



Email enquiries
admissions@unitedworld.in



Telephone enquiries
+91 91638 50000
+91 91631 65000



Find out more, visit
www.uwsbkolkata.com



Follow us on
facebook.com
@iqcityuwsb



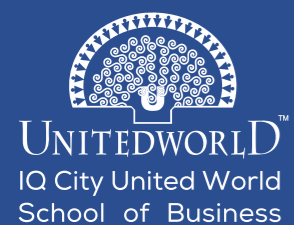
Follow us on
instagram.com
@iqcityuwsb



Follow us on
twitter.com
@iqcityuwsb

*Programme Structure and Certification Courses may change as per market dynamics.

Disclaimer:
Logo(s), Trademarks and images used in the brochure are of respective owners/contributors;
usage of the same in the brochure is for educational purpose and has no commercial meaning
neither we claim any rights over it.



Campus:
Infinity Benchmark, 10th Floor, Plot - G1,
Block - EP&GP, Sector - V, Salt Lake, Kolkata - 700091
Tel: 033 4004 5000

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

IQ CITY UNITED WORLD SCHOOL OF BUSINESS KOLKATA

BBA

(3 Years Full-Time Programme)

MBA

(2 Years Full-Time Programme)

www.uwsbkolkata.com

Affiliated to Vidyasagar University

(NAAC Accredited, UCC Recognised, West Bengal State Government University)



UNITEDWORLD™
IQ City United World
School of Business



"The success of the young entrepreneur will be the key to India's transformation in the new millennium."

~ **Dhirubhai Ambani**



"All of us do not have equal talent. Yet, all of us have an equal opportunity to develop our talents."

~ **Ratan Tata**



"You cannot get into business for the fashion of it."

~ **Azim Premji**



"Always think outside the box and embrace opportunities that appear, wherever they might be."

~ **Lakshmi Mittal**



"Progress is often equal to the difference between mind and mindset"

~ **Narayana Murthy**



A PARADIGM SHIFT

The world is in the midst of the Fourth Industrial Revolution, which is changing the ways we live, learn, work and relate to each other. As a B-School, IQ City United World School of Business aims to make students nimble-footed to be constantly on the move in this fast-changing world.

The First Industrial Revolution used water and steam power to mechanise production. The Second used electric power to create mass production. The Third used electronics and information technology to automate production. Now, the Fourth Industrial Revolution is Characterised by a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres. The COVID-19 pandemic has quickened the pace of the transformation of society.

The pandemic has driven home the need for organisations, societies and individuals to adapt to unexpected events, the so-called black swans. A great reset of business models across sectors has meant that students need to be aligned to new forms of work and business. The profound health, economic, and social effects of this crisis have made it imperative to substantially redefine the dominant paradigms of teaching and learning. The past is not necessarily a lesson for the future anymore. The key is to be prepared for sudden changes and adapt accordingly.

Focusing on the development of students in competencies such as disruptive leadership, entrepreneurship with values, holistic innovation, business intelligence, digitisation of the value chain and humanistic business and organisational management, is of utmost importance.

In the long term, a consolidation of the entrepreneurship and innovation ecosystem will be necessary, with B-schools leading the way and companies, universities, and research centres acting as talent magnets, creating mutual and social support networks. A connected educational system, aligned to the new economy and the new technological contexts is a priority for IQ City UWSB to drive the development of new talent for the nation's development and competitiveness.

In the final analysis, creating a culture of career-long learning attitude is imperative to avoid talent obsolescence and bridging the competitiveness gap. At IQ City UWSB, we teach students not just subjects but the value of life-long learning so that they continue to grow even when they are firmly on their career path.



MANAGEMENT AS A CAREER

MBA stands for Master of Business Administration and earning an MBA degree will open doorways for employment in almost every sector. From finance to logistics, an MBA degree will help you pursue a successful career in various fields even in today's world of cut throat competition.

Pursue a successful professional career or go for higher studies to broaden your horizons, a Bachelor of Business Administration (BBA) degree from IQ City United World School of Business gives you plenty of options to build your career path.

MBA and BBA are preferred postgraduate and undergraduate business degrees that teach a student technical, managerial and conceptual skills. Earning these degrees enhances vital competencies including communication skills and personality.

Choosing management as a career can give an extra edge to your professional career that can guide you to stand out in a crowd of jobseekers.



MESSAGE FROM PRINCIPAL & DEAN



Dr. Meenakshi Khemka
Principal

“

“Getting an opportunity to do your MBA/BBA 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

ROAD TO SUCCESS

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

As a modern-day top-tier B-School, we diversify our approaches and concentrate our efforts on the holistic growth of the students that benefit them immensely and help them achieve their goals.

It's an abode of dynamic managers, charismatic leaders, and the future movers and shakers of the industry.

Vision

To achieve excellence in providing world-class management education at affordable costs to the youth and preparing them to excel in corporate leadership.

Mission

- To create a talent pool of professionals that is globally competitive and is equipped with the new-age skills
- To train and develop professionally ethical and socially responsible global corporate citizens
- To help students learn the most effective and globally accepted management principles and practices

Value Sets for Budding Managers

- Adherence to the basic principles of morality and ethicality in business
- Promoting & driving Innovation and change
- Respect and sensitivity towards Mother Nature



MAKING OUR MARK EVERYWHERE WE GO

With a degree
from IQ City
UWSB Kolkata
you can go
anywhere in
the world.

Our graduates are spread throughout the country and continents and work for the most prestigious companies at the forefront of Indian and international business and innovation.

A degree from IQ City UWSB Kolkata puts you in an enviable position that is Recognised and desired by employers.

