

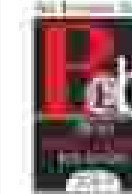
The Only Business School in West Bengal with a



Top 3 Business Schools in Kolkata



Ranked among the Top 10
Best Government & School of the East
The Best B-School Survey
by The World Economic Forum



Awarded among the
Best Education Brands
by
The Economic Times



MBA - PGPBMM

Post Graduate Programme in Business Management

MBA - PGPFM

Post Graduate Programme in Financial Management

MBA - PGPBA&DS

Post Graduate Programme in Business Analytics and Data Science

MBA - PGPIBM

Post Graduate Programme in Industry Integrated Business Management

MBA - PGPEM

Post Graduate Programme in Digital Marketing

MBA - PGPEX

Post Graduate Programme in Executive Management



180 Lake View Road, Kolkata-700029
Phone : +91 98363 00046 | 033-2466-9237
email : info@bibs.co.in | www.bibs.co.in

Follow us on:





Contents

• Vision & Mission	Page 4
• From The Chairman's Desk	Page 6
• Board Of Governors	Page 7
• Industry Academic Advisory Council	Page 8
• Tie - Ups	Page 9
• Faculty Profile	Page 10 - 13
• Entrepreneurship	Page 14
• Beyond Boundaries - International Exposure	Page 15
• Placement Process	Page 16
• Why companies recall BIBS Students	Page 17
• Student Spots	Page 18
• Corporate Speak	Page 19
• Corporate@Campus	Page 20
• MBA - PGPEM	Page 22 - 25
• MBA - PGPRADS	Page 26 - 29
• MBA - PGPRDM	Page 30 - 33
• MBA - PGPFM	Page 34 - 37
• MBA - PGPIBM	Page 38 - 41
• MBA - PGPEX	Page 42 - 45
• Infrastructure	Page 46 - 47
• BIBS in Media	Page 48 - 49
• Life at BIBS	Page 50 - 51
• Activities and Events at BIBS	Page 52 - 53
• Clubs and Teams at BIBS	Page 54 - 55
• Alumni at BIBS	Page 56 - 57
• Admission Procedure	Page 58



**"Creativity Leads to Thoughts,
Thoughts Lead to Knowledge,
Knowledge makes you Great."**

- Dr. APJ Abdul Kalam
Former President of India
Addressing BIBS Students

Our Vision

Our vision is a society where the youth is self-sufficient, confident and always eager to learn. Our motto is 'learning for life' and we aspire to not just teach our students the art of management, but also imbibe the art of always enhancing learning, which then transpires to Learning for Life.

Our Mission

Imparting Life Changing Skills through Management Education by means of innovative research based modules and methods. Outstanding Faculty as well as Industry Imbibed practical learning and thought leadership to help students succeed in the fast changing and inter-connected world

"We Love to Love our Students", is our core philosophy which drives our facilitation and education methods emphasizing on full scale development of aptitude and practical skills



From the Chairman's Desk

Time is passing through a very challenging phase, both economically and socially. We need leaders, who are confident of their abilities, have the flexibility to adapt to changing scenarios, and the heart to take on the world. We at BIBS have set out to educate the Business Leaders and Entrepreneurs of tomorrow, teaching the real experience of competition and innovation without losing focus on the power of collaboration and responsibility.

The corporate world can be very daunting for the unprepared. It becomes very important to create industry-ready managers who, along with the required knowledge, are also equipped with the soft skills necessary to survive in the business world. At BIBS, students get exposed to corporate leaders who teach them the nuances of the actual world using real life cases. This gives every student the power of Experiential Education, which is live knowledge, decision making abilities and leadership qualities.

Our challenging program with its cutting-edge realism, prepares every student to be competitive and spirited. Our practices make sure that our students are not only bright and innovative, but also grounded in both theory and practice, but also have a 'can-do' attitude without losing their human view of life.

We love to love our students. Our students are at home in our Institute. The faculty is there guide, our corporate leaders their mentors, and fellow students their support system. This is the place to create relationships and friendships that will last a lifetime. This is the beginning of a lifelong network. You stand now at a juncture of uncertainty. You have big dreams, but you do not have the ability to make them happen. We at BIBS, with our intense course work, practical approach, and training, will give you that ability. Together we can make it happen.

So I will come all of you to come and be a part of the BIBS family so that even you can know the way, go the way and even show the way.

Regards,
Vidur Kapoor
Chairman



Board of Governors

Prof. Dehabrata Mitra
Member
Department of Commerce
North Bengal University

Mr. Prahlad Ran
Member
Director
Thomas Assesment

Dr. Tanmoy Dasgupta
Member
Department of Business
Administration
Savitribai University

Dr. Subhajit Bhattacharya
Member
Department of Business Administration
MDI, Murshidabad

Mr. Subrata Dutta
Member
Director
Standard Chartered Bank

Mr. Vidur Kapoor
Chairman
BIBS

Prof. Sitanath Mazumdar
Member
Professor
Department of Management
Calcutta University



Our Role is to create an environment which not only stimulates learning but also provides an enriching lifetime experience.

Mr. Vidur Kapoor
Chairman
BIBS



Industry Academic Advisory Council

At BIBS, we have always focused on creating industry ready managers right from day one. Therefore, the Industry Academic Council is an integral part of the Institute. The council, which consists of stalwarts from the corporate sector, act as an integral advisory board for developing a learning pedagogy based on modern management methods and current corporate needs. The course is designed with active guidance from practicing corporate professionals.

Ms. Alokannanda Mukherjee
Senior Sales Manager



Mr. Amarpreet Singh
Director - Client Services



Mr. Amlan Nag
Head - Talent Acquisition & Employee



Anindya Sengupta
Regional Head



Mr. Anurag Mishra
HR Partner



Mr. Arnab Chakraborty
Senior Brand Manager



Mr. Debargha Deb
Regional Manager - HR (North)



Mr. Jayant Kataria
HR - North



Ms. Kasturi Ghosh
Manager - HR - East



Mr. Manmeet Singh
Director - Sales



Ms. Priya Gurnani
Sales Trainer



Mr. Suresh Vishwanathan
Director - Sales



Mr. Prakash Pandey
Regional HR Head



Mr. Shivesh Singh
Head Business - HR



Ms. Smriti Chakraborty
Zonal Manager - Marketing



Careers designed in partnership with industry professionals will ensure that students from BIBS are industry ready from Day One

Mr. Debargha Deb
Regional Manager - HR (North)
Dabur

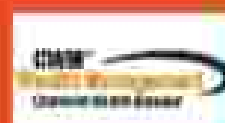
Tie-ups



IIM - Ahmedabad's National Information Center of Management Access to Information Services in Business and management for advanced research and management journals



The first & only Business School in West Bengal with an MBA in Business Analytics & Data Science in collaboration with IBM, the world's foremost technology and consulting company



CWM is a USA based & IFQM-accredited certification providing real finance training. Access to International Placements in more than 100 countries across the world



Amazon Web Services Academy is the world leader in cloud computing and provides students access to cloud based industry-recognized AWS Certified programs in cloud computing



Microsoft certified MS Office: The right to be up with KeyPoint, a Pearson VUE Business students get trained and certified in MS Office by Microsoft



Rotaract: Founded in 1908 as the First Service Club, Rotaract has been a pioneer in service to the society. BIBS is a member of this club and the students are involved in various charitable and service activities for society



An advanced LMS, embedded with a host of resources like Meet, Drive, Forms, News, YouTube, Podcasts and many more, providing blended learning with global validation



KPMG, amongst the Big 4 of the consulting world provides Six Sigma training at BIBS. Gain exposure to a management philosophy that seeks to drive a quality culture change through a multi-level based program



BPSI SCC (under NSDC) Our Tie - Up with BPSI SCC (Under the NSDC of the Govt of India) provides subskill level training and mentorship in the fields of Banking, Finance and Insurance



Oracle Academy, world leaders of ERP and databases, our partnership enables students to explore Oracle's software, cloud technology and access their practical experience



MDIS, Singapore is the oldest Management Institute in Singapore with a firm legacy of providing quality management education. This provides our students the opportunity to learn management at the MDIS Campus in Singapore



Harvard Business School Online - Our collaboration for an optional certification from Harvard Business School Online. You will get access to the Harvard Business School Online network worldwide





Core Academic Team

Dr. Anindya Dutta | PhD, University of Burdwan-MBA, University of Burdwan

Core Areas: Marketing, Management, Consumer Behaviour, Advertisement and Sales Promotion

Dr. Anindya Dutta has taught in Dr. B. C. Roy Engineering College, Burdwan University, NIT Durgapur, Amity University and has more than 17 years of academic experience. He has published several papers in national and international journals. Five research scholars have completed their thesis under his guidance.

Prof. Ankan Ojha | PG - Business Management

Core Areas: Digital Analytics, Promotional Strategy, Graphic Advertis, Social Media, Content creation

Prof. Ankan Ojha has an experience of more than 13 years in Sales & Marketing, Business Strategy, Digital promotions & client servicing in various multinational companies in India.

Prof. Aradhana Krishnan | Bachelor's Degree in English, Indian- Sig Sigma (BSEI) Unit, Coordinator

Core Areas: Business Communication, Soft Skills and Grooming

A devoted, normal lover and music enthusiast, Prof. Krishnan has more than 15 years in the service industry ranging from Airlines to Customer Services and Six Sigma, she has helped train and groom students to perform in believably well in their work spheres.

Prof. Anuradha Banerjee | MBA-Marketing

Core Areas: Marketing, Sales, Consumer Behaviour, Business Communication

Known for his immaculate sense of humour and one liners, Prof. Banerjee, an MBA with more than a decade experience, is a passionate and versatile Marketing faculty who believes in teaching with a practical approach and learning with fun. He specializes on bringing in his industry – centric knowledge into case based and practical development of the students.

Prof. Debayan Bose | MBA, CAIB

Core Areas: Marketing Management, Banking, Financial Management

Prof. Bose has more than a decade of experience in Banking. He has worked for MNCs like Citibank and Standard Chartered Bank. As a banker he rose to the level of Associate Vice President before he decided to join the Academia. He has rich domain experience in consumer banking and SME Finance.

Prof. Gautam Sinha | M.Com. (Bank-holder), CAIB

Core Areas: Finance, Banking

Prof. Gautam Sinha has 40+ years in practicing and teaching Banking and is hailed as Prof. Sinha by his students. He has vast experience in different spheres of Banking like Retail, Credit, and International Banking & Risk Management. He is revered for his unorthodox ways of teaching and a gentlemanly charm which reflects his pedigree and experience in the world of Banking and Finance for more than 4 decades.

Prof. Jayeeti Saha | PGDC - UK

Core Areas: Grooming and Deportment, Soft skills training

A class highlight by profession, Prof. Jayeeti Saha has been grooming Personality and Personality Appearance for more than 13 years. She has been a trainer in Grooming and Soft skills for 19 years in the Grooming Industry.

