

The only Business School in West Bengal
with a



Times School

Published by The Times of India

RANKED AMONGST THE
TOP 3 BUSINESS SCHOOLS IN KOLKATA



4 YEARS IN A ROW

THE ECONOMIC TIMES



Awarded among the
Best Education Brands
by
The Economic Times



Ranked amongst
The Best Business Schools
in Asia



Learning for Life



Celebrating
FIFTEEN YEARS
2008 - 2023

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



Business Analytics & Data Science



Applied Analytics



IIT Kanpur

International Finance Studies



LONDON

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 ideas our faculty produce and disseminate, and through the influence we achieve by being close to industry and of leading companies and institutions all across the world. We aim to create global talent, without boundaries, who can make both local and global decisions and work in any economy or business architecture. 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 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.

Ranked amongst the Top 3 Business Schools in Kolkata consecutively for the last 4 years by The Times of India B-School Survey. Also Awarded among the Best Education Brands by The Economic Times.

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 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 access to certifications and other enhanced skills in Applied Analytics and Data Visualisation that will help enhance the learning of the students, making them more competent.



Harvard Business School Online

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 some of 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. Ankan Dhar | PG - Business Management

Core Areas: Digital Analytics, Promotional Strategy, Google Adwords, Social Media and Content Creation

Prof. Aniruddha Banerjee (MBA)

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

Dr. Aniruddha Bhowmick | PhD, MBA, Economics Honours

Core Areas: Marketing Management, Consumer Behavior, Advertisement and Sales Promotion

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. Gautam Sinha | M.COM, CAIIB

Core Areas: Banking, Accountancy and Financial Management

Prof. Indrajit Banerjee | MBA

Core Areas: Supply Chain Management

Prof. Joyita Basu Chatterjee | MBA

Core Areas: Business Communication, Soft Skills, Grooming

Dr. Miya Sengupta | Ph.D, MPM

Core Areas: HRM, Organizational Behaviour and Labour Law.

Prof. Pinaki Bhattacharya | MBA, PGDM

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

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

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

Prof. Shambo Sen | MCA, CTS Certified

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

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

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

Prof. Sheikh Alauddin Ali | MBA

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

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

Core Areas: Quantitative Techniques, Operations Research, Operations Management

Prof. Tanumoy Das | MBA

Core Areas: Financial Management, Financial Accounting, Business Law, 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. Arijit Mitra | Zonal Manager - HR - **Reliance Retail**

Core Areas: Human Resource, Retail Management

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

Core Areas: Human Resource, Training and Development

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

Core Areas: Digital Marketing

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

Core Areas: Business Analytics & Data Science

Mr. Keshav Mundra | Sr. Manager - **Deloitte**

Core Areas: Finance, Wealth Management

Mr. Manmeet Singh | Director - **Kelloggs**

Core Areas: FMCG, Marketing, Supply Chain Management

Mr. Prakash Pandey | Regional Manager HR - **Britannia**

Core Areas: Human Resource, OB, Communication

Mr. Prमित Dash | Regional Manager - Sales and Customer Development - **Colgate Palmolive**

