UNITEDWORLD™
IQ City United World
School of Business

IQ CITY UNITED WORLD SCHOOL OF BUSINESS KOLKATA

MBA
(2 Years Full Time Programme)

BBA
(3 Years Full Time Programme)

Affiliated to Vidyasagar University
(NAAC Accredited, UGC Recognised
West Bengal State Government University)

Campus:
Infinity Benchmark, 10th Floor, Plot - G1,
Block - EP & GP, Sector - V, Salt Lake, Kolkata - 700091

Dr. Meenakshi Khemka
Principal

"Getting an opportunity to do your MBA course from the right place is very important. Choosing a good institute ensures that you learn the practical aspects of the content published in textbooks. Eventually, when you step into the corporate world, your success will depend upon your ability to think differently and act independently. Our illustrious team of faculty members is all set to facilitate you on your journey to achieve your dreams. Come and conquer!"

"It's your life - live it your way. Take your own decision - take a right decision. Think clearly, search diligently, reason logically, choose wisely, act decisively. There comes a time in every person's life when one has to let go of 'hand-holding' and grow up and become independent. At IQ City UWSB, we are fully equipped and totally committed to help you take your first steps in that direction - the right direction. Learn to stand on your own two feet. Learn with us to live your life with 'no regrets'.

Wish you all the best."

Dr. Amitava Ghosh
Dean

About
Kolkata Campus

Kolkata is the intellectual capital of India. It is the third most populous city in India, and 13th in the world. The city is known for its vibrant political culture. Some notable companies headquartered in Kolkata include ITC Limited, Exide Industries, Britannia Industries, Bata India, Birla Corporation, RPG Group, Philips India, Coal India Limited, PWC India and Peerless Group. The IQ City UWSB campus is situated at Salt Lake, Sector V, one of the fastest growing knowledge hub of India. IQ City UWSB campus is **a premier Business School in Kolkata with an outstanding track record of placement** and is also one of the best techno academic B-school campuses in Eastern India.

The campus has brought in the corporate ambience of a western B-school in Asia. Strategically located near the central business district of Kolkata, the campus allows students to get optimum corporate exposure. The state-of-the-art infrastructure facilities encourage interaction and debate which form the heart of management education.

A premier Business School in Kolkata with an outstanding track record of placement

MBA (2 Years Full Time Programme)

The MBA programme at IQ City UWSB prepares students to excel in corporate & business world in India and abroad. The course requires strenuous and comprehensive inputs imparted to the admitted students supported by ingenious efforts of the students and rigorous mentoring by the distinguished faculty of IQ City UWSB

This 2-year program is chiefly divided into four semesters of academic delivery and 2 months of industry internship, with added modules on Soft skills, Leadership, Public Speaking, Business Communication, Networking skills, Negotiation skills, MS Office skills, Team Building and other personality re-engineering programmes. Along with internships & interview preparations, industry exploration & engagement with discussions on contemporary issues are conducted in regular intervals.

SPECIALISATION

- Digital Marketing
- Data Analytics
- Marketing
- Finance
- Human Resource Management

HIGHLIGHTS OF THE PROGRAMME

- Professional Certifications Courses
- Soft skills & employability skills training
- Personality re-engineering sessions
- Industrial visits and Industry Institute Interface
- Monitoring by Experts
- Leadership skills Training

SELECTION PROCESS

Stage – I: The date and venue for the Selection Round will be intimated to the shortlisted candidates through email, letter and phone call on receipt of the application form.

Stage - II: The selection round includes Group discussion, WAT, Psychometric Test and Personal Interview.

Stage - III: Selected Candidates will be intimated via mail and letter. The admission will be confirmed on receipt of requisite fees as mentioned in the admission offer letter.

ELIGIBILITY CRITERIA

Graduates in any discipline from a recognized University are considered eligible for this course. Candidates in their final year of graduation may also apply. All students seeking admission to IQ City UWSB must fill-up the prescribed application form, and submit the same to IQ City UWSB with their admit cards and scorecards of CAT / CMAT / MAT / XAT / ATMA / Any other National Level Entrance Test.

** specializations to be offered subject to a minimum number of students.

BBA (3 Years Full Time Programme)

The 3-year BBA programme at IQ City UWSB aims at laying a solid foundation for its students to pursue higher education in management at Master's and Doctoral levels or succeed in the world of business. The programme is designed to provide holistic education, as it imparts fundamental knowledge of business and management principles to its students.

