

**ET ascent**  
BEST BUSINESS SCHOOL OF THE YEAR



AWARDED AS THE BEST BUSINESS SCHOOL FOR FINAL PLACEMENT & INNOVATIVE LEARNING



AWARDED AMONGST THE BEST EDUCATION BRANDS



AWARDED THE BEST BUSINESS SCHOOL



RANKED AMONGST THE BEST BUSINESS SCHOOLS IN ASIA



THE ONLY BUSINESS SCHOOL IN WEST BENGAL TO GET AN A \*\* RATING



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

Business Analytics & Data Science



Applied Analytics



International Finance Studies



Supply Chain Management



Global Digital Marketing



Optional Certifications



Microsoft Certification



International Exposure



Sig Sigma Training



Certifications in Finance





# Who we are

BIBS evolved from the need to provide quality management education to satiate the need of a rapidly evolving regional and national economy. Built on a strong foundation of academic and corporate interface, our Institute aims at creating young leaders who are taught to make a difference. This is done in many ways—through our industry endorsed programmes; through the 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. We aim to create global citizens through various international exposure, so that our students can work in any economy or business architecture in the world. We believe in inculcating learning that will help them for life.



## 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:**

- To collaborate with IBM for an MBA in Business Analytics & Data Science.
- To collaborate with IIT - Kanpur for various certifications through a residential programme at the IIT-Kanpur Campus to enhance knowledge development.
- With an MBA in Supply Chain Management in collaboration with the Tech Mahindra Foundation.
- With a global MBA in Digital Marketing powered by DMI, Ireland that provides confirmed international internships with stipends up to 1.75 lakhs p.m. as well as International PPOs.
- With an MBA in Finance in collaboration with CISI, London which is recognised in over 100 countries and preferred for placements in Financial Operations job roles.

Awarded the Bangla Shiksha Samman by ABP for the Best Placements. Ranked Amongst the Best Business Schools in Asia. Awarded as the Best Business School by TOI among a host of other felicitations received endorsing BIBS as a Business School of repute.

Joint certification with CII (Confederation of Indian Industry) that provides students, the learning of business, leadership and entrepreneurial innovation. Collaboration with Harvard Business School Online for optional certifications. Students also get access to their network as alumni.

Certifications in Finance with internship and Final Placement opportunities through our association with BFSI SSC, an initiative of the NSDC of the Government of India.

A mix of classroom and online learning to give students access to global resources like Google Classroom, Google Meet and Classplus LMS.

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

Management Guest Inspire Series or MGIS, where Industry meets students. 500+ corporate leaders and dignitaries like Dr. APJ Abdul Kalam, Philip Kotler, Chetan Bhagat, Bhaichung Bhutia and Kapil Dev have inspired BIBS students.

More than 10% of the MBA Batch has got International Placements year - on - year proving the Industry readiness of our MBA Programmes globally.

Amazon, Google, UAE Exchange - Dubai, BFC - Bahrain, PRAN Foods - Oman, Agrim PTE - Indonesia, B.Braun - Germany, KPMG, Capgemini, Britannia, Kelloggs, Nestle, Parle, and 200 more have recruited our students.



# Our 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 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.



**CISI London:** Considered a benchmark in Financial Operations Certifications, CISI provides students with a global skill set which is preferred by leading banks and financial institutions in more than 100 countries around the world.



**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 MDIS campus in Singapore.



**DMI, Ireland-** Gives global validity to the MBA programme providing knowledge that is curated by the top 1% globally recognised marketers from Google, Meta, Coke and many more.



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



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



**An advanced LMS,** embedded with a host of learning 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.



**NEN:** BIBS is an institutional member of NEN, known for cultivating India's Hottest Start-ups and providing access to mentors; fast track access to incubation and funding.

# Core Faculty

**Dr. Anindya Dutta | PhD, MBA**

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

**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. Ankan Dhar | PG in Business Management, Diploma in Business Intelligence**

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

**Prof. Debayan Bose | MBA, CAIIB**

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

**Prof. Debalina Goswami | MBA**

**Core Areas:** Services Marketing, Advertising and Sales Promotion

**Prof. Gautam Sinha | M.Com, CAIIB**

**Core Areas:** Banking, Accountancy and Financial Management

**Prof. Joyita Basu Chatterjee | MBA**

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

**Prof. Pinaki Bhattacharya | MBA, PGDM**

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

**Prof. Ranjana Dutta | PGDM**

**Core Areas:** Retail Marketing 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. Shashank Kumar | PGDBA (Finance), Certified Financial Planner (FPSB)**

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

**Prof. Sheikh Alauddin Ali | MBA**

**Core Areas:** Digital Marketing, Digital Branding, Strategy, Analysis, Business Analytics and Data Visualisation

**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. 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 Grooming



# Industry Faculty

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. Ravi Jaiswal | Senior Manager - **Ernst & Young**

