

BBA

BACHELOR OF BUSINESS ADMINISTRATION

POWERED BY

IBM

MCX
METAL & ENERGY
Trade with Trust

NASSCOM®

NISM National Institute of
Securities Markets
A Capacity Building Initiative of SEBI

 **WUIC**
INTERNATIONAL COLLEGE
WALAILAK UNIVERSITY

 **Harvard Business
School Online**

Webel
opportunities infinite

KPMG

Why BBA AT BIBS?

Regular full-time BBA programmes affiliated with **Vidyasagar University**, a NAAC-accredited university recognized by the UGC and the Ministry of Education, Government of India.



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A Holistic Ecosystem That Builds Future Leaders

BIBS blends academic rigor, industry engagement, and professional grooming to create confident, ethical, and globally competent leaders.

AI as the Backbone of the BIBS Learning Experience

AI-driven learning, in collaboration with IBM, prepares students to lead in digitally transformed and technology-driven business environments.

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A Strong Foundation for Higher Studies

The program develops analytical ability and conceptual clarity, preparing students for MBA, PGDM, MS, and other global PG programs.

Experiential Learning Instead of Rote Learning

Students learn through projects, case studies, simulations, and live assignments that build real-world thinking and problem-solving skills.

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Curriculum Designed for Global Relevance

Contemporary topics such as digital transformation, analytics, AI, sustainability, and innovation prepare students for modern careers and international education.

Globally Recognized Alliances That Add Real Value

Partnerships with IBM, WEBEL, IIT Kanpur, Nasscom, MCX, and NISM offer certifications, workshops, and cutting-edge technical exposure.

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One of the Strongest Corporate & Placement Ecosystems

Corporate mentoring, internships, industry visits, and pre-placement readiness programs provide credible pathways to higher studies and industry exposure.

Personality & Skill Development for Industry Success

Students build confidence, communication mastery, leadership presence, teamwork, and emotional intelligence while gaining high-impact skills in communication, Power BI, analytics, financial literacy, and digital marketing - ensuring they are industry-ready and globally competent.

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Distinct **ADVANTAGES**

International Immersion

A transformative international experience that broadens perspectives and builds global employability.

Highlights:

Study at partner universities | Cross-border projects | Overseas internship opportunities | Global Capstone project.

Competitive Exam Preparation

A structured pathway that builds strong aptitude, sharp reasoning, and confident communication - preparing students for advanced management entrances and leadership roles.

Highlights:

Integrated aptitude modules | Mentor-led strategy | CAT Simulation Lab | GD, WAT, and Interview training | Personal branding & mock prep.

Focus on Entrepreneurship & family business

A structured pathway that develops innovators and next-gen business leaders - enabling students to create new ventures and strengthen family businesses with modern management practices.

Highlights:

Integrated aptitude modules | Business model design | Financial planning | Family business governance | Innovation Lab | Workshops, pitches & mentorship.

Industry Ready

A practical, career-focused journey that equips students with real-world skills and corporate exposure.

Highlights:

Skill Labs (Communication, Analytics, GD/PI) | Live projects & simulations | Mentorship by industry stalwarts | Corporate internships | CXO Talks & Placement prep.

The Outcome

A graduate who is **globally aware, exam-ready, and industry confident** - prepared to excel in competitive careers and international business environments.



Industry **READINESS**



WHERE LEARNING MEETS THE REAL WORLD

You don't just earn a degree. You become industry ready.

At BIBS, the BBA program is crafted to ensure students transform from learners into professionals equipped to thrive in modern workplaces. Our industry-ready approach blends academic excellence, corporate exposure, and hands-on skill building.

What Makes BIBS Students Truly Industry Ready?

Industry-Aligned Curriculum: Programs co-designed with industry leaders ensure every subject reflects real-world relevance, emerging trends, and current business needs.

Corporate Internships & Live Projects

Work on:

- Brand campaigns
- Financial models
- Business plans
- Analytics dashboards
- Digital marketing projects

Experience how companies think, plan, and grow.

Mentoring from Business Leaders

Guidance and lectures from:

- Entrepreneurs
- CXOs
- Senior corporate professionals
- Domain experts

Learn success from those who practice it.

Industry READINESS

Skill Development Labs

Dedicated labs for:

- Communication & GD - PI
- Data Analytics (Power BI, Excel, Python basics)
- Financial Modeling & Valuation
- Digital Marketing Tools

We ensure you gain the skills companies hire for.

Industry Certifications

Through partners like:

- NASSCOM FutureSkills Prime
- Corporate learning platforms & certification bodies

You become a Graduate with credentials that employers value.

Placement & Career Readiness

Our placement ecosystem includes:

- Mock interviews & assessments
- Resume building & portfolio development
- Professional grooming
- Corporate exposure

Turn confidence into competence.

