



BACHELOR OF BUSINESS ADMINISTRATION

# BBA

**BACHELOR OF BUSINESS ADMINISTRATION**

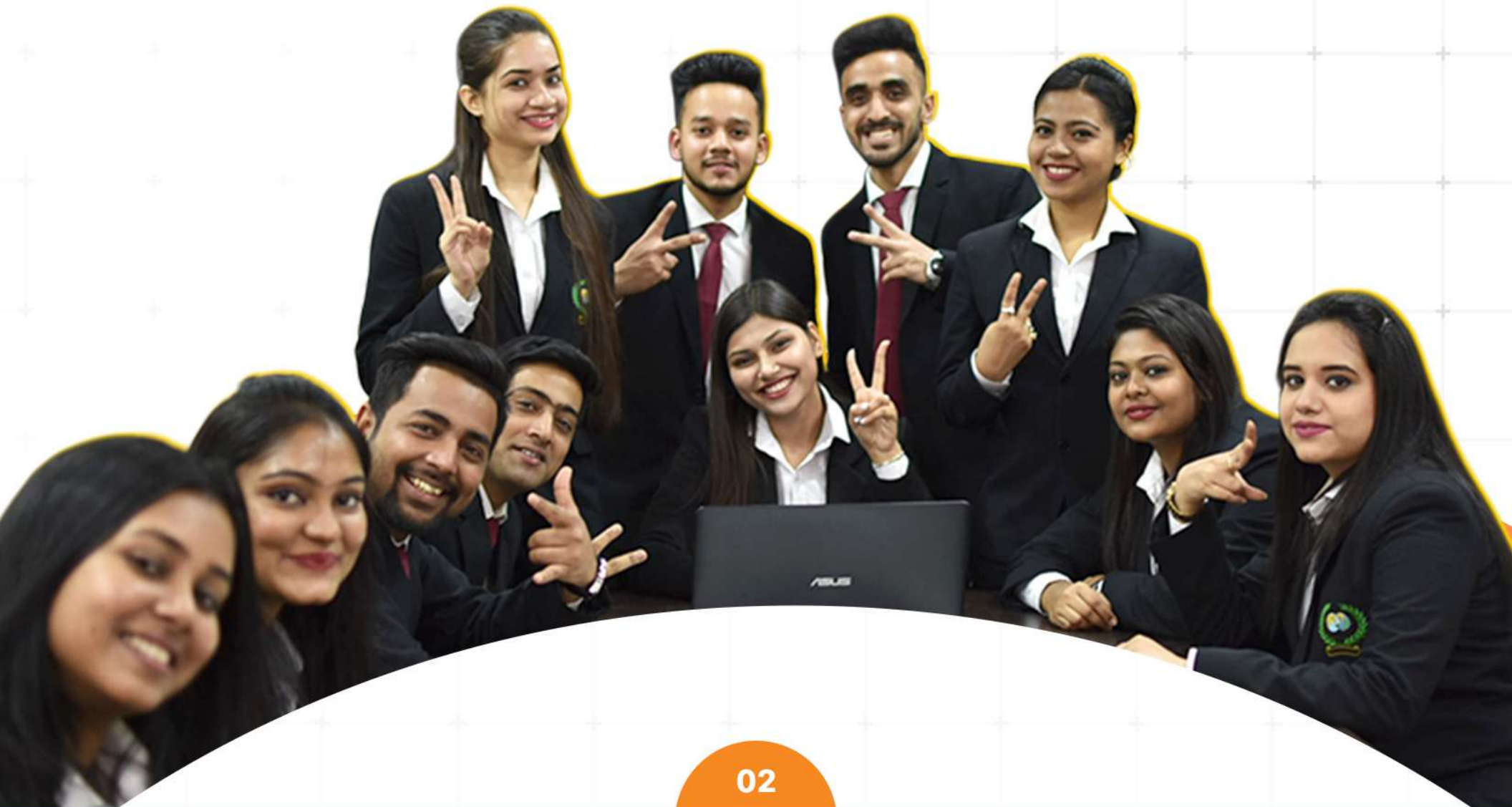
# Our VISION

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 Imbided 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.



# *Shaping* **YOUNG LEADERS**

*"Creativity leads to thoughts, thoughts lead to knowledge, and knowledge makes you great."*

**- Dr. APJ Abdul Kalam**  
Former President of India



# *From the* **CHAIRMAN'S DESK**

India 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 vital importance of competition and innovation without losing focus on the power of collaboration and responsibility.

