

Regular Full-Time

# MBA

Affiliated to



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



*Learning for Life*

In Collaboration with



## MBA in Business Analytics & Data Science

The first & only Business School in  
West Bengal to **collaborate with IBM**



Only business school  
in West Bengal with  
an **A★★** rating  
from CRISIL.



Ranked amongst  
**Top 3 Business Schools**  
in Kolkata consecutively  
for the last 3 years by  
The Times of India



Ranked amongst the  
**Top 10 Business Schools**  
by The Week



Awarded Best  
Education Brand by  
the Times of India

Academic Partners



**Harvard Business  
School Online**

**ORACLE  
Academy**

Six-Sigma Training



International Exposure





The future is  
exciting because of  
**DATA**

The strength of our MBA programme lies in its ability to make students interpret data and convert it into valuable business insights using Business Analytics and Data Science.

Business Analytics and Data Science are the future of Business. Be a part of the workforce that will drive the future.

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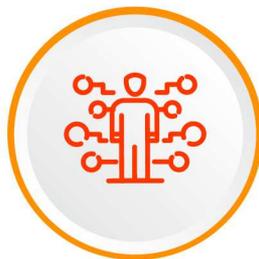


## A CAREER FOR THE FUTURE



As per Economic Times, the demand for Data Scientists have grown by over 400% in the last 2 years in India.

India is the second-highest country next to the US to have generated the demand to recruit Business Analysts and Data Scientists for 2021



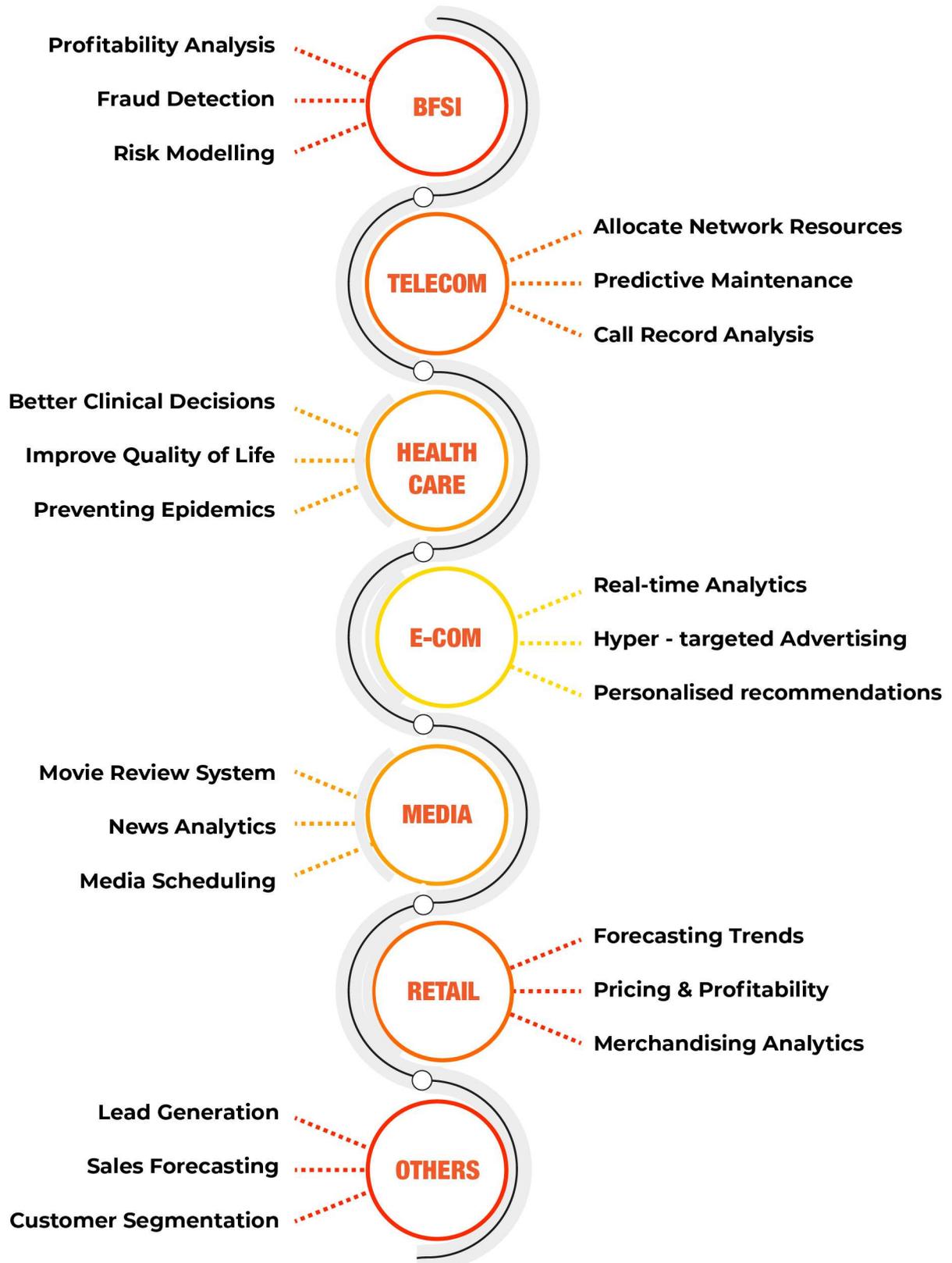
Nasscom predicts more than 2,00,000 new job openings in 2022 in India, where the talent available to fill these jobs is only estimated at 1,40,000 thereby creating a huge demand for specialists.

