




Regular Full - Time
MBA

AFFILIATED TO



VIDYASAGAR UNIVERSITY
A NAAC Accredited
W.B State Government University
recognised by UGC, Ministry of
HRD, Govt. of India

**MOULDING
MIRACLES**

— SINCE 2008 —

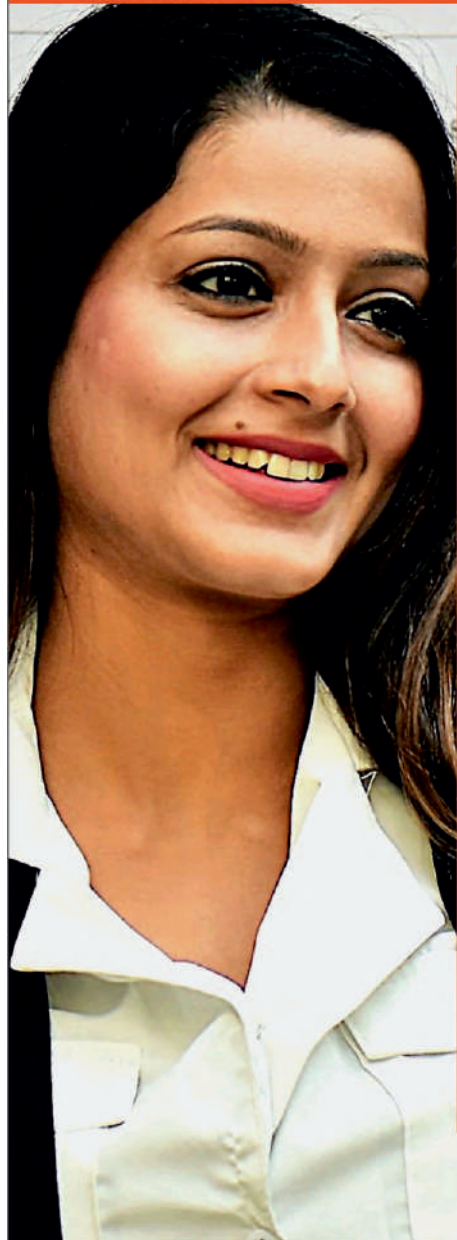


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Who we are

We evolved from the need for quality management education for a rapidly evolving regional and national economy. Built on a strong foundation of academic and corporate interface, our Institute aims at creating leaders who make a difference. This is done in many ways—through industry endorsed programmes; through knowledge and guidance of our dedicated faculty; through the influence we achieve by having a strong relationship with the industry and leading institutions all across the world.



WHY BIBS

- ★ Regular Full - Time MBA Programmes affiliated to Vidyasagar University, a NAAC Accredited, W.B State Government University, recognized by UGC, Ministry of HRD, Government of India.
- ★ The first and only business school in West Bengal that has:
 - A collaboration with IBM for an MBA programme in Business Analytics & Data Science.
 - Tie-up with WEBEL (Govt. of West Bengal) for Training and Live Projects leading to Internships and Placement Assistance.
 - Residential programme and certifications at IIT-Kanpur for BA&DS and NISM Mumbai for Finance students.
 - An MBA in Supply Chain Management in collaboration with the Tech Mahindra Foundation.
 - An exclusive tie up with Nasscom for providing industry mentorship and training for better final placement opportunities.
 - An MBA in Finance powered by MCX and NISM significantly boosting financial markets competence and employability.
- ★ Consistently Ranked amongst as well as awarded among the Best Business Schools in Kolkata and Eastern India.
- ★ Collaboration with Harvard Business School Online for optional certifications. Students also get access to their network as alumni.
- ★ International Exchange Programs with Institutes like UTCC in Thailand. Students visit and learn at these esteemed Institutions.
- ★ MGIS, Industry meets students, 1000+ leaders and dignitaries like Dr. APJ Abdul Kalam, Philip Kotler, have inspired BIBS students.
- ★ CEO Conclave and collaborations with Nasscom, CII, NHRD and more for an updated perspective on Management Education.
- ★ Industry Visits, Company projects, in-house competitions and club activities that give a practical edge to classroom learning.
- ★ Amazon, Google, Colgate-Palmolive, UAE Exchange - Dubai, BFC - Bahrain, PRAN Foods - Oman, Agrim PTE - Indonesia, Lowe's India, EBY, PwC, KPMG, Caggemini, ITC, Britannia, Kelloggs, Nestle, Parle, Mondelez and 200 more have recruited our students with the Highest Package reaching 17.25 lakhs per annum.

Our Tie - Ups

We strive to bring the best in the business to our programmes. Creating collaborations and tie-ups with leading institutions across the globe that provide students to learn at globally accepted standards, which helps them create a management profile that is accepted anywhere in the world.



IIM Ahmedabad's National Information Center of Management : Access to Information Services on business and management for advanced research and management journals.



The only Business School in W.B with an MBA in Business Analytics & Data Science in **collaboration with IBM**, the world's foremost technology and consulting company.



IIT Kanpur provides a Residential Programme to our students in Applied Analytics and Data Visualisation that will help enhance the learning of the students, making them more competent.



Optional certifications from Harvard Business School Online to give students a global edge. Get access to the Harvard Business School Online network as an alumni.



MCX - India's only commodity exchange for a classroom based programme conducted by MCX, leading to the highly valued MCX Certified Commodity Professional (MCCP) certification.



BIBS has a tie - up with WEBEL for Training our students and providing Live Projects leading to Internships as well as Placement Assistance. WEBEL also provides access to its world class labs for our students.



NASSCOM: As an authorized training partner to deliver industry-relevant skills and enhance employability.



The oldest Management Institute in Singapore with a legacy of imparting quality management education. Our tie - up provides our students with an amazing opportunity to learn at the MUIS campus in Singapore.



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.



Tech Mahindra SMART: Our collaboration with Tech Mahindra brings valued expertise and job options in the field of Retail and Supply Chain Management.



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.



NISM, under the SEBI is a premiere institution that provides expert faculty, training and certification leading to placement opportunities in the Finance sector for the BIBS students.

