



The only Business School in West Bengal with a



Ranked 2nd in Kolkata & 5th in East India for 2 consecutive years in 2018 and 2019

TIMES B- SCHOOL SURVEY

Published by The Times of India



Awarded among the Best Education Brands by The Economic Times



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



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Who we are

BIBS is a premier Business School in Kolkata with an outstanding track record of creating successful careers in management over the past decade. BIBS evolved from the need to provide quality business education to satiate the need of a rapidly evolving regional and national economy. Built on a strong bulwark of academic and corporate interface, our Institute aims at creating young leaders with an understanding of evolving economies, and who can handle local changes from a global perspective. The crux of the learning pedagogy involves industry immersion at each and every step of the courseware.



WHY BIBS

Regular Full - Time MBA Programme affiliated to Vidyasagar University, a NAAC Accredited, W.B State Government University, recognized by UGC, Ministry of HRD, Government of India.

The only Business School in West Bengal with an A** rating from CRISIL.

Ranked as the 2nd Best Business School in Kolkata and the 5th Best Business School in Eastern India by The Times of India B-School Survey for 2 consecutive years – in 2018 and 2019.

Awarded among the Best Education Brands by The Economic Times.

The 10 Best Institutes for Finance Studies in India by the Knowledge Review.

Top 10 Non Government Business Schools, ranked by The Week.

Amongst the 100 of Asia's Best and Fastest Growing Education Institutes . Process advised and evaluated by KPMG for WCRC.

Corporate Excellence Award for Education Institute with the Best Academic and Industry Interface, awarded by the World CSR Council.

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

IIM Shillong's support to BIBS Faculty for an enhanced teaching methodology.

Collaborating with NEN (as a center of excellence) and TiE to develop entrepreneurial talent.

Accelerated Learning with Live Projects, Industry visits and Corporate Connect. In 2019 itself, more than 160 companies have visited BIBS.

Management Guest Inspire Series or MGIS is a platform where Industry meets students. We have had more than 50 MGIS sessions with 200+ corporate leaders including dignitaries like Dr. APJ Abdul Kalam, Chetan Bhagat and Kapil Dev to name a few.

More than 10% of the MBA Batch has got International Placements.

Google, UAE Exchange - Dubai , BFC – Bahrain, PRAN Foods – Oman, Agrim PTE – Indonesia, B.Braun – Germany, KPMG, Capgemini, Ernst & Young, Cadbury, Britannia, Kellogg's, Nestle, Parle, Hindustan Unilever, Perfetti, Pepsico, Heinz, Emami, Dabur, Axis Bank and more than 200 more have recruited BIBS Students.

Industry Faculty

Dr. Dev Narayan Sarkar | Associate Director - **Pepsico**
Core Areas: Marketing

Ms. Koyel Mukherjee | Client Services Director - **Ogilvy India**
Core Areas: Branding, Client Management, Services Marketing

Mr. Nilanjan Dasgupta | Exec. Creative Director - **Rediffusion**
Core Areas: Advertisement, Strategy

Mr. Prakash Pandey | Regional Manager HR – **Britannia**
Core Areas: Human Resource, OB, Communication

Ms. Anindita Bose | CRS - DA – **Nielson**
Core Areas: Marketing, Research

Mr. Rajat Guha | Manager Sales - **Vodafone Idea Ltd**
Core Areas: Marketing, Supply Chain

Mr. Jayant Kataria | HR and Training (East) - **Hyatt**
Core Areas: Human Resource, Training and Development

Mr. Ashish Banka | Business Partner - HR - **Reliance Jio**
Core Areas: Marketing, Telecom Business Model

Mr. Narinder Singh | ASM – **Parle**
Core Areas: Marketing

Mr. Sandip Paul | Regional HR Manager - **Bajaj Corp**
Core Areas: Human Resource

Mr. Arijit Mitra | Zonal Manager - HR - **Reliance Retail**
Core Areas: Human Resource, Retail Management

Mr. Sudipto Burman | AVP – **SBI Mutual Funds**
Core Areas: Mutual Funds, Investment Strategy, Financial Markets

Mr. Pramit Dash | Regional Manager - Sales and Customer Development - **Colgate Palmolive**
Core Areas: Marketing, CSR, Business Development

Ms. Smita Chakraborty | Senior Manager - Marketing- **ICICI Securities**
Core Areas: Marketing