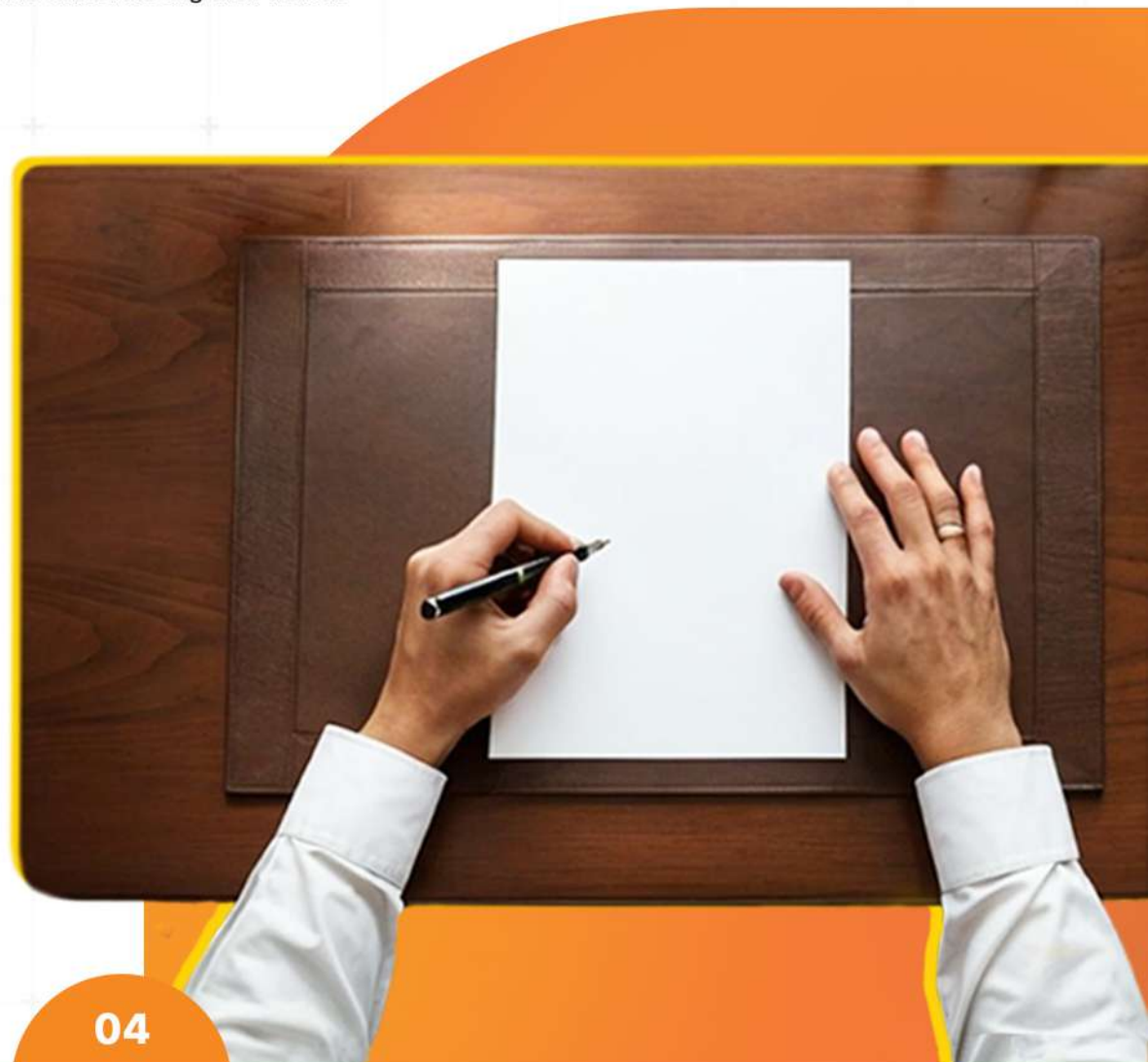
The corporate world can be very daunting for the unprepared. It becomes very important to create industry-ready managers who, along with the required knowledge, are also equipped with the soft skills necessary to survive in the business world. At BIBS, students get exposed to corporate leaders who teach 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, not only grounded in both theory and practice, but also have a 'can do' attitude without losing their holistic view of life.

We love to love our students. Our students are at home in our Institute. The faculty is their 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 welcome 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. DEBABRATA MITRA**

Member  
Department of Commerce  
North Bengal University

**DR. SUBHAJIT  
BHATTACHARYA**

Member  
Department of Business  
Administration  
MDI, Murshidabad

**MR. VIDUR KAPOOR**

Chairman  
BIBS

**MR. PRAHLAD RAO**

Member  
Director  
Thomas Assessment

**MR. SUBRATA DUTTA**

Member  
Director  
Standard Chartered Bank

**MR. SOMESH DASGUPTA**

Member  
Director  
India Power  
Corporation Limited

**DR. TANMOY DASGUPTA**

Member  
Department of Business  
Administration  
Burdwan University

“

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

**VIDUR KAPOOR**  
**CHAIRMAN, BIBS**

”

# Our TIE-UPS



IIT KANPUR  
Indian Institute of Technology, Kanpur



Harvard Business  
School Online



# Inspiring OUR STUDENTS



**Lt. Dr. APJ Abdul Kalam**

Former President of India & Missile Man of India



**Mr. Chetan Bhagat**

Renowned Author & Youth Motivator



**Mr. Kapil Dev**

World Cup Winning Captain of the Indian Cricket Team



**General MM Naravane**

Former Chief of the Indian Army



**Ms. Jhulan Goswami**

Former Captain of the Indian Women's Cricket Team



**Mr. Bhaichung Bhutia**

Former Captain of the Indian Football Team

# Why BBA AT BIBS?

Regular full-time BBA programmes affiliated with **Vidyasagar University**, a NAAC-accredited university recognized by the UGC and the Ministry of Education, Government of India.



01

### A Holistic Ecosystem That Builds Future Leaders

BIBS blends academic rigor, industry engagement, and professional grooming to create confident, ethical, and globally competent leaders.

### AI as the Backbone of the BIBS Learning Experience

AI-driven learning, in collaboration with IBM, prepares students to lead in digitally transformed and technology-driven business environments.

02

03

### A Strong Foundation for Higher Studies

The program develops analytical ability and conceptual clarity, preparing students for MBA, PGDM, MS, and other global PG programs.

### Experiential Learning Instead of Rote Learning

Students learn through projects, case studies, simulations, and live assignments that build real-world thinking and problem-solving skills.

04

05

### Curriculum Designed for Global Relevance

Contemporary topics such as digital transformation, analytics, AI, sustainability, and innovation prepare students for modern careers and international education.

### Globally Recognized Alliances That Add Real Value

Partnerships with IBM, WEBEL, IIT Kanpur, Nasscom, MCX, and NISM offer certifications, workshops, and cutting-edge technical exposure.

06

07

### One of the Strongest Corporate & Placement Ecosystems

Corporate mentoring, internships, industry visits, and pre-placement readiness programs provide credible pathways to higher studies and industry exposure.

### Personality & Skill Development for Industry Success

Students build confidence, communication mastery, leadership presence, teamwork, and emotional intelligence while gaining high-impact skills in communication, Power BI, analytics, financial literacy, and digital marketing - ensuring they are industry-ready and globally competent.

08

# Distinct ADVANTAGES

## International Immersion

A transformative international experience that broadens perspectives and builds global employability.

### Highlights:

Study at partner universities | Cross-border projects | Overseas internship opportunities | Global Capstone project.

## Competitive Exam Preparation

A structured pathway that builds strong aptitude, sharp reasoning, and confident communication - preparing students for advanced management entrances and leadership roles.

### Highlights:

Integrated aptitude modules | Mentor-led strategy | CAT Simulation Lab | GD, WAT, and Interview training | Personal branding & mock prep.

## Focus on Entrepreneurship & family business

A structured pathway that develops innovators and next-gen business leaders - enabling students to create new ventures and strengthen family businesses with modern management practices.

### Highlights:

Integrated aptitude modules | Business model design | Financial planning | Family business governance | Innovation Lab | Workshops, pitches & mentorship.

## Industry Ready

A practical, career-focused journey that equips students with real-world skills and corporate exposure.

### Highlights:

Skill Labs (Communication, Analytics, GD/PI) | Live projects & simulations | Mentorship by industry stalwarts | Corporate internships | CXO Talks & Placement prep.