Preparation for the Future of Work

Training in key future-focused domains:

- AI & Digital tools
- Data-driven decisions
- Business analytics
- Global business environments

Learn success from those who practice it.

The Result

Students step into the industry as:

- Confident communicators
- Collaborative professionals
- Strategic thinkers
- Emotionally intelligent leaders



Our PROGRAMS

Bachelor of Business Administration

ABOUT THE PROGRAM

A BBA from **BIBS** isn't just a degree - it's a launchpad to careers, innovation, and global opportunities. The four-year CBCS-based program, affiliated to **Vidyasagar University (NAAC accredited and recognised by UGC & the Ministry of HRD)**, builds strong analytical, managerial, and technological skills. It transforms students into industry-ready thinkers and future leaders equipped for the demands of the 21st-century business world.

PROGRAM STRUCTURE AT A GLANCE

Year 1 – Foundation of Management & Communication

Core Courses (CC), Ability Enhancement (AECC), Skill Enhancement (SEC)

Year 2 – Introduction to Specializations

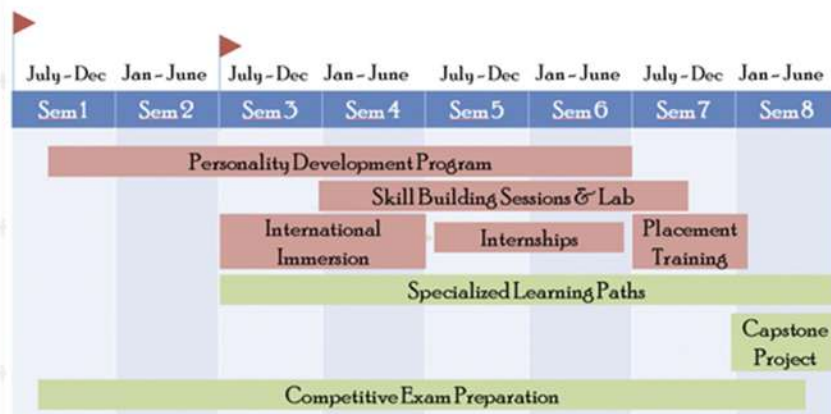
Core Courses (CC), Generic Electives (GE), SEC

Year 3 – Strategic Application, Global Perspective & Career Readiness

Discipline-Specific Electives (DSE), GE, SEC

Year 4 – Global Strategy Integration & Leadership through Capstone Project

DSE, Project Work / Internship, International Immersion



Eligibility

Applicants must have completed 10+2 or equivalent from any recognised board (CBSE/ISC/State Boards/IB/Cambridge) with 50% aggregate and a good command of English; 45% marks required for students from Reserved category. Students currently in Class 12 may apply, but **clearing the Class 12 exam is mandatory** for final admission.



YEAR 1: Foundation of Management & Communication

Objective: Build conceptual understanding of business fundamentals, communication, and economics.

Semester I

- Principles of Management
- Financial Accounting
- Business Communication
- Environmental Studies
- Business Economics – I (Micro)
- Business Mathematics
- Computer Applications for Business

Semester II

- Business Economics - II
- Organizational Behaviour
- Corporate Grooming & Soft Skills
- Communication Lab
- Marketing Management
- Business Statistics
- Fundamentals of Entrepreneurship

Skill Lab: Competitive Exam preparation

YEAR 2: Introduction to Specializations

Objective: Apply strategic management concepts and explore specializations.

Semester III

- Financial Management
- Operations & Production Management
- Business Law
- Consumer Behaviour
- Digital Business & E-Commerce
- Generic Elective - I *

Skill Lab: Presentation & Public Speaking

Semester IV

- Research Methodology
- Management
- Logistics & Supply Chain Management
- Advertising & Promotion
- Human Resource
- Excel, Analytics & Power BI
- Generic Elective - II *

* **Generic Electives include :**

- Mathematics for Business Decisions
- Business Ethics and Corporate Social Responsibility
- Entrepreneurship development

YEAR 3: Strategic Application, Global Perspective & Career Readiness

Objective: Deeper understanding of functional domains and introduction to International Business.

Semester V

- Strategic Management
- Discipline Specific Elective - I **
- Summer Internship Presentation
- International Business
- Discipline Specific Elective - II **
- Leadership Development

Skill Lab: Group Discussion & Interview Prep

Semester VI

- Corporate Governance & Ethics
- Discipline Specific Elective **
- Industry Internship
- Business Analytics
- Innovation & Entrepreneurship Lab

Skill Lab: Analytical Thinking

** **Discipline Specific Electives include:**

- Commercial Banking
- Human Resource Planning and Development
- Financial Institution and Markets

** **Discipline Specific Elective - III include:**

- Advertising and Brand Management
- Investment analysis and portfolio management
- Marketing of services

YEAR 4: Global Strategy Integration & Leadership through Capstone Project

Objective: To create Leaders by integrating projects, strategic alliances and industry engagement.

