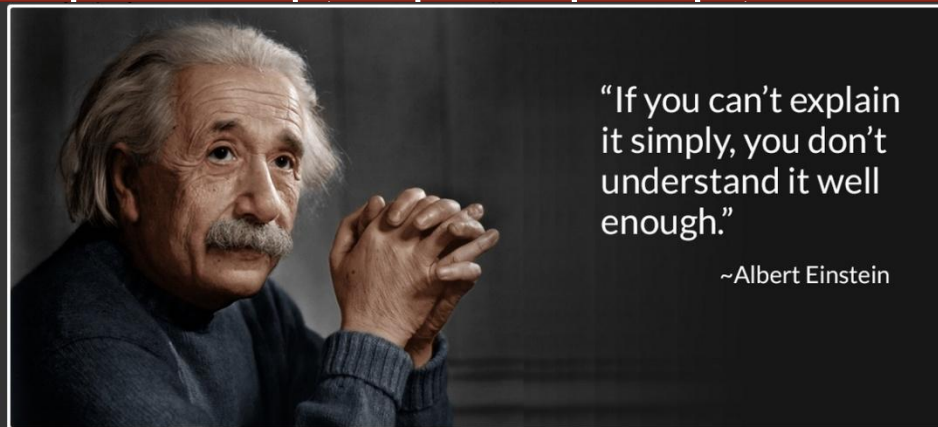
To be globally recognized educational institution known for outcome based education and application oriented research.

OUR MISSION

To assist students to understand and enjoy seamless nature of knowledge and encourage them to apply the acquired knowledge to practical use, so that they become worthy, socially responsible good human beings sought after for their leadership qualities.

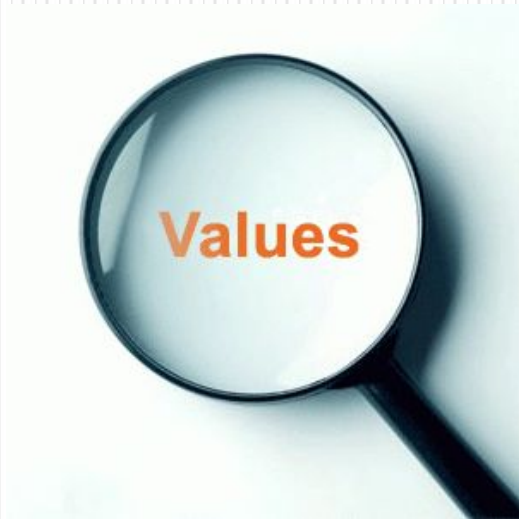
To foster creativity, innovation, and excellence through example based teaching-learning process imparted in the most simple and easily comprehensible way*.

To continuously upgrade knowledge base of our manpower, improve infrastructure and use of latest



“If you can’t explain it simply, you don’t understand it well enough.”

~Albert Einstein



value

S

Graduate, Post Graduate and Doctoral students known for their hard work, competence, disciplined life, socially responsible professional conduct, and intellectual and moral integrity.

**Before we begin a
brief history follows:**



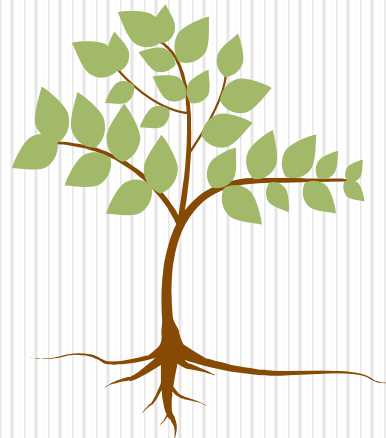
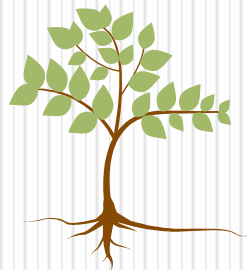
TIMELINE



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- Foundation for prevailing academic standard was laid in the year 1989 under the patronage of Dr. Satyajit Chakarabarti and Prof. A. K. De (former Director, IIT Bombay) who was also the Principal of IEM till 1997



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- The culture and discipline is being carried forward by Prof. Dr. Satyajit Chakrabarti, the Director and Prof. Dr. A.K. Nayak, the Principal of IEM^M with utmost care and dedication.