Core Faculty (Partial List)

Prof. Alolika Srimani | MHROM

Core Areas: Organizational Behaviour and Human Resource Management

Prof. Aniruddha Banerjee | MBA

Core Areas: Marketing, Sales, Consumer Behaviour and Sales & Distribution

Prof. Animesh Dolui | MBA

Core Areas: Marketing and Consumer Behaviour

Prof. Ankan Dhar | PGDBM

Core Areas: Digital Marketing and Analytics

Prof. Ankit Singh | M.Com, LLB, CS, CA

Core Areas: MFD, PFP and IAPM

Prof. Natasha Kothari | Chartered Accountant

Core Areas: Accounts, Financial Management and Taxation

Prof. Indrajyoti Dasgupta | PGDM

Core Areas: Supply Chain Management and Logistics

Prof. Pinaki Bhattacharya | MBA, PGDM

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

Prof. Saurabh Jain | CA, CS, CFPCM, CFA, CWM, CTEPTM

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

Prof. Shambo Sen | MCA, CTS Certified

Core Areas: Artificial Intelligence, Machine Learning, Data Analytics, Robotics, IOT, Mathematics and Cloud Computing

Prof. Sharmishtha Chatterjee | M.A

Core Areas: Applied Linguistics and Communication

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

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

Prof. Sourav Datta | MBA

Core Areas: Sales & Distribution, Consumer Behaviour and Marketing Management

Prof. Sulakshana Sinha | M.Sc, MCA, PG Diploma in OR

Core Areas: Quantitative Techniques, Operations Research and Operations Management

Prof. Swayam Das | MBA

Core Areas: AI, Digital Marketing and Data Science

Prof. Tanumoy Das | MBA

Core Areas: Financial Management, Financial Accounting, Business Law and Managerial Economics

Prof. V. Vishwanath | M.Com, MBA

Core Areas: Services Marketing, Business Communication, Soft Skills and Placement Training

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

Industry Faculty (Partial List)

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. Abhishek Saxena | Regional Head - Central - Britannia

Core Areas: Operations, Marketing Management

Mr. Muthar Basha | Sr. VP & Head - Sales - Eveready

Core Areas: Operations Management & Marketing Management

Mr. Amit Burman | Zonal Head - SBI Capital Securities

Core Areas: Capital Market

Mr. Ravi Jaiswal | Director - Ernst & Young

Core Areas: Financial Management, Tax Laws

Mr. Aanton Mookherjee | Founder & Partner - YUWEUS

Core Areas: Marketing & Brand Communication

Ms. Sandipan Chakraorty | Lead HRBP | Flipkart

Core Areas: Human Resource & Marketing

Ms. Amit Sinha | Sales HRBP-East-Nestle

Core Areas: Operations, Marketing Management

Mr. Samrat Mukherjee | VP - Madison India

Core Areas: Advertisement, Marketing

Ms. Deepti V. Nair | Deputy Manager - HR - Bluestar

Core Areas: Human Resource

Mr. Sanjay Das | Consultant / Scrum Master - Infosys

Core Business Analytics & Data Science

Mr. Devraj De | Associate Director - Nivea

Core Areas: Operations, Marketing Management

Mr. Soumen Datta | Associate Partner - BDO

Core Areas: Data Analytics & Data Science

Mr. Karan Walia | Co - Founder - Shipzip

Core Areas: Supply Chain & Logistics

Mr. Surajit Mondal | Lead VP Analytics - HSBC Analytics

Core Areas: Business Analytics & Data Science

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



Corporate@Campus

Some of the distinguished corporate leaders who have interacted with our students

| | | |
|--|---|--|
|  Mr. Raghavendra Rao Managing Director  |  Mr. Arun Karna MD and CEO  |  Mr. Sidharth Udani Head - Sales (East)  |
|  Ms. Rima Dasgupta AVP - HR  |  Mr. Subhayu Bagchi Brand Head & VP  |  Mr. Parvez Khalid Associate Executive Director  |
|  Dr. Vinay Ranjan Director - HR  |  Ms. Rituparna Ghosh Director - HR  |  Mr. Sayan Mitra Director  |
|  Ms. Sreeja Mukherjee Manager  |  Mr. V. Girish Head - Business HR  |  Mr. Samir Upadhyay Regional Head - East  |
|  Mr. Shrutoshi Mukherjee Deputy VP - HR  |  Mr. Somsankar Banerjee Senior Consultant  |  Ms. Ipsita Roy HR Business Partner  |
|  Mr. Mayank Jalan Managing Director  |  Mr. Amitosh Pal Business Head  |  Ms. Diana Mirza Global HR Business Partner (Director)  |
|  Mr. Sanjay Budhia Managing Director  |  Dr. Shubhra Chakraborty Global Marketing Manager  |  Mr. Dhritiman Sengupta National Head  |
|  Mr. Manoj Kr. Sinha Senior Vice President  |  Mr. Dinesh Shastri MD  |  Ms. Rusa Banerjee Associate Director  |

To view the complete list of corporate@campus at BIBS, visit www.bibs.co.in

More than **220 Companies**
have visited in 2025 to interact with the students

Legends who have inspired us

Some of the distinguished leaders who have interacted with BIBS students.



Late Dr. APJ Abdul Kalam
Former President of India



Leander Paes
Legendary Tennis Champion



Mr. Chetan Bhagat
Bestselling Author



Mr. Kapil Dev
World Cup Winning Captain of the Indian Cricket team



Mr. Bhaichung Bhutia
Former Captain of the Indian Football Team



Ms. Jhulan Goswami
Former Captain of the Indian Women's Cricket team

Our Recruiters (Partial List)



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

Highest Salary
17.25 Lakhs p.a

30%

Pre-Placement Offers (P.P.O) were offered for BIBS students during or after their Summer Internships.

81%

of our recruiting companies revisit to hire again every year for both SIP and Final Placements

Why companies Recruit@BIBS

An Industry -Integrated 3 - tier Placement Cell which has offices in major cities in India as well as overseas, connects and endeavours to bring the best recruiters to campus leading to more than 10% of the MBA Batch being placed internationally.

Among the top Business Schools in West Bengal to partner with world leaders like MCX, NISM and Nasscom bringing global standards to its MBA Programmes and preparing students for careers across the world.

Collaboration with top companies and institutions like **Harvard Business School Online, WEBEL, KPMG, Britannia** and many more for optional certifications, training and placement programmes and skill development courses to add enhanced skills and endorsement of those skills by the Industry's leading organisations.