Mr. Chetan Bhagat in Classroom with the BIBS MBA batch

Core Faculty

Faculty Profile	Core Areas
Prof. Deepak Bhattacharyya MA (Psychology), PGDHRM	Organizational Strategy & Design, HRM, Change Management
Dr. Anindya Dutta PhD and MBA, University of Burdwan	Marketing Management, Consumer Behavior, Advertising and Sales Promotion
Prof. Saurabh Jain (CA), (CS), (CFPCM), (CFA), (CWM), (CTEPTM).	Investment Banking, Primary and Secondary Markets, Financial and Wealth Management
Prof. Soumi Chakraborty MBA (Marketing), B.Tech	Quantitative Techniques, Operations Research
Dr. Neeta Majumdar PhD (Economics), M.A (Economics)	Managerial Economics, Research Methodology Financial Markets
Prof. Sumitava Paul NCCMP, CMFAS (Singapore), FINRA (USA)	Financial Markets, Trading and Investment
Prof. Vikash Madhogaria Alumnus, IIM Ahmedabad	Finance, Investment Strategy
Prof. Debayan Bose MBA (ICFAI, Hyderabad), CAIIB	Marketing, Business Communication
Prof. Gautam Sinha M.Com (Rank Holder), CAIIB	Marketing, Accountancy
Prof. Sraboni Ray Ganguly MBA - Viswa Bharati University, L.L.B - Fakir Mohan University	Human Resource Management, Organization Behaviour, Labour Law, Business Law
Prof. Sulakshana Sinha M.Sc (Patna University), MCA	Quantitative Techniques, Operations Research, Operations Management
Prof. Joyita Chatterjee MBA - S.U, M.A- Presidency College	Business Communication, Soft Skills
Prof. Tanuja Sengupta, M.Com, MIRPM.	Human Resource Management, Industrial Relations, Principles of Management & Accounts
Prof. Kaustuv Mukherjee M.A, MBA	Marketing, Business Communication
Prof. Sharbani Mukherjee MBA (Finance); NCMP - Level 2	Financial Markets, Financial Management
Prof. Joydeep Mukherjee St. Xavier's, Kolkata	Business Communication, Soft Skills
Prof. Ankita Sharma MBA (Finance)	Finance
Prof. V. Vishwanath M.Com, MBA - IISWBM	Business Communication, Soft Skills
Prof. Malay Bhattacharjee Ph.D , MBA (IISWBM) , Diploma in Management, Cambridge University, U.K	Marketing and Integrated Marketing Communication
Prof. Aniruddha Banerjee MBA	Sales and Marketing

To know about all the faculty at BIBS, visit www.bibs.co.in

Student Speak



Trisha Singha Roy | MBA Batch of 2020 | Placed in **Cappgemini**

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



Anupravro Mitra | MBA Batch of 2020 | Placed in **Coca - Cola**

"When I decided to pursue and MBA, I had never dreamt that I would start my career at a global conglomerate like **Coca - Cola**. When I look back at my MBA journey, I realise that all the hard work I was made to do in research, market analytics and the guidance I received from industry leaders made me a complete management professional."



Debabrata Mukherjee | MBA Batch of 2020 | Placed in **Nestle**

"I have come a long way from being a shy and introvert boy to someone who has made effective presentations to industry leaders. BIBS helped me overcome my fears and achieve confidence in myself. The result is a phenomenal final placement at **Nestle**."



Ria Singh | MBA Batch of 2020 | Placed in **Mondelez**

"It has been a 'Learning For Life' experience with the great faculty members and corporate mentors. I have been placed in **Mondelez**, the owners of Cadbury. During the placement process my mentors and the placement team continuously provided assistance to enhance my skills. BIBS has made best efforts to provide all the facilities for the students like events, corporate sessions, industrial visits etc."



Droyayoli Deb Roy | MBA Batch of 2020 | Placed in **ICICI Bank**

"I would like to thank all my faculty and the corporate mentors for teaching and training me in the most practical ways. I was able to get over my fears of public speaking and learnt to take initiatives which was appreciated by **ICICI Bank**."



Aniya Aliya | MBA Batch of 2020 | Placed in **BYJUS**

"I am so excited to have got a placement at **BYJUS**. The effort that I put in to my MBA coupled with the immense support of my faculty and corporate mentors at BIBS has seen me grow and develop in to a confident and ambitious management aspirant."



Niranika Hazra | MBA Batch of 2019 | Placed in **HDFC Bank**

"BIBS helped me a lot to increase core skills like communication, grooming and many more. The practical exposure also added so much value. Being interested in banking, I was given focused mentoring by leaders from the best banks in India. For me **HDFC Bank** was bound to happen because I was groomed for Banking, my strength."



Somy Tania | MBA Batch of 2019 | Placed in **PwC**

"It was a nice experience in BIBS. BIBS made me a confident person and because of the different event and competitions we got to learn a lot of things and the most important we got a good corporate exposure here which is today helping me while working at **PwC**."



Shreesha Pal | MBA Batch of 2019 | Placed in **Bandhan Bank**

"Knowing the hurdles well I decided to pursue Finance for my MBA. I have put in a lot of hard work and perseverance and also have been immaculately taught and trained by BIBS faculty and mentors from NSE who were able to make me a fit for the Finance domain. Today I am a proud employee of **Bandhan Bank**. My dreams have come true."



Abhinav Kumar Bose | MBA batch of 2019 | Placed in **ITC**

"BIBS has helped me in discovering my skills and working on them to make myself better with proper mentoring. These skills is helping me in my work. I would like to thank all at BIBS. I am happy to work at **ITC**."