When you graduate, you'll become one of the thousands of IQ City UWSB Kolkata graduates around the country that are writing their own success stories.

That is all because a degree from IQ City UWSB Kolkata sets you up for life.



ABOUT IQ CITY UWSB KOLKATA CAMPUS

Kolkata is the intellectual capital of India and the third most populous city in India. The city is known for its vibrant cultural heritage. 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.

**Under
Graduate**

BBA
3 Year Programme

**Post
Graduate**

MBA
2 Year Programme

Internships &
Live Projects



Recruiters



175+

Highest Package



14 Lac

Students From



10+
States

MAKING MORE FROM THE CAMPUS

Best-In-Class Education In World-Class Infrastructure

Our campus offers a serene and tranquil environment which acts as a catalyst in gaining knowledge. The classrooms are designed for letting in ample amounts of natural light to inspire the young and energetic minds. Technologically advanced amenities enhance learning, whereas dedicated courts for indoor games (table tennis, pool, carom etc.) and outbound training programmes ensure physical and mental fitness. The campus is an avenue for students and faculty members to assemble during and after the classes and have discussions on various topics. The stringent security system with CCTV gives the parents mental peace. Seminars and symposiums by experts are organised in the palatial auditorium. The campus of IQ city UWSB Kolkata translates our educational philosophy into the infrastructure and thus, it makes an ideal education hub for the students.



ACADEMIC
INFRA-
STRUCTURE

With utmost attention, the architecture of classrooms is made spacious, air-conditioned and comforting for students. We have embraced technology to transform the concept of classrooms into interactive sessions with the help of LCD projectors and sound amplification system. A soundproof reading room is also provided for students so that they can learn peacefully. Students have access to the Library, which has the most exhaustive collection of books.



ABOUT PROGRAMME BBA

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, emphasises 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 the current and future global business scenario.

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, Finance, HR
- Coveted job roles in the Sales/Marketing divisions of organisations
- 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.

CERTIFICATION COURSES

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



ELIGIBILITY CRITERIA

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

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

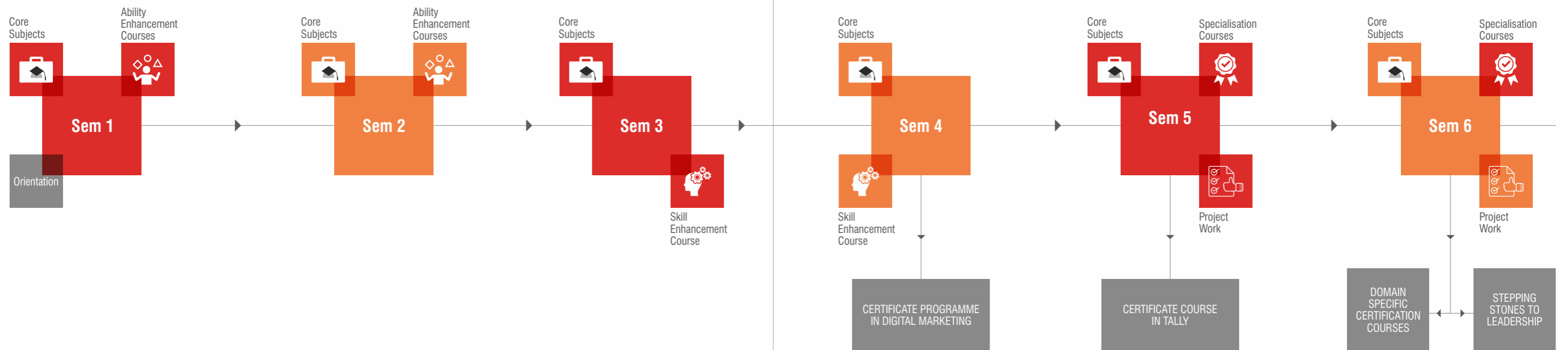


LEARNING MODEL-BBA

IQ City UWSB has undertaken additional efforts in this year's academic curriculum (learning model) to introduce and expose the students to various skill development programmes which will help them understand and readily adapt to rapid business, technological and social changes. These certificate programmes shall help provide analytical and problem solving skills and keep them abreast with the trends and changes in a highly competitive and globally dynamic economy.

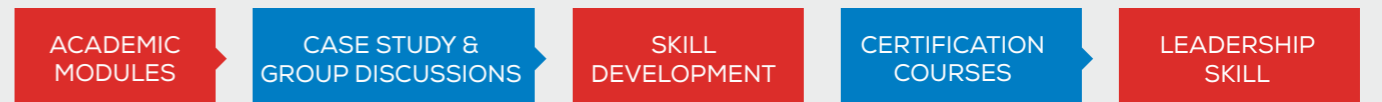
Curriculum That Prepares You For The Real World

MODEL



Education Delivery Method

The pedagogy involves active learning by virtue of which students are encouraged to proactively participate in case study, presentations and group discussions post completion of each academic module. Furthermore, multiple student development activities are conducted to sharpen problem-solving and analytical skills. Initially, students are exposed to core subjects along with skill enhancement courses. Subsequently, emphasis is given on add-on certification courses in Digital Marketing and Tally. Eventually all students undergo project work which lays the stepping stone to leadership.



ABOUT PROGRAMME MBA

The MBA programme at IQ City UWSB prepares students to excel in the 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 programme 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 at regular intervals.

HIGHLIGHTS OF THE PROGRAMME

- Professional certification courses
- Soft skills & employability skills training
- Personality re-engineering sessions
- Industrial visits and industry institute interface
- Mentoring by experts
- Leadership skills training

SPECIALISATION

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

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 recognised 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.