Core Areas: Financial Management, Tax Laws

Mr. Abhishek Saxena | State Head - Operations - **Britannia**

Core Areas: Operations, Marketing Management

Mr. Sandipan Chakraborty | HR - East - **RJ Corp (Pepsico)**

Core Areas: Marketing Management

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

Core Areas: Human Resource, Training and Development

Mr. Sanjay Das | Associate Consultant - **Infosys**

Core Areas: Business Analytics & Data Science

Dr. Darren Ryder | CEO – **Digital Academy, Australia**

Core Areas: Digital Marketing

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

Core Areas: Mutual Funds, Investment , Financial Markets

Mr. Debasish Ghosh | Sr VP & Country HR Head - **Berkadia**

Core Areas: Human Resource Management

Mr. Surajit Mondal | Lead VP Analytics - **HSBC Analytics**

Core Areas: Business Analytics & Data Science

Ms. Moitreyee Dey | Lead - HR - **Reliance Trends**

Core Areas: Supply Chain Management, Human Resources

Ms. Victoria Holikova | CEO - **Hugs LLP, UAE**

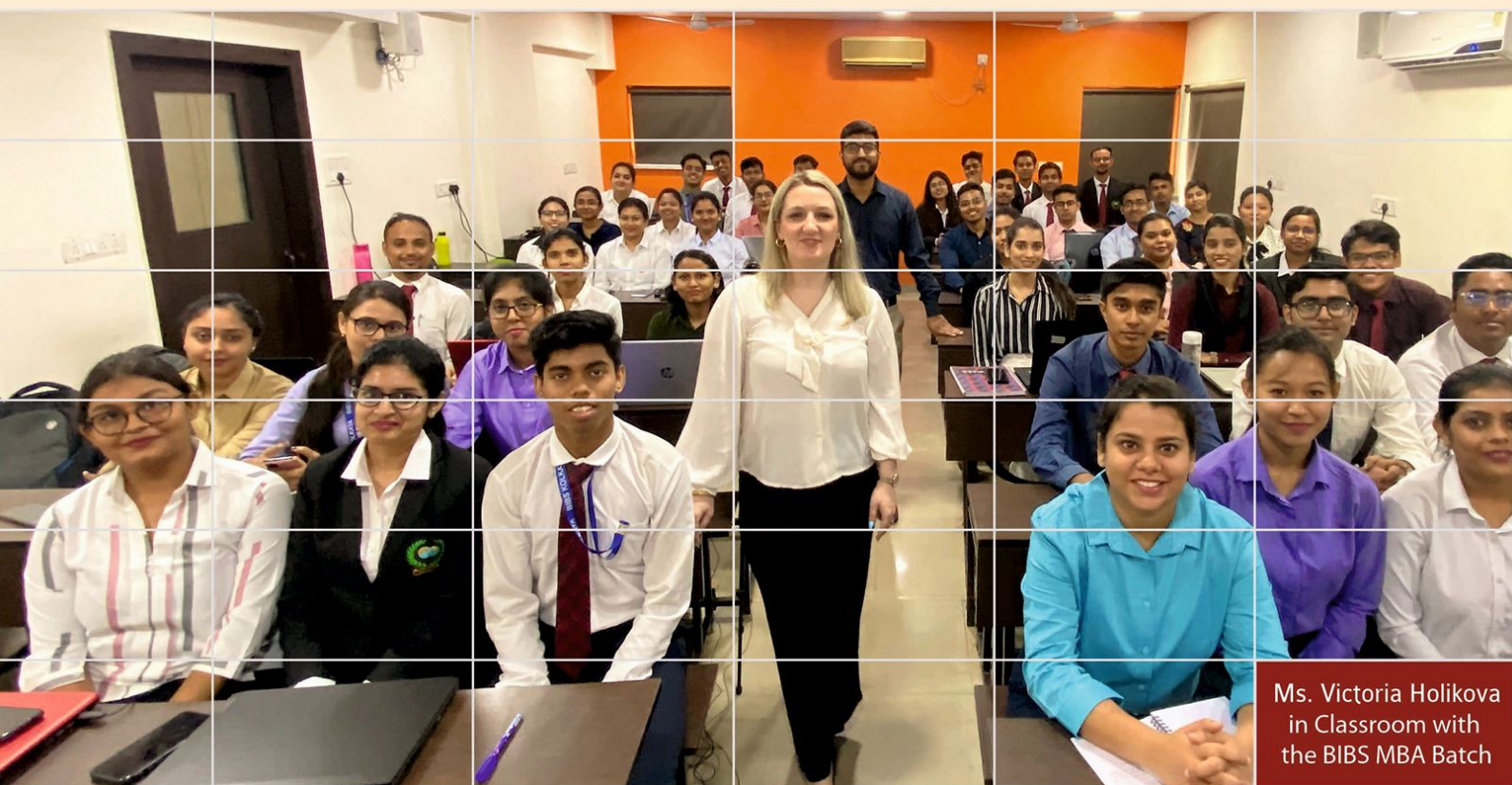
Core Areas: Digital Marketing, Digital Strategy, Social Media

Mr. Rajdeep Mondal | Sr. Product Engineer - **Shell India**

Core Areas: Business Analytics & Data Science

Ms. Vikash Nag | RM - HRBP - **Himalaya Wellness**

Core Areas: Human Resource Management





# HYBRID EXPERIENCE

A healthy mix of classroom learning and online resources to give students the best of both the theoretical and the real time knowledge which adds immense value to their learning curve.



**Prof. Philip Kotler**, Father of Modern Marketing  
Live From USA With BIBS Students

- Increased student engagement and collaboration.
- Access to a huge array of learning resources and instructors online.
- Real time learning, assessment and feedback.
- Interactive content to make learning more effective.



Visit [www.bibs.co.in](http://www.bibs.co.in) to see more



For an Analysis and Data Driven mind set that is relevant for any industry today, the SaaS training models train students on using technology for managing data better.



Students are trained in creating ATS guided resumes and Artificial Intelligence guided video resumes for better reach with recruiters.