Strong Industry Academic Advisory Council comprising business heads of various companies who nurture a corporate way of life, creating a window of needs vs. aspirations and how to manage them for better placements and careers.

Regular Mentoring by Top companies - like HUL, Britannia, IBM, Parle, ITC, Pepsico, Ernst and Young, Flipkart, Colgate Palmolive etc. ensure that the students are aware of the current skill sets required via a real-time scenario-based pedagogy.

Superior Academic Delivery by Faculty who are PhDs, Alumnus of IIMs and XLRI with both corporate and academic experience. In addition, subject matter experts certified by corporations like IBM and NISM also help to shape, guide and mentor our students' learning and development.

Hybrid Learning Experience with global visionaries through the power of online learning. Students are able to learn from visionaries like Dr. Philip Kotler, Prof. Davis Aker, Wolfgang Friess, Olga Bandareva, and many others which gives them learning opportunities beyond just theory and at a level that is at par with any other global standard in Management Education.

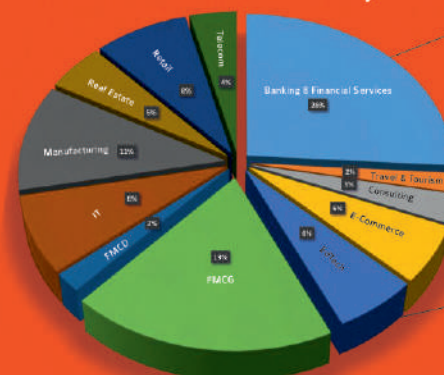
Corporate at Campus, a weekly corporate interaction programme featuring renowned corporates and business heads of various companies. Through their experience and mentoring, our students identify resources that make them better.

An Intense Placement readiness programme starting with resumes to grooming, as well as Group Discussion and Interview preparation (Which includes Public Speaking, Presentation Skills, Aptitude, Handling Stress and Negotiation Skills).

Ranked consistently amongst the Best - BIBS has been felicitated for its phenomenal record as a Business School consistently through the years. From being ranked among the Best Business Schools in Asia, awarded the ABP Shiksha Samman for Excellence in Placements, to being recognised as the Best in West Bengal and 2nd In Eastern Indian by The Times Now and many more.

The Best Tools and Resources for Learning Efficiently like ATS resume checker compliant tools, AI and ML guides Resume creators, Google and Classplus LMS for Hybrid Learning, SaaS training for enhanced analytical and data management, MS Office certified Excel training and a host of other online and offline tools that make out students at par with students across the world.

Final Placements - Industry Wise



Average salary increased to INR 4.65 Lakhs for the same period of time over last year.

Corporate Giants like Amazon, UAE Exchange - Dubai, ITC, KPMG, BFC - Bahrain, Kelloggs, PRAN - Oman, Phillips, HUL, Nestle, Parle, Johnson & Johnson, PepsiCo, Emami, Britannia, Heinz, Aditya Birla and many others regularly recruit at BIBS.

More than 90 companies across sectors have inducted our students for the best and most intensive 3 months summer internship programme.

After setting international footing in Singapore, Indonesia, BIBS expands recruitment drive in the Middle East and Europe. More than 10% of our students have been recruited internationally.

The Best Companies from India and abroad

| | | | | | | | |
|---|---|---|---|---|---|--|--|
|  Abhishek Mathur |  |  Anshika Ghosh |  |  Arora Kundu |  |  Anirban Sengupta |  |
|  Anastasia Dhar |  |  Aniruddha Barik |  |  Anupama Das |  |  Anurag Gupta |  |
|  Arijit Paul |  |  Arka Chakraborty |  |  Avjit Paul |  |  Ayuji Sumari |  |
|  Bidisha Deb |  |  Bikarjita Mitra |  |  Diponwita Biswas |  |  Disha Dutta |  |
|  Gargi Roy |  |  Gaurav R. Roy |  |  Gurpreet Singh |  |  Harsh Kaushik |  |
|  Hritesh Lenka |  |  Ishika Agarwal |  |  Jayeeta Ghosh |  |  Kumbi Mitra |  |
|  Leena Kar |  |  Meghali Paul |  |  Megha Bose |  |  Monali Shree |  |
|  Nafise Begam |  |  Piyali Maity |  |  Pradipta Show |  |  Pantanj Karungu |  |

have recruited students of our MBA Batches

| | | | | | | | |
|---|---|---|---|--|---|---|---|
|  Prashant Jain |  |  Pratik Lodhi |  |  Priya Dey |  |  Priyanka Saha |  |
|  Priyanka Sarkar |  |  Priyanshu Sena |  |  Rahul Pathak |  |  Rohit Ghosh |  |
|  Rohit Kumar |  |  Rohit Tanti |  |  Setyoki Saha |  |  Setyosachi Chakraborty |  |
|  Sayani Sarkar |  |  Shivangi Dutta |  |  Shivangi Srivastava |  |  Simran Shree |  |
|  Sneha Adhikary |  |  Souhav Guha |  |  Sowmya Saha |  |  Sugeta Bhattacharya |  |
|  Suktalyan Das |  |  Suman Mal |  |  Sumit Garai |  |  Sumit K. Singh |  |
|  Supriya Chowdhury |  |  Suraj Jana |  |  Sutanu Chatterjee |  |  Suvem Banik |  |
|  Swapanodweep Ghosh |  |  Trisha Mitra |  |  Tuhina Halder |  | <p>To view the complete list visit www.bibs.co.in</p> | |

MBA – PGPBM

The Flagship Post Graduate Programme in Business Management (PGPBM) is an intensive, two-year, Regular full-time management programme affiliated to Vidyasagar University aimed at developing highly skilled, adaptable professionals ready to thrive in today's fast-paced global economy. The curriculum is structured to provide students with a deep and holistic understanding of core management concepts, ranging from finance, marketing, and operations to strategy, leadership, and organizational behaviour. The MBA - PGPBM equips graduates with the knowledge, skills, and global perspective required to excel in various leadership roles across industries, ensuring they are well-prepared to tackle the challenges of a constantly evolving business environment.



Advantage MBA – PGPBM

A Regular Full - Time MBA 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.

