



The Only Business School in West Bengal with a



Top 3 Business Schools in Kolkata



Ranked among the Top 10 Non - Government B-Schools of the East  
**The Best B-School Survey**  
By THE WEEK Magazine



Awarded among the Best Education Brands by The Economic Times



### MBA - PGPBM

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 - PGPDM

Post Graduate Programme in Digital Marketing

### MBA - PGPEX

Post Graduate Programme in Executive Management



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## 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 recruit BIBS Students	Page 17
• Student Speak	Page 18
• Corporate Speak	Page 19
• Corporate@Campus	Page 20
• MBA - PGPBM	Page 22 - 25
• MBA - PGPBA&DS	Page 26 - 29
• MBA - PGPDm	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 Imbued 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

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

**Mr. Prahlad Rao**  
Member  
Director  
Thomas Assesment

**Dr. Tanmoy Dasgupta**  
Member  
Department of Business  
Administration  
Burdwan 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. Alokandana Mukherjee**  
Senior Sales manager



**Mr. Amarpreet Singh**  
Director - Client Services



**Mr. Amlan Nag**  
Head - Talent Attraction & Retention



**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. Sailesh Vishwanathan**  
Director - Sales



**Mr. Prakash Pandey**  
Regional HR Head



**Mr. Shivesh Singh**  
Head Business - HR



**Ms. Smiṭa Chakraborty**  
Zonal Manager - Marketing



Curriculum 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 on 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 & NISM accredited** certification providing our finance students, access to International Placements in more than 150 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 Certifications and careers in cloud computing



**Microsoft certified MS Office:** Through our tie up with Certiport, a Pearson Vue business, students get trained and certified in MS office by Microsoft.



**Rotaract:** Founded in 1905 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, Vaults, 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. Lean Six Sigma is a management philosophy that seeks to drive a quality culture change through a multi-level based program.



**BFSI SCC (under NSDC):** Our Tie - Up with BFSI SCC ( Under the NSDC of the Govt. of India) provides national level training and mentorship in the fields of Banking, Finance and Securities.



**Oracle Academy-** world leaders of ERP and databases, our partnership entails students to explore Oracle's software, cloud technology and access their practice environment.



**MDIS Singapore** is the oldest Management Institute in Singapore with a rich legacy of imparting 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 also get access to the Harvard Business School Online network as an alumni.



## Core Academic Team

**Dr. Anindya Dutta** | PhD, University of Burdwan; MBA, University of Burdwan

**Core Areas:** Marketing Management, Consumer Behavior, 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 Dhar** | PG - Business Management

**Core Areas:** Digital Analytics, Promotional Strategy, Google Adwords, Social Media, Content creation

Prof Ankan Dhar 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** | Berlitz/Versant Trained Linguistic Trainer, Sig Sigma (Black Belt) Consultant

**Core Areas:** Business Communication, Soft Skill and Grooming

A devout animal 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 unbelievably well in their work spheres.

**Prof. Aniruddha Banerjee** | MBA Marketing

**Core Areas:** Marketing, Sales, Consumer Behavior, 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, CAIIB

**Core Areas:** Marketing Management, Banking, Financial Management

Prof. Bose has more than a decade of experience in Banking. He has worked for MNCs like Citi Bank 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. (Rank-holder), CAIIB

**Core Areas:** Finance, Banking

Prof. Gautam 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 & Risk Management. He is revered for his innovative 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 cosmetologist by profession, Prof. Jayeeti Saha has been grooming Aviation and hospitality Aspirants for more than 15 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 Time, BCCL and Outlook Group. She is a very talented and loved Communications faculty and Mentor with the students because of her caring nature and a never say die attitude, which she imbibes 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. Meeta Sengupta has 8 rich years of experience in Human Resource Management with the best industries in India. After her corporate stint, she has been associated with several leading Management education platforms 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 14 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 & operations with organizations like Citigroup, Apeejay 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 ranked professional with a booming career in Finance. His passion for teaching and students' keen interest in his inimitable style of delivery, drove him to take teaching as his dream career, for which as he humbly holds on this date, the testimony of training over 40,000 candidates spread 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 HDFC Bank. Prof. Deb is experienced in the fields of retail lending and learning & development. His areas of interest include learner experience and emerging trends in the financial sector.



**Prof. Shashank Kumar** | PGDBA (Finance), Certified Financial Planner (FPSB)

Core Areas: Wealth 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 startup in finance, many of which are running successfully today.

**Prof. Subhdeep Chakraborty** | Digital Marketing - DMI - Ireland

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

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

**Prof. Sulakshana Sinha** | M.Sc – Patna University; OR – 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 acknowledge 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. Tanumoy 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.Vishwanath** | MBA , M.Com

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

Prof. Vishwanath 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

BIBS has always championed the concept of Learning from the Leaders. Industry experts and leaders from across industry and verticals are engaged with our students from the inception, guiding them to imbibe the practical applications of their theoretical 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 skills based on their abilities.

Mr. Abhik Bhadari | Data Scientist - **Zee 5**

Core Areas: Business Analytics, Data Science

Mr. Prakash Pandey | Regional Manager HR – **Britannia**

Core Areas: Human Resource, OB, Communication

Mr. Arijit Mitra | Zonal Manager - HR - **Reliance Retail**

Core Areas: Human Resource, Retail Management

Mr. Debojyoti Kar | Zonal Head - East - **LIC Mutual Fund**

Core Areas: Marketing

Dr. Dev Narayan Sarkar | Associate Director - **Pepsico**

Core Areas: Marketing

Ms. Smita Chakraborty | Senior Manager - **ICICI Securities**

Core Areas: Marketing

Mr. Amit Burman | Zonal Head - **SBI Capital Securities**

Core Areas: Human Resource, Training and Development

Mr. Sujon Palit | Zonal Head HR - **Future Supply Chain**

Core Areas: Supply Chain Management, Marketing

Mr. Keshav Mundra | Sr. Manager - **Deloitte**

Core Areas: Finance, Wealth Management

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

Core Areas: Human Resource

Mr. Manmeet Singh | Director - **Kelloggs**

Core Areas: FMCG, Marketing, Supply Chain Management

Mr. Sudipto Burman | AVP – **SBI Mutual Funds**

Core Areas: Mutual Funds, Investment , Financial Markets

Mr. Narinder Singh | ASM – **Parle**

Core Areas: Marketing

Mr. Ujjwal Heffa | Client Services Director - **Ogilvy India**

Core Areas: Branding, Client Management, Services Marketing



Dr. Dev Narayan Sarkar from Pepsico with BIBS Students

## Entrepreneurship

We at BIBS strongly believe that academic rigor 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 Stratosphere
- 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 U.S.P 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 U.S.P 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 organisation 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. Bhandari**  
Consultant  
WTO, Geneva



**Mr. Uwe Wystup**  
MD - MathFinance  
Germany



**Mr. Debashish Majumdar**  
Global Business Manager  
FujiSoft, Japan



**Mr. Debasish Chatterjee**  
Head  
Central Michigan University  
USA



**Mr. Deepak Nair**  
Head - Retail Sales  
BFC  
Kingdom of Bahrain



**Mr. Andrew Cohen**  
Motivational Speaker  
USA



**Ms. Bernadette Kropman**  
Partner Prime  
Consulting Group  
Australia



**Dr. Vishal Talwar**  
Prof. (Eco. & Strategy)  
London School of  
Economics, U.K



Winners of the USP Competition



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



International Conference organised by BIBS in Dubai, UAE  
jointly with Vidyasagar University



BIBS Students with Students from the Hamburg Business School, Germany



BIBS Students at The Global Exchange Programme with MDIS, the oldest 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:

#### Local Network

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

#### National Presence

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 H.R Heads of various Multinationals and Transnational companies across the country

#### International Reach

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. **Infact, 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 helps in 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 the job 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 nuances, tricks and survival strategies that they need to be equipped with for their careers ahead. Students who are able to achieve high strands 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 ranks 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 hand out a "spot offer" to the student or provide a "Final Selection List" to the institute subsequently.