Students get to learn from teachers, mentors and visionaries from across the world. BIBS has hosted **Dr. Philip Kotler** (USA), **Dr. Darren Ryder** (Aus) & **Dr. David Aaker** (USA) among others to mentor students.



Collaborations with global leaders like IBM, DMI, Ireland and CISI London gives students a good opportunity to network with alumni and peers from across the world.



Providing integrated online LMS like Classplus, which provide online classes, attendance, study material and even exams with in-depth student analysis and reports.



Visit [www.bibs.co.in](http://www.bibs.co.in) to learn more about Hybrid Experience



# Events @ BIBS

Live Learning Experiences

Real Time Business Consulting

Corporate Projects

Industrial Visits

**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 it's day to day operations.



**Business Consulting**- Planning for and providing business consulting services to the businesses in and around the campus.





# Corporate@Campus

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



Mr. Baljit Singh Viridi  
Zonal Sales Manager  
Adani Wilmar



Mr. Arnab Chakraborty  
Sr, Brand Manager  
Amazon India



Mr. Harsh Neotia  
Managing Director  
Ambuja Realty



Mr. Rupak Barua  
CEO  
AMRI Hospitals



Ms. Meghna Roy  
Manager  
Axis Mutual Funds



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



Ms. Rituparna Ghosh  
Director - HR  
Cognizant



Mr. Subir Chakraborty  
CEO & MD  
EXIDE



Mr. Subir Chowdhury  
Zonal Manager  
HCL



Mr. Shrutorshi  
Mukherjee  
AVP - HR  
HDFC Bank



Mr. Biswadip Gupta  
Joint MD and CEO  
JSW Bengal Steel



Mr. Mayank Jalan  
Managing Director  
Keventer Agro Ltd.



Mr. Radhakrishna Kalla  
Associate Director  
KPMG



Ms. Diana Mirza  
Global HR Business  
Partner (Director)  
Novartis (USA)



Mr. Sanjay Budhia  
Managing Director  
PATTON Group



Mr. Manab Ghosh  
President  
Pidilite



Ms. Priya Gurnani  
Sr. Creative Director  
Publicis India



Mr. Dipankar  
Chakraborti  
Executive Director  
PwC



Mr. Manoj Kr. Sinha  
State Head  
SBI MF



Mr. Farhan Safi  
VP  
Square Yards - Dubai



Mr. D.K Vyas  
CEO  
SREI BNP Paribas



Mr. Soumitra Patnaik  
Head -  
Communication  
TATA Steel



Mr. Dinesh Shastri  
MD  
TM International  
Logistics Ltd.  
(TATA Group)



Ms. Rupali Basu  
MD and CEO  
Woodland Hospitals

To view the complete list of corporate@campus at BIBS, visit [www.bibs.co.in](http://www.bibs.co.in)

More than **200 Companies**  
have visited the BIBS Campus in 2023 to interact with our 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*



**General M.M. Naravane**  
*Former Chief of the Indian Army*



**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



To view the complete list of our recruiters, visit [www.bibs.co.in](http://www.bibs.co.in)

Highest Salary  
**13.60**  
**Lakhs p.a**

**10%**

More than 10% of the MBA Batch has got International Placements year - on - year proving the efficacy of BIBS Placement.

**30%**

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

**81%**

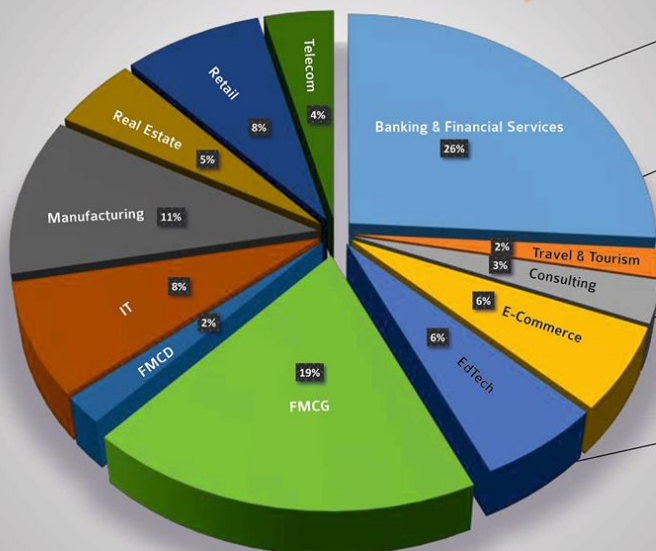
of our recruiting companies revisit to hire again every year for both SIP and Final Placements