Prof. Joyita Chatterjee | MBA, M.A

Core Areas: Ethics, Business Communication

Apart from an infectious smile and loads of energy, Prof. Chatterjee has more than a decade of experience with reputed media houses, namely, Economics Times, BCCI and Chubb Group. She is a very talented and jovial Communications faculty and Mentor with the students because of her caring nature and a never-say-die attitude, which she imbues in her students to help them develop their communication skills.

Dr. Mita Sengupta | Ph.D., MPM

Core Areas: Human Resource Management, Organizational Behaviour and General Management

Dr. Mita Sengupta has 25+ years of experience in Human Resource Management with diverse industries in India. After her corporate stint, she has been associated with several leading Management vocational platform for teaching core HR and General Management.

Prof. Pinaki M. Bhattacharya | MBA, PGDM

Core Areas: Marketing and Sales Management, Banking, Mutual Funds, Business Communication

With over 15 years of professional experience across the finance and education sectors, Prof. Bhattacharya has worked in the sales/marketing domain as well as in customer service. Equidistant with organizations like Citigroup, Agency Finance, The British Council, and Career Launcher. He has also been a corporate trainer for several years, primarily with the banking & education.

Prof. Saurabh Jain | Chartered Accountant (CA), Company Secretary (CS), Certified Financial Planner (CFPCM), Chartered Financial Analyst (CFA), Chartered Wealth Manager (CWM) and a Chartered Trust and Estate Planner (CTEPTM).

Core Areas: Investment Banking, Primary and Secondary Markets, Financial and Wealth Management

Prof. Jain is a top caliber professional with a booming career in Finance. His passion for teaching and students' keen interest in his punctable style of delivery, drove him to take teaching as his dream career, for which as he proudly states on this date, the testimony of training over 40,000 candidates speak over the last 12 years.

Prof. Shamik Deb | B.Com

Core Areas: Personal Financial Planning, Financial Markets, International Business, Marketing of Financial Services

With more than twenty years of experience in the financial services industry including over a decade in FDIIC Bank, Prof. Deb is experienced in the fields of retail lending and learning & development. His areas of interest include wealth management and emerging trends in the financial sector.



Prof. Shashank Kumar | PGDPA (FINANCE), COASTAL PRINCIPAL PRADIP (FSSB)

Core Areas: Team Management, Mutual Funds, Equity and Derivatives, Financial Management

Prof. Shashank Kumar has diversified experience of 11 years in training & academics. He has trained 3000+ students and helped them to become employable. He has also mentored budding entrepreneurs for their business startups in finance, many of which are running successfully today.

Prof. Sathideep Chakraborty | Digital Marketing - DM | Ireland |

Core Areas: SEO, SEM, E-mail Marketing, Affiliation and Social Media Management

Internationally trained and highly experienced in Digital Marketing Training and Implementation, Prof. Chakraborty specialises in SEO, SEM, Social Media and Content. He has the distinction of testing and training corporate leaders in Digital Marketing.

Prof. Saradharma Sinha | M.Sc. – Patna University; DR – Operations Research Society of India; MCA

Core Areas: Quantitative Techniques, Operations Research, Operations Management

Prof. Sinha is our Math and Excel wizard, hugely respected and acknowledged for her soft but very enlightening teaching methods. With more than a decade of experience in teaching MBA students, she is revered for her mentoring and guidance by the students.

Prof. Taninoy Das MBA

Core Areas: Financial Management, Financial Accounting, Law, Economics and Soft Skills

After a stint in the corporate sector, Prof. Das followed his passion for teaching to start his career in education which now spans more than 5 years. He is known for his in-depth analysis and real-life examples which make his classes extremely relatable for the students.

Prof. V. Maheswathi | MBA | M.Com

Core Areas: Service Marketing, Business Communication, Soft Skills and Grievance

Prof. Maheswathi is an academician with more than 2 decades of experience. He is an excellent mentor and executes this role with panache for our students, when they are about to embark on their corporate careers at the time of their final placements.

Industry Academic Team

RBS has always championed the concept of Learning from the Leaders. Industry experts and leaders from across industry and sectors are engaged with our students from the inception, guiding them to involve the practical implications of their Dispersed Learning. These industry faculty act as guides and mentors in helping students understand the nuances of the corporate world and thereby help them in choosing the right start based on their abilities.

Mr. Abhishek Bhadani | Data Scientist - Zee 5

Core Areas: Business Analytics, Data Science

Mr. Anur Mittal | Zonal Manager - HR - Renaissance Retail

Core Areas: Human Resources, Retail Management

Dr. Divi Narayan Sarkar | Associate Director - PepsiCo

Core Areas: Marketing

Mr. Anil Sharma | Zonal Head - SBI Capital Securities

Core Areas: Human Resources, Training and Development

Mr. Karan Munera | Sr. Manager - Deloitte

Core Areas: Finance, Wealth Management

Mr. Manmeet Singh | Director - Kellogg's

Core Areas: FMCG, Marketing, Supply Chain Management

Mr. Navinder Singh | ANM - Parle

Core Areas: Marketing

Mr. Prakash Pandey | Regional Manager F&B - Bangalore

Core Areas: Human Resources, DB, Communication

Mr. Debajyoti Rai | Zonal Head - East - LIC Mutual Fund

Core Areas: Marketing

Mr. Souvik Chakraborty | Senior Manager - ICICI Securities

Core Areas: Marketing

Mr. Sagar Paul | Zonal Head HR - Future Supply Chain

Core Areas: Supply Chain Management, Marketing

Mr. Sandip Paul | Regional HR Manager - Bajaj Corp.

Core Areas: Human Resource

Mr. Subhro Bhattacharya | AVP - SBI Mutual Funds

Core Areas: Mutual Funds, Investment, Financial Markets

Mr. Vipul Mittal | Client Services Director - Quiffy India

Core Areas: Branding, Client Management, Services Marketing



Dr. Divi Narayan Sarkar from PepsiCo with RBS Students

Entrepreneurship

We at BIBS strongly believe that academic rigour only cannot create a business leader of tomorrow. Our differentiation in practice comes from ensuring that our students become 'self-starters' – ability to sense opportunities, think on the feet, act with facts, lead and execute. The Entrepreneurship Cell was thus designed for our students with clear objectives of:

The Entrepreneurs : Nurturing students looking to start their own businesses either while studying on campus or after completion of their course.

Thought System Enhancement: As a part of this, we create a culture of developing an entrepreneurial / intrapreneurial mind set in our students. It involves:

- Opening the mind to Creative Thinking
- Identification of Opportunity Situations
- Brainstorming in collaborative groups

Business Networking: Adequate networking is essential for the success of each and every business and at Bengal Institute of Business Studies we ensure that the student develops the initiative for networking right from day one. We ensure that the student connects with Angel Investors and Project Consultants.

Ultimate Start Up Plan



As the name suggests USP aims at providing the students with the unique opportunity of creating their own business ventures. Students in groups create a product or service that they plan to launch as an Entrepreneurial start-up. They are guided and mentored to meticulously research the value propositions, feasibility, market dynamics and functionality of their start-ups. Evaluation of USP is done by some of the most high profile venture capitalist, angel investors and entrepreneurs of the country.

The Entrepreneur's Learning Cycle



Supported by



NEN Center of Excellence

NEN, the biggest entrepreneurship promoting organization in India has recognised BIBS, to be a center of excellence in Entrepreneurship. They have accepted the BIBS module of teaching and training on Entrepreneurship and now will use BIBS as a focal point to further train others. This will involve BIBS Faculty and mentors training other individuals and organisations under the NEN network.

Beyond Boundaries International Exposure



Prof. Philip Kotler

Father of Modern Marketing in a Live session with BIBS Students



Mr. Shantanu Chatterjee
Director, NEN India



Mr. Udo Weyne
CEO, Multinational
Company



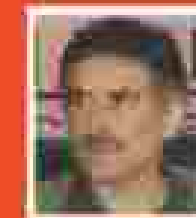
Mr. Debashish Majumdar
Global Business Manager
Famous Brand



Mr. Debashish Chatterjee
Chairman
Chief of NEN India



Mr. Debashish Chatterjee
Chairman
Chief of NEN India



Mr. Anand Kumar
Multinational Company
CEO



Mr. Anand Kumar
Multinational Company
CEO



Mr. Anand Kumar
Multinational Company
CEO



Winners of the USP Competition



Mr. Sagar Daryani – Co-Founder of WOW Momos Addressing the BIBS Students



International Conference organized by BIBS in collaboration with Management University



BIBS Students with Faculty from the Hamburg Business School, Germany



BIBS Students of the Global Exchange Programme with MDIS, an Asian Business School in Singapore at the MDIS, Singapore Campus





Placement Process

The 3 Tier Placement Cell

We have a dedicated Placement Cell, continuously working to provide the best placement opportunities to our students. The Placement Cell works in the following structure:

100% Network

Our Placement Team has strong industry network and association with most of the top Corporates in West Bengal.

100% Corporate

By way of our National Placement Network (NPN) which comprises of a battery of High Profile Corporate Executives, we are able to reach out to HR Heads of various Multinationals and International companies across the country.

100% Global

Our reach includes U.K, U.S.A, Middle East and South East Asia.

The Efficacy of our placement Cell can be validated by the phenomenal Placements. **In fact, More than 10% of the MBA batch has bagged International Final Placements.**

The Placement Committee (PlaceComm)

The entire placement process, be it for the Summer or the Final Placements, is managed by a group of dynamic students under the placement committee. These students manage the entire placement process from arranging corporate visits to final interviews and even joining formalities. This is one of the most beneficial experiential exercises done by Students at BIBS. This activity gives them practical and real time exposure to planning, Resource utilisation and perfect execution techniques.



Placement Evaluation Test (PET)

Students need to appear for a Placement Evaluation Test or PET for their placements. This is a two-part Evaluation which covers the theory as a written examination followed by a GD and PI that tests the final gradation of all students. This process is under gone by every student for their Summer and Final Placements.

Pre-Placement Talk

The pre-placement talk or Company presentations are an opportunity for the companies to interact with the students understand their expectations and inform them about the job requirements and benefit profiles offered. All companies that visit the campus whether it is for Summer or Final Placements interact with the students before conducting interviews.

Summer Placements

As an integral part of the MBA curriculum, students have to undergo a Summer Placement Project in an organisation for 12-15 weeks. This is a critical step in a student's life cycle as it helps them realize the outlook, ticks and survival strategies that they need to be equipped with for their careers ahead. Students who are able to achieve high stands in their summer projects may be given a Pre Placement Offer (PPO) by the company that confirms their final placement after completion of their MBA programme.

Final Placements

The Final Placement at BIBS tries to achieve transparency and objectivity in the process. As per the PET results and the requirements of the companies, students are then shortlisted for the Interview Process of the company that may comprise of Aptitude Tests, Group Discussions and Personal Interviews. Companies after completion of the interview Process may send out a "hard offer" to the student or provide a "First Selection List" to the institute subsequently.