Megha Sen | MBA Batch of 2019 | Placed in **Britannia**

"Curriculum in BIBS is way different from others. We learnt from events, competitions and live projects that helped us to evolve as a better professional. This has immensely helped me to grow and finally crack **Britannia** which is a PPO as I was an Intern there and was selected for a Final placement during my Summer Internship itself."



Aditya Das | MBA Batch of 2019 | Placed in **Dabur**

"BIBS has given me a lot of opportunities and freedom in every aspect which has allowed me to excel in every field. I was a part of the Placement Team which works along with the placement team of the college and teaches us to take up responsibilities. I am proudly placed in **Dabur**."

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

Events @ BIBS

Live Learning Experiences

Real Time Business Consulting

Corporate Projects

Industrial Visits

Outbound Learning Expedition (OLE) takes the learnings of management principles to an open arena. Students go out to an outdoor location for a day of fun-filled and competitive outdoor activities that aims to develop bonding, teamwork, analytical skills on-the-go and serves as a de-stress module from the classroom rigors. It is a day out, the management way!



Brand Wars marks the beginning of a Student's journey into the Business World. Students are formed into groups and given a product to launch. They create Product Samples, Packaging Material, and Press Advertisements, Radio Jingles and TV Commercials and other business collaterals and present their Launch Plan to an illustrious panel of Judges from the Industry.



Ultimate Start - Up Plan (USP) aims at providing the students with the unique opportunity of creating their own business ventures. Students in groups create a product or service that they plan to launch an Entrepreneurial start-up. Evaluation of USP is done by some of the high profile venture capitalists, angel investors and entrepreneurs of the country.



BIBS in Media



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

- Dr. APJ Abdul Kalam



Corporate@Campus

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

 Mr. Harsh Neotia Managing Director Ambuja Realty	 Mr. Soumen Ghosh Zonal Sales Manager Apeejay Group	 Mr. Baljit Singh Virdi Zonal Sales Manager Adani Wilmar
 Mr. Deepak Nair Head - Retail Sales BFC - Kingdom of Bahrain	 Mr. Prakash Pandey Regional HR Head Britannia	 Mr. Debargha Deb Regional Manager - HR Dabur
 Mr. Aloke Tagore Head - HR Deloitte	 Mr. S. Chakraborty Director - Automotive EXIDE	 Ms. Silpa Sarkar HR Lead - East Future Retail
 Mr. Subir Chowdhury Zonal Manager HCL	 Ms. Meghna Roy Manager - Business Development ICICI MF	 Mr. Archisman Roy HR - East ITC
 Mr. Arnab Chakraborty Area Manager - Sales Johnson and Johnson	 Mr. Biswadip Gupta Joint MD and CEO JSW Bengal Steel	 Mr. Surojit Sen Director Client Services JWT
 Mr. Radhakrishna Kalla Associate Director KPMG	 Mr. Partho Banerjee Branch Retail LG	 Mr. Rohit Ghattani Divisional Sales Manager Parle
 Mr. Dipankar Chakraborti Executive Director PwC	 Mr. Manoj Kr. Sinha State Head SBI MF	 Mr. S. Saha Zonal Manager - East SHARP
 Mr. D.K. Vyas CEO SREI BNP Paribas	 Mr. Fidaul Haque Regional Sales Manager TATA Capital	 Mr. Soumitra Patnaik Head - Communication TATA Steel

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

More than **160 Companies**
have visited the BIBS Campus in 2019 to interact with our students

Corporate Speak

 Mr. Chandrashekhar Ghosh MD and CEO Bandhan Bank	<p>The True Elements of Success are Passion, Hard work and Determination. That's the PhD you need to succeed.</p>	 Ms. Michelle D'Silva Manager - HR BFC - Kingdom of Bahrain	<p>"We are impressed with BIBS Students. Excellent initiatives taken by providing best in class learning environment & opportunities to students. Wishing great future to all students at BIBS."</p>
 Ms. Diana Mirza HR - Head Glaxo SmithKline	<p>"BIBS students are doing well for themselves. We look forward to hiring more students from here. The grooming at BIBS has helped them learn the tricks of the trade."</p>	 Mr. Archisman Roy HR - East ITC	<p>"Placement process was carried out very cordially. The team at BIBS have always been very warm, responsive and efficient. Process was very smooth."</p>
 Mr. Mayank Jalan Managing Director Keventer Agro Ltd.	<p>"Roll up your sleeves and know the business. You need to develop people who will take over the business, grow and learn under you." Extremely refreshing experience to meet the young, enthusiastic batch."</p>	 Ms. Farhaa Fatma John HR officer Nestle	<p>"The students we have recruited from BIBS are very stable in the organization and are a part of the high performance bracket. Wish to hire more fresh talents from BIBS in future."</p>
 Mr. Sanjay Budhia Managing Director Patton Group	<p>"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."</p>	 Mr. Dev Narayan Sarkar Associate Director PepsiCo	<p>"BIBS has evolved their pedagogy over the years in sync with Industry Standards and requirements. It is always a treat to meet students who are well prepared and groomed to meet corporate standards."</p>
 Mr. Manab Ghosh President Pidilite	<p>"Lively, an interactive and warm session with the BIBS students. Overall grasping and inspiration of high standards. Being a comparatively compact team, learning was effective."</p>	 Mr. Sandipan Chakravorty Chairman and MD TM International Logistics Ltd. (A TATA group Company)	<p>"BIBS Students are wonderful. They have been mentored and groomed in very high standards and I am sure they will excel in their careers."</p>