Academic Courses & Intake Capacity

B.Tech	M.Tech	MBA & PGDM	BBA	BCA	M.Sc
<ul style="list-style-type: none">✓ CSE✓ ECE✓ IT✓ EE✓ ME✓ EEE	<ul style="list-style-type: none">✓ CSE✓ ECE✓ IT-	<ul style="list-style-type: none">✓ MBA✓ PGDM	<ul style="list-style-type: none">✓ BBA	<ul style="list-style-type: none">✓ BCA	<ul style="list-style-type: none">✓ Information Science

ACCOLADES

**Outstanding
Business School
award in 2018 from
Economic Times
ETNow group**

**Ranked 'A'
Category by NAAC**

**Best institute of
India in Star News
Award**



**“Jewel of the East”
by Telegraph**

**“Picture
Perfect” by
ABP Group**

**3rd best
engineering
college in West
Bengal in
NIRF 2016**

Accreditation

01

NAAC
Accredited
CGPA 3.25

02

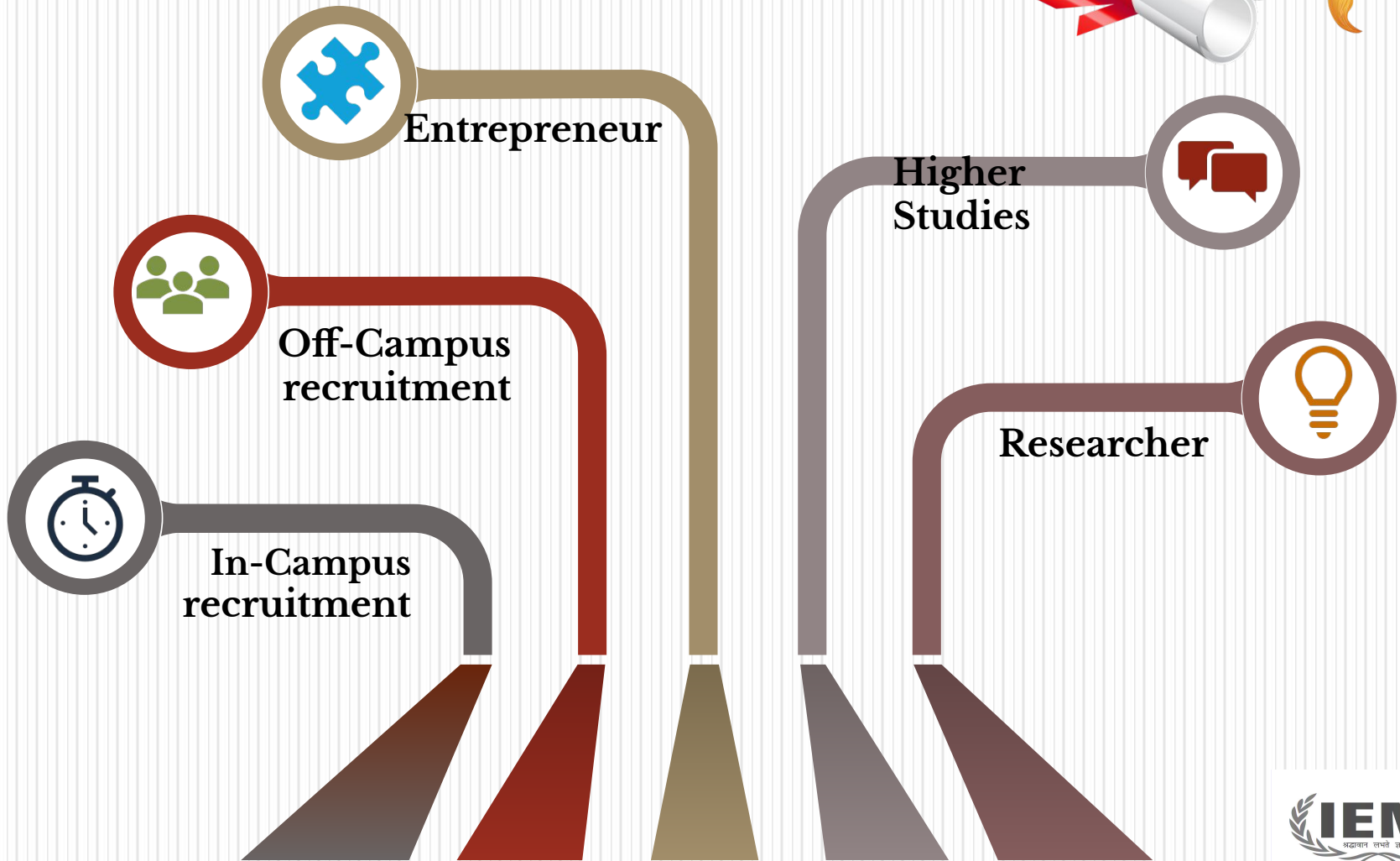
NBA Accredited
Eligible B.Tech Depts accredited
by NBA