Why companies recruit BIBS Students

- Ranked consistently amongst the Best** - BIBS has been ranked consistently for its phenomenal record as a Business School.
 - The only business school in West Bengal with a CMAA rating.
 - Awarded among the Best Education brands by The Economic Times.
 - Ranked amongst the Top 3 Business Schools in Kolkata consecutively for the last 3 years by The Times of India (National Survey).
- The first & only Business School in West Bengal** with an MBA (Integration) in Collaboration with IBM, the world's leading technology and consulting company.
- Collaboration with ANFM, USA** for the Chartered Wealth Manager certification that gives students international placement opportunities in more than 150 countries as the Top 500 Finance companies globally prefer CWM®-designated holders.
- Collaboration with world leaders** like Harvard Business School Online, Amazon Web Services Academy & Oracle Academy for access to new age technologies and platforms that give students an edge in becoming industry ready with a globally valid skill set.
- Sawtooth Academic Delivery** by faculty who are PhDs holders or EMBA holders who have worked at top academic institutions, in addition, Subject Matter Experts, certified by IBM and other leading companies also help to attract global and domestic students.
- Strong Industry Academic Advisory Council** comprising leaders from all various industries. They follow a corporate way of thinking and deliver, creating the window of events to engage students and how to manage them better in placement interviews.
- Regular Active Mentoring Programme** - covering Academic Delivery, Skillset, Career, Physical, Emotional, Group, Project, Facilities etc., create and students can have all the career skills required for a successful employment pathway.
- Corporate Campus** - A weekly corporate interactive programme follows various corporate and business themes of various companies through their experience and mentoring students identify themselves that they fit into those. More than 150 companies visit the campus every year.
- An Industry Integrated 3 Tier Placement Cell** with local, national & international companies understand all being the best available to the campus. The result of which is that more than 50% of the MBA Batch has been placed Internationally.
- Centrally located in the heart of the City**, making it an easy alternative for employers and industry partners. Moreover, our students who stay in the hostel are in the city and find it convenient to travel using public transport to multiple metro stations and prominent bus routes.



MBA - PGPBM

Advantage

- ✓ **Regular Full-Time MBA Programme** affiliated to Vidyasagar University, a NAAC Accredited, W.B. State Government University, recognised by UGC, Ministry of HIG. Govt. of India
- ✓ **Jointly certified by Young Indians, CII** provides students the best of business and leadership through programs, mentorship and projects in entrepreneurship and innovation.
- ✓ **Comprehensive FMCG Training** - Industry experts from FMCG companies like Britannia, Kallberg and Dabur train students for placements in the FMCG sector. Students receive participation from all levels of the company to gain hands-on experience of the company.
- ✓ **Additional Certifications** from IBM, Microsoft, Google and more which is crucial for HR like Data Analytics, Digital Marketing and MS office etc. gives students a strong set of skills which that will them in securing better Final Placements.
- ✓ **The Google Workspace**, an Online Learning Management System with Google Classroom and a host of Apps like Google Meet, Drive, Forms, Sites, Podcasts, etc. Give you a great blended learning platform with the best of Classroom and Online Resources.
- ✓ **Collaboration with Harvard Business School Online** - for an online certification in Data Analytics, providing expert training from HBS online. Get access to the HBS online Alumni Network.
- ✓ **Weekly interactions with the corporate world** to get a better understanding of the real world. Professionals from more than 200 companies have worked with us to interact with the students.
- ✓ **Management Skills Initiative Series (MSIS)** - Provides a LIVE platform for students to interact with industry. Dr. ATUADHII KUMAR, P. OF PHILIP NADAR, Mr. Kapil Deka & Mr. Chetan Bhargat are amongst some of the guests who have inspired students.
- ✓ **Activity based Learning** through Brand Wars, Brandquest, case studies, DSP, CEM, ad film writing, A2A, ONStar, Storytelling & Presentation Skills and others to teach the students about Research, Analysis, Budgeting, Planning & Event Management.
- ✓ **Entrepreneurship Centre of Excellence (ENEC)** - Through our ENEC, students get the opportunity to develop new Business Ideas and create Business Ventures of their own.
- ✓ **Intensive Training for Placements** covering Soft Skills, Communication and Customer Relationship and Interview Skills, including G.D. and P.T. Skills and also psychometric evaluation.
- ✓ **More than 200 companies have recruited** 685 MBA + PGPBM students. The highest package was INR 35 LPA for per annum. More than 90% of the MBA students also got international placements.



Programme Structure

Semester 1

- Organizational Behavior
- Managerial Economics
- Accounting for Managers
- Fundamentals of Marketing
- Best Human Resource Management
- Advanced Quantitative Techniques
- Business Negotiation
- Business Communication
- Corporate Application
- E-Commerce Management

Semester 2

- Advanced HRM
- Advanced Marketing Management
- Production and Operations Management
- Customer Satisfaction and CRM
- Advanced MS Excel
- Financial Management
- Digital Marketing
- Research Methodology
- General Studies
- Advanced Business Communication

Semesters 3 and 4 - Major

Marketing

- Advertising and Sales Management
- Services Marketing
- Consumer Behavior
- International Marketing
- Brand Marketing
- Product and Brand Management
- Market Research
- Digital Marketing

Human Resource

- Organizational Development
- Human Resource Development
- Advanced Industrial Psychology
- Industrial Relations and Labour Laws
- Compensation Management
- International HRM
- e-HR
- Performance Management
- Developing Organizational Structure

The company, the student goes to **Regular Full - Time degree** affiliated to **Vidyasagar University**, a NAAC Accredited, W.B. State Government University, recognized by UGC, Ministry of HIG. Govt. of India. Recognized for a government college higher education in India or abroad.

JOINT CERTIFICATION

As an integral part of the Confederation of Indian Industry (CII), Young Indians (YI) is a movement for Indian Youth to converge, lead, co-create and influence India's future. For 125 years, CII has been working on shaping India's development journey & continues to proactively transform Indian Industry's engagement in national development.



The Joint Certification offers an endorsement of your abilities by an industry respected body, which opens doors for Final Placements.

Students participate in workshops, industry visits & live sessions from visionaries & leaders of India's economy.

With more than 9,100 CII members, students gain from the knowledge and mentorship of those people who matter.

Industry endorses MBA - PGPBM



"We are impressed with 685 Students. Excellent initiative taken by providing best in class learning environment & opportunities to students. Wishing great future to all students at 685."

Ms. Michelle D'Silva
Manager - HR
BFC - Kingdom of Bahrain



"YI's Students are wonderful. They have been motivated and groomed in very high standards and I am sure they will excel in their careers."

Mr. Sandip Chakravorty
Chairman and MD
YI International Logistics Ltd.
(A TATA group Company)

MBA - PGPBM VS OTHERS

The comparison chart below underlines advantage of the MBA - Post Graduate Programme in Business Management versus other similar programmes being offered.

	MBA - PGPBM	Others
Regular Full Time Degree	Yes	Maybe
UGC Approved	Yes	Yes
Eligible for Government Job	Yes	Maybe: Most Govt. Jobs mandate a Regular Full Time Degree only
Joint Certification by CM	CM's joint certification offers an endorsement of your abilities by an industry respected body, which opens doors for Final Placements	No
Specialised career training leading to Final Placements	From the industry experts from Companies like Britannia, Kellogg's and Dabur	No
In - depth classroom and experiential learning from industry leaders	Covered over 2 years, in 4 semesters. Experiential Learning is provided in all segments to start with, and then progresses to specialization specific from Sem 3	Limited
Industry Certification	Provided by major companies on completion of project assignments	Limited
Advanced Globally Valid Skill sets to boost career options and managerial capability	MS Office Certification by Microsoft, Digital Marketing Certifications from Google, & Business Analytics Certifications from IBM	No
Live Projects with Prominent Brands	Regular Live Projects and Certificates from Companies like Britannia, Parle, Kellogg's, Dabur, Bata, Finserv, Asian Paints and more	Limited
Advanced Training for Personal Development	Covering Communication & Soft Skills, Behaviour, Presentation and Interview Skills that lead to better performance in Final Placement Selections	No
Placement Training	Rigorous Training over Placement tools like Aptitude Test, Psychometric Tests, Group Discussion and Online & Offline Personal Interviews	Limited
Placements in Sectors and Specialisations of Choice for the Entire Batch	Placement is offered in Diverse Fields as per the Students' Choices and Interests	Very Limited for a select few only

RECRUITERS SPEAK

"We hired for Sales Interns from BIBS, we had an overall good experience. The students were enthusiastic, and the corporate relations team was very helpful and cooperative. In the interview, the interns showed keen interest in picking up new things. The projects turned out to be well and we were able to find good talent to join us for full time roles."

Mr. Vimal Dikshit / HBBF - East

GOODY CONSUMER PRODUCTS

More than **10%** of the MBA Batch has bagged International Placements

Final Placements for the MBA - PGPBM Batch



To view the complete list of final placements visit www.bibs.co.in

MBA - PGPA&DS

Advantage

- ✓ **The first and only business school in West Bengal with a Regular Full - Time degree MBA in Business Analytics and Data Science** affiliated to Vidyasagar University, A MAAC-accredited, WB State Government University, recognised by UGC, Ministry of HRD, Govt. of India.
- ✓ **IBM Collaboration:** Industry guided & cutting edge skills in Management, Business Analytics and Data Science developed in collaboration with IBM to provide practical knowledge and skills. The students receive a joint certificate from Bengal Institute of Business Studies & IBM.
- ✓ **IBM Certified Subject Matter Experts** along with Business Analytics and Data Science experts from around the world provide the best hands-on approach to learning.
- ✓ **Globally valid certification and badges from IBM:** Badges and certifications will be awarded at each level, thereby giving authenticity and global leverage to the skills learnt by the students. These badges are given in free placements.
- ✓ **Special Access to IBM's Talent Network:** IBM Talent Network is a platform where all of the world's leading talent agencies will be able to connect with the best talent. You will get all opportunities as soon as they are available, recommendations to apply matched to your skills and interests.
- ✓ **Harvard Business School Online:** Collaboration with HBS online to offer virtual certification in Business Analytics and Data Science, providing exposure to expert training from HBS online. You also get access to the HBS online Network of no Alumni.
- ✓ **Amazon Web Services (AWS) Academy:** The world leader in cloud computing, AWS Academy provides our students with hands-on cloud based programmes, designed to prepare students for the industry recognised AWS Certified Solutions Architect Associate certification.
- ✓ **Oracle Academy:** The world leader in ERP is providing the Oracle Academy programme for students to master Oracle's framework, cloud technology, and access their practices and solutions.
- ✓ **Learning Management Systems from Google:** The entire learning programme from course content, assignments to exams are integrated in Google's LMS, as well as virtual classrooms through Google Meet, thereby giving you a state-of-the-art learning experience.