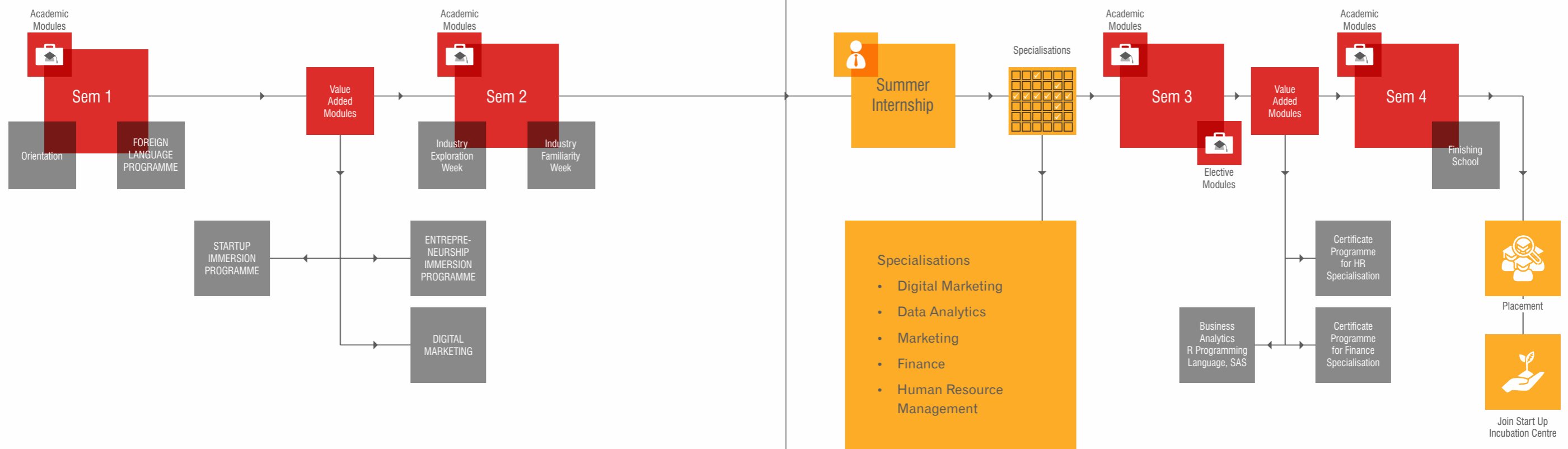
** Specialisations to be offered subject to a minimum number of students.

LEARNING MODEL-MBA

IQ City UWSB has a rigorous curriculum (learning model) for MBA students to ensure holistic development of the students. Special emphasis is given on interactive environment through Industry Institute Interface, skill development programmes and individual mentoring to bridge the gap between theory and practical implementation of the concepts such that students are ready to face the changing dynamics of the corporate world and have a competitive edge over their peers.

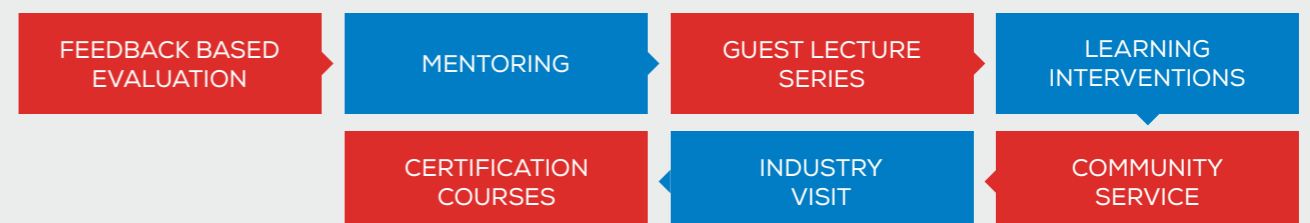
Curriculum That Creates Decisive Leaders

MODEL



Education Delivery Method

Through focused learning opportunities, our students dwell in the realm of impactful ideas, both inside & outside the classroom which helps them understand bigger perspectives. The students also gain new insights into businesses across sectors, functions, organisation types through business projects and apply them successfully in complex and changing environment. During first year, students are exposed to immersion programme in start-ups followed by Internship. Further, second year is concentrated towards specialised add-on programmes like Business Analytics, Investment Analysis and Decisions, Learning Interventions & Consultancy leading to a greater focus and stress in the respective areas of Specialisations



MBA SPECIALISATIONS

DIGITAL MARKETING

In today's era of digitisation, it is imperative for every business to ensure digital presence owing to the highly competitive market. Technology has evolved in last couple of decades to help businesses reach out to prospects with optimum use of time and effort. The discipline of digital marketing has shown the innovative path of marketing products or services across the globe. This specialisation covers designing and developing websites as well as blogs, Search Engine Optimisation, Search Engine Marketing, Social Media Marketing, Email Marketing and Web Analytics.

Career Prospects

Management students with a specialisation in Digital Marketing have career prospects as Digital Marketing Manager, Search Engine Marketers, Social Media Marketing Specialists, Content Marketing Manager and SEO Executive.

Programme Outline

- Basic Principles of Digital Marketing
- SEO and SEM Strategies
- Content Marketing Processes
- Email Marketing
- Social Media Marketing
- Video and Mobile Marketing

HUMAN RESOURCE MANAGEMENT

India has a vast pool of ingenious talent. It is the job of a Human Resource Specialist to identify this talent and channelise it into result-oriented workforce. The HR wing is an extremely crucial part of any organisation since the functional and qualitative ability of all other departments depend upon them. This specialisation educates the students on the rapid growth of the service sector, liberalisation, privatisation and globalisation.