Core Areas: Marketing, CSR, Business Development

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

Core Areas: Financial Management, Tax Laws

Ms. Smita Chakraborty | Senior Manager - **ICICI Securities**

Core Areas: Marketing

Mr. Sandip Paul | Regional HR Manager - **Bajaj Corp**

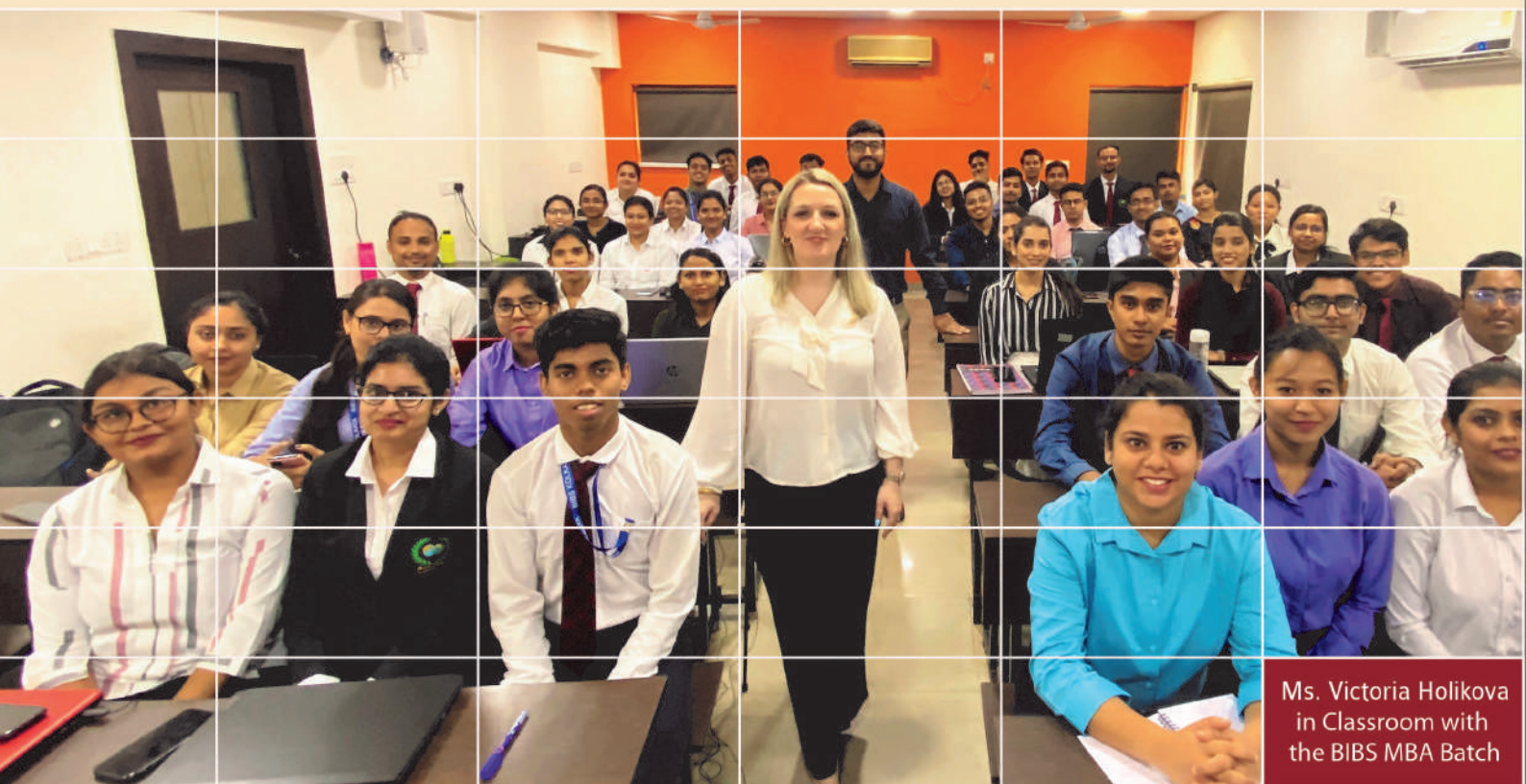
Core Areas: Human Resource

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

Core Areas: Mutual Funds, Investment, Financial Markets

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

Core Areas: Digital Marketing, Digital Strategy, Social Media



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 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 to learn more about Hybrid Experience

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 T.V 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.