Indian Big data analytics sector is expected to witness almost eight-fold growth to reach \$16 billion by 2025, according to Nasscom.



# TOP SECTORS USING BUSINESS ANALYTICS & DATA SCIENCE

These sectors offer promising job opportunities to our students





BIBS, A BUSINESS SCHOOL  
invested in your  
**FUTURE**

The only business school in West Bengal with an **A★★★ Rating** from CRISIL. BIBS Kolkata has been ranked amongst **Top 3 Business Schools in Kolkata** consecutively for the last 3 years by The Times of India. BIBS has also been recognised among the **Best Education Brands** by The Economic Times.

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VIDYASAGAR UNIVERSITY



VIDYASAGAR UNIVERSITY

VIDYASAGAR  
UNIVERSITY

# WHY BIBS



## **PROF RANJAN CHAKRABARTI,**

(Hon'ble Vice - Chancellor,  
Vidyasagar University)

### **MBA from a State Govt University**

BIBS is 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**

The Programme has been designed in collaboration with IBM, the world's foremost technology and consulting company

### **IBM SMEs**

IBM Subject Matter Experts and Business Analytics and Data Science experts from around the world provide the best hands-on approach to learning the minute details of the Business Analytics and Data Science expertise of industries worldwide including Technology, Banks, Education, Healthcare and many more.



**Dr. APJ ABUDUL KALAM**  
(Former President of India)

# WHY BIBS



## **Amazon Web Services**

Cloud Practitioner, Data Analytics Labs, Machine Learning Foundations and Solutions Architect programs, built with AWS Academy course content, are designed to prepare students to pursue industry-recognized AWS Certifications and careers in cloud computing.

## **Oracle Academy**

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

## **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.



BBS students at the MDIS campus in Singapore

# WHY BBS



## **International Exposure**

Through Exchange Programs with Institutes like MDIS, Singapore. Students visit and learn at this esteemed Institution.

## **Management Guest Inspire Series**

MGIS is a platform where Industry meets students. We have had more than 100 MGIS sessions with 500+ corporate leaders including dignitaries like Dr. APJ Abdul Kalam, Philip Kotler, Chetan Bhagat and Kapil Dev to name a few.

## **More than 10% International Placements**

More than 10% of the MBA Batch has got International Placements year – on – year. The best companies from India and abroad like ICRA Analytics, KPMG, Capgemini, Google, ITC, Ernst & Young, Axis Bank and 200 more have recruited BBS Students.



# THE IBM Advantage

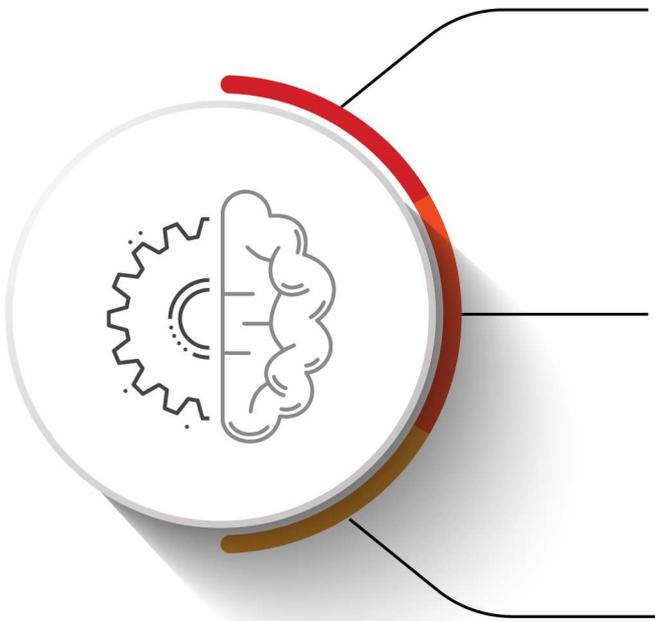
IBM is a leading cognitive solution and cloud platform company, offering a plethora of technology and consulting services. Our MBA programme, in collaboration with IBM, will help students become industry ready for Business Analytics and Data Science job roles.