To view the complete list of corporate testimonials, please visit www.bibs.co.in

Our Recruiters



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

81 % of the Recruiting companies have revisited BIBS to Hire again

Highest Salary
13.60 Lakhs p.a

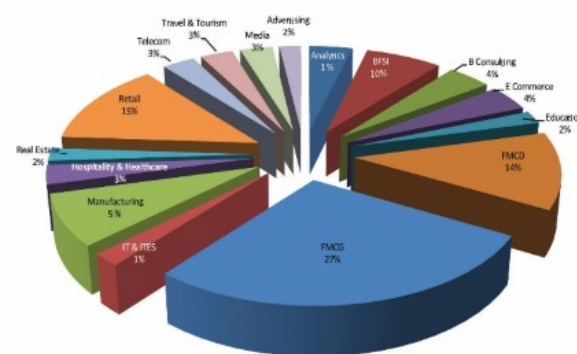
30% Pre-Placement Offers were generated for BIBS students after their Summer Internships.

More than **10%** of the MBA Batch year - on-year has bagged International Placements proving the efficacy of Placement Initiatives at BIBS

Why companies Recruit@BIBS

1. Ranked consistently amongst the Best – BIBS has been felicitated consistently for its phenomenal record as a Business School:
 - I. Ranked the 2nd Best Business School in Kolkata by The Times of India B-School Survey for 2 consecutive years – 2018 and 2019.
 - II. Awarded among the Best Education Brands by The Economic Times.
 - III. Ranked among "The 10 Best Institutes for Finance Studies in India" by the Knowledge Review.
 - IV. Amongst the Top 10 Non Government Business Schools, ranked by The Week.
 - V. Ranked amongst 100 of Asia's Best and Fastest Growing Education Institutes in the Business School Category. Process advised and evaluated by KPMG for WCR.
2. **A** rating from CRISIL** - The only Business School in West Bengal with an A** rating by CRISIL .
3. Superior Academic Delivery by our faculty who are Doctorates, alumnus of IIMs, XLRI, with both corporate and academic experience. IIM Shillong's support to enhance academic delivery.
4. 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.
5. Exhaustive Courses on Public Speaking @ Toastmasters, an International Communication Development organisation from USA & Foreign Language (Chinese). GD & PI workshops leading to internships and PPOs. Communication & soft skill labs for the betterment of speaking prowess.
6. Personality Development Programme focuses on developing interviewing and presentation techniques and building critical interpersonal skills. The results have led to remarkable Summer Internships with (30%) Pre-Placement Offers.
7. Regular Active Mentoring Programme - companies like Britannia, IBM, ITC, PepsiCo, Ernst & Young, Dabur, Colgate Palmolive etc., ensure that students are aware of the current skill sets required via a real-time scenario based pedagogy.
8. Corporate@Campus, a weekly corporate interaction programme features renowned corporates and business heads of various companies. Through their experience and mentoring, students identify resources that make them better. More than 150 companies visit the campus every year.
9. An Industry Integrated 3 Tier Placement Cell with local, national & international presence endeavors to bring the best recruiters to the campus. The result of which is that more than 10% of the MBA Batch has been placed Internationally.
10. Centrally located in the heart of the City, making it an easy destination to commute for corporates and industry partners. More over our students who stay in various parts of the city also find it convenient to travel to our institute owing to its proximity to multiple metro stations and prominent bus routes.

Industry wise Placements Pie Chart



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

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

BIBS is proud to tie – up with PwC for paid internships for BIBS Students. Successful students may also get a chance to apply for Final Placements with PwC.

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

 Abhinaba Agarwal	 Kotak Securities	 Abhishek Kr. Bose	 ITC Limited	 Abhishek Singh	 SBI MUTUAL FUND A SBI GROUP COMPANY	 Abhishek Verma	 Coca-Cola
 Aditya Ghosh	 RELIANCE Capital	 Akash Chatterjee	 BRITANNIA Eat Healthy. Drink Better.	 Amrita Das	 future group GROWING WITH YOU	 Animesh Sinha	 uti UTI Mutual Fund
 Anirban Roy	 adani wilmar	 Ankit Mondal	 Bandhan Bank	 Arindam Saha	 PERFETTI near Nolle	 Aroprovo Mitra	 Coca-Cola
 Arnabi Ghosh	 Zydus	 Barnali Kumbhakar	 Nestle	 Bhagyashree Mishra	 HDFC BANK We understand your world.	 Bimalendu Roy	 asianpaints
 Brendra Mahato	 BRITANNIA Eat Healthy. Drink Better.	 Chandrakant Sanyal	 ADITYA BIRLA GROUP THE COLLECTIVE	 Debjyoti Bhattacharjee	 ITC Limited	 Dinesh Jangid	 KEVENTER Partnering with you.
 Jayeeta Pakrasi	 kotak kotak Mahindra Bank	 Kaustav Ghoshal	 ITC Limited	 Mallika - e - Heena	 BYJU'S The Learning App.	 Mandira Banerjee	 A X ARMANI EXCHANGE
 Md. Ajmer Alam	 Dabur	 Nidhi Gupta	 ICICI Bank	 Nijanjan Pal	 KANTAR IMRB	 Nilanjana Roy	 ICICI Bank
 Nilkantha Majhi	 gsk GlaxoSmithKline	 Niraj Singhania	 ICICI Securities	 Parnava Dhara	 Del Monte Quality	 Pradip Mondal	 HDFC BANK We understand your world.