## Why companies recruit BIBS Students

- 1. Ranked consistently amongst the Best** - BIBS has been felicitated consistently for its phenomenal record as a Business School:
  - The only business school in West Bengal with a Crisil A\*\* rating.
  - Awarded among the Best Education Brands by The Economic Times.
  - Ranked amongst the Top 3 Business Schools in Kolkata consecutively for the last 4 years by The Times of India B-School Survey.
- 2. The first & only Business School in West Bengal** with an MBA programme in Collaboration with IBM, the world's leading technology and consulting company.
- 3. Collaboration with AAFM, 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® designation holders.
- 4. 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.
- 5. Superior Academic Delivery** by faculty who are PhDs, alumnus of IIMs, XLRI, with both corporate and academic experience. In Addition, Subject Matter Experts certified by IBM and other leading companies also help to shape, guide and mentor our students.
- 6. Strong Industry Academic Advisory Council** comprising business heads of various companies. They nurture a corporate way of life for the students, creating the window of needs vs. aspirations and how to manage them for better placement and careers.
- 7. Regular Active Mentoring Programme** - companies like Hindustan Unilever, Britannia, Parle, ITC, PepsiCo, Ernst & Young, Dabur, Colgate Palmolive etc., ensure that students are aware of the current skill sets required via a real-time scenario based pedagogy.
- 8. Corporate@Campus**, a weekly corporate interaction programme features renowned corporates and business heads of various companies. Through their experience and mentoring, students identify resources that make them better. More than 150 companies visit the campus every year.
- 9. An Industry Integrated 3 Tier Placement Cell** with local, national & international presence endeavours to bring the best recruiters to the campus. The result of which is that more than 10% of the MBA Batch has been placed Internationally.
- 10. Centrally located in the heart of the City**, making it an easy destination for corporates and industry partners. Moreover, our students who stay in various parts of the city also find it convenient to travel owing to our proximity to multiple metro stations and prominent bus routes.





## Students Speak



"I am so elated with a Final Placement at **Dabur**. BIBS helped me overcome all my areas of weakness and helped me develop a keen understanding of markets. Corporate leaders and mentors from the Industry also guided me to become Industry Ready."

Aditya Bormudoi MBA Batch of 2022



"BIBS helped me in finding my skills and working on them to make myself better. Proper mentoring taught me the value of live learning and a constant desire to upgrade my skills. I am so happy to be starting my career at **Jio Mart**."

Manali Das MBA Batch of 2022



"I always had a fascination for the electronics sector. BIBS has a phenomenal programme where they train and develop management graduates based on their passion and likes. I was lucky to have received the guidance which resulted in a Final Placement with **Blue Star**."

Arpan Banerjee MBA Batch of 2022



My heartfelt thanks to BIBS for helping me get this opportunity to work with **CII** as my first job. In CII, we are not limited to any sector and therefore we get a huge exposure in different fields of business right from Corporate to Government. I am sure CII will help me redefine my limits and reach greater heights."

Niladri Mukherjee MBA Batch of 2022



"BIBS has provided me with a great platform for learning practical and in real time. From presentations to live projects, we were always motivated to learn as per industry standards. It is no wonder that I have a great Final placement at **Airtel** today."

Chinmoy Baruah MBA Batch of 2022



"BIBS taught me how to channel my hard work and strengths to gain maximum value in the corporate world. Industry leaders and mentors from the best companies trained and guided us to learn business. It was momentous to have cleared **ICICI Prudential** for my placements."

Sayan Chakraborty MBA Batch of 2022



"The MBA - PGPDM is a perfect platform for any fresher to get industry - ready. The practical approach coupled with guidance from industry professionals as well as the Applied Learning Resources programme gave me a huge advantage during my final placement with **Cognizant**. Thank you BIBS."

Debasmita Chatterjee MBA Batch of 2022



"The MBA programme provided a number of opportunities to work in team-based settings. These experiences improved my skills in communication, leadership, team-building and presentation. It was great to have faculty that could guide me on where to focus my efforts. I am extremely excited to start my career with **Xiaomi**."

Tanmay Basu MBA Batch of 2022



"BIBS helped me in finding my skills and working on them to make myself better. Proper mentoring taught me the value of live learning and a constant desire to upgrade my skills. I am so happy to be starting my career at **Hindustan Unilever**."

Lisa Kirtunia MBA Batch of 2022



"When I look back at my MBA journey, I realize that all the effort I made in Human Resource Management coupled with the guidance I received from mentors helped me to become an Industry ready & complete management professional. That is the reason for this final placement with **Wipro**."

Trisha Sahoo MBA Batch of 2022



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

General M.M Naravane  
Chief of the Indian Army  
Addressing the BIBS Students

## Corporates Speak



"Placement process was carried out very cordially. The team at BIBS have always been very warm, responsive and efficient. Process was very smooth."

Mr. Archisman Roy  
HR - East  
ITC



"Its indeed a great pleasure for partnering with BIBS towards acquiring trained manpower, BIBS provides instant solutions to our requirements, Have hired couple of managers for my store and they are performing well."

Mr. Arijit Mitra  
Chief Manager - Human Resource  
Reliance Trends



"The True element of success are Passion, Hard Work and Determination. That's the PhD you need to succeed."

Mr. Chandrashekhar Ghosh  
MD and CEO  
Bandhan Bank



"BIBS students are doing well for themselves. We look forward to hiring more students from here. the grooming at BIBS has helped them learn the tricks of the trade."

Ms. Diana Mirza  
HR Head  
Glaxo SmithKline



"The students we have recruited from BIBS are very stable in the organization and part of the high performance bracket. Wish to hire more talents from BIBS in future."

Ms. Farhaa Fatma John  
HR Officer  
Nestle



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

Mr. Harsh Neotia  
Managing Director  
Ambuja Realty



"I liked the 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



"The candidates that we have hired from your institute has been doing excellent, in fact candidates hired last year have already been placed to various departments internally which is a great achievement in itself."

Ms. Maya Manoj  
Assistant Manager - HR  
UAE Exchange - Dubai



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

Mr. Mayank Jalan  
Managing Director  
Keventer Agro



"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 has a wonderful lot of dynamic and Effervescent students. It was very nice to have interacted with them and share insights."