Gain invaluable global exposure and a competitive edge for MNC roles through our international student exchange program with the University of the Thai Chamber of Commerce in Bangkok.

Improve AI skills and enhance your resume with certifications from IBM, Google, and an optional, prestigious module from Harvard Business School Online in areas like Data Analytics.

Gain hands-on, real-world experience through numerous live projects with major brands like Godrej, Bajaj, and Emami, which often lead directly to internships and final job placements.

Benefit from our exclusive partnership with FMCG giant ITC, which provides direct on-campus training, live projects, subsequent internship, and a clear pathway to a Pre-Placement Offer.

Develop practical business acumen through our activity-based learning approach, which includes dynamic competitions like Brand Wars and USP to hone your strategic planning and execution skills.

Receive over 12 months of intensive placement training in aptitude tests, group discussions, and personal interviews to ensure you are fully prepared to secure top job offers.

Specialize in the high-growth FMCG sector with comprehensive training designed and delivered by industry experts from leading companies like Britannia, Nestle, and Dabur.

Be inspired by and learn from legendary figures through our Management Guest Inspire Series, which has hosted icons like Dr. APJ Abdul Kalam and marketing guru Prof. Philip Kotler.

Build a powerful professional network by connecting with our extensive alumni community, who hold senior management roles in national and global companies. They help in mentoring, coaching as well as providing placement opportunities.

Launch your career with a programme that boasts a 13.6 LPA record, over 30% PPOs, 10% international placements, and a network of 300+ recruiters.



"The true elements of Success are Passion, Hard Work and Determination. That's the PhD you need to Succeed."

Mr. Chadrashankar Ghosh
MD and CEO



"It was an honour to meet the students of BIBS. They are truly a very energetic and enthusiastic group of learners."

Mr. Vinay Ranjan
Director (Personnel & Industrial Relations)



MBA – PGPBA&DS

BIBS is the first and only Business School in West Bengal to collaborate with IBM for a 2 year, Regular Full Time Business Management Programme in Business Analytics and Data Science, affiliated to Vidyasagar University. The MBA-PGPBA&DS programme provides practical and managerial expertise in the fields of Business Analytics and Data Science by providing globally accepted skills and practices. Our Collaboration with IBM provides authenticity and global value to the learning as well as job opportunities through IBM's Talent Network.

Advantage



IBM Subject Matter Experts - Illustrious practitioners and Faculty from IBM will provide industry relevant education and practice through case studies and Industry projects.

Globally valid IBM Practitioner Certificate - This Certificate challenges you to take on the different roles involved in a team, solving end-to-end real-world scenarios across different industries

Digital Badges from IBM - IBM will provide digital badges for the skills you have learnt which are globally recognized as a benchmark of Business Analytics & Data Science Skills.

Special Access to IBM's Talent Network - Through the IBM network, you will get job opportunities as soon as they are available, recommendations to apply matched directly to your skills and interests.

Be a part of the Global IBM family - Hackathons, Tech Fests & IBM Centre visits, gives students an opportunity to participate and network with peers as well as leaders in the field.



BIBS is proud to sign an MOU with (WEBEL), the West Bengal Electronics Industry Development Corporation Limited under the Govt. of West Bengal for BA&DS Training, Certifications leading to Internships and Placement Assistance for our students.

Learn at the IIT- Kanpur Campus



BIBS Students get the opportunity for a residential programme by faculty and experts at the IIT Kanpur Campus.



The MBA - BA&DS Batch at the IIT Kanpur Campus

Advantage MBA—PGPBA&DS

"Securing a final placement at **Lowe's India GCC** (Fortune 500) marks an important milestone in my professional journey. The MBA at BIBS built on my prior operations experience by sharpening my strategic thinking and analytical depth, enabling me to take on greater responsibility in a global corporate environment."

Ms. Nafisa Begum
MBA - BA&DS Batch of 2026



A Regular Full Time degree of 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.

The first and only Business School in W.B with an 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.

Expert Faculty comprising of IBM Certified Subject Matter Experts along with BA&DS experts from around the world provide the best hands-on approach to learning. Get access to the IBM Watson X, a powerful cloud platform with a plethora of software and content tools for free.

Be a part of the IBM Network that provides all of the tools needed to land a dream job in BA&DS. You will get job opportunities as soon as they are available and recommendations to apply matched directly to your skills and interests.

AI - First Pedagogy: We have adopted AI, Generative AI (Gen AI), and agentic AI across courses and live projects, and even placement readiness covering mock interview bots, resume creation tools and real time AI generated feedback.

Industry Faculty from top notch tech companies provide hands - on learning that enhances the efficacy of a student's skills mapped to the current industry trends.

A strong "Fight to Learn" culture is fostered through events like Power BI hackathons, DataDecipher, Excel-lent and Python Code Combat, where students solve real world business cases under time pressure, enhance PowerBI, Excel and Python Skills and build sharp presentation and story telling abilities before faculty and industry panellists.

Live Projects with corporate giants like Accenture, Capgemini, Cognizant and PwC to name a few provide practical exposure and a certification on skills in BA&DS skills which acts as endorsement of skills and acumen at a global standard.

Microsoft, Azure and Cisco Certifications - Provide endorsement of skills that are in - demand in the BA&DS Industry that opens doors to phenomenal placement opportunities.

Personalised Placement Training which is customised for each individual students based on their skill set (like Analytics, NLP, Machine Learning etc) to prepare for specific companies for Final Placements.

The best companies globally like ICRA Analytics, Lowe's India, KPMG, Capgemini, Google, ITC, Ernst & Young and 200 more have already recruited BIBS Students.

Industry visit to IBM



The Pedagogy



25%

Technical Concepts

40%



Industry Cases & Projects

35%



Technologies and Tools

MBA – PGPDM

Achieve a globally recognized MBA in Digital Marketing (MBA-PGPDM) with BIBS. A regular full-time MBA affiliated to Vidyasagar University, the programme is powered in association with NASSCOM, ensuring a future-ready curriculum aligned with the evolving needs of the digital economy. As West Bengal's only Business School to offer this exclusive NASSCOM-powered program, students benefit from a curriculum shaped by the top 1% of digital experts from leading global organizations such as Meta, Google, LinkedIn, Microsoft, and more. This two-year, full-time program integrates academic excellence with real-world industry trends, backed by certifications and industry endorsements, to prepare future leaders for the digital era.