have recruited our MBA Batches of 2019 & 20

 Poushall Dutta	 ICICI Bank	 Ria Singh	 Mondelēz International	 Ribhu Dawn	 YES BANK	 Fitwik Das	 adani wilmar
 Sana S. Mullick	 DECATHLON	 Sarbasish Sarkar	 kotak Kotak Securities	 Sarnali Saha	 pwc	 Satish Kumar Bhagat	 Hindustan Unilever Limited
 Savita Poddar	 HDFC MUTUAL FUND	 Shivani Singh	 MUMUSO	 Shouvik Deb	 Zydus	 Shreshtha Pal	 Bandhan Bank
 Sneha Das	 Nestle	 Sorry Tania	 pwc	 Semidha Deb Saha	 Mondelēz International	 Soumyadip Rakshit	 DECATHLON
 Souvav Dasgupta	 L'ORÉAL PARIS	 Souvik Semanta	 future group GROWING WITH YOU	 Subhalina Hati	 HDFC BANK We understand your world.	 Subhamita Sinha	 pwc
 Subhankar Ghosh	 future group GROWING WITH YOU	 Sudipta Dey Sarkar	 Nestle	 Sujan Maltra	 gsk GlaxoSmithKline	 Sunil Ghosh	 MRF
 Suravi Chakraborty	 Nestle	 Susmita Das	 naukri.com India's No. 1 Job Site	 Susmita Roy	 HDFC BANK We understand your world.	 Suvojit Biswas	 Dabur
 Trisha Singha Roy	 Capgemini	 Tushar S. Dey	 IndusInd Bank	 Valmiki Ojha	 pwc	To view the complete list visit www.bibs.co.in	

MBA + PGPBM



PGPBM

A 2 - year Full - Time Management Programme, the PGPBM or the **Post Graduate Programme in Business Management** gives a student a holistic view of management principles through classroom concept learning being imparted by faculty who are alumnus of IIMs, XLRI and IITs with vast experience. This is further strengthened by a host of corporate leaders who are a part of training fraternity that gives students the industry perspective of their classroom learning. After a three - month Summer Internship, students choose their area of specialization in the second year of the programme based on their experiences and learning.



Advantage MBA + PGPBM

Regular Full - Time MBA Programme affiliated to Vidyasagar University, A NAAC Accredited, W.B State Government University, recognised by UGC, Ministry of HRD, Govt. of India.

IIM Shillong's support to BIBS Faculty, ensuring high standards in academic delivery.

Management Guest Inspire Series (MGIS) – Provides a Live Platform for students to interact with dignitaries and the top management of various companies. Dr. APJ Abdul Kalam, Mr. Kapil Dev and Mr. Chetan Bhagat, Mr. Laxmi Ratan Shukla are amongst some distinguished guests who have inspired BIBS Students.

Weekly Interactions with the Corporate World to get a better understanding of the Real world. More than 160 companies have visited BIBS to interact with Students.

Industry in the Classroom - A host of Industry Leaders, part of the Industry Academic Team. So students learn from companies who will give them their Final Placements.

Real - Time Hand Holding with Britannia, IBM, Vodafone Essar, Dabur, Rediffusion Y&R, FlipKart and many more for the students to learn real-time work from the best companies.

Live Learning through Brand Wars (a brand launch competition), U.S.P (a startup plan event), OLE (Outdoor Learning Expedition) A2A (Public Speaking and presentation skills contest) and many others to teach Research, Analysis, Budgeting, Planning and Event Management.

Entrepreneurship Center of Excellence - BIBS is a Center of Excellence for the National Entrepreneurship Network (NEN) - the premier entrepreneurship development organization in India. Students get an opportunity to develop new Business Ideas and create Business Ventures.

Rigorous training for Placements covering Soft Skills, Communication and Grammar, Behavior and Interview Skills including G.D. and P.I. Skills and Psychometric Evaluation. BIBS has a tie - up with Toastmasters International, a USA based company for training on Communication.

More than 200 companies have recruited BIBS MBA Students. The Highest Package was Rs. 13.6 Lakhs per annum. 10% of the MBA Batch has got International Placements.



"It feels wonderful to have interacted with the students of BIBS. They are very energetic."