Programme Structure

Semester 1

- Marketing Management
- Data Visualisation using R
- Value Analysis with Tableau
- Sampling Error (like a Data Scientist)
- Information Systems for Managers
- Business Statistics
- Organizational Behaviour and HRM
- Business Communication
- Managerial Economics
- Strategic Business Management

Semester 2

- Probability using Python
- Python for Decision Making
- Financial Accounting for Managers
- Business Problem Solving
- Forecasting with Statistics
- Operations & Supply Chain
- Data Analysis: SQL & Big Data
- Enterprise Systems
- Marketing, Web and Social Media Analytics
- Data Driven Marketing

Semester 3

- Big Data 101
- Tools and Methods for Big Data Analytics
- Model Selection
- Machine Learning
- Introduction to Cloud
- Deep Learning Fundamentals
- Research Methodology
- Predictive Analytics

Semester 4

- Operations Analytics
- Fraud and Risk Analytics
- Retail Analytics
- Financial & Insurance Analytics
- Supply Chain And Logistics Analytics
- Descriptive Analytics
- HR Analytics
- Capstone Project

On completing the course you will receive a **Regular Full - Time degree** affiliated to Vidyasagar University, A MAAC-accredited, WB State Government University, recognised by UGC, Ministry of HRD of the Govt of India, recognised for a government degree higher education in India or abroad.

Industry use cases and Projects - Engage in role-playing challenge-based scenarios to propose real-world solutions to different industries using Business Analytics & Data Science. For a complete list of industry projects, visit www.iiitb.ac.in



- Movie Recommendation System
- Customer Purchase Behaviour & Loyalty
- Sentiment Analysis



- Demand-Supply Gap
- Time series forecasting
- Customer Pickup Time Analysis



- Sales Prediction
- Customer Segmentation
- Improved Marketing



- Credit Default Prediction
- Risk Analysis
- Risk Modeling



All students would be pursuing an application-oriented capstone project. The project shall be monitored and evaluated by faculty of industry. The project will be mandatory for the completion of the programme.

PEDAGOGY



25% Technical Concepts

Expanding knowledge and understanding of the topic through classroom based lecture training, examples, videos and quizzes.



35% Technologies and Tools

Actual implementation of the concepts learned through simulations, hands-on labs and games.



40% Industry Use Cases & Projects

Formulation of the real-world impact of the topics covered through exposure to industry case studies.

Technologies

Data Structures

Forecasting

Cloud Essentials

Visual Analytics

Data Manipulation

Plotting Data & Distributions

Data Mining and Refinery

Visualization and Storytelling

Exploratory Data Analytics

Predictive Modeling

Tools

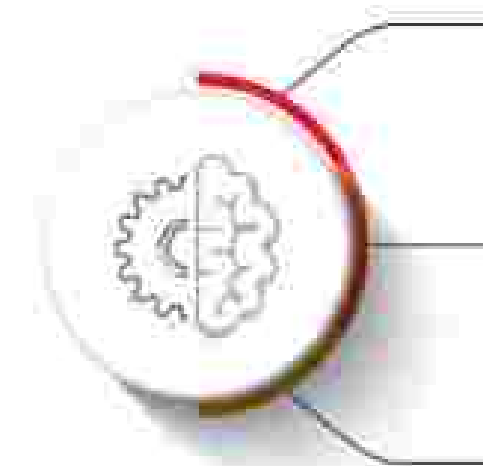


and many more

MBA - PGPBA&DS VS OTHERS

The comparison chart below enumerates advantage of the MBA - Post Graduate Programme in Business Analytics & Data Science versus other similar programmes being offered.

	MBA- PGPBA&DS	Others
Regular full time MBA degree	Yes	No / Rarely
Provides knowledge of key management domains	Yes	No
Eligible for government jobs	Yes	Maybe
Placement opportunities through IBM and AWS Academy, matched to a student's skills	Yes	No
Class peer learning	Yes	No. Typically Online Learning
IBM Tools & Technologies access	Yes	Limited to open source technology and tools only
Amazon Web Services Cloud Computing and Job Portal Access	Yes	No
Access to Oracle Academy - world leader in Databases	Yes	No
Collaboration with Harvard Business School Online for optional certification and access to the HBS Online network as an alumni	Yes	No
Globally recognized IBM Practitioner Certificate and Badges	Yes	No
Access to Hackathons & Tech fests	Yes	No



A Globally Renowned company

IBM, a fortune 500 company, is a leading cognitive solution and cloud platform company, offering a plethora of technology and consulting services.

IBM SMEs

Illustrious practitioners and Faculty from IBM will provide industry relevant education and practice through case studies, work activities and industry projects that give you a global outreach to your career prospects.

Globally valid IBM Practitioner Certificate

The program comprises carefully crafted courses in the form of a well-defined and tangible learning path. This Certificate challenges you to take on the different roles involved in a team, solving end-to-end real-world scenarios across industries.

Digital Badges from IBM

IBM will provide digital badges for the skills learnt thereby endorsing proficiency in the subject. Students can earn many badges, such as Business Intelligence Analyst, Predictive Analytics Modeler, Python for Data science etc. globally recognized as benchmark of BA&DS Skills.

An industry aligned curriculum

Developed jointly by IBM and IITBS, the curriculum caters to mastery over Business Analytics, Data Science, Cloud Computing, Big Data and more.

Be a part of the Global IBM family

Hackathons, Tech Fests, IBM Camps, visits, IBM days and more which give students an opportunity to participate and network with peers as well as leaders in the field.

Special Access to IBM's Talent Network

IBM Talent Network members receive all of the tools they need to land a dream job with the best companies. You will get job opportunities as soon as they are available, recommendations to apply matched directly to your skills and interests.

An innovative pedagogy

Powered by IBM, using Hands-on Labs and Industry based cases, covering latest technologies and industry practices. Each student will receive course material from IBM and will get access to attend webinars and discussion panel organized by IBM.

Industry endorses MBA - PGPBA&DS



Data is the most valuable commodity in business today, and hence, Business Analytics is the most sought after skill. No matter what background a student is from, they need to acquire this learning for the betterment of their career prospects.

Mr. Akash Tiwari
Assistant Manager / Data Analytics & Modelling
ICRA Analytics



In changing the nature of business, every industry is looking to achieve their business goals through data. Hence, professionals with analytical abilities will be the most in demand in the new future.

Mr. Manoj Kumar Prasad
Sr. Vice President, IIT and Transformation
Reliance Industries Ltd.

MBA - PGPDM

Advantage

- ✓ **Regular, Full-Time MBA Programs with Major in Digital Marketing** from **VIT-Vellore University**, a **Rank 200 all India Institute** (ranked university recognized by **AICTE**, **Ministry of HRD**, **Govt of India**).
- ✓ **12-15 Month Industry Focused Training** covering core digital frameworks & their application in form of marketing & business planning as well as career, social media and digital skills training aligned with business goals.
- ✓ **A 5-8 month cash/reward earning** (extra academic) especially those without work experience. **Gain** **Practical** **Business** **Knowledge** with a **paid** **6th** **Industry** **experience**, **build** **strong** **professional** **contacts** and **explore** **full-time** **career** **opportunities**.
- ✓ **Globally** **Accredited** **Certifications** from **Google**, **Facebook**, **YouTube**, **HubSpot**, etc., give you **proof** of **excellence** in a **Digital** **Marketing** **domain** for **learning** **across** **globally**. The following certifications are part of the curriculum.

Google+ [Twitter](#) [LinkedIn](#) [Facebook](#) [YouTube](#) [Instagram](#) [Pinterest](#) [Tumblr](#) [Snapchat](#) [Vimeo](#) [SoundCloud](#) [Spotify](#) [RSS](#) [Email](#)

[Google Scholar](#) | [Web 160 mini-library](#)
[Google Display](#)
[Walmart.com](#) | [Social Media](#)

University of Illinois
Chicago, Chicago, IL
Twitter: @jamescshelton

- ✓ **Industry Interactions with Product, Culture, Brands, Corporate, Modeling, Zoo Entertainment and many more through Corporate Workshops.** IIMS includes a highly interactive program to keep you updated with industry trends and help you prepare for final placements.
- ✓ **Workshop Based Practical Learning** with access to free and paid courses SEMRush, Hootly, Mail, Mailchimp, Hootsuite, Canva, Buffer, Google Ads, Facebook Ads, etc. so you can create real world digital marketing campaigns like a pro.
- ✓ **Live Projects** help to learn develop their knowledge and skills of digital marketing through practical and experiential to strengthen employment during their placements. Collaborations with other reputed institutes in the digital domain.
- ✓ **Entrepreneurial Careers** are the opportunity in Digital Marketing. IIMS is associated with NER and TIE through projects which provides the perfect ecosystem to have your first digital startup.
- ✓ **Continued Information leading to Final Placements.** Students are given assignments on the latest capabilities in Digital marketing to develop their Digital Marketing skills rather which they are placed in the best companies in India and abroad.

[illegible]

Programme Structure

QUADMESTER 1

- Basics of Digital Marketing
- Marketing Management
- Content Management
- Email Management
- Business Development
- Business Legislation

QUADMESTER 2

- Advertising & Communications Management
- Search Engine Marketing
- Display and Video Advertising
- Business Policy & Strategic Management
- Training in Soft Skills
- Entrepreneurship

QUADMESTER 3

- Search Engine Optimization
- Social Media Marketing
- Email Marketing
- Digital Marketing Analytics
- Video Advertising & Branding
- Consumer Psychology & Business Strategy

QUADMESTER 4

- Online Reputation Management
- Consumer Psychology
- Sales & Leadgen Management
- Integrated 360 Degree Marketing Management
- Corporate Governance and CSR
- Product

*Corresponding Author: M. A. S. Begum - Regular Full - Time degree affiliated to Vidyasagar University, A UGC approved W & A Degree Engineering University, Haldopur, Hooghly, West Bengal, India. E-mail: msbegum1980@gmail.com.
 †Supported by CSIR, Ministry of HED of the Govt. of India, Government of West Bengal and Govt. of India, Department of Higher Education, Government of West Bengal.



The MBA + GM students at RIBS get the opportunity of working on a long-term live project called Southern Life Entrepreneurship Project. Students are given well-defined KPIs like increasing traffic, reach and sales and brand awareness. Students create campaigns using search, social media, mobile and other web media.

The project is structured on a competitive mode, with teams functioning as marketing agencies and presenting their strategies to MDs, CEOs and Brand Managers for approval.

Industry Endorses MBA - PGPDM



Digital Marketing being a new, fresh dynamic segment, there is immense scope to leave your mark.

Mr. Gangesh Chaturvedi
Head KVM & Digital Projects
TATA Steel



Digital Marketing is the in thing and has a great employment prospect at different levels of skill. I think it's a very bright idea to have this course.

Mr. Debashis Sen | IAS
Additional Chief Secretary, Govt of West
Bengal, IT & Electronics



No company does only Online marketing today. They focus equally on online marketing as its very essential for their customer base.