Ms. Rupali Basu  
MD and CEO  
Woodland Hospitals



"BIBS has managed to develop a great learning platform for management. It was wonderful to interact with the students."

Mr. Siddharth Jhunjhunwala  
CEO  
Web Spiders



## Corporates @ Campus

Some of the corporates who have addressed our students

## A Management Guest Inspire Series with Women Entrepreneurs of India



Mr. Alok Mookherjee  
CEO  
Flakt Woods



Mr. Amlan Mukherjee  
General Manager  
Hindustan Unilever



Mr. Anuj Bhargava  
National President  
IMCI



Mr. Arun Ray Choudhury  
GM - HR & Operations  
Ericsson India Global



Mr. Atanu Dutt  
Sr. Management  
Consultant  
IBM



Mr. Ashish Gakrey  
Senior HR  
Capgemini



Mr. Ayan Ghosh  
Zonal Head  
Pepsico



Mr. Baljit Singh Virdi  
Zonal Sales Manager  
Adani Wilmar



Mr. Biswadip Gupta  
Joint MD and CEO  
JSW Bengal Steel



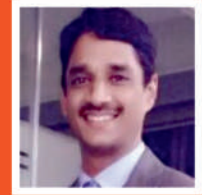
Mr. D.K Vyas  
CEO  
SREI BNP Paribas



Mr. Dipankar  
Chakraborty  
Executive Director  
Pricewaterhouse  
Coopers



Mr. Debashish Karmakar  
Branch Head  
Bandhan Bank



Mr. Deepak Singh  
Executive V.P  
IIFL Securities



Mr. Dhritiman Sengupta  
National Head  
Randstad



Mr. Dhiraj Tripathy  
Regional Head - Africa &  
Middle East  
Hero Motocorp



Mr. Farhan Safi  
VP  
Square Yards - Dubai



Ms Gargi Rakshit  
Associate Director  
Cognizant



Mr. Jimmy Tangree  
Station Head  
Red FM



Mr. Joydeep Bagchi  
Head - Marketing  
SREI Finance



Mr. M. Ashok Kumar  
Marketing Head - India  
TSPDL ( A TATA Company)



Mr. Mahesh Narayanan  
Senior Manager  
Analytics and AI  
Accenture



Ms. Madhumita Basu  
Sr. Vice President  
Lafarge India



Mr. Manoj Kr. Sinha  
Zonal Head - East  
SBI Mutual Funds



Mr. Nishant Sood  
Associate Director  
Kelloggs



Mr. Pramit Dash  
Regional Manager  
Sales and Customer  
Development  
Colgate Palmolive



Mr. Prakash Pandey  
Regional HR Head  
Britannia



Mr. Partha Sarkar  
Academic Relationship  
Manager  
Tata Consultancy Services



Ms. Preeti Duggaraju  
Lead - Talent Acquisition  
Johnson&Johnson



Mr. R.P Yadav  
MD  
Genius Consultants



Mr. Ramjit Lahiri  
Country Head  
OYO



Mr. Ranjan Sarkar  
HR - Head  
Total Lubricants



Mr. Rohit Ghatani  
Marketing Manager  
Parle



Mr. Rudra Chatterjee  
MD  
Laxmi Group



Mr. Saranya Roy  
Sr. VAT Services Manager  
Amazon



Mr. Somjyoti Chatterjee  
Regional Manager  
American Express



Mr. S.F Karim  
Head - Talents  
RPG Enterprises



Mr. Sagnik Chakraborty  
Head - HR (East)  
OTIS Elevators



Mr. Sandipan  
Chakravorty  
Chairman & MD  
TM International  
Logistics Ltd.  
A TATA Group company



Mr. Sankha Dutta  
State Head  
TATA Motors



Mr. Santanu Dey  
Head - Brand Strategy  
RK Swamy BBDO



Mr. Sayantan Majhi  
Branch Manager  
Kotak Mahindra Bank



Mr. Soumava Maiti  
Senior Marketing  
Manager  
Emami Cements Ltd.



Mr. Somesh Dasgupta  
Head - HR  
DPSC



Mr. Sougata Sadhu  
AGM - Prima Division  
Godrej and Boyce



Mr. Soumitra Pattanayak  
Head - Communication  
TATA Steel



Mr. Souvik Ghosh  
Marketing Manager  
Vodafone Idea



Mr. Subendhu Moitra  
VP & Head  
SBI Capital Markets



Mr. Subhra Mukherjee  
Chief HR  
Kotak Mahindra Bank



Mr. Sukanti Guha  
Manager - HR  
IFB Agro Industries Ltd.



Mr. Subash Balar  
Vice President  
ITC



Mr. Uddalok Banerjee  
Regional HR East  
Dabur



Mr. Vinesh Sukumaran  
Manager - Training  
Thomas Assessments



# 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 HRD, Govt. of India.
- ✓ **Jointly certified by Young Indians, CII** - provides students, the learning of business and leadership through programs, mentorship and projects in entrepreneurship and innovation.
- ✓ **Comprehensive FMCG Training** – Industry experts from FMCG companies like Britannia, Kelloggs and Dabur train students for Placements in the FMCG sector. Students receive certificates from Britannia after successful completion of this training.
- ✓ **Additional Certifications** from IBM, Microsoft, Google and many more in crucial skill sets like Data Analytics, Digital Marketing and MS office etc. give students a stronger set of core skills that help 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, Sites, Currents to give you a global blended learning platform with the best of Classroom and Online Resources.
- ✓ **Collaboration with Harvard Business School Online** - for an optional 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 visited BIBS to interact with the students.
- ✓ **Management Guest Inspire Series (MGIS)** – Provides a Live Platform for students to interact with Industry. Dr. APJ Abdul Kalam, Prof. Philip Kotler, Mr. Kapil Dev, & Mr. Chetan Bhagat, are amongst some of the guests who have inspired students.
- ✓ **Activity based Learning** through Brand Wars (brand launch competition), USP (start-up plan event), A2A (Public Speaking & Presentation Skills) and others to teach the students about Research, Analysis, Budgeting, Planning & Event Management.
- ✓ **Entrepreneurship Centre of Excellence (NEN)** – Through our tie-up, students get the opportunity to develop new Business Ideas and create Business Ventures of their own.
- ✓ **Rigorous Training for Placements** covering Soft Skills, Communication and Grammar, Behaviour and Interview Skills, including G.D. and P.I. skills and also psychometric evaluation.
- ✓ **More than 200 companies have recruited** BIBS MBA - PGPBM students. The highest package was Rs 13.6 lakhs per annum. More than 10% of the MBA batch has also got International Placements.