## The Outcome

A graduate who is **globally aware, exam-ready, and industry confident** - prepared to excel in competitive careers and international business environments.



# International IMMERSION

## Your Gateway to a Global Future

In today's borderless world of business, global exposure is not a luxury - it is a necessity. The BIBS BBA program offers students a transformative International Immersion Experience designed to broaden perspectives, deepen learning, and enhance global employability.

## Why International Immersion Matters

✓ Builds a global mindset and intercultural intelligence

✓ Enhances employability for international and domestic careers

✓ Cultivates strategic thinking through real global business exposure

✓ Helps students stand out in competitive placements and higher education applications

✓ Strengthens academic and industry-linked portfolios

### Global Immersion at International Institutes

In today's borderless world of business, global exposure is not a luxury - it is a necessity. The BIBS BBA program offers students a transformative International Immersion Experience designed to broaden perspectives, deepen learning, and enhance global employability.

### Global Project Collaborations

Work on cross-border projects with international students, solving real-world business challenges and developing global teamwork and communication skills.

### Overseas Internship Opportunities

Access to internships with multinational companies, gaining exposure to global work cultures, business operations, and professional expectations abroad.

### Global Capstone Project

Complete a high-impact Global Capstone Project under the guidance of international faculty and industry mentors, delivering solutions to global business problems.



## Competitive EXAM PREPARATION

BIBS offers a focused preparation ecosystem that sharpens aptitude, strengthens reasoning, and builds confident communication - empowering students to excel in management entrance exams and fast-track their leadership journey. The structured approach blends concept mastery, strategic practice, and personalised mentoring to help students perform with clarity, speed, and confidence.

### Key Impact Areas

- **Aptitude Strengthening:** Quantitative ability, logical reasoning, and data interpretation made exam-ready.
- **Strategy Mentorship:** Expert-guided prep plans tailored to student strengths.
- **CAT Simulation Lab:** Full-length mocks, analytics, and performance dashboards.
- **Communication Excellence:** GD, WAT, and interview practice for high-stakes evaluations.
- **Personal Branding:** Profile-building sessions, articulation skills, and mock interviews.
- **Holistic Readiness:** Consistent feedback loops, doubt-clearing, and targeted improvement.



## Focus on ENTREPRENEURSHIP & FAMILY BUSINESS

A hands-on ecosystem that develops innovators and next-gen business leaders. Students learn to **ideate, build, and scale** ventures while strengthening family businesses through modern **management, governance, and succession** practices.

### What Students Gain

- Entrepreneurial thinking & opportunity recognition
- Business model creation & financial planning
- Market validation & feasibility assessment
- Family business leadership & transition insights
- Practical exposure through workshops, pitches & projects
- Innovation Lab for prototyping and concept testing

## The USP ULTIMATE START UP PLAN

A launch platform where students design real start-up ideas, validate markets, build value propositions, and present to VCs, angel investors, and industry mentors - gaining practical experience in taking ideas from concept to execution.

## NEN CENTER OF EXCELLENCE

BIBS is recognised by NEN, India's leading entrepreneurship network, as a Center of Excellence, enabling advanced training, nationwide mentorship, and collaborative development of entrepreneurs across the NEN ecosystem.



BIBS 'nurtures' innovators through mentorship,  
TIE Kolkata proudly supports  
- Mr. Atul Gupta, President TIE



Mr. Sagar Daryani - Co-Founder of WOW Momos  
addressing BIBS Students

# Industry READINESS



## WHERE LEARNING MEETS THE REAL WORLD

You don't just earn a degree. You become industry ready.

At BIBS, the BBA program is crafted to ensure students transform from learners into professionals equipped to thrive in modern workplaces. Our industry-ready approach blends academic excellence, corporate exposure, and hands-on skill building.

### What Makes BIBS Students Truly Industry Ready?

**Industry-Aligned Curriculum:** Programs co-designed with industry leaders ensure every subject reflects real-world relevance, emerging trends, and current business needs.

#### Corporate Internships & Live Projects

Work on:

- Brand campaigns
- Financial models
- Business plans
- Analytics dashboards
- Digital marketing projects

Experience how companies think, plan, and grow.

#### Mentoring from Business Leaders

Guidance and lectures from:

- Entrepreneurs
- CXOs
- Senior corporate professionals
- Domain experts

Learn success from those who practice it.

# Industry READINESS

## Skill Development Labs

Dedicated labs for:

- Communication & GD - PI
- Data Analytics (Power BI, Excel, Python basics)
- Financial Modeling & Valuation
- Digital Marketing Tools

We ensure you gain the skills companies hire for.

## Placement & Career Readiness

Our placement ecosystem includes:

- Mock interviews & assessments
- Resume building & portfolio development
- Professional grooming
- Corporate exposure

Turn confidence into competence.

## Preparation for the Future of Work

Training in key future-focused domains:

- AI & Digital tools
- Data-driven decisions
- Business analytics
- Global business environments

Learn success from those who practice it.

## The Result

Students step into the industry as:

- Confident communicators
- Collaborative professionals
- Strategic thinkers
- Emotionally intelligent leaders

## Industry Certifications

Through partners like:

- NASSCOM FutureSkills Prime
- Corporate learning platforms & certification bodies

You become a Graduate with credentials that employers value.



# Our PROGRAMS

## | Bachelor of Business Administration

### ABOUT THE PROGRAM

A BBA from **BIBS** isn't just a degree - it's a launchpad to careers, innovation, and global opportunities. The four-year CBCS-based program, affiliated to **Vidyasagar University (NAAC accredited and recognised by UGC & the Ministry of HRD)**, builds strong analytical, managerial, and technological skills. It transforms students into industry-ready thinkers and future leaders equipped for the demands of the 21st-century business world.