IBM also provides our students access to it's talent network thereby allowing them to get job opportunities as soon as they are available.

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# IBM Advantage



## **An innovative industry aligned curriculum**

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

## **IBM Subject Matter Experts**

Illustrious practitioners and Subject Matter Experts 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.

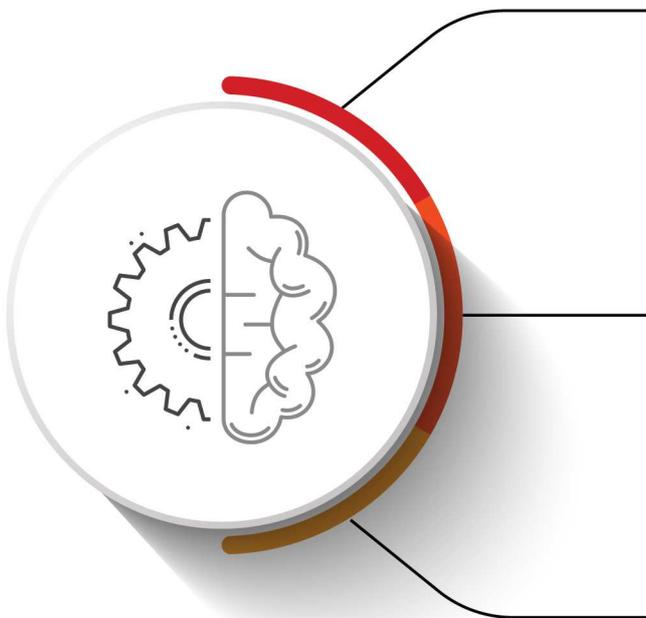
## **Special Access to IBM's Talent Network**

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.

“The pandemic has accelerated adoption of new age technologies like Hybrid Cloud, AI, Analytics & IoT even as the demand-supply gap for technology skills continues to widen in India. It is imperative for industry leaders and academia to collaborate and build new learning paths for a young workforce. Our engagement with BIBS is a testament of IBM’s commitment to improve the skills training and digital education opportunities of students across India.”

- Devkant Aggarwal, Leader, Growth Initiatives, Career Education, IBM ISA

# IBM Advantage



## An innovative pedagogy

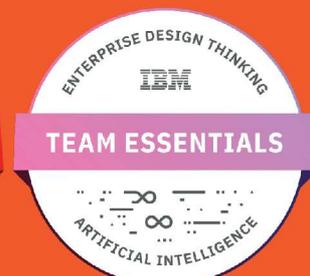
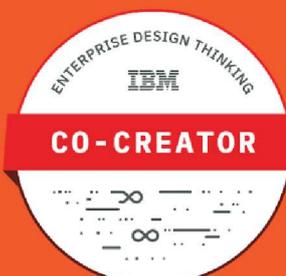
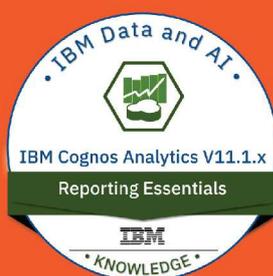
Powered by IBM, using Hands-on Labs and Industry based cases, covering latest technologies and industry practices. Each student will receive course material from IBM and will get access to attend webinars and discussion panel organized by IBM

## Learn in-demand agile industry practices

Lab sessions embedded in context, and run on the same platform that industry uses for enterprise application development. Get access to IBM cloud and other relevant platforms as well as the latest licensed software, simulations and games.

## Digital Badges from IBM

IBM will provide digital badges for the skills you have learnt thereby endorsing your proficiency in the subject. The student would be able to earn throughout the program various badges which are globally recognized and accepted as a benchmark of Business Analytics and Data Science Skills.