Career Prospects

Human Resource helps in dealing with the recruitment, training and functioning of employees as well as planning the company policies. Graduates with this specialisation can be HR Managers, HR Consultants, Talent Management Analyst, Knowledge Management Champion, Diversity Officer in dynamic organisations.

Programme Outline

- Introduction to Strategic HRM
- Investment Perspective of HR
- Aligning HRM with Business Strategies
- Alternative HR Systems
- International and Comparative SHRM
- Issues in SHRM

DATA ANALYTICS

The ability to derive meaningful insights from data for making informed business decisions has become inevitable, irrespective of the size of the business. This specialisation programme provides a framework for transforming data into insights with the help of business intelligence tools and methods. The specialisation will enable the participants to acquire basic understanding required for an analytics study, explore tools for building and analysing models, applications of analytical methods for making informed business decisions in different business.

Career Prospects

Data analysis has emerged as one of the primary skills that recruiters look for in new B-school graduates today. After completion of this course the candidates are open to a broad range of lucrative positions in different domains. The roles are

- Marketing Manager
- Financial Analyst
- Personal Financial Advisor
- Operations Analyst
- Supply Chain Analyst
- Business Analytics Specialist
- Management Consultant

Programme Outline

- Introduction to Analytics
- Fundamentals of Data Analytics
- Social Media Analytics
- Analytics Process
- Big Data & SQL
- Introduction to Data Visualisation with Tableau



MARKETING

In a fiercely competitive world, where products have to compete with each other not just nationally but internationally, it becomes immensely important to sustain a position in the market. The Marketing specialisation covers Sales, Digital Marketing, Advertising, Branding, Consumer Relationship, Management, Market Research, Consumer Behaviour and Small Business Operations.

Career Prospects

Marketing helps decide the medium to promote a brand and communicate to the target audience. Graduates with this specialisation have career prospects as Marketing Managers, Marketing Research Analysts, Media Planners, Brand Managers and Product Managers.

Programme Outline

- Sales and Distribution Management
- Service Marketing
- Consumer Behaviour
- International Marketing
- Advertising and Promotions Management
- Brand Management

FINANCE

With this specialisation, the students are provided with innovative, comprehensive and rigorous study to evolve as future Finance experts. Along with financial aspects, this specialisation also reinforces the managerial and technical skills of the students. Practical aspects like dealing in stock market & trading in mutual funds are also included to enhance knowledge and prepare the students at a macro level.

Career Prospects

Finance department holds the responsibility for the finances of a company. Graduates with this specialisation can be Financial Consultants, Financial Advisors, Finance Managers, Investment Bankers and Retail Bankers.

Programme Outline

- Investment Analysis
- Capital Markets
- Financial Planning
- Fundamental Analysis & Technical Analysis
- Bank Management
- Mutual Funds

DIGITAL MARKETING

The landscape of Digital Marketing in today's era

Over the last century, companies across industries have used several forms of traditional media like radio, television, newspaper and hoardings to propagate their ideas or business solutions to end users. Cumulatively these channels have been termed as traditional media since they have been extensively used over a period of time and still exist.

Devices like laptops, smartphones, digital watches and the likes have permeated our lives over the last couple of decades. This eventually gave birth to digital media. Since human beings started interacting with these gadgets frequently, businesses realised the need to invest in this media to grab attention of prospective customers. Therefore, marketing which involves digital media where software and programming controls the way they interact with us is termed as Digital Marketing.



There are several aspects of Digital Marketing. They are:

- Websites & Blogs
- Search Engine Optimisation
- Email Marketing
- Search Engine Marketing
- Social Media Marketing
- Inbound Marketing
- Web Analytics
- Mobile Marketing

Digital Marketing enables a Marketer to have deeper understanding about potential customers. One can easily identify the target group of their ads, determine the click-through rate and predict the return on investment before conducting a Digital Marketing Campaign. It helps to minimise the cost associated with Marketing and increase profitability of the brand. Thus, the demand for skilled Digital Marketers is increasing exponentially.

DATA ANALYTICS

Data is what
you need to do
ANALYTICS.
Information is
what you need
to do BUSINESS