### PROGRAM STRUCTURE AT A GLANCE

#### Year 1 – Foundation of Management & Communication

Core Courses (CC), Ability Enhancement (AECC), Skill Enhancement (SEC)

#### Year 2 – Introduction to Specializations

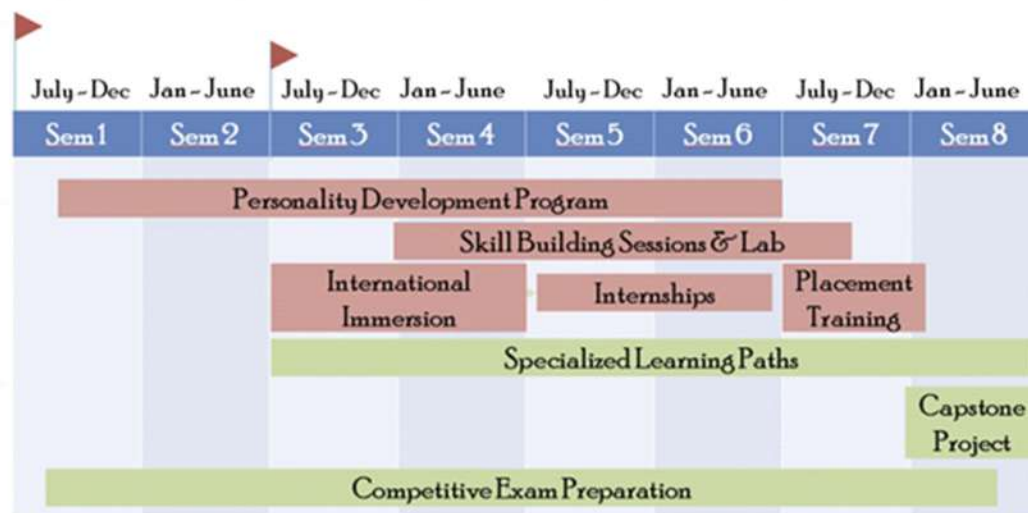
Core Courses (CC), Generic Electives (GE), SEC

#### Year 3 – Strategic Application, Global Perspective & Career Readiness

Discipline-Specific Electives (DSE), GE, SEC

#### Year 4 – Global Strategy Integration & Leadership through Capstone Project

DSE, Project Work / Internship, International Immersion



### Eligibility

Applicants must have completed 10+2 or equivalent from any recognised board (CBSE/ISC/State Boards/IB/Cambridge) with 50% aggregate and a good command of English; 45% marks required for students from Reserved category. Students currently in Class 12 may apply, but **clearing the Class 12 exam is mandatory** for final admission.



## YEAR 1: Foundation of Management & Communication

**Objective:** Build conceptual understanding of business fundamentals, communication, and economics.

### Semester I

- Principles of Management
- Financial Accounting
- Business Communication
- Environmental Studies
- Business Economics – I (Micro)
- Business Mathematics
- Computer Applications for Business

### Semester II

- Business Economics - II
- Organizational Behaviour
- Corporate Grooming & Soft Skills
- Communication Lab
- Marketing Management
- Business Statistics
- Fundamentals of Entrepreneurship

**Skill Lab:** Competitive Exam preparation

## YEAR 2: Introduction to Specializations

**Objective:** Apply strategic management concepts and explore specializations.

### Semester III

- Financial Management
- Operations & Production Management
- Business Law
- Consumer Behaviour
- Digital Business & E-Commerce
- Generic Elective - I \*

**Skill Lab:** Presentation & Public Speaking

\* **Generic Electives include :**

- Mathematics for Business Decisions
- Business Ethics and Corporate Social Responsibility
- Entrepreneurship development

### Semester IV

- Research Methodology
- Logistics & Supply Chain Management
- Advertising & Promotion
- Human Resource Management
- Excel, Analytics & Power BI
- Generic Elective - II \*

**Skill Lab:** Analytical Thinking

## YEAR 3: Strategic Application, Global Perspective & Career Readiness

**Objective:** Deeper understanding of functional domains and introduction to International Business.

### Semester V

- Strategic Management
- Discipline Specific Elective - I \*\*
- Summer Internship Presentation
- International Business
- Discipline Specific Elective - II \*\*
- Leadership Development

**Skill Lab:** Group Discussion & Interview Prep

\*\* **Discipline Specific Electives include:**

- Commercial Banking
- Human Resource Planning and Development
- Financial Institution and Markets

### Semester VI

- Corporate Governance & Ethics
- Discipline Specific Elective \*\*
- Industry Internship
- Business Analytics
- Innovation & Entrepreneurship Lab

**Skill Lab:** Analytical Thinking

\*\* **Discipline Specific Elective - III include:**

- Advertising and Brand Management
- Investment analysis and portfolio management
- Marketing of services

## YEAR 4: Global Strategy Integration & Leadership through Capstone Project

**Objective:** To create Leaders by integrating projects, strategic alliances and industry engagement.

### Semester VII

- Advanced Business Strategy
- Global Marketing (optional)
- Startup Incubation & Venture development
- Cross-Cultural Management
- Global Financial Markets/Trends (optional)
- Research Seminar

**Skill Lab:** Corporate Readiness Program

### Semester VIII

- Dissertation / Major Research Project
- Global Business Policy & Trade
- Strategic Entrepreneurship
- Elective - Capstone Project (Domain)

**Skill Lab:** Placement Bootcamp

# BBA in STRATEGY & BUSINESS ANALYTICS

Your Journey starts from Year 2

## Shaping Future-Ready Leaders Who Think, Analyse, and Lead with Impact

The world's top companies are driven by leaders who understand data, technology, markets, and strategy. This program is designed for the students to Think like a Strategist, Work like an Analyst, and Lead like a Manager.

The program transforms the students to future managers who are not only job-ready but industry-relevant, globally competent, and innovation-driven.



## What Makes the Strategy & Business Analytics Pathway Unique

# 01

### Career-First, Future-Focused Curriculum

Built for the future economy, the program prepares students for high-demand roles across FMCG, IT, BFSI, Retail, E-commerce, and Consulting - where data-driven strategy is critical.

### Balanced Learning: Strategy + Analytics

A powerful blend of management foundations, strategic thinking, data literacy, analytics tools, project management, and leadership development - creating well-rounded business decision-makers.

# 02

# 03

### Early & Continuous Hands-On Exposure

From the 3rd semester onwards, students work with job-ready tools and technologies, building dashboards, reports, strategy papers, and real-world projects used by global organizations.

### Strong Industry Mentorship & Real-World Application

Live corporate interactions, strategy workshops, analytics hackathons, and project-based learning across six semesters ensure graduates are industry-ready and portfolio-driven.