Advantage



BIBS Kolkata has tied-up with Nasscom as its authorized training partner to empower students with courses that are industry-relevant skills and enhance employability. These courses will be granted credit and considered as an integral part of the curriculum.

Backed by India's Premier Tech Body : NASSCOM/Future Skills Prime, the apex body for India's \$254B IT industry, brings strong credibility to students by endorsing skills aligned to the country's most influential digital ecosystem.

01

Industry-Recognized Certifications in Emerging Skills : Students earn globally benchmarked certifications in digital marketing, analytics, AI, and new-age tools—boosting employability and ensuring industry-ready proficiency.

02

03

Learn from India's Digital Innovation Network: Students gain exposure to NASSCOM's vast network of tech leaders, innovators and digital specialists, accessing insights that shape India's fast-evolving digital marketing and technology landscape.

Practical Learning Through Industry Engagement : Students benefit from masterclasses, webinars, workshops and industry interactions by NASSCOM, connecting them to top companies and real-world digital practices that strengthen job readiness.

04

Level 1 Apprenticeship with a stipend of more than 30k per month



"BIBS has played a pivotal role in enabling me to channel my passion for technology into an impactful career by developing my competencies, leadership mindset, and the confidence to excel across global markets."

Simon Singh
MBA-PGPDM
Batch of 2026

"The rigorous training and experiential learning enabled me to unlock my full potential. Securing an apprenticeship stands as a significant milestone in my professional journey."

Yashvi Vohra
MBA-PGPDM
Batch of 2026



Advantage MBA – PGPDM

"Digital marketing is the in thing and certainly has a great employment prospect. The Digital marketing space is increasing very rapidly and I think it's a very bright and relevant idea to have this course."



Mr. Debashis Sen | Ex - IAS
Former Managing Director
WBHIDCO

Regular Full Time MBA Programme with a Major in Digital Marketing from a state government university which is recognized by UGC, Ministry of HRD, Govt. of India.

An 11 Month Industry Focused training covering core digital frameworks in terms of designing and executing campaigns, content, social media and search engine marketing that ensures you graduate with a portfolio of practical skills, not just theoretical knowledge.

Equip yourself with high-demand skills through corporate-led sessions. Learn to optimize Meta and Google campaigns, master Lead Generation, analyse metrics, and drive measurable results across digital platforms.

Inculcation of E-commerce Marketplace Optimization practices guided by industry experts, equipping students to manage, scale, and optimize performance across leading online marketplaces

BIBS Kolkata has tied-up with Nasscom as its authorized training partner to empower students with courses that are industry-relevant skills and enhance employability. These courses will be granted credit and considered as an integral part of the curriculum.

An Incredible mentoring programme "The Alchemist" - designed for a one-on-one live mentorship of the students by industry leaders, who nurture and guide the students to develop their core skills that lead to better placement opportunities.

Corporate Training in Performance Marketing: Equip yourself with high-demand skills in performance marketing through corporate-led sessions. Learn to optimize Meta and Google campaigns, master Lead Generation and analyze metrics directly from industry professionals.

Confirmed paid internship with top companies and agencies in roles like SEO, SEM, Social Media Marketing, Media Buying, Performance Marketing, Growth Consulting, and many more giving students practical learning of all digital marketing fields.

Opportunity to secure confirmed PPOs during internships with average salaries of 5 lacs p.a in Top Tech Start-ups / Enterprises in Digital Marketing Roles. This is facilitated through a rigorous Placement Training Programme that is customised to each individual student.

Live projects with digital marketing companies and agencies in varied roles and real client work leading to certifications which add experiential value to a student's profile.

Get an unbeatable career advantage by connecting with our powerful, active network of digital leaders. Our alumni return to campus not just as guests, but as mentors, providing crucial, real-world context to your learning.

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 for everything you need to know about advertising on Twitter X.



Build professional expertise in digital marketing data analysis, visualization, and predictive insights



The complete Digital marketing tools & certifications from Google.

MBA – PGPFM

Unlock Your Potential in the World of Finance as today's dynamic global economy demands highly skilled finance professionals. The MBA-PGPFM or the Post Graduate Programme in Financial Management is a 2 year regular full – time MBA from Vidyasagar University, designed to equip you with the advanced knowledge, strategic thinking, and leadership skills needed to excel in the world of finance. Our Collaboration with NISM and MCX for Industry Demanded certifications as gives you the ability to work in any of the potential financial hubs, anywhere in the world.



Mou Datta and Arghya Nath of the batch of 2025 won the Runners Up award at the National Financial Literacy Quiz 2024 conducted by NISM and SEBI

Advantage NISM

- 01** **Established by SEBI** - (Securities and Exchange Board of India), the regulator of the securities markets in India, the residential cum certification programme adds tremendous value as an endorsement to a student's skills.
- 03** **Regulatory Certifications** - The programme also has a Industry Regulatory Certifications (mandatory), that give you an endorsed skill for working in the best financial companies in India.

- 02** **Learn at the state-of-the-art NISM Campus** - A sprawling 75 acre campus in Mumbai with advanced financial labs, access to specialist NISM faculty and industry mentors from the Financial capital of the country.
- 04** **Practical Learning through Industry Visits** - Students will have an opportunity to visit various leading financial institutions such as SEBI, Stock Exchanges and Depositories.

Advantage MBA – PGPFM



"BIBS and NISM have collaborated with the aim of providing hands on training through professional experts as well as BIBS faculty leading to mandatory NISM certifications. This gives students an edge to get placed in the best companies as well as provide recruiters with the affirmation of the student's abilities to work in core finance areas given their certifications."

Mr. Sanjeev Bajaj
General Manager
NISM

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.

An Optional Residential cum Internship Certification programme at the NISM campus in Mumbai with 150+ hours of Classroom as well as Lab Learning, visiting stock exchanges, meeting industry and market experts leading to an NISM endorsed certificate of Internship.

Certifications in Finance with BFSI SSC, under the NSDC, an initiative of the Government of India. This tie - up will provide training, mentorship & certifications as well as placement assistance in the fields of Banking & Finance.