~ John Owen

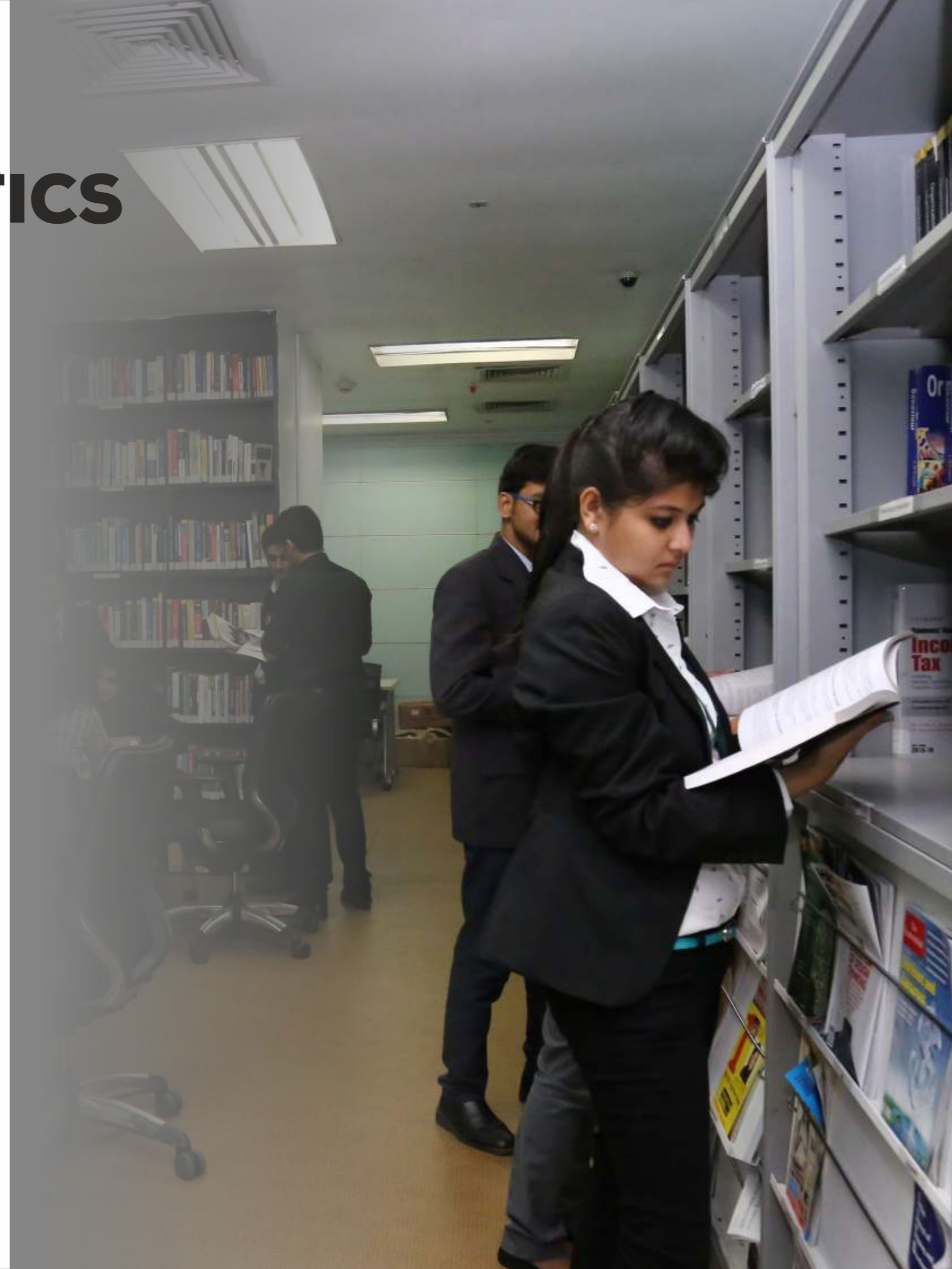
Nowadays, you might have often come across the word 'data analytics'. At present, it is one of the most popular terminologies. For those who want to begin their journey in data analytics, this is the right time for you. For all the beginners who like to play with data, this is your learning curve for an enriching career.

What is Data Analytics?

Data analytics is the process of exploring and analysing large datasets to find hidden patterns, unseen trends, discover correlations, and derive valuable insights to make business predictions. It improves the speed and efficiency of your business.

Importance of Data Analytics

- Decision Making
- Customer Service
- Operations
- Marketing



Applications of Data Analytics

It helps retailers understand their customer needs and buying habits to predict trends, recommend new products, and boost their business.

Healthcare industries analyze patient data to provide lifesaving diagnoses and treatment options. Data analytics help in discovering new drug development methods as well.

Using data analytics, manufacturing sectors can discover new cost-saving opportunities. It gives meaningful insights into complex supply chain issues, labor constraints, and equipment breakdowns.

Banking and financial institutions use analytics to find out probable loan defaulters and customer churn out rate.

Logistics companies use data analytics to develop new business models and optimise routes. It is one of the most sought-after career options in the modern era.

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 centralised 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

E-EDGE CAMPUS- WE ARE INDOMITABLE

When the career-building classroom sessions came to a sudden halt during the recent tough times, causing huge uncertainty in the minds of budding managers, we were flexible enough to make the "First Move" among the top-tier B-Schools to initiate an adjustable learning approach using the online classes, such that all our prized students get an opportunity to adapt to this new age learning environment. We immediately shifted gears and moved on to new and innovative learning methods and techniques for students mainly focusing on virtual classes, seminars and webinars for students from all batches, guest lectures, live professional projects for students, student development programme and much more. We could proudly complete the term end exam for the respective batches with utmost sanctity and success. We are proud of our endeavours as we are committed to creating "next-gen leaders".

INFRASTRUCTURE

The state-of-the-art IQ City UWSB, Kolkata campus has brought in the corporate ambience of a western B-school in Asia. With technology-driven classroom lectures, a centralised library, computer lab, industry interface through CEO lectures, fully-equipped auditorium, indoor game-centre for recreational activities, and software support for blended mode studies (if required), we help you achieve all your career goals.

TEACHING METHODOLOGY/PEDAGOGY

With the structural and technological transformation of the educational sector worldwide, our campus has promptly understood the urgent need for an accelerated migration to a much more interactive, goal oriented, and professional-based learning approach for the students. In most recent times, IQ City UWSB, Kolkata was one of the first institutes in India to swiftly migrate to a more revolutionised, dynamic and adaptive teaching method and it offered classes on hybrid mode to the students as the economy opened up following the recent lockdowns. This transition was relatively easy as digital technology has already been extensively employed for various academic activities. IQ City UWSB, Kolkata has been known to be a repository of expert knowledge, outstanding faculty, a digital library of educational content and a strong connection with the community of business leaders through strategic alliances and alumni.

A flexible and new age teaching model, with the extensive use of the state-of-the-art educational tools and resources, proved that adverse conditions could not upend our quality standards. The adaptability of the faculty in both online and hybrid teaching and a combination of face-to-face and remote activities have set examples for students.

The teaching pedagogy of IQ City UWSB, Kolkata has the following cornerstones:

Flipped classroom – Students read the primary study material at home and discuss with the teacher in the classroom. This optimises the teaching time, meet the special needs of students and develop a cooperative learning strategy.