# 04

## Tools & Technologies

- Python
- Power BI
- MS Project
- Agile
- Tableau
- Jira
- Google Workspace
- Scrum

## Top Career Opportunities

- Business Analyst
- Data Analyst / Business Intelligence (BI) Analyst
- Strategy Analyst / Junior Strategy Consultant
- Management Consultant
- Financial Analyst / Risk Analyst

## Strategy & Business Analytics Course Structure

### Year 2 - Introduction to Strategy & Business Analytics

#### Semester 3

- Foundations of Analytics, Strategy & Projects
- Introduction to Business Analytics & Data Management
- Excel & Business Statistics
- Fundamentals of Business Strategy
- Project Management Basics (Scope, Tasks, Time, Stakeholder)
- Data Visualization (Power BI & Tableau)

#### Certifications:

- Power BI
- Excel
- Statistics 101

#### Semester 4

- Industry Analysis, SQL & Project Execution Basics
- Exploratory Data Analysis
- SQL for Business
- Competitive Strategy
- Consumer Insights
- Data Storytelling
- Project Scheduling & Work Breakdown Structure

#### Certifications:

- SQL
- EDA
- Tableau

### Year 3 - Application of Strategy & Business Analytics

#### Semester 5

- Functional Strategy & Project Management Tools
- Predictive Analysis (Regression, Classification & Time series)
- Python basics for Analytics
- Financial & Marketing Strategy
- Supply Chain Analytics
- Business Intelligence Tools
- Project Risk Management & Quality Management
- Data-driven Strategic Decision making

#### Certifications:

- Python
- Python for Data Analysis
- Machine Learning with Python

#### Semester 6

- Strategic Leadership & Decision Intelligence
- Exploratory Decision Analysis (EDA) using Python
- Corporate & Growth Strategy
- People analytics
- Environment, Society & Governance
- Business Research Method
- AI Tools for Managers
- Agile Project Management & Scrum Fundamentals
- Ethics & Governance

#### Certifications:

- AI tools for Managers
- Agile
- Predictive modelling with IBM SPSS

### Year 4 - Integration of Data Science to Business & Global Decision Making

#### Semester 7

- ML Application & Strategy Execution
- Machine Learning Models using Rapid Miner, Orange, Knime
- OKR's and Balanced Scorecard
- Digital Transformation Strategy
- Financial Analytics
- Marketing Analytics
- HR Metrics
- Project Budgeting, Procurement & Stakeholder Alignment
- 8-12 weeks of Internship

#### Semester 8

- Capstone/Consulting Project
- Business Consulting Project with Industry Mentor
- Project Portfolio development
- Project Scope, Timeline, Deliverables, Stakeholder Meetings, Documentation

# BBA in GLOBAL MARKETING

Your Journey starts from Year 2

## Where Strategy Meets Creativity & Business Growth

The Marketing Specialization pathway at BIBS prepares students to become future-ready brand strategists, market innovators, and digital-first marketing professionals. Starting from Year 2 and continuing through Year 4, this pathway offers a deep journey into modern marketing - combining strategy, consumer psychology, digital platforms, analytics, and real-time campaigns.



## What Makes the Global Marketing Pathway Unique

01

### Industry-Led Global Marketing Curriculum

Designed in collaboration with leading digital marketing firms, brand agencies, and corporate marketing teams, the curriculum stays dynamic, current, and aligned with global industry trends.

02

### Deep, Progressive Learning from Strategy to Execution

Across semesters, students progress from marketing fundamentals to advanced global marketing strategy, consumer psychology, analytics, and multi-channel campaign design.

03

### Real-World Exposure Beyond the Classroom

Hands-on learning through live branding projects, digital campaigns, case competitions, industry assignments, tools training (Google Analytics, Meta Ads, SEO, HubSpot), and expert guest sessions.

04

### Career-Ready Preparation for Global Marketing Roles

Graduates build strong strategic thinking, data-driven decision-making, creative execution, and client-facing skills - preparing them for high-growth careers in branding, digital marketing, analytics, advertising, and e-commerce.

## Tools & Technologies

- Google Digital Garage
- Survey Monkey
- Google Analytics (GA4)
- Tableau
- Canva
- Meta Business Suite
- Advance SEM Rush
- SalesForce

## Top Career Opportunities

- Brand Strategist
- Digital Marketing Manager
- Marketing Analyst
- Retail & E-commerce Lead
- Social Media Manager

## Global Marketing Course Structure

### Year 2 - Introduction to Global Marketing

#### Semester 3

- Principles of Marketing
- Foundations of Consumer Behaviour
- Business Communication
- Fundamentals of Digital Marketing
- Marketing Research & Insights
- Economics for Managers

#### Certifications:

- Google Digital Garage: Fundamentals of Digital Marketing
- Inbound Marketing Certification: Hubspot

#### Semester 4

- Global Branding & Communication
- Social Media Marketing
- Intercultural Communication
- Introduction to E-commerce
- Market Segmentation, Targeting & Positioning
- Applied Statistics for Marketing

#### Certifications:

- Meta Social Media Marketing Certification
- Content Marketing Certification: HubSpot
- Data Studio/Looker Studio

### Year 3 - Application of Global Marketing

#### Semester 5

- Global Digital Marketing Strategy
- Market Entry Strategy & International Business
- Branding Strategy & Positioning (Global Focus)
- Advertising Strategy & Integrated Campaigns
- Sales & Negotiations for International Markets
- Excel & Power BI for Marketing Analytics

#### Certifications:

- Google Analytics Certification (GA4)
- Excel & Poer BI Industry Certificate
- Tableau Beginner Certification

#### Semester 6

- Digital Consumer Analytics
- Cross-Cultural Marketing Strategy
- Retail & Global E-commerce
- Influencer Marketing & Online Reputation Management
- Product Innoivation & New Market development
- Introduction to AI in Marketing

#### Certifications:

- Google Ads search Certification
- AI for Business
- Advanced SEMrush

### Year 4 - Integration of Marketing and Global Decision Making

#### Semester 7

- Strategic Brand Management (Global Orientation)
- Global Pricing & Distribution Strategy
- Marketing Analytics & Business Intelligence
- Global Supply Chain for Marketeers
- Sustainability, ESG & Ethical Marketing
- Leadership in International Organizations

#### Semester 8

- Capstone/Consulting Project
- Business Consulting Project with Industry Mentor
- Project Portfolio development
- Project Scope, Timeline, Deliverables, Stakeholder Meetings, Documentation

# BBA in WEALTH MANAGEMENT



Your Journey starts from Year 2

## Wealth Management & Financial Advisory Program

The Wealth Management Pathway at BBS is designed to build financial acumen, investment intelligence, and client advisory skills. The program blends academic knowledge, financial certifications, and practical exposure to prepare students for high-growth careers in the Banking, Financial Services, and Insurance (BFSI) and Consulting sectors.