Mr. Atanas Durr
Senior Management Consultant

MBA - PGPDm VS OTHERS

The comparison chart below enumerates advantage of the MBA - Post Graduate Programme in Digital Marketing versus other similar programmes being offered

	MBA - PGPDm	Others
Regular full time MBA	Regular Full time MBA with Major in Digital Marketing and Minor in Strategic Marketing gives students the required academic knowledge to build their careers	No Such Advantage. Students lack the academic depth to take further in their careers
Career - Oriented Programme	The programme is designed keeping Digital Marketing career opportunities in mind. Industry support, Live projects and Corporate mentoring ensure you learn what's in demand	The primary focus is on providing you with basic certifications which at best enhances your CV
Comprehensive domain and Industry knowledge	Focused on creating marketing managers with deep domain knowledge of digital marketing. It tries to get the strategists in you up & going	No domain knowledge is provided, hence no focus on building strategists, but on extending order of digital marketing managers.
Placements as per skills and talent	Typical placements are with corporates, Chambers and other entities who need a manager who knows digital marketing	Generally jobs are provided in digital marketing agencies in entry level associates
Salary package	High salary package offered by corporates	Usually lower salary packages offered by agencies who are into digital marketing
Globally valid Certifications	Globally recognised certifications from Google, Facebook, Twitter and Microsoft	Some certifications are provided
Learn and Earn live with Sacham	Entrepreneurship project with live websites, paid media budget and analytics for hands on understanding of the digital business	Generally Entrepreneurship oriented skills are not imparted
Confirmed Paid Internships	Confirmed 6 - 8 months of paid internships	Generally no internships are provided, if provided ranges for max 15-30 days
Support of a Business School with a decade of experience in creating Management Careers for more than 5000 students	Amongst the Top 3 Business Schools in Kolkata for the last 4 years. Awarded among the Best Education Brands. The Only Business School in WB with a Crail A++ Rating. all these achievements are keeping our phenomenal placements in mind	Superficial assistance provided, basically every candidate has to hunt for his/her own job
Providing Entrepreneurship support for Digital Marketing Start-ups	Entrepreneurial support through incubation centres. BBS is an Institution of Excellence of NEA, India's premiere Entrepreneurship Institute	No such support provided

RECRUITERS SPEAK

"It is praiseworthy that the institutions have prepared the students competently to face off the competitive market, we will be looking forward for supplemental support from your institution."

Mr. Suraj Saha, | Talent Acquisition Digital Operations and Platform



Certifications that give you global validation of your expertise



Competency in creating, managing and reporting on ads across Facebook, Instagram & Messenger



An online learning platform that teaches you everything you need to know about advertising on Twitter



Become a Data Analytics expert, & add expertise in analysing data and predictive analysis



Gain expertise from Microsoft on Office tools including Excel, a vital tool for analytics in Digital Marketing

Fundamentals of Digital Marketing

Master the basics of digital marketing with this interactive Advertising Bureau developed course. The modules are created by Google, featuring packed full of real-world examples to help you attain knowledge and skills.

Google Analytics

Advertising Academy helps you learn about measurement tools so that you can gain your business through excellent data collection and its application.

Ads Search Certification

Demonstrate your mastery of building and optimizing Search campaigns. This will exhibit the ability to leverage advanced solutions like Smart bidding to boost campaign performance.

Ads Display Certification

Validate your expertise using Google display to deliver results that get the most from your display advertising investment. Demonstrate ability to develop effective display strategies and campaigns.

Ads Video Certification

Showcase your ability to get results from video ads and Google Ads Video advertising solutions. Demonstrate an understanding of how to use effective video ads to reach relevant potential customers.

Search Ads 360 Certification

Demonstrate the ability to perform critical tasks and workflows. Get familiar with Search Ads 360 using Google Marketing Platform products and how to create premium advertising campaigns with Google Ads.



The only Business School in West Bengal affiliated to the

HubSpot
EDUCATION PARTNER
PROGRAM

Access to HubSpot's full suite to learn website design, email marketing, ad campaigns, chatbots, SEO and lead conversions hands-on.

Access to HubSpot's Subject Matter Experts and content for syllabus structuring and advancement for the Digital Marketing Programme.

Access to the HubSpot Talent Network for internship opportunities through a direct link for the students of the programme.

Access to Enterprise Level tools from HubSpot that provide advanced skills in various Digital Marketing domains.

Cutting-edge research and case studies that provide an immersive and experiential learning backed by exposure to real-world practices.

An integrated LMS that gives students access to study materials and certifications under one roof in a dashboard format.

MBA - PGPFM

Advantage

- ✓ **Regular Full - Time MBA degree** affiliated to Vidyasagar University, A NAAC Accredited, WB State Government University, recognised by UGC, Ministry of HRD, Govt of India
- ✓ **Chartered Wealth Manager (CWM) Certification (USA)** - First time in West Bengal. A regular full-time MBA with the USA based CWM Certification that gives you a global edge.
- ✓ **International Placement opportunities** - CWM provides unmatched access to the 800,000 finance companies globally under CWM. Earn salaries up to 27% more with this global certification supported by 35+ leading financial services companies in India.
- ✓ **Indian Regulatory Certifications** included in the program. These certifications are required to work in the best financial firms in India. The certifications are:
 - 1. NISM - VA - Mutual Fund
 - 2. NISM - ZB - Investment Advisor (Level 2)
 - 3. NISM - ZC - Merchant Banking
 - 4. NISM - ZB - Investment Advisor (Level 2)
 - 5. NISM - ZB - Investment Advisor (Level 2)
 - 6. NISM - ZB - Investment Advisor (Level 2)
 - 7. NISM - ZB - Investment Advisor (Level 2)
 - 8. NISM - ZB - Investment Advisor (Level 2)
 - 9. NISM - ZB - Investment Advisor (Level 2)
 - 10. NISM - ZB - Investment Advisor (Level 2)
- ✓ **Certifications in Finance with BFSI SSC, under the NSDC** an initiative of the Government of India. This is a world level training, mentorship & certification in the field of Banking & Finance.
- ✓ **Microsoft Certification in MS Excel** gives students the stand of proficiency in MS Excel, which is a very important skill in finance used for analysis and data management.
- ✓ **Faculty from BFSI & Experts from the Financial World** provide industry relevant Curriculum that is relevant - thus ensuring high chances of placement opportunities.
- ✓ **Continued paid Apprenticeship** for all graduates from 11 months of recruitment in Financial Institutions and Working in the best companies in the Finance industry.
- ✓ **Guaranteed success in Financial Management** - The MBA - PGPFM programme has already seen 8 batches of more than 1500 students get placements in more than 10 companies across the globe, thereby establishing its industry acceptance and employability.
- ✓ **A plethora of placement options** with access to the BFSI corporate connect cell with more than 200 companies for Final Placements. Get an opportunity to interact with 3,00,000+ Global Alumni of AMBA & CWM present in 191+ Countries.



Programme Structure

QUADMASTER 1

- Finance Fund - NISM VA
- Personal Financial Planning & Wealth Management
- Accounting for Managers
- Financial Markets
- Derivatives Instruments
- Managerial Economics
- Financial Legislation
- Organisational Behaviour

QUADMASTER 2

- Investment Advisor - NISM ZB
- Sustainability Management
- Tax and Estate Planning
- Risk Analysis & Insurance Planning
- Retirement Planning
- Human Resource Management
- Business Ethics
- Chartered Wealth Manager - Level 1

QUADMASTER 3

- Investment Advisor - NISM ZB
- Equity Derivatives
- Equity Research & Portfolio Management
- Real Estate Valuation and Analysis
- International Tax and Trust Planning
- Wealth Management Planning
- Retirement Finance
- Loan and Debt Management
- Chartered Wealth Manager - Level 2

QUADMASTER 4

- Technical Analysis
- Advanced Equity
- Financial Institutions Interface
- Financial Management
- Operations Research
- Production Management
- Marketing Management
- Research Methodology
- DBS

On completion, the student gets a **Regular Full - Time degree** affiliated to Vidyasagar University, A NAAC Accredited, WB State Government University, recognised by UGC, Ministry of HRD, Govt of India, and globally a government job or higher education in India abroad.

A combination of knowledge, skills and certifications that will give you a global edge in your career in Financial Management

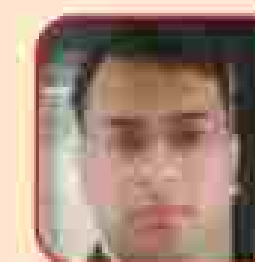


Industry endorses MBA - PGPFM



"We found the students very bright and enterprising. We at SBI Mutual Fund are proud to associate with BFSI for the job training leading to Final Placements."

Mr. Manoj Sinha
State Head
SBI Mutual Fund



"BFSI is our preferred Business School for hiring NISM qualified students. The MBA - PGPFM programme grows students from the very beginning for the industry."

Mr. Anurag Mishra
Zonal Manager - HR, East
Aditya Birla Capital

MBA - PGPFM VS OTHERS

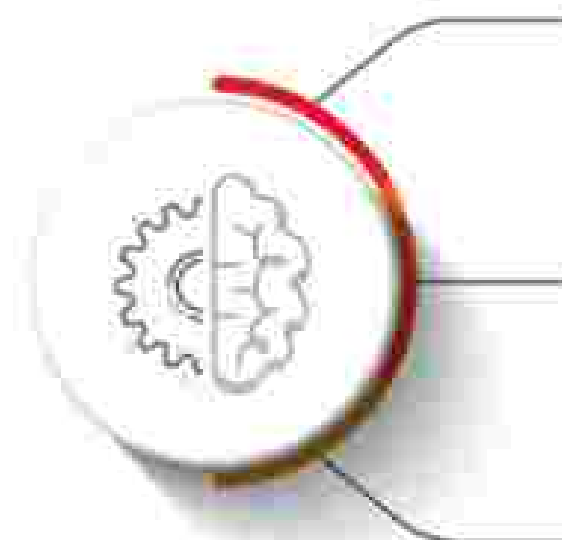
The comparison chart below connects the advantages of the MBA - Post Graduate Programme in Financial Management versus other similar programmes being offered.

	MBA - PGPFM	Others
Regular Full Time Degree	Yes	Maybe
Brand Value of CWM, from USA and other Regulatory Certifications in your degree	Yes	No
Training and Certifications from BFSI Skill Sector Council (BFSI SSC), Under the NSDC, an initiative of the Government of India	Yes	No
International Placement Opportunities	Through an extensive network of AAFM	No
Paid Internship	Assured	Not Assured
Opportunities to learn more and in-depth	Finance as a specialization requires detailed learning structure. 11 months of continuous learning and training from the 1st year itself separates us from others.	Follows an old structure of offering finance specialization in the final year, limiting contact hours to about 2 months, considering that the final year is all about placements, G.D and P.I
Opportunity to be in a global Finance Club with access to content, events and learnings from finance leaders around the world.	Yes	No
Focus on Core Finance & Banking	Yes	Maybe
MS Office Certification by Microsoft	Yes	No
Class -Peer Learning	Yes	Limited
Placement Sector	Specialized	Generic
Eligible for Government Job	Yes	Yes

CWM ADVANTAGE

Globally Recognized
CWM®
Wealth Management
 Chartered Wealth Manager
 AAFM Board Certified™

Directly Awarded by
AAFM AMERICAN
 ACADEMY OF
INDIA FINANCIAL
 MANAGEMENT
 FINANCIAL LEADERSHIP IN FINANCIAL EDUCATION
 From the United States of America



Directly certified from AAFM, USA
 CWM® certification is awarded by AAFM from the USA giving you a global validation for your financial and management skills thereby enabling a plethora of placement opportunities.

NISM Accredited Certification
 The CWM Certification is the 1st Certification in India to be Accredited by National Institute of Securities Markets (NISM) under the Securities Exchange Board of India (SEBI).