Innovative pedagogy used by IQ City UWSB, emphasizes on the development of communication skills, quantitative reasoning and analytical skills in line with the needs of the hour. As a result, the students can gain knowledge of various latest business practices and processes and apply these in current and future global business scenario.

CERTIFICATION COURSES

- Fundamentals of Banking and Financial Services
- Fundamentals of Digital Marketing
- Fundamentals of Analytics
- Emotional Intelligence

HIGHLIGHTS OF THE PROGRAMME

- Highly qualified and experienced educators
- Professional Skills & Personality Development Training
- Case Study based Pedagogy
- Guest Lectures & Outbound Training
- Multiple certifications in contemporary domains
- Industry Visits and Industry Institute Interface

CAREER PROSPECTS

- Relevant jobs in various disciplines- Marketing, Digital Marketing, Data Analytics, Finance, HR
- Coveted job roles in the Sales/Marketing divisions of organizations
- Executive Trainee in Consultancy, FMCG, Advertising agencies, Brand Management, etc.
- Entrepreneur / self employed professional
- Pursue higher studies- Master of Business Administration (MBA) and hone their skills further in a specific management domain.

ELIGIBILITY CRITERIA

- 10+2 from any recognized board
- Class 12th students appearing / waiting for final result

Selection Process:
Group Discussion on a given topic and a Personal Interview.

* These are in-house certification programme courses.

Everything Your Future Wants

Excellence that takes you to the top firms

Our unique global placement team provides students with efficient assistance which is based on three models. With global contacts and one of the most active placement teams in India, IQ City UWSB provides suitable placement opportunities for its students. It is one of the most structured and well planned career development efforts of any business school.

TIER - I
The first team explores zonal opportunities in East Zone, West Zone, Central Zone, North Zone and South Zone.

TIER - II
The second team works on creating national opportunities and integrate national placements in a centralized manner.

TIER - III
An overseas placement team explores opportunities in UK, Middle East, East Asia and Australia. The globally spread network of IQ City UWSB team and industry advisors jointly create employment opportunities for Indian talent.

*Partial List

Life @ IQ City UWSB

Saraswati Puja

Guest Lecture

Industry Visit - Hindustan Unilever

Industry Visit - Amul

Certificate Programme By IRMA

Indoor Sports

Management E-Week

Outbound Activities

Independence Day Celebration

Freshers Party

Academic Leadership

Dr. Meenakshi Khemka
Principal, IQ City UWSB
PhD, IIT Delhi
MBA (HRM), MONIRBA,
University of Allahabad

Dr. Amitava Ghosh
Dean, IQ City UWSB
PhD, BESU, Shibpur (Now, IIEST)
PGDM, Indian Institute of
Management Calcutta

Dr. Somarata
Guha Chakraborty
Associate Professor
PhD, Calcutta University
M.Sc., Calcutta University
PGDM (Finance), AIMA

Dr. Ranita Basu
Assistant Professor
PhD, University of Calcutta
MA (Industrial Psychology),
University of Calcutta

Sahana Ghosh
Academic Consultant (Prof.)
M.Phil. in Economics,
Delhi School of Economics
MA in Economics,
JNU, New Delhi

Parvinder Singh Narang
Adjunct Faculty
PGDM, IIM Calcutta
B.Tech (Hons) ME,
IIT Kharagpur

Kaveri Narang
Adjunct Faculty
PGDM, IIM Calcutta

Jayanta Saha
Adjunct Faculty
M.Sc., Netaji Shubhas University,
Kolkata

Ayaz Ahmed Safi
Associate Professor
BA (Pol. Sc. Hons),
St. Xaviers' College Kolkata
Certified Chally Assessor

Tanushree Datta
Asst. Professor & Asst. Director
Placement, MBA, MAKAUT
(University Gold Medalist)
B.Ed., University of Calcutta

Abir Ghosh
Assistant Professor
PGDBA (AICTE Approved)
Master of Business Law,
NLSIU Bangalore

Debayan Ray
Assistant Professor
MBA in Finance, IIEST Shibpur
M.Com in Finance & Accounts,
University of Calcutta