Corporate@Campus

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

	<p>Mr. Arnab Chakraborty Sr. Brand Manager Amazon India</p>		<p>Mr. Harsh Neotia Managing Director Ambuja Realty</p>		<p>Ms. Meghna Roy Manager Axis Mutual Funds</p>
	<p>Mr. Baljit Singh Viridi Zonal Sales Manager Adani Wilmar</p>		<p>Mr. Deepak Nair Head - Retail Sales BFC - Kingdom of Bahrain</p>		<p>Mr. Anirban Roy Chowdhury Director - Projects Cognizant</p>
	<p>Mr. S. Chakraborty Director - Automotive EXIDE</p>		<p>Mr. Subir Chowdhury Zonal Manager HCL</p>		<p>Mr. Anirban Mazumdar Brand Manager ITC</p>
	<p>Mr. Biswadip Gupta Joint MD and CEO JSW Bengal Steel</p>		<p>Mr. Radhakrishna Kalla Associate Director KPMG</p>		<p>Mr. Mayank Jalan Managing Director Keventer Agro Ltd.</p>
	<p>Ms. Diana Mirza Global HR Business Partner (Director) Novartis (USA)</p>		<p>Mr. Sanjay Budhia Managing Director PATTON Group</p>		<p>Mr. Rohit Ghattani Divisional Sales Manager Parle</p>
	<p>Mr. Manab Ghosh President Pidilite</p>		<p>Mr. Dipankar Chakraborti Executive Director PwC</p>		<p>Ms. Priya Gurnani Sr. Creative Director Publicis India</p>
	<p>Mr. Manoj Kr. Sinha State Head SBI MF</p>		<p>Mr. D.K Vyas CEO SREI BNP Paribas</p>		<p>Mr. Farhan Safi VP Square Yards - Dubai</p>
	<p>Mr. Soumitra Patnaik Head - Communication TATA Steel</p>		<p>Mr. Sandipan Chakravorty Chairman and MD TM International Logistics Ltd. (TATA Group)</p>		<p>Ms. Rupali Basu MD and CEO Woodland Hospitals</p>

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

More than **200 Companies**
have visited the BIBS Campus in 2022 to interact with our students

Legends who have inspired us

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



Dr. APJ Abdul Kalam

Former President of India & India's Rocket Man



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

Indian Football Legend



Ms. Jhulan Goswami

Indian Women Cricketing Legend

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

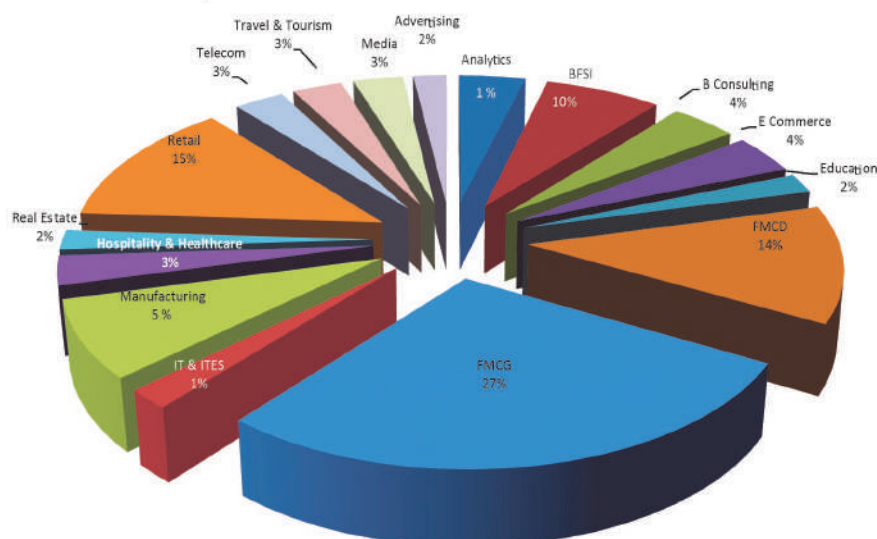
30% Pre-Placement Offers were generated for BIBS students after their Summer Internships.

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, from being ranked amongst the top 3 business schools in kolkata for the last 4 years to being awarded as the best brands bases 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.