Mr. Alope Tagore
Head - HR
Deloitte



MBA + PGPIBM

Earn while you Learn

PGPIBM

A 2 - year Industry Integrated Full - Time Management programme, the PGPIBM or the **Post-Graduate Programme in Industry Integrated Business Management** starts with an intense 8-month classroom training followed by 12 - 15 months of rigorous work experience while simultaneously completing the MBA Programme. Students start earning as early as seven months into the programme along with corporate experience with the best companies in India. The PGPIBM programme brings together the benefits of both the classroom learning as well as practical work to give every student an edge in their corporate career.

Students have the option to switch courses within one month of commencement of classes.

Advantage MBA + PGPIBM

It is a **Regular Full - Time Industry Integrated programme** designed to give a student both academic and practical knowledge of an MBA. Students benefit from the academics as well as real jobs to enhance their Management Education.

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

Earn while you Learn - Start earning as early as eight months of commencement of the course in the best companies in India, with a stipend of up to Rs. 5 Lakhs p.a while continuing with the PGPIBM programme.

PepsiCo, ITC, Dabur, Britannia, Procter and Gamble, Bajaj Finserv, PayTm, Coca-Cola, Aditya Birla Group, Perfetti, IndusInd Bank, Janalakshmi Finance, and 40 other top companies give you 12 to 15 months of rigorous on - the - job training. This will empower you with necessary skills that are required to better your career prospects.

Academic inputs in the classroom for the 12 - 15 months during the apprenticeship, giving students a solid base for their corporate experience. Full time facilities as well as Industry Leaders impart classroom training, which makes the course very practical and relevant with the practical exposure that students get from their apprenticeship.

Immense networking opportunity as fellow students would also be working in reputed organizations. Networking helps you find out about the real world happenings in the industry as well as better business and career opportunities.

Better Placement Opportunities - Students enjoy an elbow room to negotiate owing to their apprenticeship experience they have earned during their course work.

Guaranteed Final Placement at the end of the course for each and every student in their area of specialization. Salaries going up to Rs. 13.6 Lakhs p.a in the previous year.