Soumi Chakraborty
Sr. Lecturer
PGPBM, ISB&M Kolkata
B.Tech, Bengal Institute of
Technology (WBUT)

Debangshu Mukherjee
Sr. Lecturer
Masters in Mathematics,
SHIAT Allahabad
Postgraduate Diploma, ISI Kolkata

Ritwik Dutta
Lecturer
MA, New Mexico State University,
Las Cruces, USA

Reema Basfore
Lecturer
PhD (Pursuing),
OPJS University Rajasthan
MBA, Guwahati University

Student Placement (*Partial List)

At IQ City UWSB, we strive for excellence.
Excellence that takes you to the top firms..

IQ City UWSB Kolkata is a premier business school that brings together the best of infrastructure, knowledge and methodologies to train global managers for the present and future. At IQ City UWSB, we help you achieve excellence that puts you on the path to success!

The success stories of our students are what encourage us to be a better version of ourselves.
Their struggle becomes our struggle and their success stories become our milestones. We walk the path together and help them reach their desired career goals.

Kaustav Choudhary

EY

Ronit Mishra

EY

Prashant Sharma

pwc

Nayan Muhuri

EY

Rivu Chakraborty

CEASE FIRE

Shivom Mondal

pwc

Dirup Middya

uti
UTI Mutual Fund

Pradyut Sarkar

IDFC FIRST Bank

Student Placement (*Partial List)

Angel Garima Agarwal

Nestle

Siddhanta Sengupta

coolberg

Diksha Singh

Nestle

Debasish Sinha

STAR Health Insurance

Tanya Dakshy

Nestle

Aritra Dutta

Reckitt Benckiser

Jayrup Dey

BYJU'S The Learning App

Aman Singh

AAMCO

Anindya Chakraborty

emami

Puja Ghosh

ITC

Abhishek Banerjee

pwc

Suyesh Bharati

IDFC FIRST Bank

Beauti Sahani

EY

Akash Khedwal

ITC

Sarthyaki Bhattacharya

Nestle

Sandeep Ankur Sharma

MRF

Student Placement (*Partial List)

Minakshi Debnath

INNOVIUS RESEARCH

Subham Halder

Reliance digital

Sayantan Chakraborty

INNOVIUS RESEARCH

Pratistha Mishra

Reckitt Benckiser

Payal Sarkar

uti UTI Mutual Fund

Ritesh Das

Indiabulls

Srinjoy Dutta

BAJAJ FINSERV

Tania Majumdar

JMS

Aniket Bhowmik

GKB Opticals

Ashish Mahapatra

UTKARSH Life demands. We deliver.

Rajsree Ghosh

JMS

Prativa Khatua

pwc

Anushta Sinha

LIDO

Arghya Banik

netcore Experience the Infinite

Arpan Ghosh

Paytm

Ayushi Paul

EduKyu

Student Placement (*Partial List)

Barnita Sarkar

EduKyu

Mitali Mishra

Air King

Moumita Paul

iTEC

Nikhil Gupta

INNOVIUS RESEARCH

Payal Baul

INNOVIUS RESEARCH

Rohan Saha

WhiteHat Jr

Sanchita Saha

Air King

Shubhum Singh

Jio

Swarnali Mukherjee

Suvidhajobs.in

Vikash Yadav

LIDO

Yash Kumar Pandey

ICICI Prudential Mutual Fund

Zeba Amir Khan

JMS

Rohan Dutta

Dabur

Arjama Nag

emami

Archan Dey

INNOVIUS RESEARCH

Sourav Bardhan

IMRB International

Student Testimonials

Life at IQ City UWSB Kolkata promises you experiential learning and rich and wholesome knowledge of the business world. I am extremely satisfied with the well qualified and encouraging faculty whose real-world experience and personal commitment to each student's growth and professional development was evident throughout the entire curriculum. From nurturing our inner talents to eradicating the fear to speak up, IQ City UWSB has polished my skills and added a shine to my personality. The unique approach of "learning by doing" via case studies, industry interface, live projects, and outbound learning has led to immense value addition.

Nilanjan Jana

It is an amazing experience to be a part of IQ City United World School of Business, Kolkata. This institution has given me a lot of confidence by arranging great corporate exposure and placements. The study environment is amazing. Our faculty members teach and explain the topic very effectively with real-life examples which I can remember easily. Students are also encouraged to participate in various social and cultural events. They are always there to correct my mistakes and guide me.