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

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

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

The Best Companies from India and abroad



Abhishek Mitra



Aditya Bormudoi



Aditya Pandey



Akash Banerjee



Akash Kumar Kar



Ambika Sarkar



Amit Maitra



Anish Kumar Sen



Anjan Roy



Ankita Chakrabarty



Ankita Sarkar



Ankur Raha



Anupama Bose



Archisman Dey



Arijit Dasgoddar



Arpita Ghosh



Bidisha Paul



Debaroti Dutta



Debasmita Mondal



Debojyoti Biswas



Dipayan Jana



Durga Saha



Enakshi Saha



Jayatri Sengupta



Jitesh Gupta



Krishna Chowdhury



Lalima Kumari



Lisa Kirtunia



Md Iftiyar



Md.Sahil



Nibedita Debnath



Niladri Mukherjee



have recruited students of our MBA Batches



Pallabi Sinha



Pawan Hela



Prachurya Kumar Nath



Pratik Mitra



Pratyush Kumar



Preeti Prashar



Promila Sarkar



Ria Gupta



Rajib Sahoo



Rakesh Paul



Rishika Sen



Rituparna Dhar



Sandip Ghosh



Saikat Naskar



Sanjib Rajbanshi



Shrestha Kundu



Siddhartha Sen



Simireema Rajkhowa



Smeeta Behera



Sohon Roy



Sourav Mazumdar



Sriparna Pramanick



Sristi Gupta



Susmita Roy



Sujoy Kundu



Suman Rajak



Sumanta Chakraborty



Swagata Chakraborty



Tanmay Basu



Tritam Mondal



Trisha Sahoo



To view the complete list visit
www.bibs.co.in

MBA – PGPBM

The flagship 2 - year Full - Time, Regular 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 through classroom concept learning being imparted by corporate leaders who are a part of training fraternity that gives students the industry perspective of their classroom learning. Industry focussed curriculum, live projects, weekly industry interactions give the programme an unparalleled edge over others. Post completion of the three-month Summer Internship, students choose their area of specialization in the second year of the programme 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, Kelloggs 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.

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 students.

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.

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 Mondelz are offering PPOs to PGPBM students almost every year.

Rigorous Training for Placements covering Soft Skills, Communication and Grammar, Behaviour and Interview Skills, including G.D. and P.I. skills and also psychometric evaluation.

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



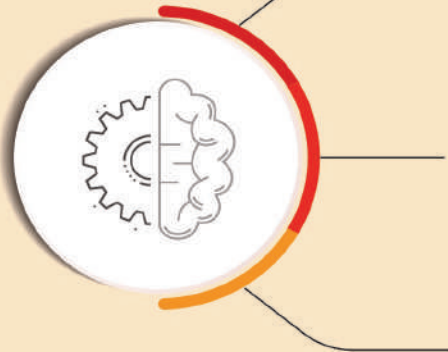
MBA – PGPBA&DS

BIBS is the **first and only Business School in West Bengal to collaborate with IBM** for a Regular Full Time MBA 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.

IBM endorsed Certificates



Provide authenticity and global leverage to the skills learnt by the students. These help enormously in final placements.

Tie - Up with IIT- Kanpur



For Certification in AI, ML, Python and others adding value to a student's skill sets

Industry Projects



Real industry projects from leading companies to give practical approach to learning.

Advantage MBA – PGPBA&DS

A Regular Full - Time degree MBA in Business Analytics and Data Science affiliated to Vidyasagar University, A NAAC accredited, W.B. State Government University, recognized by UGC, Ministry of HRD, Govt. of India.

IBM Collaboration - 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.

IBM Certified Subject Matter Experts along with Business Analytics and Data Science experts in the field of Business Analytics and Data Science from around the world provide the best hands-on approach to learning.

Globally valid certification and badges from IBM – will be awarded at each level, giving authenticity and global leverage to the skills learnt by the students.

Special Access to IBM's Talent Network - IBM Talent Network members receive all of the tools needed to land a dream job with the best companies. You will get job opportunities as soon as they are available, recommendations to apply matched directly to your skills and interests.