## Programme Structure

### Semester 1

- Organizational Behavior
- Managerial Economics
- Accounting for Managers
- Fundamentals of Marketing
- Basic Human Resource Management
- Advanced Quantitative Techniques
- Business Legislation
- Business Communication
- Computer Application
- E-Commerce Management

### Semester 2

- Advanced HRM
- Advanced Marketing Management
- Production and Operations Management
- Corporate Governance and CSR
- Advanced MS Excel
- Financial Management
- Digital Marketing
- Research Methodology
- Sectoral Studies
- Advanced Business Communication

### Semesters 3 and 4 - Major

#### Marketing

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

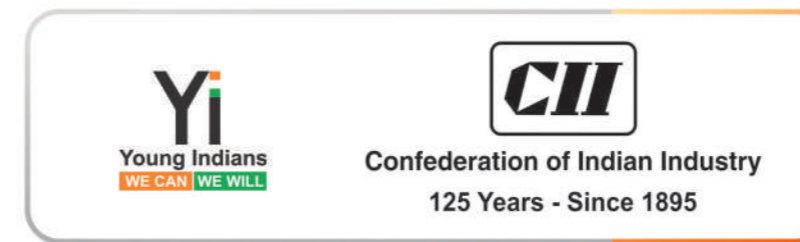
#### Human Resource

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

On completion, the student gets a **Regular Full - Time degree affiliated to Vidyasagar University**, A NAAC accredited, W.B State Government University, recognised by UGC, Ministry of HRD of the Govt. of India, recognised for a government job or 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 BIBS Students. Excellent initiatives taken by providing best in class learning environment & opportunities to students. Wishing great future to all students at BIBS."

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



"BIBS Students are wonderful. They have been mentored and groomed in very high standards and I am sure they will excel in their careers."

Mr. Sandipan Chakravorty  
Chairman and MD  
TM International Logistics Ltd.  
(A TATA group Company)

# MBA - PGPBM VS OTHERS

The comparison chart below enumerates 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 CII	CII's joint certification, offers an endorsement of your abilities by an industry respected body, which opens doors for Final Placements	No
Specialized 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 requirements	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, Bajaj 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 Likings	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 internship, 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. Vishal Didwania | HRBP - East



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](http://www.bibs.co.in)

# MBA - PGPBA&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 NAAC accredited, W.B. State Government University, recognized 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 in-demand 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 help enormously in final placements.
- ✓ **Special Access to IBM's Talent Network** - IBM Talent Network members receive all of the tools needed 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.
- ✓ **Harvard Business School Online** - Collaboration with HBS online for an optional certification in Business Analytics and Data Science, providing exposure to expert training from HBS online. You also get access to the HBS online Network as an Alumni
- ✓ **Amazon Web Services (AWS) Academy** - The world leader in cloud computing, AWS Academy provides our students with numerous cloud based programmes, designed to prepare students to pursue industry-recognized AWS Certifications and careers in cloud computing.
- ✓ **Oracle Academy** - The world leaders of ERP & databases, the Oracle Academy partnership lets students explore Oracle's software, cloud technology and access their practice environment.
- ✓ **Learning Management Systems from Google** – The entire Learning resource, 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 infrastructure to learn together.

## 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

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

## Programme Structure

### Semester 1

- Marketing Management
- Data Visualization using R
- Visual analytics with Tableau
- Scripting Excel - like a Data Scientist
- Information Systems for Managers
- Business Statistics
- Organizational Behaviour and HRM
- Business Communication
- Managerial Economics
- Strategic Business Management

### Semester 2

- Programming using Python
- Python for Decision Making
- Financial Accounting for Managers
- Business Problem Solving
- Storytelling with Tableau
- Operations & Supply Chain
- Data Analysis, SQL & Big Data
- Corporate Finance
- Marketing, Web and Social Media Analytics
- Data Mining and Modelling

### 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 Analysis

### 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 completion, the student gets a **Regular Full - Time degree affiliated to Vidyasagar University**, A NAAC accredited, W.B State Government University, recognised by UGC, Ministry of HRD of the Govt. of India, recognised for a government job or 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.bibs.co.in](http://www.bibs.co.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 Modelling



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

## 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

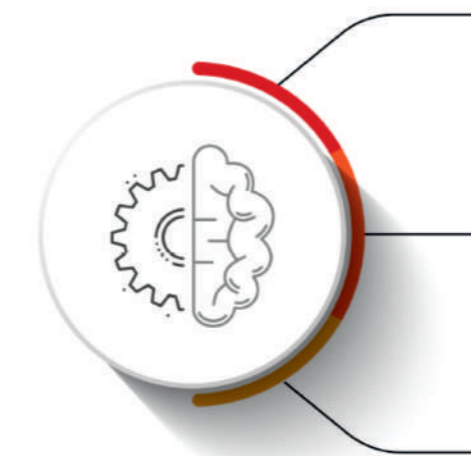


and many more

# 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 students 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 BBS, 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 Centre 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 skills. No matter what background a student is from, they need to inculcate this learning for the betterment of their career prospects.

Mr Anand Tiwari  
Assistant Manager - Data Analytics & Modelling  
ICRA Analytics



No matter 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 near future.

Mr. Manoj Kumar Prasad  
Sr. Vice – President – HR and Transformation  
Reliance Industries Ltd.

# MBA - PGPDM

## Advantage

- ✓ **Regular, Full-Time MBA Programme with Major in Digital Marketing** from Vidyasagar University, a NAAC accredited WB state government university recognized by UGC, Ministry of HRD, Govt. of India.
- ✓ **12 - 15 Month Industry Focused training** covering core digital frameworks & their application in terms of designing & executing campaigns as well as content, social media and search engine marketing aligned with business goals.
- ✓ **A 6 - 8 month confirmed internship** helps students, especially those without work experience, supplement their academic knowledge with real-life industry experience, build strong professional contacts and explore full-time career opportunities.
- ✓ **Globally Accepted Certifications from** Google, Facebook, YouTube, Hubspot etc. give you a mark of excellence as a Digital Marketer capable of handling brands globally. The following certifications are part of the curriculum:

Google Fundamentals for Digital Marketing  
Google Ads Video  
Facebook Certified Digital Marketing Associate

Google Search Ads 360 mobile basics  
Google Display  
Hubspot Email & Social Media

Google Ads Search  
Google Analytics  
Twitter Flight School

- ✓ **Industry Interactions** with Flipkart, Ogilvy, LinkedIn, Cognizant, Mindshare, Zee Entertainment and many more through corporate@campus, BIBS' exclusive Industry Connect programme to keep you updated with industry trends and help you prepare for final placements.
- ✓ **Workshop based Practical Learning** with access to free and paid tools like SEMRush, Hotjar, MOZ, Mailchimp, Hootsuite, Canva, Trello, Google & Facebook tools, etc. so you can create, run, monitor and analyze digital campaigns like a pro.
- ✓ **Live projects** help students develop their knowledge and skills of digital tools and showcase portfolio and experiences to prospective employers during internships/placements. Certifications will give you proof of excellence in the Digital Domain.
- ✓ **Entrepreneurial Careers** are a big opportunity in Digital Marketing. BIBS is associated with NEN and TIE amongst others which provides the perfect ecosystem to have your first digital startup.
- ✓ **Confirmed Internship leading to Final Placements** - Students are given internships in the best companies for Digital marketing to develop their Digital Marketing skills, after which they are placed in the best companies in India and abroad.