# Why companies Recruit@BIBS

1. **Ranked consistently amongst the Best** - BIBS has been felicitated consistently for its phenomenal record as a Business School, from being ranked amongst the Best Business Schools in Asia, to being awarded the Shiksha Samman by ABP based on our phenomenal placement record, and the innovations we have brought to management education in the last decade.
2. **The first & only Business School in West Bengal** to partner with world leaders like IBM, DMI Ireland, CISI London to name a few, to bring global learning standards to the MBA programmes, making the students capable of careers anywhere in the world.
3. **Collaboration with top companies and institutions like Harvard Business School Online, BFSI SSC (under NSDC), 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 industry leading organisations
4. **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 like DMI, CISI and others also help to shape, guide and mentor our students learning and development.
5. **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.
6. **Regular Mentoring Programme** - companies like HUL, Britannia, IBM, Parle, ITC, PepsiCo, Ernst & Young, Dabur, Flipkart, CISI, London, Colgate Palmolive etc., ensure that students are aware of the current skill sets required via a real-time scenario based pedagogy.
7. **Hybrid Experience with global visionaries** where students, through the power of online learning are able to learn from visionaries like Dr. Philip Kotler, Prof. David Aaker, Olga Bondareva, Wolfgang Friess, Dr. Darren Ryder and many others which gives them learning beyond just theory and at a level that is at par with any other global standard in management education.
8. **An intense placement readiness programme starting with resumes to grooming**, as well as Interview preparation (which includes public speaking, presentations skills, aptitude, handling stress, presenting skills and negotiation skills).
9. **The best tools and resources for learning efficiently like ATS resume checker compliant Resume tools, AI and ML guided video resume creators, Google and Classplus LMS for Hybrid Learning, SaaS training for enhanced analytical and data management, MS Office certified Excel training** are among a host of Offline and Online tools that make our students at par with students across the world.
10. **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.
11. **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.

## 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

 Abantika Das		 Abhishek Mitra		 Adity Bormudoi		 Aman Gupta	
 Amit Maitra		 Ananya Ghosh		 Anish Kumar Sen		 Anisur Haque	
 Ankita Chowdhury		 Ankita Sarkar		 Ankur Raha		 Ankush Sarkar	
 Apurba Das		 Atreyee Banerjee		 Bidisha Paul		 Bishal Balmiki	
 Chiranjeev B.		 Chirashree Burman		 Debaroti Dutta		 Debojyoti Biswas	
 Jayatri Sengupta		 Jitesh Gupta		 Kritika Debnath		 Lalima Kumari	
 Manish Chakraborty		 Md. Arsalan Ashraf		 Megha Tibrewal		 Nayanika Deb	
 Niladri Mukherjee		 Niloy Chakraborty		 Pallabi Sinha		 Pratyush Choudhury	



# have recruited students of our MBA Batches

 Priyabrata Sarkar		 Saloni Gupta		 Rajdeep Das		 Rajib Sahoo	
 Rakesh Paul		 Rashmi Singh		 Rishav Rakshit		 Rohan F. Basnet	
 Rohit Dubey		 Saikat Naskar		 Samanway B.		 Sandip Ghosh	
 Sanjib Rajbanshi		 Saswati Bhattacharya		 Sayak Mullick		 Sharmishtha Ghosh	
 Shreya Chakraborty		 Siddharta Sen		 Simireema Rajkhowa		 Shristi Kumari	
 Sourav Mazumdar		 Sourjya Ghosh		 Sriparna Pramanick		 Subhadip Samanta	
 Subhajit Pramanick		 Sujoy Kundu		 Sukanya Ghoshal		 Sumanta Chakraborty	
 Suprabhat Ghosh		 Tiya Mondal		 Trisha Sahoo		<p>To view the complete list visit <a href="http://www.bibs.co.in">www.bibs.co.in</a></p>	



# MBA – PGPBM

The flagship 2 year, Regular Full Time Business Management Programme is affiliated to Vidyasagar University. The **MBA - PGPBM** or the **Post Graduate Programme in Business Management** gives a student a holistic view of management principles both as classroom concepts as well as practical and live learning supported by faculty and mentors from the Industry. Various certifications and live learning projects, assignments and Industry visits provide additional skill enhancement for students to better their career prospects by having added skill sets. Post completion of the three-month Summer Internship, students choose their area of specialization in the second year based on their experiences and learning.



## JOINT CERTIFICATION



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.



# Advantage MBA – PGPBM

**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, Kellogg's and Dabur train students for Placements in the FMCG sector. Students receive certificates from Britannia after successful completion of this training.

**Certifications from IBM, Microsoft, Google** in crucial skill sets like Data Analytics, Digital Marketing and MS office etc. give students core skills that help them in securing better Final Placements.

**Advanced Marketing Tools** are introduced from the field of Marketing, Advertising and Brand Management. These sharpen the ability to be productive immediately after the final placement.

**Collaboration with Harvard Business School Online** - for an optional certification in Data Analytics, with expert training from HBS online. You also get access to the HBS online Alumni Network.

**More than 12 months of comprehensive training** on Aptitude, G.D., and P.I. which leads to proper preparation and better conversions to higher paying jobs offered by the best companies.

**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.

**International Student exchange with MDIS Singapore** gives students the opportunity to learn at the MDIS Campus in Singapore and get global exposure to their management learning.

**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 our students.

**Entrepreneurship Center of Excellence (NEN)** – Students get the opportunity to develop new Business Ideas and create Business Ventures of their own.

**Great PPO Opportunities** – 27% of the PGPBM students bag exciting Pre Placement Offers (PPOs), banking on their performance during Summer Internship Projects (SIP). Companies like ITC, Britannia, Pepsico and Mondelez are offering PPOs to PGPBM students almost every year.

**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.



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

Mr. Chadrashekhhar Ghosh  
MD and CEO  
Bandhan Bank





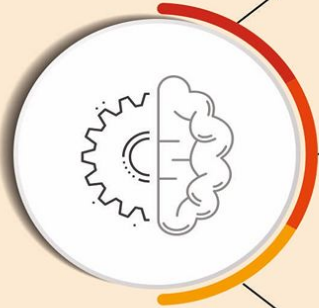
# MBA – PGPBA&DS

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.