Placement Quality



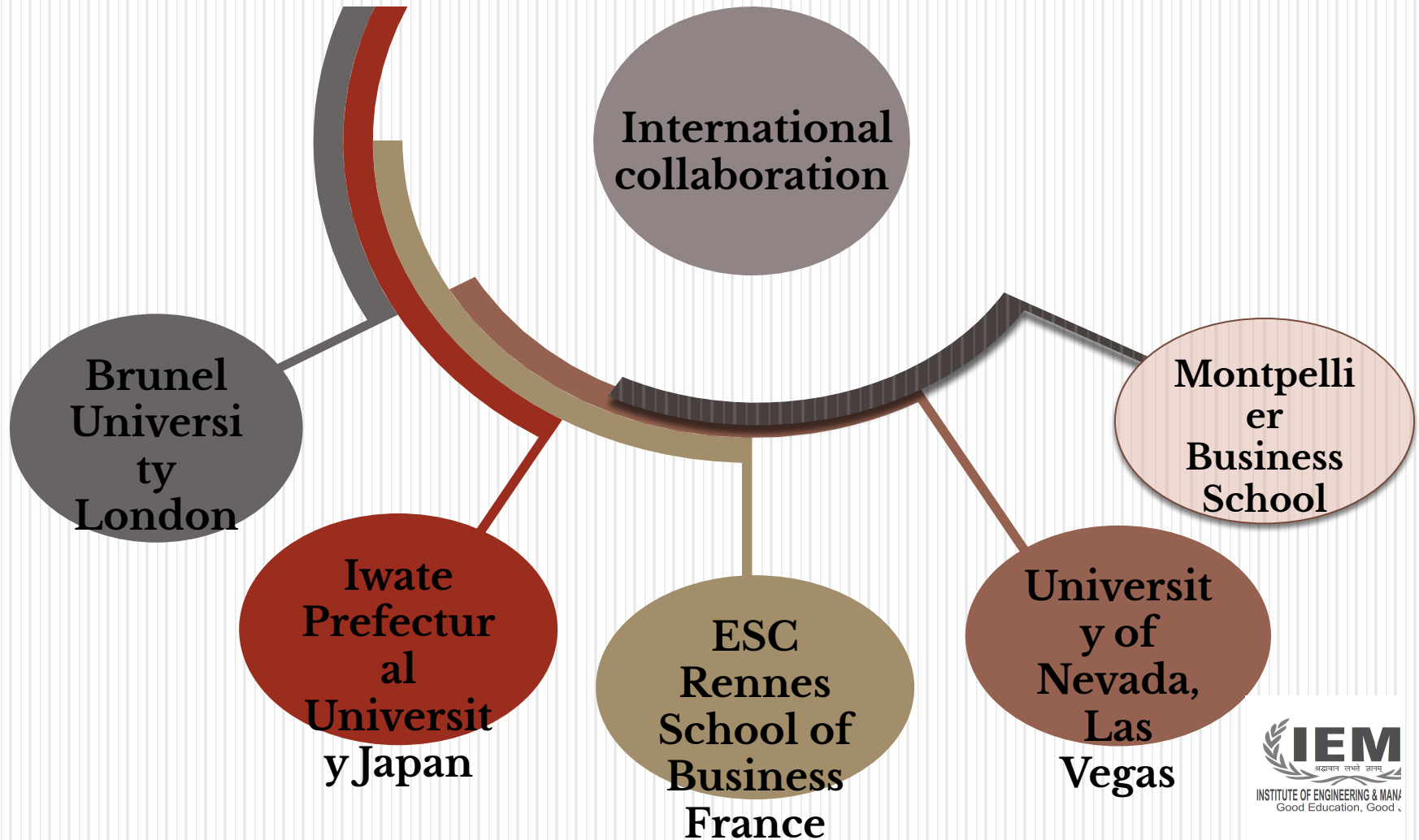
Placement



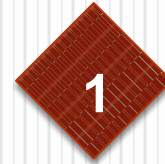
Foreign Exposure



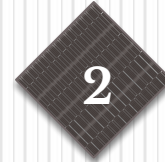
Collaborations



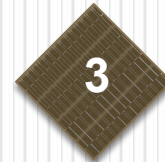
Target Goals



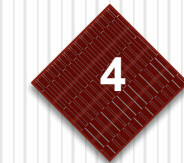
Target 1 - Quality Education



Target 2- State of Art Research facility



Target 3- Excellent placement



Target 4- Good human being

What is our CULTURE?

**OUR CULTURE IS TO THRIVE FOR
EXCELLENCE**

We follow and respect Indian culture of respecting teachers as *Gurus*.

The actual company values, as opposed to the nice sounding values, are shown by who gets rewarded, promoted, or let go.”
“Actual company values are the behaviors and skills that are valued in fellow employees.”

--**Netflix Culture Deck**