Semester VII

- Advanced Business Strategy
- Global Marketing (optional)
- Startup Incubation & Venture development
- Cross-Cultural Management
- Global Financial Markets/Trends (optional)
- Research Seminar

Skill Lab: Corporate Readiness Program

Semester VIII

- Dissertation / Major Research Project
- Global Business Policy & Trade
- Strategic Entrepreneurship
- Elective - Capstone Project (Domain)

Skill Lab: Placement Bootcamp

Clubs AT BIBS



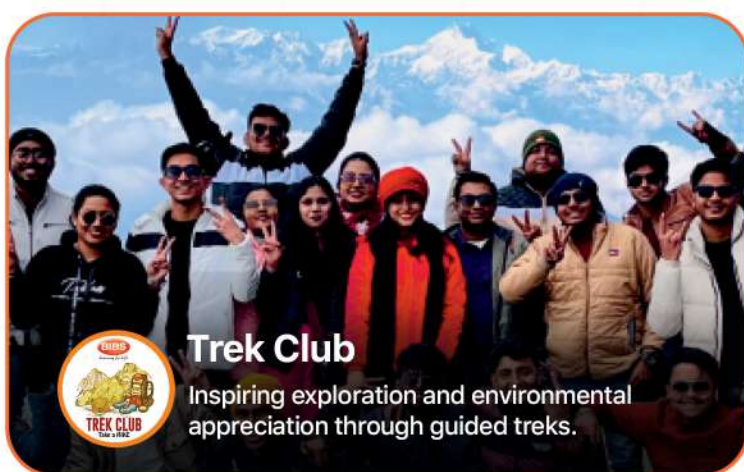
Cycle Paths Club

For explorers who chase new trails and outdoor thrills.



Fitbody Club

Building strength, endurance, and a culture of fitness.



Trek Club

Inspiring exploration and environmental appreciation through guided treks.



Sports Club

Encouraging fitness and teamwork through structured outdoor activities.



Rhythmic Harmony Club

Nurturing creativity through music, rhythm, and expressive movement.



Media Club

Developing communication, storytelling, and digital creation skills.

Events AT BIBS



Industry Visit



Boardroom Battles



Agomoni



Startup Challenge



Nasscom Data Science Meet



Pitch-craft

Corporate INTERFACE



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It was an honour to meet the bright and disciplined students. I wish them all the best for their careers.

General M.M. Naravane

Former Chief of the Indian Army
Addressing the BIBS Students

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It was a wonderful experience to interact with the students of BIBS.

Mr. Harsh Neotia

Managing Director | Ambuja Realty



I liked the BIBS students way of interaction with the faculty during the course of my interaction with them. All the best to the students and BIBS.

Mr. Manab Ghosh

President | Pidilite Industries



Take one actionable step from where you are. Move forward, adapt, and persevere-progress happens one step at a time.

Mr. Samrat Banerjee

CIO | Emami



Roll up your sleeves and know the business. You need to develop people who will take over the business, grow and learn under you. It was refreshing experience to meet the young and enthusiastic batch.

Mr. Mayank Jalan

CMD | Keventer Agro



Be clear about your goals and then put passion into it along with your hard work. Decide what you are passionate about then put all efforts towards it.

Mr. Vinay Ranjan

Director - Personnel & IR | Coal India



Manage pressure with clarity, stay curious, and nurture your well-being - these habits will help you grow and lead with confidence.

Mr. George Thomas

CHRO | MSP Steel



Keep learning, stay adaptable, and be bold, true leaders shape the future with integrity.

Mr. Navneet Damani

Head HR - Personal Care Business | ITC



The earlier you recognise a challenge, the faster you can pre-empt it. Stay alert, stay curious, and you'll always stay ahead.

Mr. Kausik Halder

Manager | Webel



Coding will matter less; business skills will matter more. The future belongs to those who can think critically, make insightful decisions, and drive real business impact.

Mr. Rajib Moitra

Partner | Deloitte



BIBS is doing a phenomenal job by educating students through Industry. The students displayed a sense of keen inquiry which reflected their intelligence, knowledge and maturity. I wish BIBS and the students success.

Mr. Sanjay Budhia

Managing Director | Patton Group



BIBS blends academic excellence with strong industry relevance, equipping professionals with strategic thinking, leadership skills, and hands-on business exposure. Through a rigorous, application-driven curriculum and expert faculty, it prepares future-ready leaders to drive innovation and create lasting impact across industries.

Mr. Anish Agarwal

Vice President & Head of AI & Automation | Warner Bros. Discovery



Programmes at BIBS unite academic excellence with industry alignment through rigorous, practical, expert-led learning, developing strategic, innovative, future-ready leaders who create real business impact.

Mr. Arun Karna

Managing Director & CEO
AT&T Global Network Services India Private Ltd

Our RECRUITERS





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