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



## 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.

## 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 Batch of 2022 - 2024 at the IIT Kanpur Campus



# Advantage MBA – PGPBA&DS

**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.

**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 endorsement from IBM** in the form of an IBM practitioner certification and badges, giving authenticity and global leverage to the skills learnt by the students.

**Industry Faculty** from DHL, Accenture, Target, Shell and more provides hands - on learning that enhances the efficacy of a student's skills mapped to the current industry trends.

**Collaboration with IIT - Kanpur** for certifications in AI, Machine Learning, Python, Tableau and more to enhance knowledge and endorse the skill sets of the students.

**Residential Programme at the IIT - Kanpur Campus** that gives students the opportunity to learn from the experts and faculty at IIT - Kanpur for 15 days.

**A Learning by Doing Approach**, where learning is fortified with real company projects, industry visits & case based learning ensuring that all skills are learnt practically and not just in theory.

**Learning Management Systems** – The entire Learning from course content, virtual classes, assignments to exams are integrated in Google's LMS, and Class Plus.

**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.

**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.

**More than 10% International placements year-on-year.** The best companies from India and abroad like ICRA Analytics, KPMG, Capgemini, Google, ITC, Ernst & Young and 200 more have already recruited BIBS Students.

## The Pedagogy

25%



Technical Concepts

35%



Technologies and Tools

40%



Industry Cases & Projects

"It is imperative for Industry and academia to build a new learning path for the future. IBM's Collaboration with BIBS is a testament to our commitment to improve skills training and digital education opportunities."

Mr. Devkant Aggarwal  
Leader - Growth Initiatives  
& Career Education  
**IBM**

## Industry Endorses MBA - BA&DS



"It has been a wonderful experience for us with BIBS. The students we have hired are talented and performing extremely well."

Mr. Ravi Jaiswal  
Senior Manager - Taxation  
**Ernst & Young**

## Student Speak



"BIBS has given me a huge platform through the BA&DS programme to perform and excel in my MBA through my skills. Focussed training from IBM experts combined with practical knowledge for industry coaches and mentors gave me the best possible platform to gain knowledge at a global level. I am so proud to have got a final placement with **Ernst&Young**."

Mr. Archisman Dey  
MBA - BA&DS Batch of 2023



# MBA – PGPDM

A 2 year, Regular Full Time Business Management Programme, affiliated to Vidyasagar University, the **MBA - PGPDM** or **Post Graduate Programme in Digital Marketing** is powered by DMI, Ireland, a renowned institute which is considered as the benchmark for Digital Marketing Education in over 100 countries. BIBS is the only Business School in West Bengal to collaborate with DMI, for a global MBA in Digital Marketing. The DMI content has been created by the Top 1% Globally recognised marketers like Neil Patel who work in the Advisory Council for DMI keeping in view the current industry trends.



## Advantage



Digital  
Marketing  
Institute™  
IRELAND



Opportunity of an international internship in Australia with a minimum stipend of **Rs. 1.75 lacs/month**.

With over 2,00,000 DMI Members worldwide, DMI is right at the edge of big, new and clever in the World of Digital Marketing.

Continuously updated content as per industry changes to get the most current and industry relevant skills for Digital Marketing.

Get access to live webinars from global leaders and visionaries as well as an enhanced knowledge portal to learn from.

An unparalleled tool kit of resources like e-books, podcasts, lessons and more to get the best skill development for your Digital Marketing profile.

A razor sharp Advisory board which creates the best learning environment for Digital Marketing.

## Apprenticeship in Australia for 6 - months with a stipend 1.96 Lakhs p.m



"I have been able to utilise my passion for technology in to a working career. I am thankful to BIBS and DMI Ireland for nurturing by talent and making me capable of being able work anywhere in the world"

Bishal Sarkar  
MBA-PGPDM  
Batch of 2022 - 2024

"We have been trained and taught phenomenally at BIBS. The practical learning has brought out the best in me. The proof of my efforts is this International apprenticeship."

Mohona Mukherjee  
MBA-PGPDM  
Batch of 2022 - 2024





# Advantage MBA – PGPDMD

**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.

**The first and only Business School In West Bengal** with a joint Programme with DMI Ireland, a trusted name in the Digital Marketing with presence and acceptance in over 100 countries.

**A Data driven program** with Business Intelligence & Analytics to measure success. Tools like SQL, Power BI, Tableau are embedded as per the recruiters feedback for Digital Marketing.

**The course has been curated by the Top 1% Globally recognised marketers** from giants like Google, Coca-Cola, IBM, Meta, LinkedIn, Twitter and Microsoft to name a few.

**An 11 Month Industry Focused training** covering core digital frameworks in terms of designing and executing campaigns, content, social media and search engine marketing.

**Opportunity to secure confirmed PPOs with average salaries of 5 lacs p.a** in Top Tech Start-ups / Enterprises in Digital Marketing Roles.

**Industry Interactions with** Flipkart, Ogilvy, LinkedIn, Cognizant, Mindshare and many more keep you updated with industry trends and help you prepare for final placements.

**Inculcation of B2B SaaS Training** from industry experts that equips the students to take on the Software and IT marketing domain which is a \$50 Billion dollar industry.

**Students are trained in Entrepreneurial Agency Management**, where they learn the key philosophy and the art of managing a Digital Marketing agency.

**A learning by doing approach through the Saksham Incubator Project** bridges the gap between corporate requirements and academia and helps students become industry ready even before their internships, so that they can perform better and get bigger placement opportunities.