### Be a part of the Global IBM family

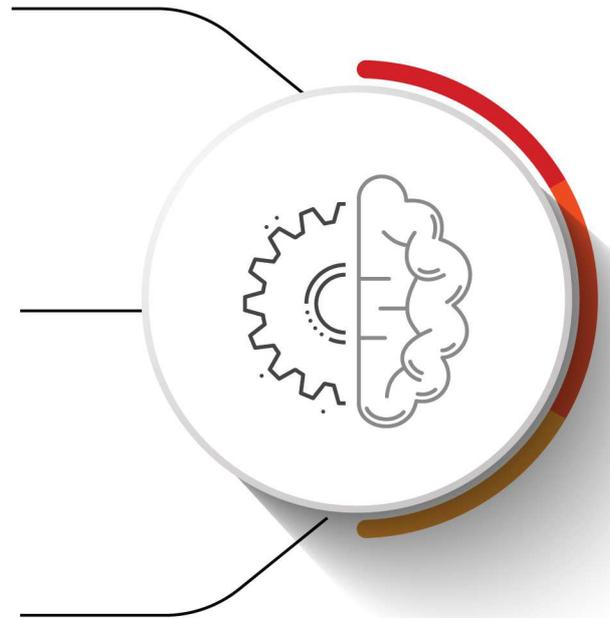
With Hackathons, Tech Fests, IBM Centre visits, IBM days and more which give students an opportunity to participate and network with peers as well as leaders in the field.

### Globally valid IBM Practitioner Certificate

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

### Joint Certification

The students will receive a joint certificate from Bengal Institute of Business Studies & IBM on program completion.





## IBM SUBJECT MATTER EXPERTS

Visionaries with expertise in the field will shape, guide and mentor your future

### Abdul Khan

An M. Tech has vast experience in training for Business Analytics and Data Science. His expertise ranges from Python, Machine Learning and Data Science to Artificial Intelligence, Deep learning and Statistics.

### Glen R.J. Mules

Senior Instructor and Principal Consultant with IBM Information Management World Wide Education and works from New Rochelle, NY. Glen joined IBM in 2001 as a result of IBM's acquisition of Informix Software. He has worked at IBM, and previously at Informix Software, as an instructor, a course developer, and in the enablement of instructors worldwide.

### Henry L. Quach

Technical Curriculum Developer Lead for Big Data. He has been with IBM for 9 years focusing on education development. Henry likes to dabble in a number of things including being part of the original team that developed and designed the concept for the IBM Open Badges program. He has a Bachelor of Science in Computer Science and a Master of Science in Software Engineering from San Jose State University.

### Mehtab Mehdi, PhD

Has more than 15 years of experience in Machine Learning, Data Science and Cloud Computing. He specialises in Predictive Analysis, Cloud Computing and SQL. He has taught in various institutions in India and abroad. He also has numerous books and publications to his credit.



## IBM SUBJECT MATTER EXPERTS

Visionaries with expertise in the field will shape, guide and mentor your future

### Nikhil Rana

M. Tech with more than a decade of experience in Business Analytics and Data Science. He is IBM certified with mastery in Artificial Intelligence, Enterprise Design Thinking and BlockChain. He has been a part of numerous projects using tools of Analytics, Data Science and AI to create solutions for companies ranging from Financial services to Education and Web Development.

### Raman Puneet Singh

Raman Puneet Singh, has more than 10 years of expertise in domains such as Cyber Security, Information Security, Networking and Programming, Hands on ethical hacking and programming languages such as C Programming and OOPs. He is also qualified in IBM Cognos (Business Intelligence).

### Saeed Aghabozorgi, PhD

Sr. Data Scientist in IBM with a track record of developing enterprise level applications that substantially increases clients' ability to turn data into actionable knowledge. He is a researcher in the data mining field and expert in developing advanced analytic methods like machine learning and statistical modelling on large datasets.

### Sheikh Alauddin Ali

has more than a decade of expertise in Analytics covering many industries and functions. He has conducted and executed numerous industry projects for top firms in India and abroad. He is also proficient in cloud computing and machine learning concepts.