## What Makes the Wealth Management Pathway Unique

01

### Only UG Program With NISM Certifications

Students graduate with industry-recognized certifications in Securities Markets, Mutual Funds, Equity Derivatives, Portfolio Management Services, and Alternative Investments - giving them a professional edge from day one.

### Deep, Progressive Curriculum From Basics to Advanced Wealth Strategy

Across Semesters 3 - 8, students progress from foundational finance to advanced portfolio management, global wealth structures, tax planning, risk hedging, and financial modeling - creating true investment and advisory expertise.

02

03

### Real world exposure through internships, live projects & wealth -tech tools

Hands-on experience with wealth management firms, family offices, financial modelling tools, robo-advisory platforms, and portfolio analytics makes learning practical, job-ready, and aligned with today's digital finance landscape.

### Career-Ready Preparation for BFSI, Consulting & Family Office Roles

The pathway builds strong financial acumen, client advisory skills, regulatory confidence, and behavioral finance insight - preparing students for high-growth careers in Banking, Financial Services, Insurance, Investment Advisory, and Wealth Consulting.

04

## Tools & Technologies

- Advanced Excel
- Tableau
- SQL
- Agile
- Power BI
- Salesforce
- Python
- Ms Project

## Top Career Opportunities

- Wealth Management Advisor / Relationship Manager
- Financial Advisor / Personal Financial Consultant
- Investment Advisor
- Private Banking Associate
- Mutual Fund Distributor / Sales Role in AMCs

## Wealth Management Course Structure

### Year 2 - Introduction to Wealth Management

#### Semester 3

- Understanding Financial Market
- Principles of Management
- Financial Accounting - I
- Microeconomics
- Business Mathematics
- Business Communication

**Certifications:**

- NISM XII: Securities Market Foundations

#### Semester 4

- Financial Accounting -II
- Macroeconomics & Economic Policy
- Business Analytics using Excel
- Legal & Regulatory environment of Business
- Organizational Behaviour
- Principles of Investment

**Certifications:**

- NISM VA - Mutual Fund

### Year 3 - Application of Quantitative Finance in Wealth Management

#### Semester 5

- Corporate Finance
- Cost & Management Accounting
- Indian Financial Markets & Institutions
- Income Tax Fundamentals
- Marketing of Financial Services
- Personal Financial Planning

**Certifications:**

- NISM XXIA - Portfolio Management Services

#### Semester 6

- Security Analysis & Portfolio Management
- Risk Management & Insurance Planning
- Banking Operations & Fintech
- Research Methodology in finance
- Retirement & Estate Planning
- Financial Modelling using spreadsheets

**Certifications:**

- NISM VIII - Equity Derivatives

### Year 4 - Integration of Wealth Management & Global Decision Making

#### Semester 7

- Wealth Management Strategies
- Behavioral Finance & Client Counselling
- Tax Planning & Management
- Alternative Investments & Mutual Funds
- Derivatives & Risk hedging
- 8-12 months Internship with Wealth Management Firm/Family

#### Semester 8

- Capstone/Consulting Project
- Business Consulting Project with Industry Mentor
- Project Portfolio development
- Project Scope, Timeline, Deliverables, Stakeholder Meetings, Documentation



## *Faculty* **MEMBERS**

### **Prof. Alolika Srimani | MHRM** Organizational Behaviour and Human Resource

Prof. Srimani has taught at reputed institutions as a faculty, guiding the students in the field of Organizational Behaviour, HRM and General Management. She has also been associated with many start-ups.

### **Prof. Animesh Dolui | MBA** Sales & Rural Marketing, Consumer Behaviour

Prof Dolui has an experience of more than 19 years in Sales and Marketing, Channel Sales, Customer Relationship Management, Business Development and Team Management in FMCG and Telecom.

### **Prof. Aniruddha Banerjee | MBA** Marketing Management and Sales Management

Prof. Banerjee, is a versatile faculty who believes in teaching with a practical approach & learning with fun. He specializes in using his industry centric knowledge in practical development of the students.

### **Prof. Ankan Dhar | PGDBM** Digital Marketing, Analytics

Prof Ankan Dhar has an experience of more than 16+ years in Sales & Marketing, Business Strategy, Digital Marketing Promotions & Client Servicing in various multinational companies in India.

### **Prof. Ankit Singh | M.Com, LLB, CS, CA** MFD, PFP and IAPM

Prof. Singh has vast experience in the field of Financial Management and has taught in illustrious universities in the country. He has a passion for teaching finance and loves creating innovative methods for his teaching.

### **Prof. Anuja Roy | PGDBM** Certified NLP Practitioner

Prof. Roy, with 20+ years of experience, blends sales expertise with NLP-based techniques that empower and equip students to influence, adapt, and thrive in the fast-paced corporate world.

### **Prof. Gautam Sinha | M.Com, CAIIB** Banking, Finance and Accounting for Managers

Prof. Sinha has 40+ years in practising and teaching banking and is hailed as Prof. Banker by his students. He has vast experience in different spheres of Banking like Retail, Credit, and International Banking.

### **Prof. Indrajyoti Dasgupta | PGDM** Supply Chain Management and Logistics

Prof. Dasgupta has more than 30 years of corporate experience in logistics and commercial management in giants like Dabur. He has immense expertise in logistics and commercial management practices.

### **Prof. Jayeeti Saha | PGDC - UK** Grooming and Soft Skills training

Prof. Jayeeti Saha has been grooming Aviation and hospitality Aspirants for more than 17 years. She has been a trainer in Grooming and Soft skills for 19 years in the Industry.

# Faculty MEMBERS

## Prof. Joy Chowdhury | MBA, MA Award-winning Educationist

An award-winning mentor with over two decades of experience, Prof. Chowdhury blends leadership, emotional intelligence, and language to shape, future-ready leaders who lead with clarity, empathy, and impact.

## Prof. Natasha Kothari | CA Financial Management and Accountancy

Prof. Kothari is a finance professional with years of corporate experience, including roles in prestigious Big 4 firms and the manufacturing industry. She brings real-world insights to her role as a professor.

## Prof. Pinaki Bhattacharya | MBA Banking and Mutual Fund

With 14+ years of industry experience, Prof. Bhattacharya has worked with organizations like Citigroup and Apeejay Finance. He has been a corporate trainer for several years, primarily with banking & education.