Project-based learning – The digital dissemination of information has enabled today's student generation to conveniently obtain all the information on their fingertips. Various projects and sessions on real-life scenarios, business developments, industry structures and competition analysis provide students with the opportunity to develop critical thinking, communication, collaboration and problem-solving.

Gamification – The introduction of games in non-lucid areas of learning is a means to make students relate to the subjects more easily than textbooks. Experiential learning through management games (both indoor and outdoor), business simulations and the use of audio-visual tools in classrooms make the learning process lively.

Thinking-based learning – Students are encouraged to learn beyond memorising facts and data. They are encouraged to utilise, contextualise, analyse, relate, argue. In short, they are taught to convert information into knowledge.

Competency-based learning – The aim of knowledge acquisition is to develop skills and establish work habits. Teachers use several assessment rubrics within the academic curricula to ensure each student develops his/her individual competency.

Design thinking – Borrowing the idea from industrial designers, educators apply the methodology to identify specific strengths and problems of each student with great accuracy and use the knowledge to innovate a symbiotic teaching pedagogy.



NEW AGE SKILLS

According to the World Economic Forum, almost one-third of all jobs worldwide will likely be transformed by technology in the next decade. This is pushing the talent management teams of all companies to reimagine the HR practices, strategies, and learning models. IQ City UWSB is at the forefront in adapting to the new-age skills that are required in today's business environment.

Organisations are adopting new-age technology – artificial intelligence, machine learning, big data, cloud computing, digital marketing, and many others – to maximise customer satisfaction and efficiency. The conventional approach of working and staying competitive at work will quickly become outdated. Students are trained to continuously close the skill gaps, reskill and upskill so that recruiting organisations have an edge over others.

The exponential technological change has forced a reimagining of education. IQ City UWSB has created a flexible physical and digital learning environment that includes artificial intelligence, virtual reality and other experiential technologies. It implies unlearning and relearning new skills, and creating more efficient and effective learning environments.

We believe that management students should be trained in a combination of skills-

'Hard' competencies in the chosen specialisation

Cutting-edge technology knowledge

'Power skills' such as creativity, critical thinking, emotional intelligence

'Soft skills' in communication, public speaking, interpersonal skills

An **entrepreneurial** mindset and the ability to solve complex problems



SYLLABUS

MBA

MBA CURRICULUM (VU)

SEMESTER	COURSE TITLE
1	Management Processes and Organisational Behaviour Accounting for Managers Managerial Economics Quantitative Techniques for Business Computer Applications in Business & Practical Business Legislation Business Ethics and Corporate Social Responsibilities Business Communication
2	Financial Management Marketing Management Human Resource Management Operations Research Research Methodology & CBCS Production Management Project Report on Field Study Project Viva
3	Entrepreneurship Development Business Environment & CBCS Major Specialisation Paper Major Specialisation Paper Major Specialisation Paper Minor Specialisation Paper Minor Specialisation Paper
4	International Business Strategic Management Business Plan Development Major Specialisation Paper Major Specialisation Paper Minor Specialisation Paper Dissertation Grand Viva

SYLLABUS BBA

BBA CURRICULUM (VU)

SEMESTER	COURSE TITLE
1	Fundamentals of Management and Organisational Behaviour Business Accounting Business Accounting (Practical) Business Ethics & CSR English
2	Managerial Economics Statistics for Business Decision Entrepreneurship Development Environmental Studies
3	Marketing Management Cost Accounting Computer Applications in Business Computer Application in Business (Practical) Production & Operations Management IT Tools in Business
4	Management Accounting Legal Aspects of Business -I Human Resource Management Income Tax E-commerce
5	Legal Aspects of Business-II Research Methodology Discipline Specific Elective -1 Discipline Specific Elective -2
6	Financial Management Business Policy & Strategy Discipline Specific Elective -3 Project

TESTIMONIALS INDUSTRY

The bigwigs of the Industry visit the IQ City UWSB Kolkata campus from time to time to give the students a sneak peek into the corporate life. They encourage the students with their motivating words, share their life journey, impart knowledge and inculcate necessary skills to put them on the road to success. Many times, they hire the aspiring managers and provide them with the opportunity to progress into the next step of their lives.



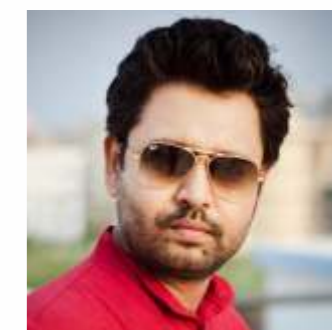
Dipankar Mukherjee
Zonal Manager - HR
Aditya Birla Fashion & Retail: Pantaloons

“

Thank you IQ City United World School of Business for the hospitality & the facilities offered for organising 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.

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



Naveen Kejriwal
General Manager, Lenovo India

“

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.

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

TESTIMONIALS

STUDENT



“

Very happy to have interacted with a bright set of students. I wish them the very best for their future endeavours.

Kaushik Majumder
Cluster Head, HR - Adani Wilmar Ltd

Met a bunch of super enthusiastic students with a zeal to learn. Lovely campus & good teaching faculties. Great meeting a bunch of energetic MBA students, Great questions asked by students and they have a bright future.

“



Anish Agarwal
Chief Executive Officer, TABLT

It was a very rich experience for me to interact with the students from IQ City UWSB Kolkata. They were very enthusiastic. All the best for their future endeavours. Berger has been a regular recruiter from this institute and the students who have joined before have proved themselves in their domain. We wish to continue this association with IQ City UWSB Kolkata in the days to come.