## Programme Structure

### QUADMESTER 1

- Basics of Digital Marketing
- Marketing Management
- Content Management
- Lead Management
- Business Communication
- Business Legislation

### QUADMESTER 2

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

### QUADMESTER 3

- Search Engine Optimization
- Social Media Marketing
- Mobile Marketing
- Digital Marketing Analytics
- Video Advertising & Branding
- Consumer Psychology & Business Buyer Behaviour

### QUADMESTER 4

- Online Reputation Management
- Consumer Psychology
- Sales & Logistics Management
- Integrated 360 degree Marketing Management
- Corporate Governance and CSR
- Project

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



The MBA - DM students at BIBS get the opportunity of working on a long-term live project called Saksham, the 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 KVHS & 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 Offline marketing today. They focus equally on online marketing as its very essential for their customer base.

**Mr. Atanu Dutt**  
Senior Management Consultant



**Seminar on Digital Marketing - From left to right:** Mr. Debashis Sen - IAS - Additional Chief Secretary, Govt of West Bengal, IT & Electronics | Mr. Raj Dutta - Partner - Client Leadership East - Group M | Mr. Gangesh Chaturvedi - Tata Steel - Head KVHS & Digital Projects | Mr. Kalyan Kar - Founder and CEO - Inqube Innoventures | Mr. Surojit Sen - AVP - JWT | Mr. Atanu Dutt - Senior Management Consultant, IBM | Mr. Mitul Das - CEO, UrsDigitally

# 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 to rise 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 strategist in you up & going	No domain knowledge is provided, hence no focus on building strategies, but on executing 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 as 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 Hubspot	Some certifications are provided
Learn and Earn live with Saksham	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 W.B with a Crisil 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. BIBS is an Institution of Excellence of NEN, India's premiere Entrepreneurship Institute	No such support provided

## RECRUITERS SPEAK

"It is praiseworthy that the institution have prepared the students competently to face off the competitive market, we will be looking forward for supplemental resources 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-accredited course. The modules are created by Google trainers, packed full of real-world examples to help you turn knowledge into action.

### Google Analytics

Analytics Academy helps you learn about measurement tools so that you can grow your business through intelligent data collection and in-depth analysis.

### Ads Search Certification

Demonstrate your mastery of building and optimizing Search campaigns. You will exhibit the ability to leverage automated 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 YouTube and Google Video advertising solutions. Demonstrate an understanding of how to tell effective stories on YouTube to reach potential customers.

### Search Ads 360 Certification

Demonstrate the ability to perform critical tasks and workflows.. Get hands-on experience using Google Marketing Platform products, and test on specific predetermined criteria aligned with critical job tasks.



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, W.B. State Government University, recognized 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, as the Top 500 Finance companies globally prefer CWM® . **Earn salaries up to 27%** more with this global certification recognized by 35+ leading financial services companies in India.
- ✓ **6 Indian Regulatory Certifications** embedded in the program. These certifications are required to work in the best financial firms in India. The Certifications are:
 

i. NISM - VA : Mutual Fund	ii. NISM - VIII : Equity Derivatives
iii. NISM - IX : Merchant Banking	iv. NISM - XA : Investment Adviser (Level 1)
v. NISM - XB : Investment Adviser (Level 2)	vi. NISM - XV : Research Analyst
- ✓ **Certifications in Finance with BFSI SSC**, under the NSDC, an initiative of the Government of India. This tie - up will provide training, mentorship & certifications in the fields of Banking & Finance.
- ✓ **Microsoft Certification in MS Excel** give students the stamp of proficiency in MS Excel, which is a very important tool in Finance used for analysis and data management.
- ✓ **Faculty from BIBS & Experts from the Financial World** provide an Industry Relevant Curriculum, that ensures real - time learning which enhances Placement Opportunities.
- ✓ **Confirmed paid Apprenticeship for all students** after 11 months of core training in Financial Management and Banking in the best companies in the Finance Industry.
- ✓ **Guaranteed success in Financial Management** - The MBA - FM programme has already seen 8 batches of more than 1500 students get placements in more than 70 companies across the globe, thereby establishing its industry acceptance and employability.
- ✓ **A plethora of placement options** with access to the BIBS corporate connect cell with more than 200 companies for Final Placements. Get an opportunity to network with 3,00,000+ Global Alumni of AAFM® Certificants present in 151+ Countries.



## Programme Structure

### QUADMESTER 1

- Mutual Fund - **NISM VA**
- Personal Financial Planning & Wealth Management
- Accounting for Managers
- Financial Markets
- Quantitative Techniques
- Managerial Economics
- Business Legislation
- Organizational Behaviour

### QUADMESTER 2

- Investment Adviser- **NISM XA**
- Relationship Management
- Tax and Estate Planning
- Risk Analysis & Insurance Planning
- Retirement Planning
- Human Resource Management
- Business Ethics
- Chartered Wealth Manager - Level 1

### QUADMESTER 3

- Investment Adviser- **NISM XB**
- Equity Derivatives
- Equity Research & Portfolio Management
- Real Estate Valuation and Analysis
- International Tax and Trust Planning
- Wealth Management Planning
- Behavioural Finance
- Loan and Debt Management
- Chartered Wealth Manager - Level 2

### QUADMESTER 4

- Technical Analysis
- Advanced Excel
- Financial Industry interface
- Financial Management
- Operations Research
- Production Management
- Marketing Management
- Research Methodology
- CBCS

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

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

A Globally Recognised



that gives you up to 27% more in salary + opportunities globally in the best finance companies

Certifications in Finance by



A Govt. of India Initiative under the NSDC, to provide training, mentorship and certifications.

## Industry endorses MBA - PGPFM



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

Mr. Manoj Sinha  
State Head  
SBI Mutual Fund



"BIBS is our preferred Business School for hiring NISM qualified students. The MBA - PGPFM programme grooms students from the very beginning for the Industry."

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

# MBA - PGPFM VS OTHERS

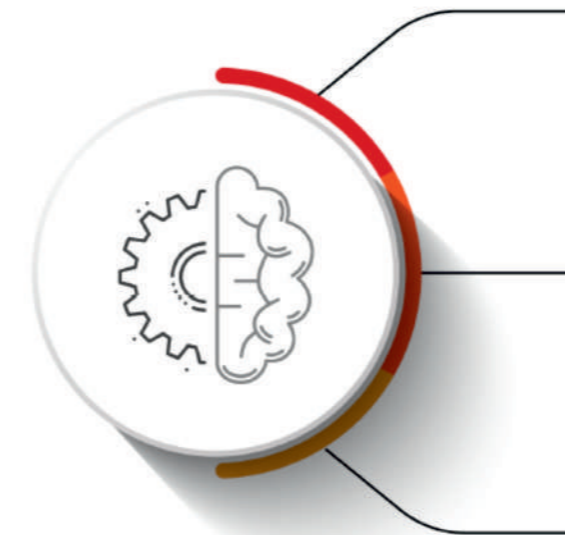
The comparison chart below enumerates advantage of the MBA - Post Graduate Programme in Financial Management versus other similar programmes being offered.