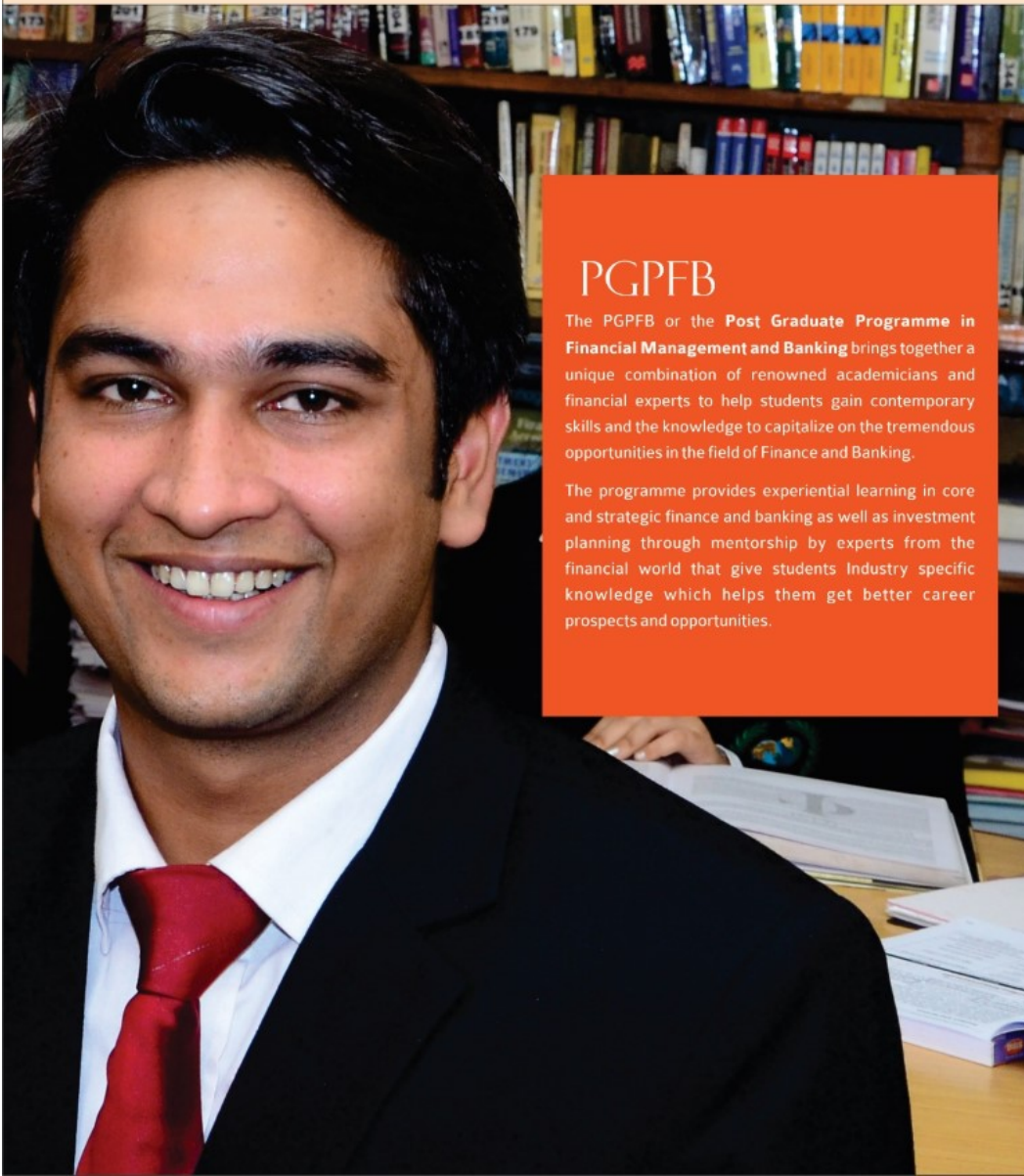


"Students in today's ever competitive environment need to come out of their theoretical base and have more of practical oriented learning. This programme provides and MBA aspirant with priceless experience, something that can never be replicated with any other learning. After working in an organization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

Dr. Dev Narayan Sarkar
Associate Director
Pepsico



MBA + PGPFB



PGPFB

The PGPFB or the **Post Graduate Programme in Financial Management and Banking** brings together a unique combination of renowned academicians and financial experts to help students gain contemporary skills and the knowledge to capitalize on the tremendous opportunities in the field of Finance and Banking.

The programme provides experiential learning in core and strategic finance and banking as well as investment planning through mentorship by experts from the financial world that give students Industry specific knowledge which helps them get better career prospects and opportunities.

Advantage MBA + PGPFB

Regular Full - Time degree affiliated to Vidyasagar University, A NAAC accredited, W.B. State Government University, recognized by UGC, Ministry of HRD of the Govt. of India.

Among the 10 Best institute for Finance Studies in India - BIBS provides a career oriented and Industry endorsed programme in Finance that has immense potential in the Finance Industry.

Faculty from BIBS & Experts from the Financial World provide an Industry Relevant Curriculum, that ensures real - time learning which enhances Placement Opportunities.

A Strong Industry Academic Advisory Council at BIBS that brings a blend of management education, contemporary business practices, and live learning opportunities. The Industry Faculty team at BIBS comprises of Industry Professionals.

6 Indian Regulatory Certifications embedded in the program, ensure that students get relevant tools to perform in the Financial World. These certifications are required to work in the best financial firms in India. The following 6 certifications will be provided:

- i. NISM-Series-V-A : Mutual Fund
- ii. NISM-Series-VIII : Equity Derivatives
- iii. NISM-Series-IX : Merchant Banking
- iv. NISM-Series-X-A : Investment Adviser (Level 1)
- v. NISM-Series-X-B : Investment Adviser (Level 2)
- vi. NISM-Series-XV : Research Analyst

Visits to Financial Companies, Banks and Mutual Fund houses for a live experience of how the Finance world functions. These visits provide real - time view of the various functions that exist in Finance and Banking and how to prepare for them.

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.

MS Office certification by Microsoft with advanced training on MS Excel, an important tool for Finance professionals.

Mentored by experts from the Finance Industry, students are trained in real time situations, Live trading and real assignments so as to get an experiential education that enhances employability.

A plethora of placement options with access to the BIBS corporate connect cell with more than 200 companies for Final Placements.



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

Mr. Manoj Sinha
State Head
SBI Mutual Fund



MBA + PGPEX

2 year Regular Executive MBA Programme



Students wishing to pursue the programme must mandatorily have a minimum work experience of 1 year post their Graduation.

PGPEX

The Post Graduate Programme in Executive Management or PGPEX is a 2 year weekend management programme aimed at working executives with a minimum of 1 year of work experience after their graduation. The programme is designed in such a manner that working executives who are unable to take a break from their job, can attend classes and further their career prospects. The class schedule is designed keeping You in mind so that you will be able to focus on learning, not logistics and will be able to balance long work hours, frequent travel, active lifestyles, and family commitments.

The course is imparted in 4 semesters, with industry curated curriculum which provide a broad overview of the key concepts, tools and techniques needed to successfully meet the challenges of today's global business environment. In the PGPEX program, you'll widen your ability to balance data and theory with principle and outcomes. You'll expand your skills and global fluency and apply what you learn in real-time. And you'll learn to lead, knowing not only which areas require attention, but also which strategies will be the best for you.

The programme allows you to gain in-depth practical leadership insights, enhance their decision-making abilities as well as strengthen managerial skills. This programme gives you the management expertise and professional connections so that you can reach strategic positions inside your workplace, reorient your career path or even launch your own business.

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.

Convenient timings for the programme designed specially keeping the busy schedule of working executives in mind.

TRAILS – TRAILS – Trails are a sequence of courses that serve as a guide to students who want to hone a specific skill set or Industry expertise. Cross – Functional and integrative by nature, trails enable students to increase employability quotient.

A student has to opt for the following trails (mandatory) for best learning outcomes.