Ani Khatun

Taking admission in IQ City UWSB Kolkata was a perfect decision for me. United World provides a great platform for learning and development. IQ City UWSB has helped me to develop a positive attitude towards my life & career. Their aptitude classes, group discussion sessions, newspaper reading sessions, and grooming sessions significantly helped me a lot to enhance my skills as well as to fetch my final placement at Utkarsh India limited and my summer internship at ITC Ltd. Thanks to UWSB for creating such an opportunity for me.

Abhijit Sarkar

One of the best journeys in my life started at the IQ City United World School of Business Kolkata. The friendly attitude of the professors and their willingness to always offer a helping hand has made me feel a part of the UWSB family. My Management course at UWSB brought clarity of thought, knowledge, confidence and courage to me and my goals.

The college conducts Industry Institute Interface which is very much helpful to know how the outside market works.

The live projects gave me very good exposure and helped me to enhance my skills. The overall experience here till now is very good.

Angel Garima Agarwal

Industry Connect

Thank you IQ City United World School of Business for the hospitality & the facilities offered for organizing the campus placement drive. The campus infrastructure is commendable and the faculty members are extremely professional. The quality of the students is also very good. Wish to continue the professional association with IQ City UWSB.

Dipankar Mukherjee
Zonal Manager - HR
Aditya Birla Fashion & Retail: Pantaloons

It was a superb experience overall interacting with the talented students of IQ City UWSB Kolkata. The students themselves were very interactive and I had a great time sharing my experience with them.

Sayantan Sanyal
Senior Marketing Manager, Samsung

It was a pleasure being at IQ City UWSB Kolkata campus. I loved the campus, faculty, & overall infrastructure. The students are a wonderful lot and hope they were benefitted from my session. Looking forward to more such interactions in the near future.

Naveen Kejriwal
General Manager, Lenovo India

It was nice to interact with the students. The faculty members were very enthusiastic. Wishing the institute all the very best.

Vikas S. S.
DGM, SEBI

Why Choose IQ City UWSB Kolkata?

At IQ City UWSB Kolkata, we just don't teach students, we mentor and guide them to explore subjects with analytical and critical thinking. Our world-class pedagogy and education delivery method backed by state of the art infrastructure and highly experienced faculty help them transform into skilled managers of tomorrow.

- Industry Designed Job-ready Curriculum
- 150+ recruiters
- Highest Package 10 Lakh+
- Students from 10+ States
- Internships
- Live Projects
- Industry Visits and Industry-Institute Interface
- Industry-expert Faculty from Renowned Institutes like IIT & IIMs
- CEO Lecture Series
- Masterclasses by Industry Expert Guest Speakers
- Grooming sessions/ Mock GD and Interview Preparation
- Soft Skills & Employability Skills Training
- Leadership Skills Training
- Personality Re-Engineering Sessions
- Outbound Training Programmes
- Computer Lab
- Centralised Library
- Indoor & Outdoor Sports Tournaments

Loan Details

We are providing 100% assistance for education loans and student credit cards for our existing eligible students. The loan facility will be provided by nationalized banks, private banks, or non-banking financial companies according to the eligibility criteria. We will be assisting you through the process to make it hassle-free. However, the decision as to whether or not to consent or approve the loan or student credit card shall be in the sole and exclusive discretion of the Bank and the Bank's decision shall be final and conclusive.

EDUCATION LOAN FROM NATIONAL BANK

- State Bank of India
- Punjab National Bank
- Bank of Baroda
- UCO Bank
- Central Bank of India
- Union Bank of India
- Canara Bank
- Indian Overseas Bank

FROM PRIVATE BANK

- HDFC Bank
- ICICI Bank
- AXIS Bank
- IDFC First Bank

NON-Banking financial company

- AVANSE Finance
- EDUVANCE

Special subsidized loan facility under SC/ST/OBC & Minority quota.

Education loan facility available under West Bengal Student Credit Card scheme (For students within the State)

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Sector - V, Salt Lake, Kolkata - 700091

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IQ City UWSB is managed by IQ City Foundation and KMET. It is not a constituent college of KU.