	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 7 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 Certification™

Directly Awarded by  
**AAFM** AMERICAN  
 ACADEMY OF  
**INDIA** FINANCIAL  
 MANAGEMENT  
 GLOBAL LEADER 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 Market (NISM) under the Securities Exchange Board of India (SEBI).

**International Placement Opportunities**  
 Unmatched access to International placement opportunities for BIBS 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, IMF and more.

**The best companies give you first preference**  
 CWM® corporate partners include UTI MF, L&T 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 practice management expert and part of the CWM Resource team.

# MBA - PGPIBM

## Advantage

- ✓ **2-Year Regular Full Time MBA:** Regular Full-Time degree affiliated to Vidyasagar University, A NAAC accredited, W.B State Government University, recognized by UGC, Ministry of HRD of the Govt. of India, acknowledged for government jobs or higher education in India or abroad.
- ✓ **Earn While You Learn:** Start earning as early as 8 months in the best companies with a stipend of up to Rs. 5 Lakhs p.a while continuing with the MBA - IBM programme.
- ✓ **Better Career Prospects:** ITC, Dabur, Britannia, , Asian Paints, Coca - Cola, Aditya Birla Group, Perfetti, IndusInd Bank, and many other companies give 10 - 12 months of rigorous on- the-job training, empowering you with skills required for better career prospects.
- ✓ **Industry-Academic Orientation:** Academic inputs in the classroom along with the apprenticeship, provides students a solid base for their career. Faculty as well as Industry Leaders impart classroom training hand-in-hand, which makes the course relevant.
- ✓ **Industry Specific Certifications:** Customized skill-enhancing certifications in Cloud Computing, FMCG, Retail and Banking provide endorsement of your skills that act a catalyst in providing better placement opportunities in multiple sectors and designations.
- ✓ **Harvard Business School Online** - Collaboration with HBS Online for an optional certification in Business Analytics and Data Science, providing exposure to expert training from HBS online. You also get access to the HBS online Network as an Alumni
- ✓ **Immense 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 reputed 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 room to negotiate, owing to their Apprenticeship Experience & helps them get better packages during Final Placement. 50% of the students receive Pre-Placement Offers within 6 months of Apprenticeship with higher packages.
- ✓ **Guaranteed Final Placement:** The course guarantees Final Placements at the end of the course for every student in their area of specialization. Salaries can be as high as Rs. 13.6 Lakhs p.a.

## Programme Structure

### Semester 1

- Organizational Behavior
- Managerial Economics
- Accounting for Managers
- Marketing Management
- Human Resource Management
- Advanced Quantitative Techniques
- Business Legislation
- Business Communication
- Business Dynamics
- Training on Soft Skills

### Semester 2

- Production and Operations Management
- Sales and Distribution Management
- Corporate Governance and CSR
- Entrepreneurship Development
- Computer Applications in Business
- Financial Management
- Research Methodology
- Consumer Behavior
- Digital Marketing
- Sectoral Studies

### Semester 3 & 4 - Major

#### Marketing

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

#### Strategic Marketing

- Logistics and Sales Management
- Consumer Psychology
- Strategic Marketing Environment
- Marketing of Financial Services
- Integrated Marketing Communication
- Services Marketing
- Advertising and Brand Management
- Rural Marketing
- Promotions Management

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

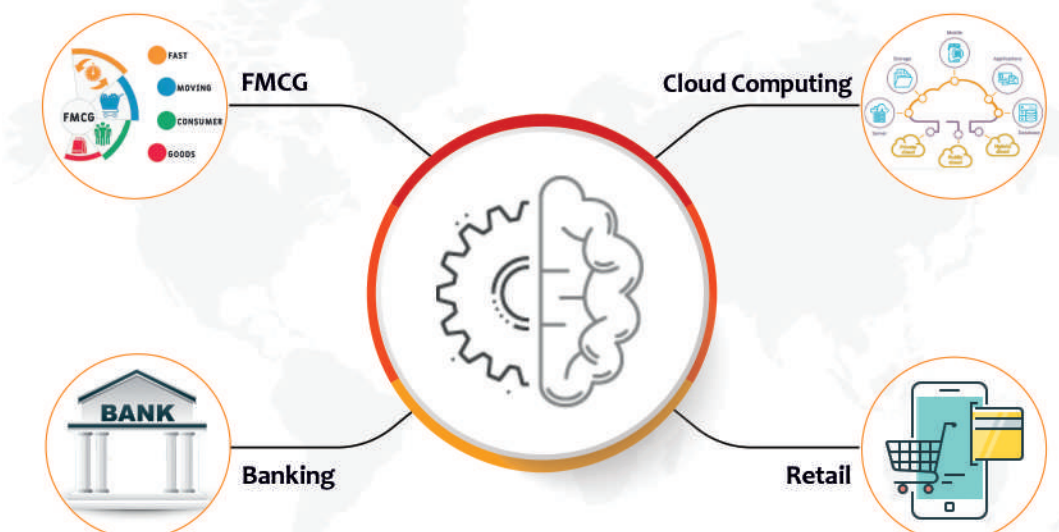
## Earn While You Learn

- 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.a 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 Placements.



## 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 enumerates 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 Postions	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 BIBS for more than three years now. I have hired Interns and finals from the institute. The best thing about students here is they have practical knowledge of what a corporate will expect from them. Hope to absorb more students and guide them towards a great career in the future."

Ms. Suhena Deb Rathore | Human Resource Lead - East



## Industry Endorses MBA - PGPIBM



"Students in today's competitive environment need to come out of their theoretical base and have more of practical oriented learning. This programme provides an MBA aspirant with priceless experience, something that can never be replicated with any other learning. After working in an organization for 12 - 15 months, companies will have a tough time retaining the trained work force, which opens up a host of opportunities for the students of the PGPIBM Programme."

**Dr. Dev Narayan Sarkar**  
Associate Director  
Pepsico

"There is no value greater than that of work experience. What we learn practically is always more relevant than theory. With the PGPIBM Programme, the students get more than just management knowledge, they get actual work exposure which will always give them an advantage in their careers. I wish them all the best."

**Mr. Rohit Gattani**  
Divisional Sales Manager  
Parle



"I wish BIBS good luck with the PGPIBM programme & firmly believe that it will continue producing talent with this program as well as they have been doing with other streams. I also believe that the students will be extremely benefited out of this course which will help them to develop themselves as a better resource in this competitive environment. All the very best to the Institution & the students associated to it."

**Mr. Ramakant Gupta**  
Regional Sales Manager  
Bajaj Finance Limited

"I firmly believe that BIBS will continue producing talent with this program as well as they have been doing with other streams. I also believe that the students will be extremely benefited out of this course which will help them to develop themselves as a better resource in this competitive environment. All the very best to the Institution & the students associated with it."