International Placement Opportunities
 Unmatched access to international placement opportunities for BFSI students through an extensive network of AAFM.

Taught and Trained by the best
 You will be taught and mentored by the best in the finance world. Top corporate leaders from the best companies will groom you to become successful wealth managers.

Access to the best LMS
 Get access to additional study materials and a collaborative learning management system. Students also get multiple quizzes and practice tests to strengthen their learning.

Be a part of the Global community
 Be a part of a community preferred by the Top 500 finance companies of the world. CWM® holders are present in more than 151 countries across the globe.

Attend the AAFM annual convention
 An illustrious event with global leaders and international speakers like Mr. Grant Hicks, best selling author and coach and leaders from companies like J.P. Morgan, SBI, INF and more.

The best companies give you first preference
 CWM® corporate partners include UTI MF, LST MF, Peerless MF, PNB MF, Rivergate Capital Partners, Universal Trustees, Principal Retirement Advisors and many more, who give preference to CWM®-certified students.

Grant Hicks, is a proven management expert and part of the CWM Resource team.

MBA - PGPIBM

Advantage

- ✓ **1-Year Regular Full Time MBA/Regular Full Time degree** affiliated to **Vitvignagar University**. A NAAC-accredited VIT State Government University recognized by UGC, Ministry of HRD of the Govt. of India, acknowledged by the government of Karnataka Higher Education Directorate (HED).
- ✓ **Earn While You Learn:** Start earning salary as a member in the best companies with a stipend of up to Rs. 5 Lakhs p.m while studying with the MBA - IBM programme.
- ✓ **Better Career Prospects:** ITC, Infosys, Oracle, Airtel, Parag, Coca-Cola, Amiya, Birla Group, Perfum, IndusInd Bank, and many other companies give 10 - 12 months of rigorous on-the-job training, empowering you with skills required for 34/7 career prospects.
- ✓ **Industry-Academic Orientation:** Academic inputs in the classroom, along with the open-endedness, provides students a solid base for their career. Faculty as well as industry leaders stand for continuous learning, which makes the course relevant.
- ✓ **Industry-Specific Certifications:** Certified skill enhancing commitment in Global Computing, EMCC, Retail and Banking, provide enhancement of your skills that act as a catalyst in providing better placement opportunities, multiple facilities and designations.
- ✓ **Harvard Business School Online** - Collaborates with HBS Online for an optional certification in Business Analytics and Data Science, providing exposure to student training from HBS online. You also get access to the HBS online Network as an Alumni.
- ✓ **Intense Networking Opportunities:** Provides an immense scope to develop networking opportunities through peer-to-peer learning, an effective method of knowledge transfer, as fellow students would also be working in related organizations.
- ✓ **First-hand Industry Experience:** The course encourages knowledge sharing process from the Alumni, helping the current batch to build relationships and gain first-hand knowledge.
- ✓ **Better Placement Opportunities:** Students enjoy an array of opportunities owing to their **Apprenticeship Experiences**. 8 years (from all batch) packages during Final Placement. 50% of the students receive Pre-Placement Offers within 2 months of Apprenticeship with highly package.
- ✓ **Guaranteed Final Placement:** The course guarantees Final Placement at the end of the course for every student within area of specialization. Salaries can be as high as Rs. 12 L Lakhs p.m.

Programme Structure

Semester 1

- Organizational Behaviour
- Managerial Economics
- Accounting for Managers
- Marketing Management
- Human Resource Management
- Advanced Quantitative Techniques
- Business Negotiation
- Business Communication
- Business Statistics
- Training on Soft Skills

Semester 2

- Production and Operations Management
- Sales and Distribution Management
- Customer Service and CRM
- Entrepreneurship Development
- Computer Applications in Business
- Financial Management
- Research Methodology
- Consumer Behavior
- Digital Marketing
- Statistical Studies

Semester 3 & 4 - Major

Marketing

- Advertising and Sales Management
- Services Marketing
- Consumer Behaviour
- International Marketing
- Retail Marketing
- Product and Brand Management
- Consumer Relationship Management
- Market Research
- Virtual Marketing

Strategic Marketing

- Logistics and Sales Management
- Business Psychology
- Strategic Marketing Environment
- Marketing of Financial Services
- Integrated Marketing Communication
- Services Marketing
- Advertising and Brand Management
- Retail Marketing
- Promotion Management

On completion, the student gets a **Regular Full - Time degree** affiliated to **Vitvignagar University**. A NAAC-accredited VIT State Government University, recognized by UGC, Ministry of HRD of the Govt. of India, acknowledged by the government of Karnataka Higher Education Directorate (HED).

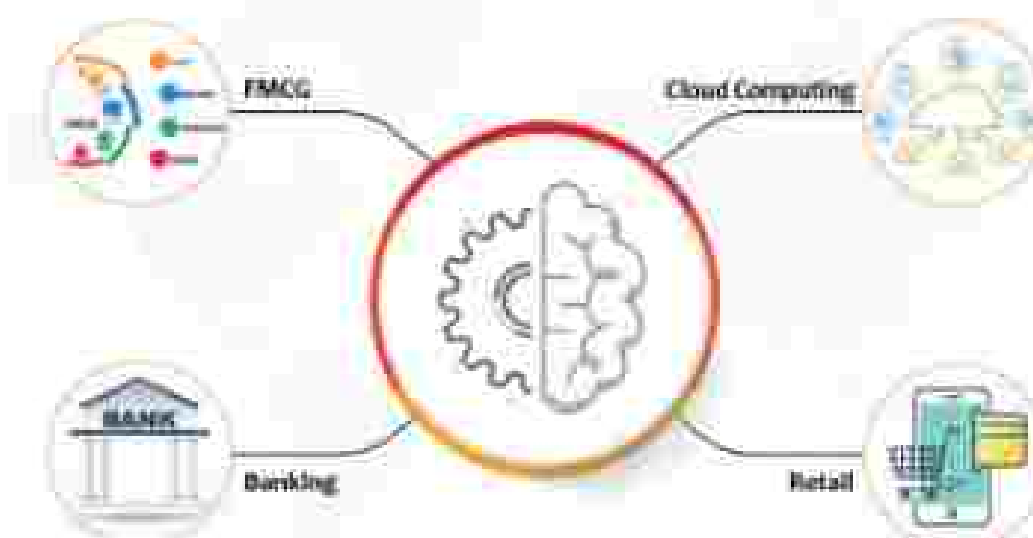
Earn While You Learn

- Students are provided placements in the best companies as Apprenticeships, after 8 months of classroom studies.
- Salaries for apprenticeships have gone up to 5 lakhs p.m in previous years.
- These jobs continue for 10 - 12 months, along with academic inputs in classroom to facilitate better understanding of the job.
- Faculty and Industry Experts train and guide the students in class, developing their practical experience in to career making talent.
- On completion, the student has the option of continuing with the existing company or changing companies for Final Placement.



MBA - PGPIBM Industry Integrated Platform

Joint Certifications with Leading companies in rewarding industry verticals that give students an edge in their Final placement opportunities. These certifications provide an exciting opportunity to learn live and get mentored by top corporate leaders, thereby making them Industry Ready.



MBA - PGPIBM VS OTHERS

The comparison chart below demonstrates advantage of the MBA - Post Graduate Programme in Industry Integrated Business Management, and MBA versus other similar programmes being offered!

	MBA - PGPIBM	Others
Regular Full Time Degree	Yes	Maybe
Eligible for Government Job	Yes	Maybe. Most Govt. Jobs mandate a Regular Full Time Degree only
Earn While you Learn	Start earning within 8 months of joining the programme, with salaries upto 5 lakhs p.a. while completing the MBA	No
Joint Certifications by Industry Leaders	Certifications in Cloud Computing, FMCG, Retail and Banking give you additional qualifications endorsed by renowned companies thereby increasing your placement abilities	No
Certification from Harvard Business School Online	Collaboration with one of the Best Business Schools in the world for an optional certification in Data Analytics. The certification also provides access to the HBS Online Alumni Network	No
In - depth classroom and experiential learning from industry leaders	Academic inputs in class, while doing your apprenticeship, offers better understanding of the industry. Additionally, Industry leader will also mentor your progress	Limited
Get Final Jobs even before completion of the MBA Programme	50% of the MBA - PGPIBM batch receives Pre-Placement Offers (PPOs), within 6 months of their Apprenticeship, with higher salary and designations	Limited
Better Jobs, Better Positions	With additional work experience in leading sectors during apprenticeship, you will be able to negotiate for better jobs, packages and designations during Final Placements	No

RECRUITERS SPEAK

"I have been associated with BBS for more than three years now. I have hired graduates and interns from the institute. The learning about business here is the basic practical knowledge of what a company will expect from them. It helps them to understand and guide them towards a good career in the future."

Mr. Suresh Dash, Director, | Human Resource Unit, | Cash



Industry Endorses MBA - PGPIBM



"Students really appreciate the opportunity to be associated with the faculty of here and have made it a great learning experience. This programme provides an MBA program with additional experience learning that can never be achieved with any other learning. After working in an organization for 10-15 months, companies not have a tough time finding the talent with those who spent only a few of opportunities for the graduate of the PGPIBM Programme."

Dr. Div Narayan Sarkar
Associate Director,
Nopara

"There is no other place like this that is with students. What we need especially is people like you who are doing with the PGPIBM programme. The students are more than just managers. They are active work experience with the knowledge from an organization (the company) and more at the end."

Mr. Ramesh Gattani
Regional Sales Manager,
Parsi



"I have been good luck with the PGPIBM programme & happy to see that it will continue growing along with this program as well as they have been doing with other programs. I also believe that the students will be extremely benefited out of this course which will help them to develop themselves as a better players in the competitive environment. All the best for the future of the students associated with BBS."

Mr. Ramkant Gupta
Regional Sales Manager,
ABC Finance Limited

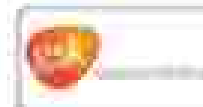
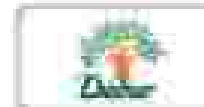
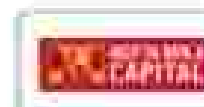
"I think before this BBS will become a platform for all the programs as well as they have been doing with other programs. I also believe that the students will be extremely benefited out of this course which will help them to develop themselves as a better players in the competitive environment. All the best for the future of the students associated with BBS."