# LEARNING BY DOING

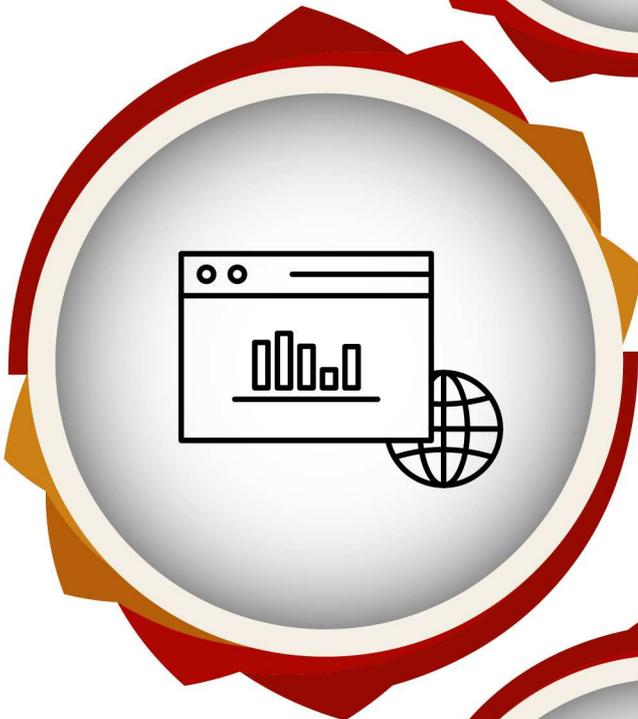
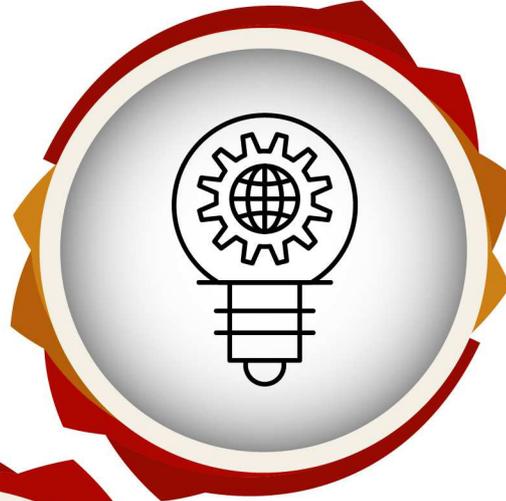
Industry guided and cutting edge skills in Management, Business Analytics and Data Science developed in collaboration with IBM to provide in-demand knowledge and skills. Our curriculum is focused on career development so that you can enter the job market confident and prepared.

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## PEDAGOGY

### **25%** Technical Concepts

Expanding the knowledge & understanding of the topic through lecture training, examples, videos & quizzes.

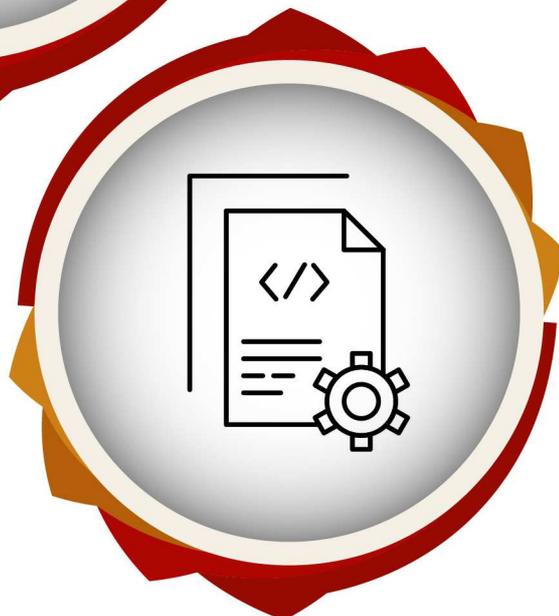


### **40%** Industry Use Cases

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

### **35%** Technologies & Tools

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





## TECHNICAL CONCEPTS

Curriculum crafted by real life practitioners in Business Analytics and Data Science. Understand statistical concepts, work with data in Python, perform analytics using popular Python libraries, master R, SQL, Tableau Matplotlib and test your knowledge by doing industry projects

### SEMESTER I

Marketing Management

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Data Visualization using R

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Exploratory visual analytics with Tableau

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Scripting Excel — like a Data Scientist

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Information Systems for Managers

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Business Statistics

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Organizational Behaviour & HRM Strategy

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Business Communication

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Managerial Economics

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Strategic Business Management

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### SEMESTER II

Programming using Python

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Python for Decision Making

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Financial Accounting for Managers

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Business Problem Solving

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Storytelling with Tableau

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Operations & Supply Chain Management

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Exploratory Data Analysis, SQL & Big Data

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Corporate Finance

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Marketing, Web and Social Media Analytics

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Data Mining and Modelling

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### SEMESTER III

Big Data 101

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Tools and methods for Big Data Analytics

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Strategic Business Management