**Confirmed paid internship** with top companies and agencies with top companies and agencies in roles like Social Media Marketing, Media Buyer, SEO, Content Management and many more giving students practical learning of all digital marketing fields.

**Global Placement Opportunities through DMI**, Ireland given that DMI learning is accepted globally in more than 100 countries where companies prefer DMI trained Digital Marketers.

**Globally Accepted Certifications from Digital Marketing Leaders** like Google, Meta, IBM, Twitter X, SEM Rush, Microsoft, Hubspot etc. give you a mark of excellence as a Digital Marketer capable of handling brands globally.



**Incubator 1.**  
Ecommerce web development

**Incubator 2.**  
Video Content & Marketing

**Incubator 3.**  
Lead generation for a company

**Incubator 4.**  
Lead generation campaign

**Incubator 5.**  
Affiliate website development

## Industry Endorses MBA - DM



"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 | IAS**  
Managing Director  
WBHIDCO

## Certifications that give you global validation of your expertise



The entire suite of tools and certifications offered by Google for Digital Marketing Professionals.



A platform that teaches you everything you need to know about advertising on Twitter, now known as X.



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



A Globally valid Digital Marketing Certification from DMI, Ireland valid across the globe as a benchmark.



# MBA – PGPFM

Affiliated to Vidyasagar University, the 2 year, Regular Full Time Business Management Programme, **MBA - PGPFM or the Post Graduate Programme in Financial Management** brings together an industry focussed courseware, the certifications of NISM, the expertise of CISI, London among others. The learning is then made practical with an internship programme that provides experiential learning in core and strategic finance and banking. The programme has mentorship by experts from the financial world that give students Industry specific knowledge which helps them get better career prospects.



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

Globally Recognised



preferred by banks and financial institutions in over 100 countries for Financial Operations job roles.

Six Embedded Certifications from

**NISM**

which give you a branded endorsement of your skills and is mandatory for working in core finance companies.

Certifications in Finance by



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



# Advantage MBA – PGPFM

**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.

**The only Business School in West Bengal to tie - up with CISI London** for the Internationally accepted Investment Operations Certificate, endorsed and preferred by major financial institutions across the globe.

**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.

**6 Indian Regulatory Certifications from NISM** 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 - VII : Securities Operations & Risk Management |
| iii. NISM - VIII : Equity Derivatives | iv. NISM - XA : Investment Adviser (Level 1)             |
| v. NISM - XV : Research Analyst       | vi. NISM - XXI A : Portfolio Management                  |

**Microsoft Certification in MS Excel** gives 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.

**International Placement opportunities** - Major finance companies from Barclays, Standard Chartered to Citibank and Goldman Sachs to JP Morgan and even Infosys, Wipro and NIIT prefer CISI Certified Professionals. You can get rewarding jobs with banks and financial organizations which are operations and analysis based desk jobs.

**Guaranteed success in Financial Management** - The MBA - FM programme has already seen 9 batches of more than 2000 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 40,000+ Global Alumni of CISI London Certificants present in 100+ Countries.

## The NISM Advantage

Nationwide Acceptance

Industry Preferred

Meet Regulatory requirements

Taught by NISM certified Faculty



"We found that the MBA - FM students are 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

Advantage **CISI**  
CHARTERED INSTITUTE FOR  
SECURITIES & INVESTMENT LONDON

- ★ **Global Connect** - The Investment Operations Certificate is now taken in over 50 countries worldwide and is the principal certification for administration and operations employees to demonstrate their knowledge and skills.
- ★ **International Placement Opportunities** - with CISI standards being accepted across the world (including India), you will have the CISI brand value to help you with Internships as well as final placement assistance across these countries.
- ★ **Fully Immersive Knowledge Portal** - Apart from access to high level trainers and practitioners, you also get access to an exclusive Knowledge Portal, with immersive content that makes your knowledge more real life and hence exciting to pursue.

Global Companies that prefer the CISI Certification





# MBA – PGPSCM

A 2 year, Regular Full Time Business Management Programme, The **MBA - PGPSCM** or the **Post-Graduate Programme in Supply Chain Management** starts with an intense classroom training, followed by 10 - 12 months of rigorous industry experience while simultaneously completing the MBA. Post their apprenticeship, students have a opportunity to either continue with the company they worked for or opt for placement opportunities offered by the institution. The programme brings together the benefits of classroom as well as work experiences giving students an edge in their corporate careers.



Advantage   
**SMART**  
ACADEMY FOR LOGISTICS

- ★ **Training for Employability** - Tech Mahindra provides the knowledge and mentorship which is focussed on skills that are suited to get the best career opportunities in the logistics and supply chain management industry.
- ★ **Industry Visits** - Knowledge is complemented with 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 will bring the best companies in the industry to recruit students for their Paid Apprenticeships as well as Final Placements.

## Training and Placement Partners





# Advantage MBA – PGPSCM

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, acknowledged for government jobs or higher education.

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

Get trained by Amazon, Flipkart ,DHL and many more in the field. This will give you actual industry insights in and help you get industry ready.

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

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

Certifications from Harvard Business School Online(Optional), KPMG and Microsoft give students an endorsed acceptance of multi - functional industry skills.

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.

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

Confirmed, Paid 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.



"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."