6 Indian Regulatory Certifications from NISM are embedded in the program. These certifications are mandatorily required to work in the best financial firms in India. The Certifications are:

- i. NISM – VA : Mutual Fund
- ii. NISM – IX : Merchant Banking
- iii. NISM – VIII : Equity Derivatives
- iv. NISM – XA : Investment Adviser (Level 1)
- v. NISM – XV : Research Analyst
- vi. NISM – XXI A: Portfolio Management Services

Tie - up with MCX - India's only commodity exchange for a classroom based training programme conducted by MCX leading to the highly valued MCX Certified Commodity Professional (MCCP) certification.

Faculty from BIBS & Experts from the Financial World ensure real - time learning. Students are taught through experiential learning methods comprising of Industry Visits, Live Trading on stocks, and certification projects with finance companies to learn actual skills.

Dedicated modules in Consulting, Investment Banking, and advanced Technical Training equip students with niche, job-ready skills, giving them a competitive edge for high-growth roles across the financial sector.

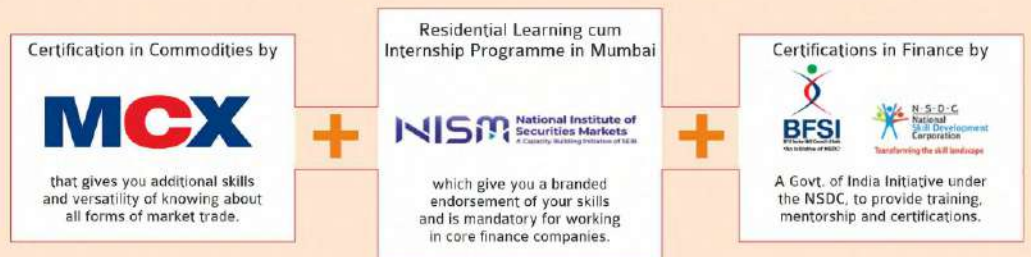
Thrilling competition based learning through contests like The Asset Test and WIP Battle where the students create financial products and plans and present them to real companies using their financial knowledge, presentation and public speaking skills.

Confirmed paid Apprenticeship for all students after 11 months of core training in Financial Management and Banking in the best companies.

A customised Placement Training programme tailored for every student covering development in areas like resume building, interview preparation, communication skills, group discussions, aptitude tests, and personality development.

A plethora of final placement options with access to the 3-tiered placement cell with more than 200 companies for Final Placements.

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



MBA – PGPSCM

The MBA-PGPSCM (Post-Graduate Programme in Supply Chain Management) is a 2-year, full-time MBA program designed to equip students with advanced skills in supply chain logistics, operations management, and procurement. The course begins with intensive classroom training. Following this, students undertake 10-12 months of hands-on industry experience, where they apply concepts like just-in-time (JIT), vendor management, and supply chain integration while completing their MBA. Students have an opportunity to either continue with the company they worked for or opt for placement opportunities offered by the institution. Students are also get a minimum of three industry visits, have 2 corporate sessions per month and corporate mentoring.

Advantage



Training for Employability - Tech Mahindra provides knowledge and mentorship, focussed on skills that are suited to get the best career opportunities in the logistics and supply chain management industry.

Industry Visits - Learning by doing through regular industry visits to Logistics and Supply Chain companies and meeting supply chain leaders to understand the real time working protocols of the industry.

Placements -The Tech Mahindra placement wing and the BIBS 3 - tiered placement cell bring the best companies in SCM to recruit students for their Paid Apprenticeships as well as Final Placements.

A Hybrid Learning Model which uses the power of the world wide web to bring industry leaders and contemporary SCM practitioners and experts beyond geographical boundaries right in to the classroom.



The Best companies across industries have recruited our MBA-PGPSCM Students



and many more, visit www.bibs.co.in for the complete list

Corporate Mentoring and Industry Visits are an Integral part of the programme



Corporate Leaders of Supply Chain mentoring PGPSCM Students



The MBA - PGPSCM Batch of 2024-26 at the Nestlé Factory

Advantage MBA – PGPSCM



Mr. Dinesh Shastri
Managing Director
TM International Logistics

"In the supply chain and logistics industry, we need to develop our social quotient in order to be successful in Corporate life."

A Regular Full - Time MBA Degree in Supply Chain Management affiliated to Vidyasagar University, A NAAC accredited, W.B State Government University, recognized by UGC, Ministry of HRD of the Govt. of India, valid for government jobs or higher education.

Powered by the Tech Mahindra Foundation, a leading educational and career development institution in Supply Chain that has delivered successful careers for thousands of students.

Tie- Up with Grant Thornton, a top tier professional services company that provides six sigma certifications for our MBA-PGPSCM programme to give students the edge in their careers in logistics and SCM.

Hands on Training in Warehouse Management System by Tech Mahindra Smart Academy. Students get certified in Supply Chain & Logistics by Tech Mahindra Smart Academy.

Major Logistics, Supply Chain & e - Commerce Giants like Big Basket, Delhivery, Ecom Express, Flipkart, and many more will mentor the students as well as assist in providing Final Placement Opportunities with the Supply Chain Industry.

Learn contemporary Supply chain practices and their modern applications which are endorsed by leading SCM giants in the business world.

Industry focussed classroom training taught by illustrious faculty members from BIBS and Industry experts from the Supply Chain Management Industry, that incorporates managerial learning as well as training in the core skills specific to the SCM & Logistics Industries.

Imbibing Modern technology in Supply Chain through SAP, SQL, Python and other Analytics & Data Science skills which will help students get an edge as modern and tech smart executives who can drive performance through technology, mandatory for modern business functions.

Compulsory Industry visits to companies like Allcargo, Amazon, Flipkart, Nestle and Linc etc. make students gauge real industry scenarios to help convert their theoretical learning in class to practical understanding.

Customised Skill Set development for all students with a view to enhance Soft Skills, Interview Skills as well as technical skills mapped to the global standards of the SCM Industry.

Apprenticeships in leading companies post completion of the classroom learning. More than 40% students get Pre - Placement Offers (PPOs) during their apprenticeship period.

Get final placements based on your skills in the Supply Chain verticals through the Tech Mahindra Industry Connect as well as the 3-tiered BIBS Placement Cell that has Local, National as well as international presence.