## Prof. Priyanka Mitra | MBA BFSI and Business Communication

Prof. Mitra brings 16 years of BFSI executive experience to connect strategy with communication, ensuring students speak the language of business and gain the expertise to thrive and lead in the corporate world.

## Prof. Sanjoy Sen | PGDM Business Strategy and Performance Management

With a successful record of over 30 years in Leadership Roles at various blue-chip corporates, Prof. Sanjoy Sen brings all the competencies of Marketing in to his teaching as well as core industry practices.

## Prof. Sharmistha Chatterjee | M.A. Applied Linguistics and Communication

Prof. Chatterjee transforms communication into a career advantage. Her engaging sessions have built the confidence students need to shine-whether in group discussions or corporate settings for over a decade.

## Prof. Saurabh Jain | CA, CS, CWM Investment Banking, Wealth Management

A top ranked professional in Finance, his passion for teaching drove him to take on education as his career, for which he holds the testimony of training over 45,000 candidates spread over the last 17 years.

## Prof. Shambo Sen | MCA Machine Learning and Artificial Intelligence

Prof. Sen has tremendous experience as a faculty for Business Analytics and Data Science having taught at prestigious institutions and mentored thousands of students in this field.

## Prof. Shashank Kumar | PGDBA, CFP<sup>CM</sup> Wealth, Mutual Fund and Equity & Derivatives

Prof. Shashank has experience of more than 13 years in teaching finance. He has trained more than 3000 students in finance. He has also mentored student entrepreneurs in starting successful financial start-ups.

## Prof. Sourav Datta | MBA Sales, Consumer Behaviour and Marketing

A passionate marketer turned teacher, Prof. Datta has more than a decade of experience with elite FMCG, BFSI & Engineering majors such as Nestle, HDFC Bank, Smiths Group etc in the Marketing domain.

## Prof. Souvik Das | M.Sc Statistics and Data Science

Prof. Das helps students turn numbers into hands-on analytics. He trains students in tools like Excel, R, and Python to generate business insights, significantly boosting their placement readiness.

## Prof. Sulakshana Sinha | M.Sc, MCA Quants, Operations Research and Management

Prof. Sinha is our Math Wizard, hugely respected for her soft but effective teaching methods. With more than a decade of teaching experience for MBA students, she is revered for her guidance by all our students.

## Prof. Swayam Das | MBA AI, Digital Marketing and Data Science

Prof. Swayam has been a dedicated Digital Marketing executive and coach for more than 12 years. He has a passion for data driven strategies and creating market winning digital marketing campaigns.

## Prof. Tanumoy Das | MBA Managerial Economics

After a rewarding stint in the corporate world, Prof. Das followed his passion of teaching which now spans over 6 years. He is known for his in-depth analysis of subjects and is hence a favourite with his students.

## Prof. V.Vishwanath | MBA, M.Com Services Marketing and Consumer Behaviour

An academician with over 20 years of experience, Prof. Vishwanath has been an excellent mentor for the students, grooming and motivating them to perform better every time for their final placements.

# Corporate INTERFACE



66

It was an honour to meet the bright and disciplined students. I wish them all the best for their careers.

**General M.M. Naravane**

Former Chief of the Indian Army  
Addressing the BIBS Students

99



It was a wonderful experience to interact with the students of BIBS.

**Mr. Harsh Neotia**

Managing Director | Ambuja Realty



I liked the BIBS students way of interaction with the faculty during the course of my interaction with them. All the best to the students and BIBS.

**Mr. Manab Ghosh**

President | Pidilite Industries



Take one actionable step from where you are. Move forward, adapt, and persevere-progress happens one step at a time.

**Mr. Samrat Banerjee**

CIO | Emami



Roll up your sleeves and know the business. You need to develop people who will take over the business, grow and learn under you. It was refreshing experience to meet the young and enthusiastic batch.

**Mr. Mayank Jalan**

CMD | Keventer Agro



Be clear about your goals and then put passion into it along with your hard work. Decide what you are passionate about then put all efforts towards it.

**Mr. Vinay Ranjan**

Director - Personnel & IR | Coal India



Manage pressure with clarity, stay curious, and nurture your well-being - these habits will help you grow and lead with confidence.

**Mr. George Thomas**

CHRO | MSP Steel



Keep learning, stay adaptable, and be bold, true leaders shape the future with integrity.

**Mr. Navneet Damani**

Head HR - Personal Care Business | ITC



The earlier you recognise a challenge, the faster you can pre-empt it. Stay alert, stay curious, and you'll always stay ahead.

**Mr. Kausik Halder**

Manager | Webel



Coding will matter less; business skills will matter more. The future belongs to those who can think critically, make insightful decisions, and drive real business impact.

**Mr. Rajib Moitra**

Partner | Deloitte



BIBS is doing a phenomenal job by educating students through Industry. The students displayed a sense of keen inquiry which reflected their intelligence, knowledge and maturity. I wish BIBS and the students success.

**Mr. Sanjay Budhia**

Managing Director | Patton Group



BIBS blends academic excellence with strong industry relevance. equipping professionals with strategic thinking, leadership skills, and hands-on business exposure. Through a rigorous, application-driven curriculum and expert faculty, it prepares future-ready leaders to drive innovation and create lasting impact across industries.

**Mr. Anish Agarwal**

Vice President & Head of AI & Automation | Warner Bros. Discovery



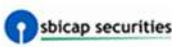
Programmes at BIBS unite academic excellence with industry alignment through rigorous, practical, expert-led learning, developing strategic, innovative, future-ready leaders who create real business impact.

**Mr. Arun Karna**

Managing Director & CEO

AT&T Global Network Services India Private Ltd

# Our RECRUITERS



# BIBS in the MEDIA

## THE TIMES OF INDIA



### THE TIMES OF INDIA

#### BIBS Organises Motivational Talk With Renowned Author Chetan Bhagat

At his interactive best, the youth icon tells a full house how to be best driven to build a corporate career underlining the importance of decision-making



### বিজনেস স্কুল, বিবস-এর কর্মশালা



মিজম্ সুবোধলাতা : কলকাতার অন্যতম সেরা বিজনেস স্কুল, বিবস-এর অয়োজনে প্রতিষ্ঠানের ছাত্রদের জন্য হল ছয় দিনব্যাপী বিশেষ কর্মশালা। ৭ সেপ্টেম্বর শুরু হয় এই কর্মশালা। প্রতিষ্ঠানের ছাত্রছাত্রীদের সামনে বিজনেস-এর বিভিন্ন নিকটতম তুলে ধরেন অধ্যাপক আবদুল রহমান। কর্পোরেট সেক্টরায় রাসনৈতিক স্থায়ীত্বের প্রভাব, ব্যবসায় পরিচালনা, মার্কেটিং ইত্যাদি বিভিন্ন বিষয় নিয়ে আলোচনা হয় এই কর্মশালায়।