“Your beliefs become your thoughts. Your thoughts become your words. Your words become your actions. Your actions become the habits. Your habits become your

Amazing people are more easily attracted with

OUR PEOPLE ARE THE INSTITUTION,
where all the employees work under their
respective “Leaders”



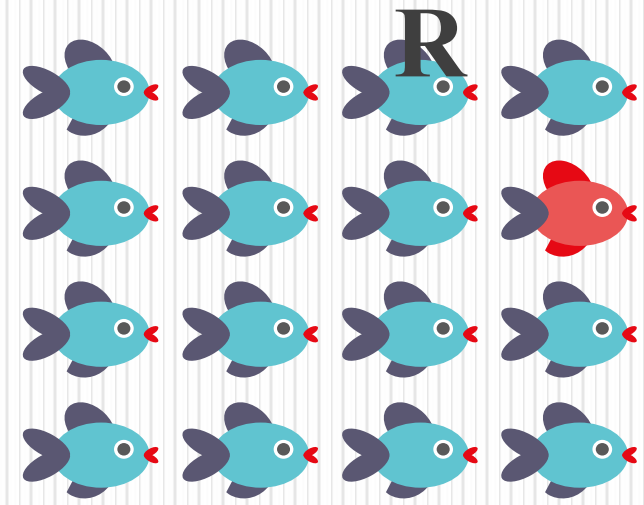
Differences between

BOSS

LEADER



S.



- **Drives** employees
- Depends on **authority**
- Inspires **fear**
- Says **“I”**
- Places **blame** for the breakdown
- **Knows** how it's done
- **Uses** people
- **Takes** credit
- **Commands**

- **Coaches** employees
- Depends on **goodwill**
- Generates **enthusiasm**
- Says **“we”**
- **Fixes** the breakdown
- **Shows** how it's done
- **Develops** people
- **Gives** credit
- **Asks**