Sudipta Majumdar  
Regional Operations Manager  
DHL



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

Mr. Dinesh Shastri  
Managing Director  
TM International Logistics

## Industry Visits are an Integral part of the programme



The MBA - PGPSCM Batch of 2022-24 at the Allcargo premises

## Student Speak

"The MBA - PGPSCM programme has so far been a phenomenal experience. We have been taught and trained by some very knowledgeable faculty members as well as Industry mentors.

Every step in this programme is guided by industry requirements. All the projects, competitions as well as training is focussed keeping our core speciality of Supply Chain in mind.

I have learned so much from faculty and corporate leaders alike in just 2 semesters and it is such a great feeling to be able to use that knowledge and training to secure an apprenticeship with a global supply chain brand like **DHL**."



Bandita Verma  
MBA - PGPSCM  
Batch of 2022-24  
Apprentice at DHL

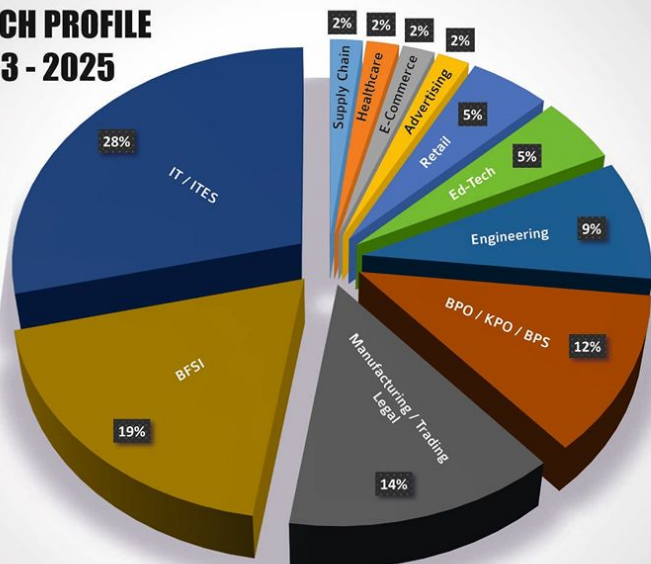


# MBA – PGPEX

The Post Graduate Programme in Executive Management or MBA - PGPEX, affiliated to Vidyasagar University, is a 2 year, regular programme designed in response to a sustained demand by the industry to enable 'Executive level' resources, with existing work experience and Management Education. This course gives 'working executives' the flexibility of doing an MBA without hindering their current employment. In the MBA - EX program, students widen their ability by opting for specializations of their choice along with cross functional trails giving them horizontal skill sets to develop a more marketable Resume.



## BATCH PROFILE 2023 - 2025



**69%**

of the batch are senior executives working in management roles

**84%**

of the batch have enrolled with a vision of enhancing their skills

**5.5** YEARS

is the average work experience of the current batch



# Advantage MBA – PGPEX

**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 work or salary** - The programme allows professionals to get an MBA while studying in convenient weekend batches & customised timings with minimal work disruption.

**360 degree Knowledge with TRAILS** - Learn in-demand skills and subjects, which give you additional specialties, that help you get better positions and job opportunities. A student has the option for following a few of these trails for best learning outcomes:

- > Digital Marketing certification from **Google**
- > Business Analytics certification from **IBM**
- > Certifications from **Harvard Business School Online**
- > Mutual Funds certification from **NISM**
- > Six Sigma certification by **KPMG**
- > International Immersion at **MDIS Singapore**

**The programme attracts a diverse group of working executives** from large organizations, public sector companies and entrepreneurs from functional domains like Marketing, Manufacturing, Finance, R&D, IT, FMCG, Project Management, and many more.

**BIBS ensures high standards of quality in academic delivery** through world class faculty, who are alumni of IIMs and other top institutions as well as industry leaders from the best companies who will teach you in class through a practical, skill based curriculum.

**Business Simulation Programme** an experiential learning tool where students learn by running a virtual business in an interactive, risk-free, and realistic environment. To enhance skills in business acumen, financial & market analysis, operations & decision making while also refining their abilities in problem solving, teamwork, communication, and leadership.

**Networking** - through the collective knowledge of a talented group of peers in the classroom. In addition, corporate immersion through classroom learning, workshops and networking sessions with top companies like IBM, PwC, Novartis etc. gives you access to industry leaders.

**Enhancing Leadership Skills** - Broaden your existing skills through better knowledge and bigger exposure to the latest developments in the industry. The main objective is to enhance the existing skills and prepare you to take on greater responsibilities in your current job role.

**Placement opportunities** - The 3 point advantage of an immensely dynamic peer group, access to collaborate with leading companies who have been with us for the last 15 years, across multiple sectors and the support of the BIBS 3 Tier Placement Cell, gives you a plethora of options to transition to a bigger role vertically and laterally in your career anywhere in the world.

24 MONTHS

REGULAR MBA Programme



TRAILS

Certifications in additional skills that give you an edge in your job



Designed for and created by the

INDUSTRY

as well as taught by Corporate Leaders from across industry verticals



Weekend classes provide the

CONVENIENCE

of not having to take time off from work or attending classes after work

## Industry Endorses MBA - EX



"Every organization looks to enhance their workforce by making existing employees capable to 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.

Mr. Chirabrata Majumder  
Program Director  
Mindtree



"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, Admin & CSR  
Sony India





# Student Speak



Anisur Haque

"BIBS has brought out the best in me by teaching practical ways to develop one's knowledge, talent and soft skills. The phenomenal industry interface helps us learn the ways of the world and that has made me better. This has also led to a placement with **Airtel**."