**Vmr. Kankan Bose**  
DGM - HR  
Aditya Birla Pantaloons



for more corporate comments, please visit [www.bibs.co.in](http://www.bibs.co.in)

## Companies that have already confirmed recruitment participation



for the complete list of participating companies, please visit [www.bibs.co.in](http://www.bibs.co.in)

# MBA - PGPEX

## Advantage

- ✓ **Regular MBA programme affiliated to Vidyasagar University**, NAAC accredited, WB State Government University, recognised by UGC, Ministry of HRD, Govt. Of India.
- ✓ **Don't give up your work or salary** - Designed for experienced working professionals so you don't have to interrupt your career or give up your salary. Convenient weekend batches & timings designed specially keeping the busy schedule of working executives in mind.
- ✓ **Create a 360-degree Knowledge Spectrum with TRAILS** - Learn in-demand skills and subjects, which will give you additional specialties, 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**
  - Mutual Funds Certification from **NISM**
  - Six Sigma Certification from **KPMG**
  - Business Analytics Certification from **IBM**
  - MS Office Specialist Certification by **Microsoft**
- ✓ **Immense 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 immersive environment, both in and out of the classroom. Learn from collective knowledge as well as experience and perspectives 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 apply what you learn. Back at campus, you can share your experiences with each other and enrich your learning.
- ✓ **Add value to your organisation** - With ideas and inputs generated through teamwork and collaboration with peers, faculty and mentors from across industries, you will have the opportunity to relate theory to practice, adding immediate value to your organisation.
- ✓ **IIM Shillong's** support to BIBS ensuring high standards of quality in academic delivery. Learn from collective knowledge of top faculty and corporate mentors, who will shape and guide you become better leaders.
- ✓ **Superb placement options through the peer network** inside the classroom as well as our alumni. Also get support from the 3 tiered BIBS Placement team that has had more than 200 companies recruit BIBS 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 CBCS
- Operations Research
- Production Management
- Project Report on the Field Study (Industry Visit)
- Project VIVA (SIP)

### Semester 3

- Major 1
- Major 2
- Major 3
- Industry Focus Minor Vertical 1
- Industry Focus Minor Vertical 2
- Internship and Report Submission
- Entrepreneurship Development
- Business Environment and CBCS

### Semester 4

- Major 4
- Major 5
- Major 6
- 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, W.B State Government University, recognised by UGC, Ministry of HRD 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 Marketer, 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 Testing 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 BIBS. 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 enumerates advantage of the Post Graduate Programme in Executive Management and MBA versus other similar programmes being offered.

	MBA - PGPEX	Others
Regular MBA programme	With PGEX 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 Crisil A** rating, Ranked amongst the Top 3 Business Schools in Kolkata for 3 consecutive years by The Times of India	No

## RECRUITERS SPEAK

"Students at BIBS are not only restricted with theoretical knowledge rather they focus more on practical training. I have recruited a good number of students from here and have found them to be smart, energetic, good in communication, well taught & trained. Really satisfied to have recruited from BIBS."

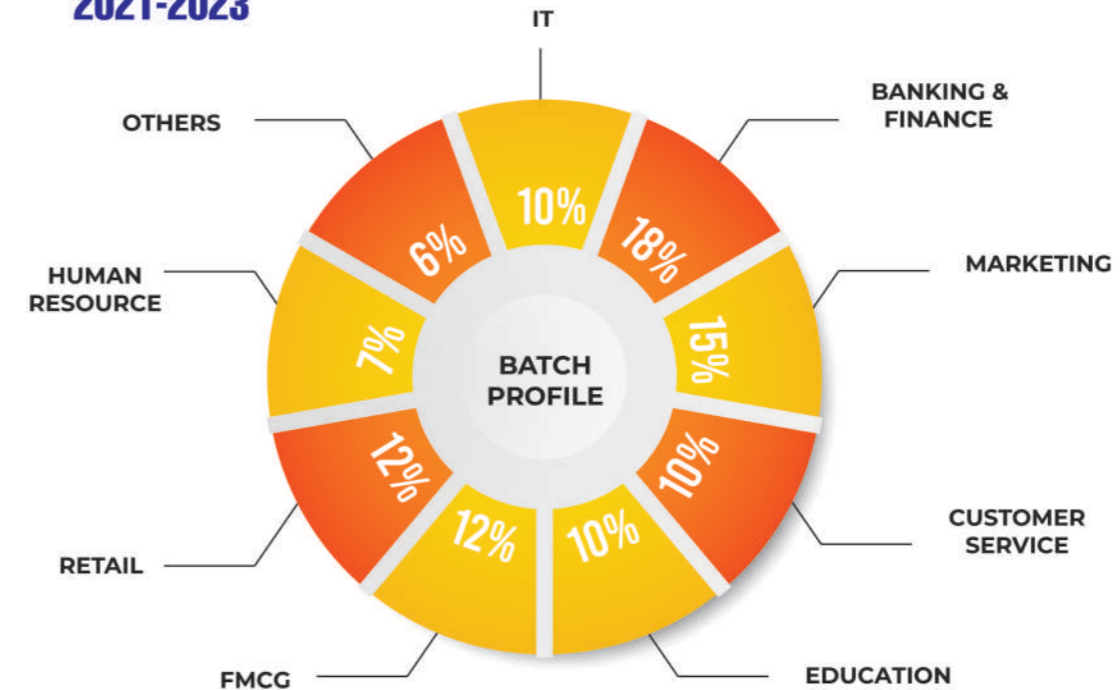
Mr. Manash Karmakar | IB Group



## 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 keeping in 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 organization looks to enhance their workforce by making existing employees grow within the organization. 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."

Ms. Chirabrata Majumder  
Senior Manager- Resource Management  
Ericsson



"The BIBS Executive program will enhance skill and efficiency, restore confidence and retrain 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. Debraj 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. Jayant 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."

Ms. Solanki Basu  
Human Resources  
Spencers





## 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 E-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. BIBS is an institutional member of IIM Ahmadabad's NICMAN Online Journal Resource Library.



Microsoft Teams



### Accommodation Facility

Accommodation facility is available for outstation students near the campus.

### 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 teams as well as Microsoft Office Applications like MS Word, MS Excel and MS PowerPoint as well as an online platform for networking using Team Meets.

### 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

BIBS has a high - end computing facility for the students on campus. The campus has a network which is Wi-Fi 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.

## Communication & Foreign Language Lab

For any business leader good communications skills are an asset and BIBS has facilities specifically geared up to hone that skill of the student. The communication lab at BIBS is specially designed to enhance the expression of the MBA graduate ensuring that he gives excellent presentations and is more confident while speaking. Foreign language training in Spanish is also imparted. This additional language proficiency gives our students the cutting edge in the International Business Arena.

## Online Exam Engine

Another feature of the OLMS is the online exam engine that facilitates examinations through a sophisticated back-end infrastructure that allows faculty to set exam papers online and then publish them with a front - end that is automatically created. Further, results are then derived through the software which also provides graphical and analytical data about a student's performance.





## 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.



Renowned author Chetan Bhagat in conversation with the students of BIBS discussing the nuances of management and effective marketing techniques.



Kapil Dev interacting with BIBS Students



Dr. APJ Abdul Kalam with the students of BIBS at the "Management, Life and Learning" Seminar under the BIBS, Management Guest Inspire Series.



# Activities @BIBS

## Aspire to Achieve (A2A)

A2A is a competition that prepares students to sharpen their Presentation and Public Speaking Skills. Students are trained in public speaking and creating multimedia presentations on specific topics which they present as a group to a panel of judges from the Industry. Students are evaluated at an Individual and group levels.