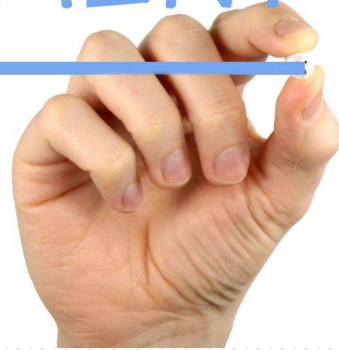
SELECTING NEW TEAM MEMBERS



We hire employees with the given behavioral skill set:

- 
- ✓ Judgment
 - ✓ Communication
 - ✓ Discipline
 - ✓ Impact
 - ✓ Curiosity
 - ✓ Respect
 - ✓ Punctual
 - ✓ Innovation
 - ✓ Courage
 - ✓ Passion
 - ✓ Honesty
 - ✓ Selflessness

JUDGEMENT

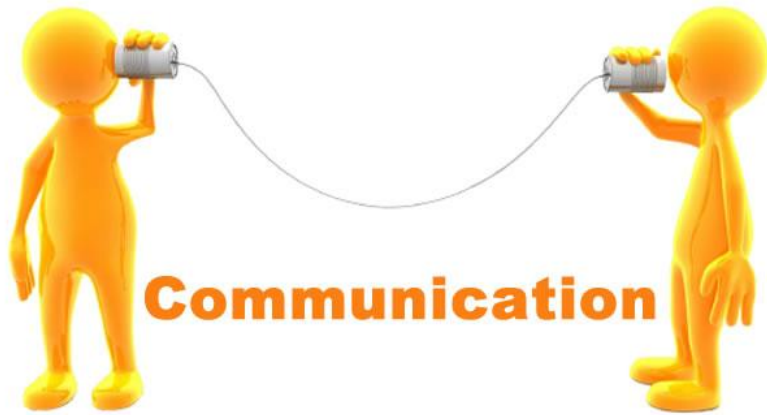


“Good judgment comes from experience, Experience comes from bad judgment”
- Jim Horning

- ✓ Making wise decisions
- ✓ Identification of root causes
- ✓ Diagnose of the problem
- ✓ Thinking strategically

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*“The art of communication is the language of leadership”
-James Humes*

- ✓ Good listener
- ✓ Should excel in articulating in speech and writing
- ✓ Team work
- ✓ Mutual respect
- ✓ No loose talks outside academics
- ✓ Minding one's own business: Being a teacher, one should not indulge in

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D.I.S.C.I.P.L.I.N.E

“Discipline is the bridge between goals and accomplishment.”

-Jim Rohn

✓ Utilization of college time

We have the culture of time bound classes with full utilization of time. Classes are scheduled as per routine in spite of absence of any faculty members.

✓ Morning meeting

Morning meetings , chaired by Director and Principal, are held every morning sharp at 9am to discuss any relevant matter.

✓ Morning Assembly

Morning assembly are conducted for the Proctor, at 9:10am where the students gather to attend the morning prayer , followed by national anthem. Students are addressed by the faculty members in the morning assembly.

✓ Dress Code

Students wear college uniform.

Staff members should wear formal dress.

Male Staff members: Formal Shirt, Formal trouser

Female Staff members: Formal wear

✓ Penalizing student

Being strict is the vital component of class management, which should not be confused with being rude.

Students should be motivated to the earn marks. A student might not perform well in a exam, but this should not be a criteria to judge the students.

Repeated examination (written & viva),

Always remembers, a teacher should be **FRIEND**, **PHILOSOPHER** and **GUIDE** to a student.

Water & Electricity Conservation

Motivate peers and students to conserve water and electricity with optimal usage.

Cleanliness

Make sure when you leave the washroom and dining hall, make sure the place is better than you got it.