Mr. Ramesh Gattani
Regional Sales Manager,
ABC Finance Limited



for more corporate comments, please visit www.bbs.co.in

Companies that have already confirmed recruitment participation



for the complete list of participating companies, please visit www.bbs.co.in

MBA - PGPEX

Advantage

- ✓ **Regular MBA programme** affiliated to Vidyasagar University, NAAC accredited, WB State Government University, recognised by UGC, Ministry of HED, Govt. of India.
- ✓ **Don't give up your work or salary** - Designed for experienced working professionals so you don't have to sacrifice your career or give up your salary. Convenient weekend batches & online designed specially keeping the busy schedule of working employees in mind.
- ✓ **Create a 360-degree Knowledge Spectrum with TRAILS** - Learn in connect with real life events, which will give you additional specialty beyond managerial expertise that will help you get better positions and job opportunities. A student has to opt for the following trails (mandatory) for best learning outcomes:
 - Digital Marketing Certification from Google
 - Six Sigma Certification from KPMG
 - Microsoft Specialist Certification by Microsoft
 - Mutual Funds Certification from NISM
 - Business Analytics Certification from IBM
- ✓ **Expand Networking Opportunities** that makes your personal and professional network grow. With classmates and alumni, who are experienced professionals in a wide range of industries, get immediate and constant support and use of the classroom. Gain from collective knowledge as well as experience and expertise of a talented group of peers from different industries in a collaborative environment.
- ✓ **Enhance Leadership Skills** - Provides key resources to help become a better leader in the workplace. After each classroom session, return to your job and create what you learn. Such as design, you can share your experiences with colleagues and enrich your learning.
- ✓ **Add value to your organisation** - With ideas and inputs generated through teamwork and collaboration with diverse faculty and students, with sound initiatives, you will have the opportunity to drive change in your organisation, adding immensely value to the organisation.
- ✓ **IBM Skilljoury's support to BMS** ensuring high standards of quality in classroom delivery. Learn from globalised knowledge of technology and corporate mindset with workplace and gain you become better leaders.
- ✓ **Superb placement options** through the peer network within the classroom as well as our alumni. Also get support from the 3 tiered BMS Placement team that has had more than 200 companies recruit BMS students.

Students wishing to pursue the programme must mandatorily have a minimum work experience of 1 year post their Graduation.



Programme Structure

Semester 1

- Organisational Behaviour
- Managerial Economics
- Quantitative Techniques for Business
- Accounting for Managers
- Business Legislation
- Business Ethics and CSR
- Business Communication
- Computer Application in Business

Semester 2

- Financial Management
- Marketing Management
- Human Resource Management
- Research Methodology and ORCA
- Operations Research
- Production Management
- Project Report on the Field Study (Industry Visit)
- Project Work (SWP)

Semester 3

- Major 1
- Major 2
- Minor 1
- Industry Project Work (Semester 1)
- Industry Project Work (Semester 2)
- Internship and Report Submission
- Entrepreneurship Development
- Business Environment and Ethics

Semester 4

- Major 3
- Major 4
- Minor 3
- Minor 4
- International Business
- Strategic Management
- Business Plan Development
- Dissertation
- Grand Viva

On completion, the student gets a **Regular degree** affiliated to Vidyasagar University. A NAAC accredited, WB State Government University, recognised by UGC, Ministry of HED of the Govt. of India, recognised for a government job or higher education in India or abroad.

Majoring Options - Majoring Options for the programme will be Marketing, Finance and Human Resource.

TRAILS - Improve your decision-making and cross-functional skills by expanding your understanding of business operations and the global marketplace. With broader business knowledge and skills, you will be ready to create transformations that drive breakthrough innovation.



Digital Marketing Certification

Digital Marketing: a skill that is highest in demand today. From Ads, Search & Analytics to Campaign Management, you learn everything about Marketing in the Digital World from Google.



Mutual Funds Certification

The regulator of the Indian Securities Market provides certification in Mutual Funds. This certification gives you endorsement as a practitioner in the area of Mutual Funds.



Six Sigma Certification

A part of the big 4 of consulting, KPMG provides Six Sigma certification. Six Sigma is a quality management tool that is a benchmark of service quality of an organization worldwide.



Data Analytics Certification

Data Analytics is the primary source of business data today. IBM, a fortune 500 company and leaders in Data Analytics will certify you as an expert in Data Analytics.



Authorized Training Center

MS Office Certification

Gain expertise as well as certification from Microsoft on Office tools including Excel, a vital tool for data management and analytics used in almost all verticals and departments of companies across the globe.

"It's a great opportunity to be a part of BMS. I am really thankful to every faculty member and our industry mentors for their guidance and support."

Nisha Koley - PGPEX and MBA Batch of 2022

MBA - PGPEX VS OTHERS

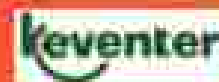
The comparison chart below summarizes the aspects of the Post Graduate Programme in Executive Management and MBA versus other similar programmes being offered.

	MBA - PGPEX	Others
Regular MBA programme	With PGPEX the advantage of having a regular MBA degree provides relevance as well as weightage in the job market for the students.	No / Rarely.
Acceptance and brand value of a West Bengal State Government University	The degree is provided by Vidyasagar University, A west Bengal State Government University, which is NAAC accredited, Under UGC, Ministry of HRD, Government of India.	No / Rarely.
Immediate application of learning in current workplace	The course is taught by industry professionals which gives you the ability to return to your job and apply what you learn immediately.	Rarely. You have to complete the entire learning model before you can understand what to apply and where.
TRAILS - Additional Certifications to build cross functional skills	These cross functional skills give a multi-faceted skill base giving students an opportunity to move to any sector and get better placement opportunities.	Not Present.
Placement Support	BIBS has a 3-tiered Placement Cell with Local, National as well as International presence.	Not Applicable.
Flexible timings (both weekday & weekend options)	Students get the convenience of studying on their off days as well as on other days where they can attend classes thus making learning easy.	Sometimes.
Institute pedigree	The only institute in West Bengal with a 'Grail A++' rating. Ranked amongst the Top 3 Business Schools in Kolkata for 3 consecutive years by The Times of India.	No.

RECRUITERS SPEAK

"Students of BIBS are not only enriched with theoretical knowledge rather they have more in practical training. I have recruited a good number of students from here and have found them to be smart, energetic, good in communication, and target oriented. Really satisfied to have recruited from BIBS."

Mr. Manish Karmakar | BDO



Networking for a Better Future

Foster lasting relationships with executives from all over the business world and various industries, thereby creating a healthy pool of opportunities and learning that can be shared amongst the group.

BATCH PROFILE 2021-2023



58% WORKING IN SENIOR ROLES

75% OF BATCH JOINED FOR ENHANCEMENT OF KNOWLEDGE & UPGRADE OF SKILLS

5.5 MEDIAN YEARS OF EXPERIENCE

"The faculty and career counsellors have been really helpful. They are effective in teaching us helping us mind our current profiles and future needs. This has helped me to understand and get a better clarity in learning the skills that will help me enhance my career."

Sriyanka Mukherjee - MBA - EX Batch of 2021 - 2023

Industry Endorses MBA - PGPEX



"Every organisation looks to enhance their workforce by making existing employees grow within the organisation. The MBA - PGPEX programme with additional skills is a very good industry fit for existing employees. Our Best wishes to BIBS for creating an industry immersed programme."

Mr. Chivabrat Majumder
Senior Manager - Resource Management
Ericsson



"The BIBS Executive program will enhance skill and efficiency, restore confidence and retain critical resource, career growth and build up talent pool to enhance capacity. I wish BIBS all the best in taking lead and partnering with industry for coaching and learning. All the best."

Mr. Debajit Roy
Regional Head HR, Administration & CSR
Sony India



"All the Best to BIBS for their Executive MBA programme. Training existing professionals to enhance their skills will surely give them and their companies a greater flexibility in varied roles thereby giving satisfactory career growth for all."

Mr. Jyoti Kataria
Manager - HR
Hyatt



"MBA - PGPEX is a unique course which gives the working professionals an opportunity to pursue a regular MBA while working thereby giving them an at par opportunity in their work spheres. It also gives the organizations a much better educated and trained work force."

Mr. Sanjay Bora
Human Resources
Spencers



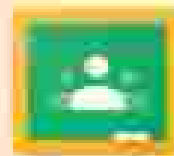
For the complete list of corporate endorsements, please visit www.bibs.co.in



Infrastructure

Google's Online Learning Management System (Google Classroom)

Access to Google Classroom, the Online LMS which gives an all inclusive learning environment for students with access to study material, notes and lectures. It also facilitates group work and mentoring through online classes using Google Meet and a host of Google Applications like Google Docs, Google Sheets, Google Slides, Jamboard and much more.



Google Classroom

Library and Information Services

The Library offers access to a wide range of both printed and electronic sources with an increasing emphasis being placed upon electronic delivery of information to users. The Library has a huge stock of over 10,000 volumes covering not only aspects of Management, but also related areas like Economics, Environment and Entrepreneurship. Moreover, there is a substantial collection of reference books including directories and year books. The Research Journals and Periodicals subscribed are vital sources for academic research and up-to-date business information.

Electronic databases permitting speedy retrieval of current information is available. BBS is an institutional member of IIM Ahmedabad's IIMAN Online Journal Resource Library.



Microsoft Teams

Microsoft Teams for collaboration with peers and industry

Microsoft Teams is currently an application of choice for people around the world to collaborate without barriers. Students get access to tools as well as Microsoft Office Applications like MS Word, MS Excel and MS PowerPoint as well as an online platform for networking using Team Meet.

Lecture Rooms and Conference Facilities

All Lecture Halls are air-conditioned and have access to the latest presentation equipment such as DLP, Multimedia Projectors, Laptop, notebook, charging zones, Internet and Intranet connectivity and a state-of-the-art sound system providing a unique and wholesome classroom experience.

TEK Zone: Computing Facilities on Campus

BBS has a high-speed computing facility for the students on campus. The campus has a network which is WiFi enabled. The campus has a 24-hour high-speed internet connectivity. Online assessment software is installed on the network for grading, online feedback, online quiz, and online attendance. The students have been provided with Login to access the software from any location to view student performance.



Accommodation Facility

Accommodation facility is available for hosteller students near the campus.

Communication & Foreign Language Lab

For any business leader, good communication skills are an asset and BBS has facilities specifically geared up to hone that skill in the students. The communication lab at BBS is specially designed to imitate the experience of the MBA globally ensuring that he gives excellent presentations and is more confident while speaking. Foreign language training in Spanish is also provided. The additional foreign proficiency gives our students the cutting edge in the international business arena.

Online Exam Engine

Another feature of the OMS is the online exam engine that ensures examinations through a sophisticated back end infrastructure that allows faculty to set exams online and then publish them with a click – and that is automatically marked. For this, exams are then delivered through the software, which also stores, generates and displays all the student's performance.