Winners of A2A, 2019

## City Scan

This event marks the first Live outdoor assignments for BIBS Students. They are given market segments like Fresh Produce, Grains and Pulses, Electronics and other such for which they have to research the available markets for the same in and around Kolkata and submit a presentation on the finer details about the working of the segment ranging from Branding, Marketing, Positioning, Supply Chain and Distributorship to Current Market trends.



BIBS City Scan team at the Howrah Fish Market

## Industry Visits

Practical exposure is the biggest learning tool for any management student. It is the best way to calibrate the fundamentals of management learnt in the classroom with their practices that are executed in the Industry. The students of BIBS have the advantage of being in constant interaction with Industry Leaders either as mentors or as faculty and even through the constant corporate interactions. The corporates through the industry visit apprise the students on the practical scenario of the industry hence giving them exposure to the real world.



Industrial visit to the Britannia Factory

## Start - Up Challenge

This is an integral part of their Orientation Programme, an ice breaking session for the students which at once puts them on the track on which they are going to run. The entire batch is divided into smaller groups and each group invests Rs.2,000/- to generate profit from a business idea. They can invest the money in direct selling as well as for online sale, or in some service to maximize revenue.



Students at a dhaba during the Start up Challenge

## Sports Day

All work and no play makes Jack a dull boy! Keeping this in mind and the fact that we all need a break from the daily routine, BIBS organises an Annual Sports Day which features both indoor and outdoor games like Chess, Checkers to Cricket and Football and many more. Sports day is a fun-filled activity day where the students showcase their extra curricular talents as they compete with each other in a plethora of games and sports.



Winners of Sports Day 2019

# 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 T.V 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 ay BIBS



# Co-Curriculars @BIBS



# Teams @BIBS

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



Green Zone



Indigo Crusaders



Black Aces



Grey Matter



Red Rodeo



Blue Barons



Golden Legends

# Clubs @BIBS



# Alumni @BIBS



"It was a great learning experience in BIBS. BIBS made me a confident person and because of the different events and competition we got to learn a lot of things and the most important, we got good corporate exposure here which is going to be a great help working at **Cipla**."

Biswajit Modak | BIBS batch of 2021  
**Cipla**



"I am so thankful for a final placement with **Nestle**. Seems like yesterday when I joined MBA 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."

Novonila Purkayastha | BIBS batch of 2020  
**Nestle**



"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. I am happy to work at **ITC**"

Abhishek Bose | BIBS batch of 2019  
**ITC**



"BIBS not only provided us with various platforms to showcase our abilities and skill but also helped us learn all soft skills that are highly required. We got intensive training on interview & communication skills, GD, Aptitude Test and many more."

Sanjhi Singhal | BIBS batch of 2018  
**Perefetji Van Melle**



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

Sayantika Das | BIBS batch of 2021  
**Cognizant**



"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. Add to that the constant help and support from Industry leaders helped me get a job at **SBI Mutual Funds**."

Aditya Mukherjee | BIBS batch of 2020  
**SBI Mutual Funds**



"Knowing the Hurdles well I decided to pursue finance for my MBA. I have been immaculately taught by faculty & mentors who were able to make me a fit for the finance domain, resulting in a Final Placement with **Bandhan Bank**"

Shreshtha Pal | BIBS batch of 2019  
**Bandhan Bank**



"At BIBS, I was always motivated to use my passion to excel in my academics. Guidance from the best in the industry has made me get a Final Placement with **Thank you BIBS**"

Sunit Ghosh | BIBS batch of 2018  
**MRF**



The Alumni Networking Day



"Knowing the hurdles well, I decided to pursue Finance for my MBA. I have put in a lot of hard work and perseverance and also have been immaculately taught and trained by BIBS faculty and mentors who were able to make me a fit for the Finance domain."

Prosenjit Pal | BIBS batch of 2017  
**PwC**



"BFC Bahrain is where I began my career. I never thought I could get an International Placement when I joined my MBA at BIBS. The immense focus on the finer details, communication skills and grooming made me **Industry - Ready**"

Santosh Kr. Pasapu | BIBS batch of 2015  
**BFC - Kingdom of Bahrain**



"The unique blend of academic and life Skills sessions helped me rediscover myself and bridge the gap between my confidence and success. With various group activities we developed our managerial skills and evolved as professionals fit for the corporate culture."

Neyazuddin Nesar | BIBS batch of 2013  
**Johnson & Johnson**



"BIBS gave us the freedom to learn by choice. We were not forced to choose subjects or specializations. We were taught to apply our talent and then choose a career. The Industry Mentors helped us calibrate our talents to Industry needs and then to Placements."

Kunal Chatterjee | BIBS batch of 2011  
**Glaxo SmithKline**



"The wonderful support of the faculty members, the immensely motivating guidance from Industry Mentors and Faculty helped me gain in confidence and become competitive. The result is an International Placement at **UAE Exchange in Dubai**. Thank you BIBS."

Tista Kar | BIBS batch of 2016  
**UAE Exchange - Dubai**



"BIBS taught me how to apply my talent and use it to my advantage. Industry Leaders taught me the practical implications of management in today's world. Thank you BIBS for this life changing learning for life."

Kishore S. Bandyopadhyay | BIBS batch of 2014  
**Agrim PTE - Indonesia**



"Already having prior professional experience, I could very well make out that BIBS was on the right track of making us industry ready professionals. The industry interface at BIBS made us connect to the realities of the corporate world where we could relate all the theories."

Dhritiman Chandra Choudhury | BIBS batch of 2012  
**Capgemini**



"Going back in time I feel so warm. Thinking of BIBS makes me remember the grilling sessions, round the clock help, fests, outdoor activities. We were pampered with options and grilled to perfection for the corporate world. Thanks BIBS."

Sayantani Dan | BIBS batch of 2010  
**HSBC**



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

# Admission Procedure

**Selection Procedure:** Graduates or Final year students 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 BIBSAT 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 BIBS Campus in Kolkata for Rs. 600/-.

Students downloading the Application form from the website:

- Must fill up the form completely marking choice of course and filling all fields
- Attach one color passport sized photograph to the form and send one more photograph separately.
- Attach a photocopy of Class X, XII and Graduation (if applicable) mark sheets
- 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 Aadhaar Card (Please note PAN and Aadhaar Card are mandatory)
- Work Experience certificate (mandatory for MBA - PGPEX programme)
- Completed forms are to be couriered with a Demand Draft of Rs.700/- in the name of "Bengal Institute of Business Studies" payable at Kolkata, to the following address:

Bengal Institute of Business Studies,  
18D, Lake View Road,  
Kolkata – 700029

**Note:** All rules regarding selection are common to the MBA - PGPBM, MBA - PGPBA&DS, MBA - PGPDM, MBA - PGPFM, MBA - PGPIBM and MBA - PGPEX Programmes.

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

Mobile : +91 98363 00046 | Landline: +91 33 2466 9237

e-mail: [info@bibs.co.in](mailto:info@bibs.co.in) | [www.bibs.co.in](http://www.bibs.co.in)