Collaboration with IIT - Kanpur for various certifications in AI, Machine Learning, Python and more to enhance the knowledge development and endorse the skill sets of the students adding value to their knowledge.

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 Certification - Certification in MS Excel, which is a critical tool in analytics and data management for BA&DS professionals.

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



LinkedIn

"BIBS Kolkata is leading to educate the Business Leaders in the Data and Analytics domain by equipping them with the vital importance of competition, innovation and leadership by building successful business with the power of collaboration and responsibility."

Ms. Medha Bhardwaj
Senior Account Director and AI
LinkedIn

Student Speak



Mr. Anirban Dutta
MBA - BA&DS Batch of 2023

"Today I am placed in **Utah Tech Lab** at a package of 9 Lacs p.a, all thanks to the amazing knowledge we received during the MBA program at BIBS. We were nurtured by world leaders like IBM, Oracle and AWS as well as guided and trained by the BIBS Faculty who took care to make us industry ready. I am and will always be grateful to BIBS for this wonderful learning for life."

MBA – PGPDM

A 2 year full-time management programme, affiliated to Vidyasagar University, the 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 as the Advisory Council for DMI keeping in view the current industry trends.



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

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.

DMI content has been created by Top 1% Globally Recognised Marketers



Amy Brooks

Facebook, Blueprint

Director, Partner Training
and Certification



Mia Mora

Google

Global Head of Strategy
and Ops



Neil Patel

Neil Patel Digital

Founder



Olivia Kearney

Microsoft

Chief Marketing Officer



Tom Kendall

IBM

Head of Digital Marketing,



Tyrona (Ty) Heath

LinkedIn

Director, Market

Advantage MBA – PGPDM

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 co- branded Digital Marketing Programme with DMI Ireland, the most trusted name in the Digital Marketing Education platform 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.

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

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.

A 12 - 15 Month Industry Focussed training covering core digital frameworks in terms of designing & executing campaigns, content, social media and search engine marketing.

A 8 - 11 month confirmed paid internship follows which helps students, especially those without work experience, supplement their academic knowledge with real-life experience.

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 SaaS sales 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 trains students through real company assignments like lead generation and website management thereby making learning practical, real time and as per current industry standards.

Globally Accepted Certifications from Google, Meta, IBM, Microsoft, Hubspot etc. give you a mark of excellence as a Digital Marketer capable of handling brands globally.

Saksham
The Incubator Project

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
Additional Chief Secretary,
Govt of West
Bengal, IT & Electronics

Certifications that give you global validation of your expertise



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



An online platform that teaches you everything you need to know about advertising on Twitter.



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



The only Business School in West Bengal affiliated to the HUBSPOT Education Partner Programme

MBA – PGPFM

Affiliated to Vidyasagar University, the Fulltime, Regular **MBA - PGPFM** or the **Post Graduate Programme in Financial Management** brings together an 11-13 months of specialised courseware taught from the first day, the certifications of NISM, the brand value of CISI, London among others. Then a 5-8 month internship program follows. This 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.



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

A 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.

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.

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 - VIII : Equity Derivatives |
| iii. NISM - IX : Merchant Banking | iv. NISM - XA : Investment Adviser (Level 1) |
| v. NISM - XV : Research Analyst | vi. NISM - XVI : Commodity Derivatives |

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.

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



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.
- ★ **World Class Training by CISI** - The CISI London, works in partnership with lots of high-level trainers and practitioners, who are well known within the industry and around the world.
- ★ **Fully Immersive Knowledge Portal** - You get access to a fully loaded Knowledge Portal with customized content based on region and job relevance. With assignment and practice modules, the knowledge portal guides your core learning with immersive content that makes your learning more real life and hence exciting to pursue.