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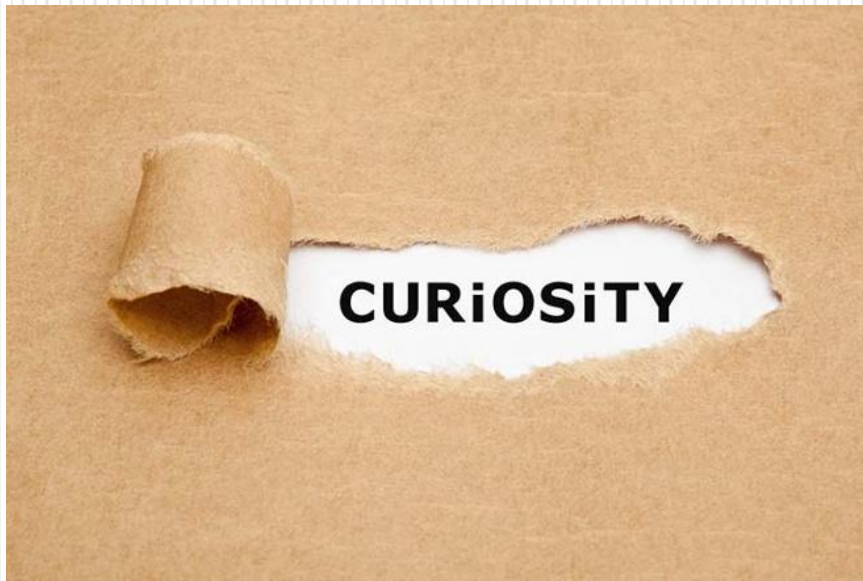
“The only limit to your impact is your imagination and commitment”.

-Tony Robbins

- ✓ Accomplishing outcome driven academic work
- ✓ Demonstrating consistently strong performance
- ✓ Focusing on results rather than procedures

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“Curiosity is one of the most permanent and certain characteristics of a vigorous intellect.”
-Samuel Johnson

- ✓ Learning rapidly and eagerly
- ✓ understanding the strategy
- ✓ Being broadly knowledgeable about academics, technology and industry

✓ Contributing effectively beyond one's own expertise

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RESPECT

*“Respect yourself
and others will
respect you.
-Confucius*

✓ Respecting peers

Wishing “Good Morning” & “ Good Afternoon”
to each other helps to connect better.
Respecting peer opinion in any academic affairs
leads healthy work environment.

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PUNCTUAL



“That man who is regular and punctual will get sure success in all walks of life.”

-Sivananda Saraswati

✓ Time management : Sharp Entry & Exit

The colleges starts sharp at 9am with morning meeting, failing to attend the same leads to stringent punishment.
Also commencement of every class is strictly as per the schedule.

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nnovation

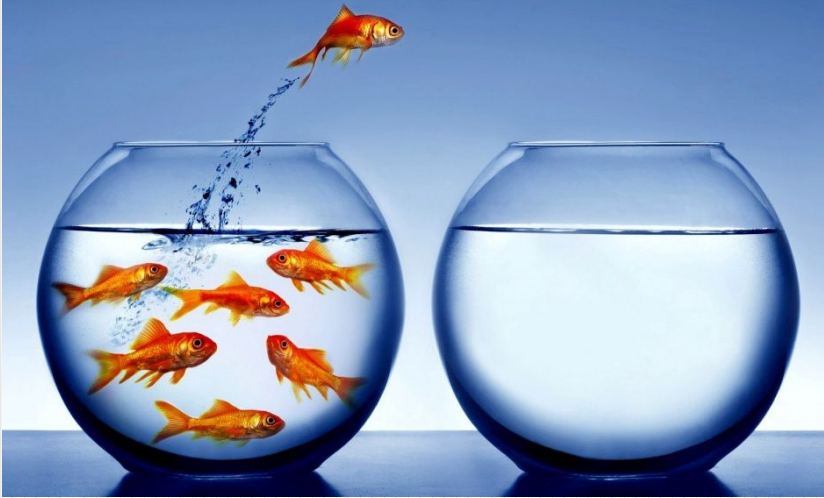
*“If you want something new, you have to stop doing something old”
- Peter F. Drucker*

- ✓ Re-conceptualization of issues to discover practical solutions to simplify problems
- ✓ Challenging prevailing assumptions
- ✓ Creating new ideas