### THE ECONOMIC TIMES

#### KNOWLEDGE SESSION



Management education is the journey of choices and each decision leads to a particular destination, says Vidur Kapoor (2nd from L), chairman, Bengal Institute of Business Management (BIBS) as other speakers look on at the 'ET In Campus' programme in city organised by BIBS and The Economic Times

### CREATIVE LEADERSHIP IS THE WAY AHEAD: DR APJ ABDUL KALAM

BENGAL INSTITUTE OF BUSINESS STUDIES (BIBS) TAKES A GIANT LEAP BY ORGANISING A SESSION WITH THE FORMER PRESIDENT OF INDIA IN ASSOCIATION WITH THE TIMES OF INDIA



Former President of India Dr APJ Abdul Kalam addressing the management students. Also seen is Vidur Kapoor, chairman, BIBS

### Q&A

SIMPLE ANSWERS TO PUNDED QUESTIONS FOR THE AUDIENCE. (I WAS AN EXPERT AND SHARED THE STUDENT'S PERSISTENT THOUGHTS.)

1. How important is it to be a President's guest?
2. How do you feel about the event?
3. How do you feel about the event?
4. How do you feel about the event?
5. How do you feel about the event?
6. How do you feel about the event?
7. How do you feel about the event?
8. How do you feel about the event?
9. How do you feel about the event?
10. How do you feel about the event?

# BIBS in the MEDIA



গোলপার্ক রামকৃষ্ণ মিশনে একটি আলোচনা সভা — এই সময়

## MEMORIES TO CHERISH

BIBS holds convocation ceremony of its Management Batch of 2013 with the head of the MBA department of Vidyasagar University, Dr Kartick Chandra Paul, handing over the certificates of honour to the students



The word convocation envisages the smiles of having completed a milestone, the joy of stepping into the big world of opportunities, with the sadness of departing from friends, fun and being students. Such was the scene at the convocation of BIBS, Kolkata's Management Batch of 2013. Head of the MBA department of Vidyasagar University, Dr Kartick Chandra Paul, handed over the certificates of honour to the students. Dr Paul, in his address to the students, emphasised on the importance of knowledge and understanding of one's inner strengths, which he suggested should be the deciding factor in one's specialisation. He also spoke about Vidyasagar University's affiliation with BIBS and how given BIBS' immense corporate exposure and excellent academia will help the students in their future career. Other guests present on the occasion were Vidyasagar University's Dr Dobaishish Biswas who spoke about the

## জীবনের গল্পে মাতালেন ঝুলন

এই সময়, আজ নয় কাল পূর্ণক ভাবেই মেয়েদের আইপিএল দেখা যাবে আরও, এমন বয়সে বেশের অন্যতম সেরা মেয়ে ক্রিকেটার ঝুলন খোঁজা মী। শুক্রবার সকালে গোলপার্ক রামকৃষ্ণ মিশনে ইন্সটিটিউট অফ কালচারেল স্টাডিজের ছাত্রছাত্রীদের সঙ্গে এক আলাপচারিতায় এমন সজ্ঞাবহার তথ্যই জারিয়েলেন ঝুলন। তাঁর বক্তব্য, 'ছোট ছোট মেয়েদের মেয়েদের আইপিএল খেলেছি। আমার বিশ্বাস, পূর্বে তাত্ত্বিকি পড় আশাও মেয়েদের আইপিএল হবে আরও।'

শহরে এক অনুষ্ঠানে ঝুলন। শুক্রবার

# Events AT BIBS



Industry Visit



Boardroom Battles



Agomoni



Startup Challenge



Nasscom Data Science Meet



Pitch-craft

# Events AT BIBS



Winners at NISM SEBI Finance Quiz



Dignitaries on Campus



Market Face-off



In the Frame - Mr. Abhijit Roy,  
MD & CEO Berger Paints



CEO Conclave - From Left to Right - Sri Vivek Kumar, Principal Secretary, Higher education, Government of West Bengal | Mr. Harsh Vardhan Goenka, Chairman, Ambuja Neotia | Mr. Ujjwal Sinha, Genesis Advertising | Mr. Mayank Jalan, MD, Keventer



Top Minds Meet

# Clubs AT BIBS



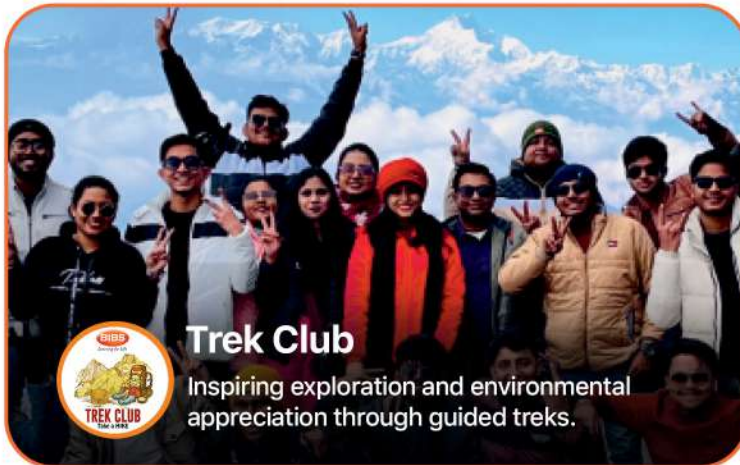
## Cycle Paths Club

For explorers who chase new trails and outdoor thrills.



## Fitbody Club

Building strength, endurance, and a culture of fitness.



## Trek Club

Inspiring exploration and environmental appreciation through guided treks.



## Sports Club

Encouraging fitness and teamwork through structured outdoor activities.



## Rhythmic Harmony Club

Nurturing creativity through music, rhythm, and expressive movement.




## Media Club


Developing communication, storytelling, and digital creation skills.






*Learning for Life*

 Bengal Institute of Business Studies

 Bengal Institute of Business Studies

 @bibs.mba

 @bibs.mba

 @BIBS\_Kolkata

 18D, Lake View Road, Kolkata - 700029, West Bengal, India

 info@bibs.co.in

 9836300046

 www.bibs.co.in