- Digital Marketing Certification from Google and YouTube
- Mutual Funds Certification from NISM
- Six Sigma Certification from KPMG
- Retail Management Certification from CCAE, Vidyasagar University

IIM Shillong's support to BIBS ensuring high standards of quality in academic delivery.

Entrepreneurship centre of excellence – BIBS is a centre of excellence for the National Entrepreneurship Network (NEN)- the premier entrepreneurship development organization in India to inculcate values and knowhow of innovative start-ups in India. Students get an opportunity to develop new business ideas and ventures.

Learn through Application of Knowledge at the work place. Learn from collective knowledge of top faculty and corporate mentors, as well as experience and perspectives of a talented group of peers from different industries in a collaborative environment.

Immense Networking Opportunities through the programme as students get to interact with a diverse group of people from different sectors.

Superb placement options through the BIBS Placement team. More than 200 companies have recruited BIBS students.

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 PGPEX



Mr. Debargha Deb
Regional Manager Human Resources
Dabur

"PGPEX is a unique course which gives the working professionals an opportunity to pursue a regular MBA while working thereby giving them an at par opportunity in their work spheres. It also gives the organizations a much better educate, and trained work force."



"BIBS has excelled in every way with their modern approach towards education. It is always a treat to meet the students. Wish all the very best for their new innovative program PGPEX."

future group
HRD | HR | HRD



Ms. Silva Sarkar
Human Resources
Future Retail

MBA + PGPDM



Seminar on Digital Marketing

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

Learning Outcome

Digital Marketing Assets

- > Website Creation & Management
- > Landing Pages
- > Content Model
- > Apps Management
- > Other owned Media

Brand Campaigns

- > Lead Generation
- > Brand Promotion
- > Product Promotion
- > Cause based Campaigns
- > Search engine & ContentMarketing

Social Media Marketing

- > Facebook Marketing
- > Optimizing Landing Pages
- > LinkedIn Marketing
- > Twitter Marketing
- > YouTube Marketing

Asset Promotion - Organic

- > Social Media Marketing
- > Search Engine Optimization
- > Blogs, Wiki, Forums
- > Content Marketing
- > Email Marketing

Media Driven Promotion

- > Video Ads
- > Display Ads
- > Shopping Ads
- > Programmatic Ads
- > Ad Serving tools like Dart /Atlas

Digital Business

- > Google Analytics
- > Funding Digital Business
- > Selling Innovations
- > Digital Business Strategy
- > Marketing Digital Startups

Advantage MBA + PGPDM

Regular Full - Time MBA Programme affiliated to Vidyasagar University, A NAAC Accredited, W.B. State Government University, recognized by UGC, Ministry of HRD, Govt. of India.

12 - 15 Month Industry Focused training covering core digital frameworks & their application in terms of designing & executing campaigns as well as content, social media and search engine marketing aligned with business goals.

A 6 - 8 month mandatory internship helps students, especially those without work experience, supplement their academic knowledge with real-life industry experience, build strong professional contacts and explore full-time career opportunities.

Globally Accepted Certifications from Google, Facebook, and Hubspot give you a mark of excellence as a Digital Marketer capable of handling brands globally. The following certifications are part of the curriculum:

- Google Fundamentals for Digital Marketing
- Google Ads Search
- Google Display Advertising
- Google Mobile in Display and Video Basics
- Google Search Ads 360 mobile basics
- Google Video
- Facebook Advertising Core Competencies
- Hubspot - Email Marketing and Social Media

Industry Interactions with Amazon, Swiggy, Airbnb, Uber, Makemytrip, ICICI Group and many more through the Industry Connect program to keeps you updated with the Industry trends, helping you prepare for your Final Placements.

Live projects help students develop their knowledge and skills of digital tools and showcase portfolio and experiences to prospective employers during internships/placements. Certifications will give you proof of excellence in the Digital Domain.

Entrepreneurial Careers are a big opportunity in Digital Marketing. BIBS is associated with NEN and TIE amongst others which provides the perfect ecosystem to have your first digital startup.

Confirmed Internship leading to Final Placements - Students are given internships in the best companies for Digital marketing to develop their Digital Marketing skills, after which they are placed in the best companies in India and abroad.

My experience as a PGPDM student has been excellent. The certifications are perfectly integrated with core concepts of Management. Hands on training is also provided on website administration, Digital Marketing strategy, Content Marketing, Social Media Marketing and Analytics. Every moment in the classroom has been full of learning opportunities.

- Anjan Kumar Ghosh - MBA + PGPDM - Batch of 2019 - 2021

PGPDM

The PGPDM or the **Post Graduate Programme in Digital Marketing** is designed to fill this gap not only in India but globally. Major certifications provided by us are recognized globally & helps our students to get this international footprint. The curriculum is designed to carve out a digital marketing specialist out of you.

A 2year full-time management program, the PGPDM gives students a deep understanding of the digital marketing curriculum through an industry led team of experts. The course consist 12-15 months of intensive class room training followed by 6-8 months of industry internships. What's more, you get to lay hands on multiple live projects and also acquire in built certifications from Google, Facebook and Twitter amongst others.