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COURAGE

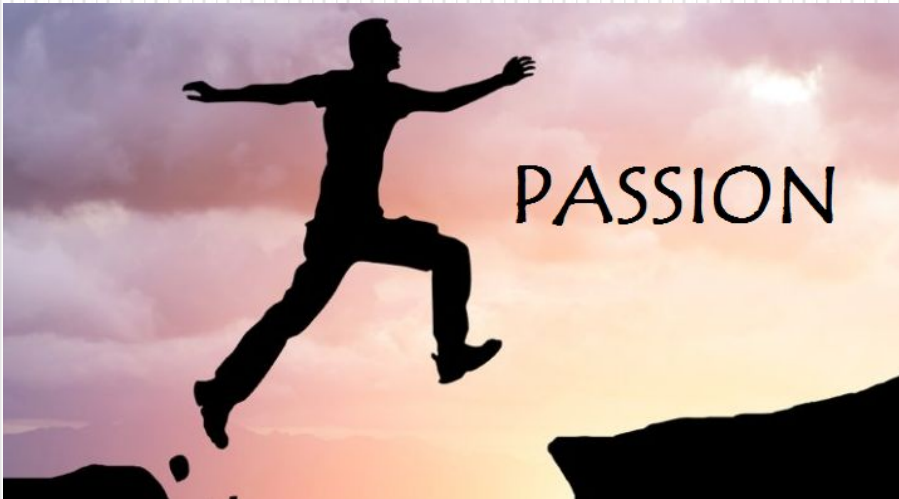


*“Success is not final, failure is not fatal: it is the courage to continue that counts.”
- Winston S. Churchill*

- ✓ Out of the box thinking, even if it is controversial
- ✓ Making tough decisions without excessive agonizing
- ✓ Taking smart risks
- ✓ Questioning actions inconsistent with our values

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“Be the flame, not the moth.”

— Giacomo Casanova

- ✓ Inspiring others with your thirst for excellence
- ✓ Taking care intensely about the institution's success

✓ Rejoicing in the victory

✓ Tenacious service towards the institute

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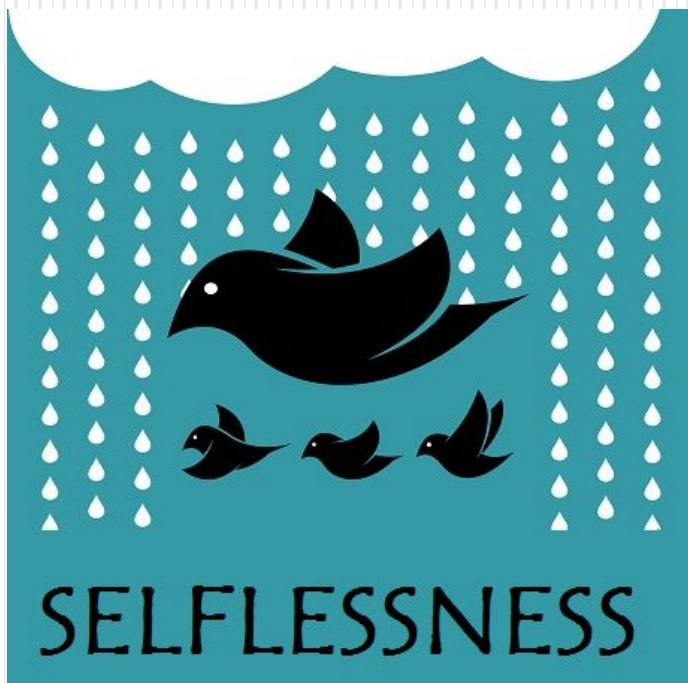


*“To believe in something, and not to live it, is dishonest.”
-Mahatma Gandhi*

- ✓ Being upright and extrovert in action
- ✓ Being non-political or free from any bias
- ✓ Honest peer work review
- ✓ No peer gossiping
- ✓ Quick admittance of one's mistakes

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“Only those who have learned the power of sincere and selfless contribution experience life's deepest joy: true fulfillment.”
- Tony Robbins

- ✓ Seeking for the best of the institute , instead of individual welfare.
- ✓ Being ego-less when executing any work
- ✓ Managing time to help peers and students
- ✓ Sharing information openly and proactively.



IEM family welcomes you