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Machine Learning and Model selection

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Introduction to Cloud

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Deep learning fundamentals

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Research Methodology

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Predictive Analytics

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### SEMESTER IV

Operations Analytics

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Fraud and Risk Analytics

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Retail Analytics

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Financial & Insurance Analytics

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Supply Chain And Logistics Analytics

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Descriptive Analytics

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HR Analytics

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Capstone Project

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**40%**  
INDUSTRY  
PROJECTS

## 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.



**NETFLIX**

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



**IMDb**

- IMDb Movie Analysis
- Rating and prediction system
- Exploratory Data Analysis



**Uber**

- Demand-Supply Gap
- Time series forecasting for website traffic
- Customer Pickup Time Analysis



**Walmart**

- Sales Prediction
- Customer Segmentation
- Improved Marketing



**THE  
WORLD  
BANK**

- Credit Default Prediction
- Risk Analysis
- Risk Modelling



**CAPSTONE  
PROJECT**

All students would be pursuing an application oriented capstone project in the field of Business Analytics. The project shall be mentored and evaluated by faculty and Industry. The project will be a mandatory part of the requirement for successful completion of the programme.



## TECHNOLOGIES & TOOLS

Develop and hone hands on skills in Business Analytics and Data Science. Become familiar with a variety of technologies and tools to make you Industry Ready.

## TECHNOLOGIES

Data Structures

Forecasting

Cloud Essentials

Visual Analytics

Data Manipulation

Plotting Data & Distributions

Data Mining and Refinery

Visualization and Storytelling

Exploratory Data Analytics

Predictive Modeling

## TOOLS





# BIBS

guarantees you a

# FUTURE

The BIBS Placement Development Programme focuses on developing interviewing and presentation techniques and building critical interpersonal skills. From CV writing to presentation skills to Interview Preparation, we groom and nurture students with the best tools to crack their Final Placements. The results have led to remarkable Placements including (30%) Pre-Placement Offers.

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# THE BIBS PLACEMENT ADVANTAGE

Let the best minds shape your career



## Regular Active Mentoring Programme

Get mentored by the best organizations which helps you learn in smaller focussed groups and develop your skills and acumen both academically as well as for your placement selection process.



## A 3 tiered Placement cell

With Local, National and International presence ensures the best placements opportunities for our students.



## Strong Industry Academic Advisory Council

Comprising business heads of various companies, the council nurtures 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.



## PLACEMENTS WITH THE POWER OF 5



A Regular Full -Time MBA from a W.B State Govt. University that gives you a solid foundation as a management graduate valid for jobs in India and abroad.



Get Access to AWS Academy's worldwide network to get phenomenal placement opportunities in your areas of expertise.

# Power of 5



The world's foremost technology company provides special access to their Talent Network, that provides all the tools required for a dream job with the best companies.



The Global leader in ERP and database, gives you strong skills in Cloud Computing, Machine Learning and AI which are in-demand job prospects of



Ranked consistently among the best businesses with more than 10% International placements year-on-year. A student - centric business school with a phenomenal placement record for over a decade in the best companies, both in India and abroad

## COMPANIES THAT HAVE ALREADY RECRUITED BIBS STUDENTS



To view the complete list please [www.bibs.co.in](http://www.bibs.co.in)



# MOVE AHEAD TODAY

The Decisions you take today are going to shape your future. With Google, Amazon, Apple, Microsoft, and Facebook already employing half of the world's Business Analytics and Data Science workforce, this is the most promising career avenue of the Future.

So join the professionally rewarding world of Business Analytics and Data Science and get the power to Analyse, Discover and Innovate in today's Data Rich World.

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## APPLICATION GUIDELINES

### Graduates

(passed or appearing for finals in 2021), in any stream with Business Mathematics / Pure Mathematics / Statistics as a subject in their graduation and a valid CAT/XAT/MAT score can apply. MAT score can apply.

### BIBSAT

Candidates without a CAT/XAT/MAT score will have to appear for a BIBSAT examination

## ELIGIBILITY CRITERIA

### 50% In Graduation

Candidates should have a minimum of 50% or above in their graduation and 60% or above in Xth and XIIth.

### Interview

Final Selection will be done after a Personal Interview for all candidates.

**Laptop: All students have to have a Laptop with the following specifications:**

**Processor:** Min. Intel Core i5 (10 th Generation)

**Ram:** At least 8 GB



## APPLICATION FORM

Application form is available for download on the website. Forms can also be availed from the BIBS Campus in Kolkata





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