“



Pradip Bandyopadhyay
HR Head East at G4S Secure Solutions (India) Pvt Ltd;
Ex HR & IR Professional at Berger Paints India Ltd.

It was great interacting with the students. Wishing them a very bright future. All the best.

“



Sanjib Gain
Manager-Business Development, MCX

It has been a great experience in connecting with the students. They are very enthusiastic in learning new skills and expanding their knowledge pool. Students were very interactive throughout the session to learn.

“



Chirag Aneja
Campus Programme Manager, GreyOrange



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. The faculty members are always there to correct my mistakes and guide me.

“

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.

“



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 of 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. The Management course at UWSB brought clarity of thought, knowledge, confidence and courage to me and helped me achieve 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 is very good.

“



Angel Garima Agarwal

TESTIMONIALS

STUDENT



Diksha Singh

With the help of our placement department, I did live projects at Dabur India Ltd. & Colgate Palmolive as Marketing Intern and at OneX Solution Pvt. Ltd. as Digital Marketing Intern.

“

I am thankful to the faculty members as they have been very much supportive, helpful, friendly and understanding. The Placement Department is doing a great job by arranging good corporate exposure for the students with excellent placements. Blessed to be here at IQ City UWSB, Kolkata.

Our college organises various industrial visits and guest lectures to give a hands-on experience to its students. The college has various facilities to help you evolve as a student. From a well-stocked library to wifi enabled campus to fully-equipped auditorium, IQ City UWSB has everything to help you in every possible way.

“



Jayrup Dey

At IQ City United World School of Business Kolkata, companies like FMCG, FMCD, Retail, manufacturing sectors etc. come for recruitment and also provide industrial interface sessions for giving us a better idea about the industry. The experience also includes an amalgamation of learning, fun, cultural activities and more.

“



Kaustubh Mandal

My life at IQ City UWSB Kolkata made me stronger and helped me to become an independent person. I am thankful to all the mentors who supported us and corrected us throughout the course, especially in the pandemic situation. Regular classes that were held at our college for improving our aptitude and technical skills were of great help. The events that I took part in helped me to grow my confidence level. I thank UWSB and faculty for putting in all the efforts to groom us and make us corporate professionals.

“



Megha Ludhwani

TESTIMONIALS

STUDENT



Arpita Biswas

I feel proud to study at IQ City UWSB (Kolkata). The faculty members here are encouraging and always guiding us so that we can become better versions of ourselves. With all the support, guidance and hard work, even in these difficult times of Covid, we have been provided with multiple opportunities that are going to shape our future. Furthermore, they have taken all the measures like aptitude sessions, GD sessions, case-study, role plays and much more so that we can stand out from the crowd.

“

The college and the faculty members are very student-friendly and approachable. The faculty members use lots of case studies, discussions and many innovative ways of evaluation. I am going to do my summer internship at ITC Ltd. I would like to thank the faculty members and the placement department who helped me a lot with the holistic preparation for various interviews.

IQ City UWSB makes it easy for a student to learn and inculcate the spirit to stand out amongst talented and hardworking students.

“



Suyesh Bharati

We get the opportunity to give various presentations on different topics which helps us to improve our communication skills. We also learned how to cooperate with other team members while doing teamwork. We practised group discussions, aptitude tests, and faced mock interviews from various faculties to prepare ourselves for the final placement in various renowned organisations.

“



Sayantan Chakraborty

It's been a great experience at IQ City UWSB Kolkata. I have found the professors and staff to be incredibly friendly and helpful. The curriculum for my major has a good structure which is giving me real experience in the field I desire to get into. The staff members are amazing. They have helped me a lot in many ways. I am thankful to all my teachers and my Dean of UWSB who supported me like a parent figure in all the situations throughout my UWSB stint. I did my summer internship at ITC Ltd and got my final placement at Senrysa Technology Private Limited.

“



Sainee Saha

ACADEMIC LEADERSHIP

Industry Veterans
Grooming
The Leaders Of
Tomorrow



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, IEST)
PGDM, Indian Institute of
Management Calcutta



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



Dr. Kumar Saurav
Assistant Professor
PhD, Magadh University
MBA, Nalsar University of Law
B.Tech, B.P.U.T Rourkela



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 Shafi
Associate Professor
BA (Pol. Sc. Hons),
St. Xavier's 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, IEST 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, Gauhati University

THE IMPACT

The impact that our Faculty and its Research has made in the last 3 years on Management and Corporate Thinking & Practice