Global Companies that prefer the CISI Certification



MBA – PGPSCM

A 2-year Industry Integrated Full-Time 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



★ **Training for Employability** - get knowledge and mentorship focussed on imparting skills suited to get the best career opportunities in the logistics and supply chain management industry

★ **Expert Faculty** - Subject matter experts from logistics and supply chain domain

prepare students for the real time needs of the industry based on an individual skill set basis suited to each student's needs.

- ★ **Industry Visits** - Learning by doing through regular industry visits and meeting supply chain leaders to develop a keen insight to the practical working of the logistics and supply chain markets.
- ★ **Internship Opportunities** - Students get relevant internships, projects and on-the-job-training to bridge the academia and industry skills difference and hence becoming industry ready
- ★ **Placements** - The Tech Mahindra placement wing and the BIBS 3 - tiered placement cell will bring the best companies in the industry to recruit students.

Training and Placement Partners



Advantage MBA – PGPSM

A Regular Full - Time MBA 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. The foundation will provide SCM Certification to all students, giving them a benchmark of excellence in Supply Chain.

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

Major Logistics, Supply Chain & Ecommerce 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.

12 months Industry focussed classroom training, that incorporates the learnings of management as well as the core skill of SCM and Retail, taught by illustrious faculty from BIBS and Industry experts from the Supply Chain Management Industry.

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

Industry visits to companies like Pantaloons, Amazon, Flipkart, etc have students gauge real industry scenarios to help convert their theoretical learning in class to practical understanding of the Industry in a real time learning environment.

Confirmed and Paid Apprenticeships in leading SCM companies post completion of the classroom learning. BIBS has a year - on year record of more than 60% students getting Final Placement offers from companies in their apprenticeship period.

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

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.



"Supply Chain Management is an integral part of the retail industry. It is wonderful to see that BIBS has an MBA in this domain and I am sure this will help to provide a complete understanding of this subject and it's application in real life scenarios. This will open up new career opportunities for the students of BIBS."

Mr. Nabangkur Das
AGM
Reliance Digital

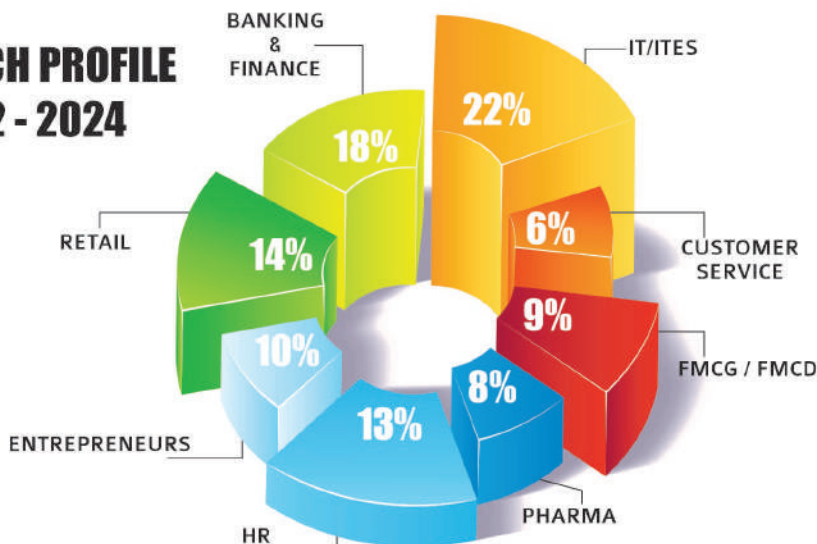


MBA – PGPEX

The Post Graduate Programme in Executive Management or MBA - PGPEX, affiliated to Vidyasagar University, is a 2 years 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 2022 - 2024



63% WORKING IN SENIOR ROLES

84% OF BATCH JOINED FOR ENHANCEMENT OF KNOWLEDGE & UPGRADE OF SKILLS

5.5 MEDIAN YEARS OF EXPERIENCE

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 your work or salary - Convenient weekend batches & timings designed specially keeping the busy schedule of working executives in mind.