MBA Batch of 2024



Madhurima Maity

"When I joined BIBS for my MBA, I was nervous and lacked confidence. However, I was motivated and trained by faculty and industry mentors who did everything to instill confidence in me. I have seen myself develop from a confused graduate to a capable and confident management trainee waiting to take on the world at **Bajaj Finserv**."

MBA Batch of 2024



Abhishek Gupta

"BIBS taught me the value of Experiential Learning through Industry Mentors and Corporate Sessions that taught us the values and the reality of the Business World. I was able to perform beyond expectations which resulted in me getting a Final Placement with **Bandhan AMC**."

MBA Batch of 2024



Aditya Pandey

"I am so happy to be placed in **Exide**. I am lucky to have chosen BIBS for my MBA. The faculty here ensured that I learnt all the things necessary to be successful in the corporate world. Excellent mentorship by the best corporate mentors helped me become industry ready."

MBA Batch of 2024



Niloy Chakraborty

"The Faculty and the mentors at BIBS are a world class combination that groom you to become knowledgeable as well as experienced in the ways of the corporate world. Add to that the practical projects, competitions and industry visits and you get a final placement with **ITC**."

MBA Batch of 2024



Bishal Balmiki

"BIBS helped me in making myself better. Exceptional Faculty and learned industry mentors taught me the value of practical learning and a constant desire to upgrade my skills. I am so happy to be starting my career at a global company like **Macmillan**."

MBA Batch of 2024



Arhita Samanta

"I am so happy to be starting my career at **Mondelez**. The mentorship, attention on developing skills and practical acumen has helped me develop my skills and thereby making a mark in the corporate world. Thank you BIBS for helping me make a wonderful

MBA Batch of 2024



Subhadip Samanta

"I would like to thank all my faculty, mentors, and industry coaches for constantly motivating me to learn through practical avenues and participation in events, industry visits and competitions. I feel more confident and capable today as I start my career with **Nerolac**."

MBA Batch of 2024



Sukanya Ghoshal

"The MBA programme at BIBS is embedded with so much learning as well as corporate exposure that I was able to practice all the skills that I learnt in class. The placement preparation was detailed and tailored to my skills. This led to a phenomenal final placement with **Pepsico**."

MBA Batch of 2024



Ankita Sharma

"The MBA programme is a perfect platform for any fresher to gain experience while studying their MBA. The faculty and mentors as well as the corporate guests guided me in my interest with banking with a lot of help in learning industry trends and current skills. I am now happily placed with **Publicis**."

MBA Batch of 2024



Shreyon Adhikary

"The BIBS MBA-PGPFM has a great platform for learning practical and in real time. From industry support to live projects, as well as international certifications, we were always motivated to learn as per industry standards. Now I have a great Final placement at **PwC**."

MBA Batch of 2024



Pratim Kushary

"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 **Rollick** today thanks to the efforts of BIBS to create wonderful MBA talent."

MBA Batch of 2024





# BIBS in Media



*“Creativity Leads to Thoughts. Thoughts lead to Knowledge. Knowledge makes you Great.”*

- Dr. APJ Abdul Kalam  
Addressing BIBS Students

**B-school ensures 100% placement**

Kolkata: Several Leading Multinationals and Indian companies made a beeline for the Bengal Institute of Business Studies (BIBS) last week. Sixty-six of its students were absorbed, a 100% placements that places the school in the leagues of the country's top management institutes. Standard Chartered Bank, Glaxo, Amul, Godrick, Titan, Peerless, Emami and DHL were among the companies that absorbed students. "This proves that our students and facilities are at par with the best in India," said Vidur Kapoor, chairman...

**BIBS students see more jobs this year**

Another successful year at BIBS has witnessed a 22% rise in the average pay package for its MBA students...

- Planning, anticipation and the ability to think on your feet help you constantly improve in your workplace. Be prepared for new things to happen every day. Welcoming change makes you improve on your overall skills.
- There are no defined rules of leadership. The best way to gain leadership skills is to imbibe something new every day and add to your wisdom. The learning has to be every day and it should be continuous.
- The best tip to succeed against all odds is to always be motivated by challenges, whether at work or in your personal space. Accepting challenges and working to overcome them is the best way to perform and achieve success.
- These interactions organized by BIBS are commendable. Students gain immensely from the experience of corporate leaders, which helps them plan their career more effectively.

**আনন্দবাজার পত্রিকায়**  
কর্পোরেট দুনিয়ার সাফল্যের পাঠ

বিআইবিএস-এর উদ্যোগে সম্প্রতি গোলপার্ক রামকৃষ্ণ মিশনের বিবেকানন্দ হল-এ হয়ে গেল একটি অনুষ্ঠান। এর উদ্দেশ্য ছিল বড় কর্পোরেট সংস্থার উচ্চ আধিকারিকদের সঙ্গে ম্যানেজমেন্ট শিক্ষার্থীদের যোগসূত্র স্থাপন, যাতে তারা ভবিষ্যতে এই কাজের জগতে সফল কর্মী হয়ে উঠতে পারে। অনুষ্ঠানে বিভিন্ন বিষয়ে আলোচনা করেন ব্রিটানিয়া সংস্থার আধিকারিক প্রদাহ পাণ্ডে, কেলগস-এর নিশাঙ্ক শ্রু, নেসলে-র কনকর্তী ঘোষ, স্টেলিট-র অমলকান্ত মিশ্র মোহিত...





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