1	Dr. Meenakshi Khemka , Editor, Kolkata Kindle, Biannual Publication of National HRD Network, Kolkata Chapter
2	Dr. Meenakshi Khemka , Linkage between Social Identity Creation and Social Networking Site Usage: The Moderating Role of Usage Intensity, Journal of Enterprise Information Management, 2020 (Co-authored).
3	Dr. Meenakshi Khemka , Business Sustainability – Case Study of HUL and McDonald’s, Sustainable Engagement in the Indian and Finnish Business, Kaisa Sorsa and Manodip Ray Chaudhuri (Eds.), Turku University of Applied Sciences, ISBN: 9789522167040, 2018, pp. 70-84.
4	Dr. Somarata Guha Chakraborty , A New Barometer to Appraise Retailing Attractiveness in Indian States, South Asian Journal of Management, ISSN: 0971-5428. Vol 26 no.4, p no.151-180, 2020 (co-author)
5	Dr. Somarata Guha Chakraborty , Market size growth survival in multi-generation technology environment: A predictive review of the Indian air-conditioner and refrigerator industry. Asian Journal of Empirical Research, ISSN: 2306-983X, 9(5), 132-146, 2019 (co-author)
6	Dr. Somarata Guha Chakraborty , Performance Reflections on Quality Education in Respect of SDGs: A Re-Assessment of Indian States and UTs Using TOPSIS Approach. Asian Review of Social Sciences, ISSN: 2249-6300, 2249-63198, (1), 102-109, 2019 (co-author)
7	Dr. Somarata Guha Chakraborty , Towards Developing a Time Series Performance Index of Indian Ferro Metal Industries using TOPSIS integrated with Entropic Weights. International Journal of Management IT & Engineering, ISSN: 2249-0558, 9(2-1), 314-324, 2019 (co-author)
8	Dr. Somarata Guha Chakraborty , Synthesis of Ancient Scriptures and Modern Management” Published in International Journal for Emerging Research and Innovative Technologies (JETIR) Jan 2019, Volume 6, Issue 1, 2019 (co-author)
9	Dr. Kumar Saurav , “Consumer Behaviour and Online Shopping”, Journal of Management Research, Vol VI Issue No 12, January 2019
10	Sahana Ghosh , Indian Economy, PHI Learning, 2021
11	Dr. Somarata Guha Chakraborty , presented papers in International Conferences organised by IAPQR and CSIR-CGCRI Kolkata, IMI-K MARCON 2019, ICFAI & Lincon University, IBS Kolkata, Aliah University, Kolkata, etc.
12	Ayaz Ahmed Shafi , Team Building & Talent Management Workshops for major corporate organisations in the African continent

THE PLACEMENT

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



Ronit Mishra



Prashant Sharma



Nayan Muhuri



Rivu Chakraborty



Shivom Mondal



Dirup Middya



Pradyut Sarkar





Minakshi Debnath



Subham Halder



Sayantan Chakraborty



Pratistha Mishra



Angel Garima Agarwal



Siddhanta Sengupta



Diksha Singh



Debasish Sinha



Payal Sarkar



Ritesh Das



Srinjoy Dutta



Tania Majumdar



Tanya Dakshy



Aritra Dutta



Jayrup Dey



Aman Singh



Aniket Bhowmik



Ashish Mahapatra



Rajsree Ghosh



Pratiba Khatua



Anindya Chakraborty



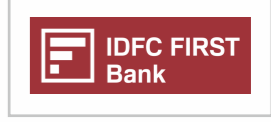
Puja Ghosh



Abhishek Banerjee



Suyesh Bharati



Amanjot Singh Gill



Abhishek Kumar Singh



Pritha Bose



Ayushi Paul



Beauti Sahani



Akash Khedwal



Satyaki Bhattacharya



Sandeep Ankur Sharma





Aranya Pratihar



Avisek Kar



Shruti Ghoshe



Harajit Chakraborty



Barnita Sarkar



Puspallata Bhojak



Anubhav De



Nikhil Gupta



Mitali Mishra



Soumya Roop Dutta



Pronay Das



Ranajoy Halder



Payal Baul



Rohan Saha



Amit Mondal



Sidra Khurshid



Muskan Agarwal



Samya Mangal



Amar Karmakar



Suman Saha



Swarnali Mukherjee



Ananna Mohajan



Yash Kumar Pandey



Zeba Amir Khan



Sumedha Banerjee



Paramita Basu



Arpan Ghosh



Ankit Bhagat



Rohan Dutta



Arjama Nag



Archan Dey



Sourav Bardhan



LOAN ASSISTANCE

We are providing 100% assistance for education loans and student credit cards for our existing eligible students. The loan facility will be provided by nationalised 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 subsidised loan facility under SC/ST/OBC & Minority quota.

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

INDUSTRY VISITS

INDUSTRY VISITS

In a world of hyper-competition, it has become immensely important to make learning more 'practical than theoretical'. To make the learning process even more exciting, IQ City UWSB Kolkata students are taken for industrial visits from time to time. Industrial visits are a necessary part of our pedagogy that provides the aspiring managers with the right amount of exposure to get them ready for the industry. Industrial visits instil confidence in them and allow them to experience the hardcore operation and production process, management of these operations, time management, and learn the nitty-gritty of bringing maximum ROI.



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
- 175+ recruiters
- Highest Package 14 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

TOP 10 PRIVATE B-SCHOOL OF
WEST BENGAL, 2022

RANKED

5

IQ CITY UNITED WORLD SCHOOL OF
BUSINESS, KOLKATA

TIMES OF INDIA



IQ CITY UWSB LIFE IS WHAT YOU MAKE IT

The IQ City United World School of Business Kolkata campus is always buzzing with one or the other activities providing the students with the opportunity to have fun and learn at the same time.

Students work together and plan the events with help from the faculty members. These enable them to work in a team environment and inculcate necessary management skills. Various cultural activities and festivals that are celebrated on campus help the students to know and assimilate each other's cultures.

IQ City UWSB Kolkata also invites esteemed guest speakers from time to time to provide the students with a robust platform to discuss, interact and engage in two-way communication with the bigwigs of the Industry.

Outbound Training



Saraswati Puja



Industry Visit



Independence Day Celebration



Guest Lecture Series

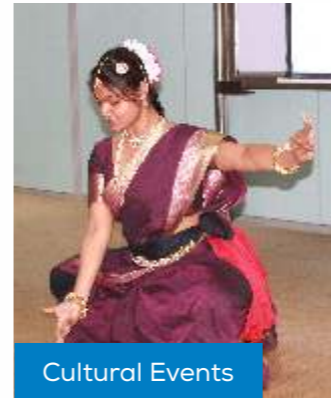


Fresher's Party

Convocation



Cultural Events



Teacher's Day



Indoor Sports