Sudipta Majumdar
Regional Operations Manager
DHL

"Customer demand is making the supply chain and logistics industry highly competitive by creating broader scopes. The Supply chain covers multiple aspects, like manufacturing, warehousing, packaging, transportation and last mile delivery etc."



Richik Sharma
MBA - PGPSCM Batch
of 2025
Placed at PwC

"The MBA - SCM programme has been a phenomenal experience. We have been taught and trained by faculty as well as Industry mentors from the best SCM companies. It is such a great feeling to be able to use that knowledge and training to secure a Final Placement with a global leader like PwC."



Headstrong - The Biker's Club



Just Play - The Sports Club



The Media Club



Melodic Moves - The Dance Club



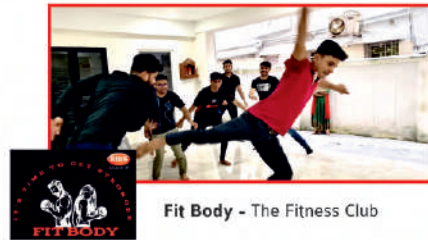
Suddhisians - The Environment Club



Adventure Pedallers - The Cycling Club



Taste & Tour - The Food & Heritage Club



Fit Body - The Fitness Club



Rhythmic Harmony - The Singing Club



The Trek Club

Outbound Learning Expedition (OLE) - Fun-filled and competitive outdoor activities that aims to develop bonding and teamwork.



Brand Wars - A competition to create new brands using skills in Branding, Marketing, Finance and Advertisement and Presentation.



Ultimate Start - Up Plan (USP) - Business Plan Competition evaluated by angel investors and leading entrepreneurs of the country.

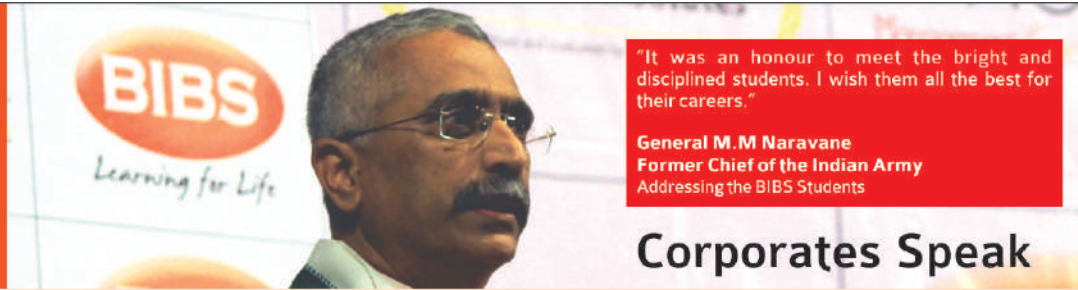


Industrial Visits - To get a first hand understanding of how an organization carries out its day to day operations.



Asset Test - Launch a financial product using sound financial judgment within budget constraints.





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

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

Corporates Speak

MGIS Management Guest Inspire Series

MGIS - is a flagship industry and corporate connect programme at BIBS through which industry leaders and champions in various disciplines interact with our students and give them inputs on specific skill sets required to make a flourishing management career.



From Left to Right: Mr. Vivek Harabalka - VP - NSE | Mr. Ranjan Banerjee - Group Head - HR - Berger Paints | Ms. Silpa Sarkar - Deputy GM - HR - TATA Croma | Ms. Sukanya Banerjee - Deputy GM - SEBI



From Left to Right: Ms. Aayesha Mukherjee, G.M- Unique | Mr. Anurban Sanyal, Head -SCM - CenturyPly | Mr. Deepak Srivastava, HOD-BIBS | Mr. Jyotirmoy Asthana, Planning Head - RPG | Mr. S. Deb, Head - Digital Transformation - Exide



In the Frame: Mr. Abhijit Roy, MD and CEO, Berger Paints



From Left to Right: Mr. G. Singhania, Manager - RM Investments | Mr. Medhadeep Banerjee, VP - Anand Rahti | Mohit Beriwal, CEO - Sree Rama Intl. | Mr. Naynangshu Banerjee, Regional Head - ICICI Bank & Mr. Soumyajit Ghosh - Founder - Wealthpp



From Left to Right: Mr. Debashish Sen (Ex-IAS), Former Director WBHIDCO | Mr. Rahul Todi, MD - Shreechi Group and Mr. Sushil Mohla, Chairman - Merfin



From Left to Right: Mr. Sayan Mitra, Assoc. Director - Deloitte | Mr. Dattatreya Datta, Director - Intuari | Mr. Mithun Kar, Director, Consulting - EY | Mr. Amlan Dutta, Director - Grant Thornton Bharat



From Left to Right: Ms. Alokandara Roy, Dancer | Ms. Agnimitra Paul, Designer | Mr. Arun Lal, Ex Cricketer | Gen. M.M Naravane, Ex Army Chief | Ms. Anjali Saraogi, Marathon Runner | Mr. Santanu Basu, Ace Gamer



"BIBS is a hallmark of academic excellence and industry relevance, designed to empower professionals with the strategic acumen, leadership capabilities, and practical insights necessary to thrive in today's rapidly evolving business environment."

Mr. Anish Agarwal
Vice President & Head of AI & Automation
Warner Bros. Discovery



"BIBS' MBA is a testament to dedication to create future-ready leaders who create meaningful impact across industries."

Mr. Arun Karna
Managing Director & CEO
AT&T Global Network Services India Private Ltd



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

Ms. George Thomas
CHRO
MSP Steel



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

Mr. Harsh Neotia
Managing Director
Ambuja Realty



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

Mr. Kausik Halder
Manager
Webel



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

Mr. Manab Ghosh
President
Pidilite Industries



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

Mr. Mayank Jalan
Managing Director
Keventer Agro



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

Mr. Navneet Damani
Head HR - Personal Care Business
ITC



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

Mr. Rajib Moitra
Partner
Deloitte



"My advice to students: practice self-discipline, take accountability, and never hesitate to seek help. Always give your best, learn as much as you can, ask questions, and challenge what's placed in front of you."

Mr. Ranjan Banerjee
CHRO
Berger Paints



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

Mr. Samrat Banerjee
CIO
Emami



"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

Student Speak



"The experiential learning approach at BIBS, driven by industry mentors and corporate sessions, prepared me for real business challenges. This foundation helped me excel and successfully secure my final placement with **DSP Mutual Fund**."