THE TIMES OF INDIA

BIBS Organises Motivational Talk With Renowned Author Chetan Bhagat



THE TIMES OF INDIA

CREATIVE LEADERSHIP IS THE WAY AHEAD: DR APJ ABDUL KALAM



TIMES OF INDIA The Telegraph



NS IN GEMENT



মানববাজার পত্রিকা



BS students see ore jobs this year

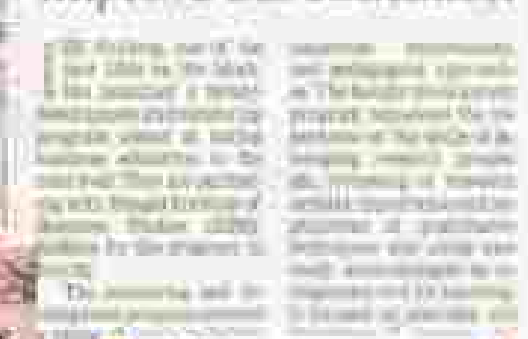


THE ECONOMIC TIMES KNOWLEDGE SESSION



THE TIMES OF INDIA

IIM Shillong bid to improve biz education



দৈনিক জাগরণ



সংবাদ প্রবাহ



জীবনের গল্পে মাতালেন ঝুলন



Educationtime



বর্তমান

উন্নত দেশ গড়তে প্রয়োজন দূরদর্শী নেতা: কালানি



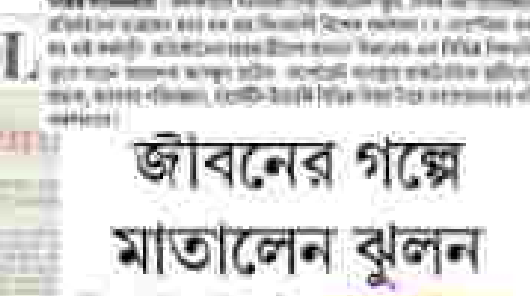
সংবাদ প্রবাহ



জীবনের গল্পে মাতালেন ঝুলন



Educationtime



MEMORIES TO CHERISH



জীবনের গল্পে মাতালেন ঝুলন



Educationtime



THE TIMES OF INDIA Making It Big



জীবনের গল্পে মাতালেন ঝুলন



Educationtime



জীবনের গল্পে মাতালেন ঝুলন



Educationtime



BIBS in MEDIA

Student Driven Activities

The wide variety of Student Activities reflects the diversity of BIBS. The Life at BIBS gives you the chance to apply what has been learned in the classroom and to gain invaluable leadership and life skills. In addition to connecting you with others who have similar interests, you have a platform to interact with people in your field of interest, helping you to build formal and informal networks while exploring career opportunities.



Dr. A.P.J. Abdul Kalam with the students of BIBS at the "Management, City and Learning" Seminar under the BIBS, Management's Guest House Series.



Bhavani Kumar Shetty in cooperation with the students of BIBS, fostering the growth of management and life skills in marketing activities.



BIBS Life interacting with students.



Activities @BIBS

Asian for Action (AFA)

AFA is a competition that gives its members a chance to present and Public Speaking Skills. Students are given a topic, the topic is given and they are given a topic to write on which they have to give a presentation in a group of 4 days from the industry. Students are evaluated on their presentation (group level).

City Search

This event awards the best over 10000 assignments to BIBS Students. They are given the list of products like Fresh Produce, Groceries and Processed Electronics and other such for which they have to research the available market for the value as well as cost and submit a presentation on the cost details about the working of the business including their Branding, Marketing, Packaging, Supply Chain and Distribution to Current Market trends.

Industry Visits

Practical exposure is the biggest advantage for any intelligent student. It is the best way to explore the fundamentals of management learnt in the classrooms with their practicals that are available in the industry. The students of BIBS have the advantage of going to conduct interviews with industry leaders either as company or as faculty and even through the company Corporate Involvement. The Corporate through the industry visit opens the students to the practical scenarios of the industry, hence giving them exposure to the real world.

Start - Up Challenge

This is an integral part of their Curriculum Programme, which provides an idea for the students and they are given a list of items in the stock of which they are going to create the product that is traded and finally the price and each of the items is given to the students to create a profit from it business task. They can invest the money in direct selling as well as in some other way or in some service or in some other way.

Sports Day

At work and industry makes back a full day feeling this is good and the fact that we all need a break from the classroom. BIBS organizes an Annual Sports Day which includes both indoor and outdoor games like Chess, Table Tennis, Carrom and Football and many more. Sports day is a fun filled activity day where the students showcase their water polo skills and they compete with each other in a friendly manner and sports.



Winners of AFA 2018



BIBS City Search at the Market for Market



Students visit the Market for Market



Students at a stall during the Start-Up Challenge



Winners of Sports Day 2018

Events @BIBS

Outbound Learning Expedition (OLE) takes the learnings of management principles to an open arena. Students go out to an outdoor location for a day of fun - filled and competitive outdoor activities that aims to develop bonding, teamwork, analytical skills on-the-go and serves as a de-stress module from the classroom rigors. It is a day out, the management way!



Brand Wars marks the beginning of a Student's journey into the Business World. Students are formed into groups and given a product to launch. They create Product Samples, Packaging Material and Press Advertisements, Radio Jingles and TV Commercials and other business collaterals and present their Launch Plan to an illustrious panel of Judges from the Industry.



Ultimate Start-Up Plan (USP) aims at providing the students with the unique opportunity of creating their own business ventures. Students in groups create a product or service that they plan to launch an Entrepreneurial start-up. Evaluation of USP is done by some of the high profile venture capitalists, angel investors and entrepreneurs of the country.



PASSPORT - A Group Discussion Competition that imparts G.D. skills which is of great importance in their Placements. The students are evaluated by judges from top companies across industries who also recruit BIBS MBA Students.



Some more events by BIBS



To view the complete list, visit www.bibs.co.in

Career @BIBS



Clubs @BIBS



Teams @BIBS

Each year, the first year students are divided into four teams. Each of these teams is assigned members from the faculty and the industry. Together they participate and learn in all the competition based learning activities, just the same as when they would be working in the corporate world.



Indigo Zone



Indigo Cosmos



Black Aces



Grey Matter



Red Rockets



Blue Ravens



Golden Legends

Alumni @BIBS



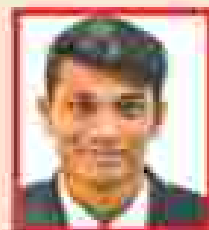
"It was a great learning experience at BIBS. BIBS made me a confident person and because of the different events and competitions we got to learn a lot of things and the most important, we got good exposure here which is going to be a great help when I start at Cognizant."

Divyanshu Nanda
Cognizant | BIBS batch of 2021



"I am so thankful for a final placement with Nestle. Seems like yesterday when I joined BIBS with no clue as to where I would be. However, I received so much support and guidance not only from the faculty but also from industry that helped me realize my true potential."

Monisha Pothiyandi
Nestle | BIBS batch of 2020



"BIBS has helped me in discovering my skills and working on them to make myself better with proper mentoring. These skills is helping me in my work. I would like to thank all at BIBS."

Abhishek Gupta
ITC | BIBS batch of 2019



"BIBS always proved it as a platform for us to showcase our abilities and skill set and helped us learn all the skills that are highly required. We got intensive training in interview & communication skills. All Appreciate that all many more."

Susha Sengupta
Parekh & Van Mella | BIBS batch of 2018



"BIBS gave me a lot of freedom which has allowed me to learn Digital Marketing. I was a part of a lot of events and clubs which taught me to coordinate resources thereby teaching me a lot about the very skills employers look for. Today, I am happily placed at Cognizant."

Gayatri Das
Cognizant | BIBS batch of 2021



"I was unsure when I started at BIBS. However, the Finance programme at BIBS is embedded with so much learning that it is actually fun learning about finance. All without the constant help and support from industry leaders helped me get into SBI Mutual Funds."

Aditya Maheshwari
SBI Mutual Funds | BIBS batch of 2020



"Knowing the faculty well I decided to write Finance for my MBA. I have been consistently taught by faculty & mentors who are also helping me to find the Finance domain, resulting in a Final Placement with Bandhan Bank."

Divyesh Patel
Bandhan Bank | BIBS batch of 2019



"At BIBS, I was given a lot of freedom to use my creativity and in my Academic Guidance from the faculty the industry has made me get a Final Placement. Thank you BIBS."

Suresh Kumar
MRF | BIBS batch of 2018



Students from the First Batch of BIBS (2008-2010) cutting the ceremonial cake to mark 10 years of BIBS at the Annual Alumni Meet.



The Alumni Networking Day



"I joined BIBS with a lot of excitement and I was able to learn a lot of things from the faculty and industry leaders. I was able to learn a lot of things from the faculty and industry leaders. I was able to learn a lot of things from the faculty and industry leaders."

Harish Kumar
PwC | BIBS batch of 2021



"BIBS always gives me a lot of freedom to use my creativity and in my Academic Guidance from the faculty the industry has made me get a Final Placement. Thank you BIBS."

Anurag Kumar
KFC | Kingdom of Bahrain | BIBS batch of 2020



"The value of learning from the faculty and industry leaders is a lot of things from the faculty and industry leaders. I was able to learn a lot of things from the faculty and industry leaders."

Anurag Kumar
Jain & Jain | BIBS batch of 2021



"BIBS always gives me a lot of freedom to use my creativity and in my Academic Guidance from the faculty the industry has made me get a Final Placement. Thank you BIBS."

Anurag Kumar
Gladwin | BIBS batch of 2021



"I joined BIBS with a lot of excitement and I was able to learn a lot of things from the faculty and industry leaders. I was able to learn a lot of things from the faculty and industry leaders."

Harish Kumar
OAE Exchange | Dubai | BIBS batch of 2020



"BIBS always gives me a lot of freedom to use my creativity and in my Academic Guidance from the faculty the industry has made me get a Final Placement. Thank you BIBS."

Anurag Kumar
KFC | Kingdom of Bahrain | BIBS batch of 2020



"The value of learning from the faculty and industry leaders is a lot of things from the faculty and industry leaders. I was able to learn a lot of things from the faculty and industry leaders."

Anurag Kumar
Jain & Jain | BIBS batch of 2021



"BIBS always gives me a lot of freedom to use my creativity and in my Academic Guidance from the faculty the industry has made me get a Final Placement. Thank you BIBS."

Anurag Kumar
HSBC | BIBS batch of 2020

Admission Procedure

Selection Procedure: Graduates of Three year BBA/B.Com passing out in 2022 with a valid CAT / XAT or MAT score are eligible to apply. Candidates without a score will need to appear for the BBA/BAT examination. Final Selection will be done after Personal Interview for all applicants.

Application Form: Application Form is available for download on the website. Forms can also be availed from the BBA Campus in Kolkata for Rs. 600/-.

Documents to be submitted with the Application form after the website:

- **NIIE:** All the NIIEs (creativity, writing, critical thinking and killing all birds).
- **Attach one color photograph (size 35mm x 45mm) to the NIIE and send one color photograph (size 100mm x 150mm).**
- **Attach a photocopy of Class X, XII and Graduation (if applicable) mark sheet.**
- **Attach a photocopy of CAT / XAT or MAT mark sheet (if applicable).**
- **Attach a copy of identity proof in the form of PAN Card and Aadhar Card (New year PAN and Aadhar Card are mandatory).**
- **Work Experience Certificate Issued by MHRD - NPTEL programme.**
- **Completed forms are to be couriered with Demand Draft of Rs.2000/- to the account of "Legal Institute of Business Studies" payable in Kolkata.**

in the following process:

Branch: Institute of Business Studies

100, Lake View Road

Kolkata - 700026

Note: All fees regarding selection are collected to the MBA - HODBM, MBA - HODHABDS, MBA - HODOM, MBA - HODPM, MBA - HODHM and MBA - HODCE (Hagaramukh).

Please feel free to call the admission help desk for any queries at the following contact:

Mobile : +91 9633528846 | Landline : +91 33 2661 9237

E-mail: info@bba.com.in | www.bba.com.in