Create a 360-degree Knowledge Spectrum 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**

Mutual Funds Certification from **NISM**
MS Office Certification by **Microsoft**

Immense Networking Opportunities with classmates and alumni, who are experienced professionals, you get an immersive environment, both in and out of the classroom. Learn from collective knowledge as well as experience and perspectives of a talented group of peers from different industries in a collaborative environment.

Enhance Leadership Skills - Provides key resources to help become a better leader in the workplace. After each classroom session, return to your job and apply what you learn. Back at campus, you can share your experiences with each other and enrich your learning.

Add value to your organisation - With ideas and inputs generated through teamwork and collaboration with peers, faculty and mentors from across industries, you will have the opportunity to relate theory to practice, adding immediate value to your organisation.

IIM Shillong's support to BIBS ensuring high standards of quality in academic delivery. Learn from collective knowledge of top faculty and corporate mentors, who will shape and guide you become better leaders.

Placement opportunities through the peer network inside the classroom as well as our alumni. Also get assistance from the 3 tiered BIBS Placement team that has had more than 200 companies recruit 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 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



Payal Dey

"The MBA - PGPBM programme at BIBS is embedded with so much learning as well as gaining live experience that I was able to practice all the skills that I learnt in class. This led to a wonderful placement with **Airtel**."

MBA Batch of 2023



Gourab Roy

"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 **Bandhan Bank**."

MBA Batch of 2023



Rajib Sahoo

"The MBA - PGPBA&DS programme has served as a great choice for me. I have always had a passion for Analytics and this programme through collaboration with IBM as well as other leading companies helped me develop my passion in to a flourishing specialisation and hence a final placement with **Ernst & Young**."

MBA Batch of 2023



Arup Nag

"BIBS helped me in finding my skills and working on them to make myself better. Proper mentoring taught me the value of live learning and a constant desire to upgrade my skills. I am so happy to be starting my career at **HDFC Bank**."

MBA Batch of 2023



Md. Ifiyar

"It has been a "Learning for Life" experience at BIBS. I have been placed in **Jio Mart**. I gained a lot of exposure and learning during my 12 months apprenticeship which taught me actual scenarios and industry requirements. Back in the class, these experiences were then converted in to practical management learning which has helped me immensely."

MBA Batch of 2023



Jina Das

"I am so delighted for my placement with **Kotak Mahindra Bank**. I am immensely thankful to all the wonderful faculty at BIBS, as well as the mentors and trainers, whose never ending support made me develop myself into a successful corporate employee."

MBA Batch of 2023



Susmita Roy

"BIBS provides proper mentoring and live learning and teaches you to have a constant desire to upgrade your skills. I am so happy to be starting my career at **Mondelez**. Thank you BIBS for helping me make a wonderful career for myself."

MBA Batch of 2023



Aditya Pandey

"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 2023



Simran Singh

"The BIBS MBA-PGPFM has provided me with a great platform for learning practical and in real time. From industry support to live projects, we were always motivated to learn as per industry standards. It is no wonder that I have a great Final placement at **PwC** today."

MBA Batch of 2023



Simireema Rajkhowa

I have managed to achieve a dream to start my management career with **Reckitt**. At BIBS, the faculty and mentors knowing of my interest in banking, always made me practice and persevere with related content. Industry visits and guidance by industry faculty and corporate professionals helped me grow."

MBA Batch of 2023



Rajat Das

"I am so thankful for a final placement with **SC Johnson**. When I joined MBA, I had no clue as to where I wanted to specialise. However, I received so much support and guidance not only from the faculty but also from industry that it helped me realize my true potential."

MBA Batch of 2023



Sourya Ghosh

"The MBA programme provided a number of opportunities to improve my core skills in communication, leadership, team-building and presentation. It was great to have faculty that could guide me on where to focus my efforts. I am extremely excited to start my career with **Hindustan Unilever**."

MBA Batch of 2023



BIBS in Media



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

- Dr. APJ Abdul Kalam
Addressing BIBS Students



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