Abhishek Mathur

MBA Batch of 2026



"Starting my career at **ITC** feels like a dream come true. BIBS, with its strong focus on skill development, industry-endorsed learning, and exceptional mentorship, empowered me to turn my aspirations into a successful career in this field."

Bidisha Deb

MBA Batch of 2026



"Thank you BIBS for making my MBA dreams come true. I have learned so many things & developed my skills with the efforts of my faculty & mentors. I have a great Final placement at **Aditya Birla Jewels** today thanks to the efforts of BIBS to create wonderful MBA talent."

Gargi Roy

MBA Batch of 2026



"BIBS gave me the opportunity to apply classroom learning through hands-on assignments and live corporate projects. Personalized and focused placement preparation aligned with my strengths helped me secure a phenomenal final placement with **Asian Paints**."

Harsh Kaushik

MBA Batch of 2026



"BIBS helped me move beyond classroom learning to think strategically and act decisively. The live projects, industry connect, and continuous feedback sharpened my problem-solving skills and confidence. Beginning my career with **UltraTech Cement** marks the start of a journey I feel fully prepared for."

Himadree Ghosh

MBA Batch of 2026



"BIBS empowered me to turn my dreams into reality. Through the constant guidance of faculty and mentors, I developed strong industry-relevant skills and the confidence to succeed. Today, I proudly begin my professional journey with a final placement at **Nestlé**."

Hritesh Lenka

MBA Batch of 2026



"I am truly grateful to begin my career with **Nippo**. Choosing BIBS for my MBA has been a blessing—the faculty ensured I built the essential skills for the corporate world, while thoughtful guidance from experienced industry mentors helped me become confident and industry-ready."

Pratik Lodh

MBA Batch of 2026



"At BIBS, I applied classroom learning through practical assignments and live corporate projects. The placement preparation was detailed and aligned with my strengths, leading to a phenomenal final placement with **Vodafone Idea**."

Resmi Saha

MBA Batch of 2026



"The MBA program at BIBS transformed me into a confident, industry-ready management professional. Guided by mentors and corporate experts from Day 1, I gained real-world exposure that prepared me for business challenges and led to my final placement at **Birla Opus**."

Smith Bera

MBA Batch of 2026



"Choosing BIBS for my MBA shaped my confidence and prepared me for real corporate challenges. With strong faculty support and insightful industry mentorship, I developed the skills needed to succeed—leading to my final placement with **Colgate-Palmolive**."

Sneha Adhikary

MBA Batch of 2026



"BIBS brought out the best in me by focusing on practical learning that strengthened my knowledge, talent, and skills. Strong industry exposure helped me understand the real business world, ultimately leading to my dream final placement with **Eveready**."

Suvam Banik

MBA Batch of 2026



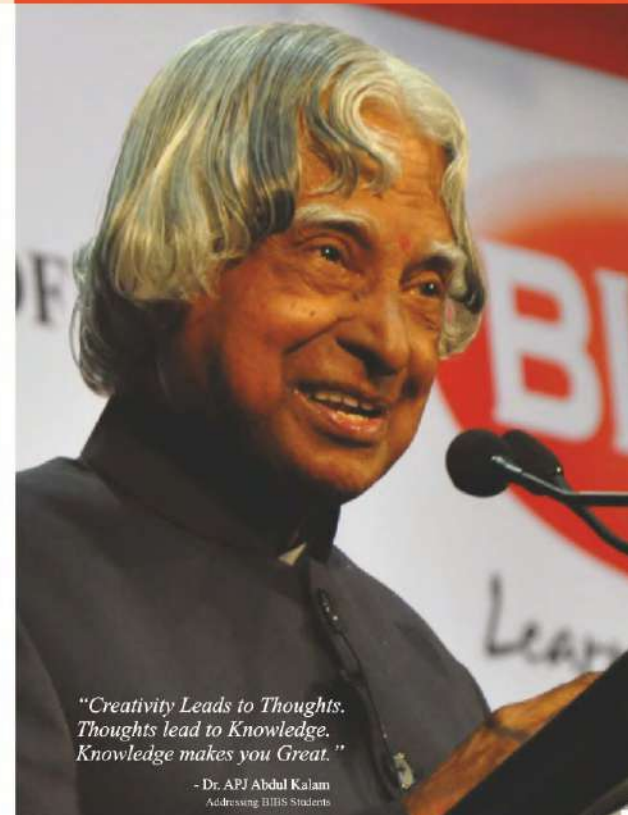
"Thanks to the faculty and mentors at BIBS, I gained the confidence to take on the corporate world. Engaging in activities, competitions, and rigorous placement training helped me discover and showcase my true potential, leading to a rewarding final placement with **Wella**."

Trisha Mitra

MBA Batch of 2026



BIBS in Media



"Creativity Leads to Thoughts. Thoughts lead to Knowledge. Knowledge makes you Great."

- Dr. APJ Abdul Kalam
Addressing BIBS Students



To view the complete list of our Phenomenal Placements, visit www.bibs.co.in

আনন্দবাজার পত্রিক
কর্পোরেট দুনিয়ায় সাফল্যের পাঠ
বিক্রয়-এস-এর উদ্বোধন সম্রাট বিবেকানন্দ হল-এ হয়ে গেল একটি অনুষ্ঠান। এতে উদ্বোধন ছিল বহু কর্পোরেট সংস্থার উচ্চ আধিকারিকদের সঙ্গে মাস্টারমেন্টে শিক্ষার্থীদের যোগসূত্র স্থাপন, যাতে তারা জীবনযাত্রা-এ এই বাস্তবের জগতে সফল কর্মী হয়ে উঠতে পারে। অনুষ্ঠানে বিভিন্ন বিষয়ে আলোচনা করেন ব্রিটানিয়ার সংস্থার আধিকারিক প্রকাশ পাতে, কোলগাট-এর নিশাঙ্ক মুখ, নেসলে-র কস্তুরী ঘোষ, অপিলকি-র অমরপ্রীত সিংহ মৌদী এবং পিন্ড্রাস্ট-র দীপঙ্কর চক্রবর্তী।