

The Only Business School in West Bengal with a



A★★★ Rating

Ranked 2nd in Kolkata & 5th in East India
by the

TIMES B- SCHOOL SURVEY 2018

Published by The Times of India



Learning for Life



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



Exclusive Course on Finance



Tie - UP



International Exposure



Entrepreneurship



Who we are

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



WHY BIBS

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

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

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

Ranked among "The 10 Best Institutes for Finance Studies in India, 2018" by the Knowledge Review.

Ranked amongst the World's Greatest Brands 2015 – Asia and GCC, Process Reviewers: PwC.

Ranked amongst 100 of Asia's Best and Fastest Growing Education Institutes in the Business School Category. Process advised and evaluated by KPMG for WCRC.

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

The only Business School in West Bengal with a tie-up with NSE Academy - a wholly owned subsidiary of the National Stock Exchange (a recognized stock exchange in India) for a customized programme in Financial Markets.

BIBS is proud to tie-up with PwC, one of the Big 4 of Business Consulting for paid internship for our students. Successful students also get an opportunity for Final Placements with PwC.

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

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

Accelerated Learning with Live Projects, Industry visits and Corporate Connect. In 2018 itself, more than 160 companies have visited BIBS.

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

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

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

Industry Faculty

Dr. Dev Narayan Sarkar | Associate Director - Pepsico

Core Areas: Marketing

Mr. Nilanjan Dasgupta | Exec. Creative Director - Rediffusion Y&R

Core Areas: Advertisement, Strategy

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

Core Areas: Human Resource Management

Mr. Jayant Kataria | HR and Training (East) - Hyatt

Core Areas: Human Resource

Ms. Koyel Mukherjee | Client Services Director - Ogilvy India

Core Areas: Advertisement, Strategy

Mr. Arijit Mitra | Zonal Manager - HR - Reliance Retail

Core Areas: Human Resource Management

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

Core Areas: Marketing

Mr. Narinder Singh | ASM - Parle

Core Areas: Marketing and Brand Management

Ms. Anindita Bose | CRS - DA - Nielson

Core Areas: Marketing and Research

Mr. Prakash Pandey | Regional Manager HR - Britannia

Core Areas: Human Resource, OB, Communication

Mr. Rajat Guha | Manager Sales - Vodafone Idea Ltd

Core Areas: Marketing Management, Supply Chain

Mr. Ashish Banka | Business Partner - HR - Reliance Jio

Core Areas: Banking

Mr. Sandip Paul | Regional HR Manager - Bajaj Corp

Core Areas: Marketing

Mr. Ayon Ghosh | Zonal Business Manager - Airtel

Core Areas: Marketing Management

“Curriculum Designed in partnership with the Industry Professionals will ensure that the students from BIBS are Industry - ready from Day 1.”

Mr. Debargha Deb | Regional Manager - HR | Dabur



Mr. Chetan Bhagat
in Classroom with
the BIBS MBA batch

Core Faculty

Faculty Profile	Core Areas
Prof. Deepak Bhattacharyya MA (Psychology), PGDHRM	Organizational Strategy & Design, HRM, Change Management
Dr. Anindya Dutta PhD and MBA, University of Burdwan	Marketing Management, Consumer Behavior, Advertising and Sales Promotion
Dr. Vishal Talwar PhD and MBA, Manchester Business School	Managerial and Economic Strategy
Prof.(DR) Debasish Ghosh PHD , PGDM in Marketing & HR, B.E in computer Technology, Google AdWords Professional, ERP.	Digital Marketing, Consumer Behaviour
Dr. Neeta Majumdar PhD (Economics), M.A (Economics)	Managerial Economics, Research Methodology Financial Markets
Prof. Subhashish Dasgupta Alumnus, IIM Calcutta	Marketing
Prof. Vikash Madhogaria Alumnus, IIM Ahmedabad	Finance, Investment Strategy
Prof. Debayan Bose MBA (Marketing), C.S. (Pursuing)	Marketing, Business Communication
Prof. Gautam Sinha M.Com (Rank Holder), CAIIB	Marketing, Accountancy
Prof. Abir Ghosh PGDBA, NET qualified, CAIIB, PGDBL - WBNUJS	Finance, Economics, Business Policy
Prof. Sulakshana Sinha M.Sc (Patna University), MCA	Quantitative Techniques, Operations Research, Operations Management
Prof. Joyita Chatterjee MBA, M.A - Presidency College, B.A - Calcutta University	Business Communication, Soft Skills and Mentoring
Prof. Priyanka Gangopadhyay MBA (Finance) - ICFAI University	Financial Management
Prof. Kaustuv Mukherjee M.A, MBA	Marketing, Business Communication
Prof. Saikat Mukhopadhyay M.Sc (Statistics), Six Sigma (Black Belt)	Finance, Economics, Operations Management
Prof. Soumi Chakraborty MBA (Marketing), B.Tech	Quantitative Techniques, Operations Research
Prof. Rakesh Jhunjhunwala Trainer - BFSI	Finance, BFSI Training
Prof. V. Vishwanath M.Com, MBA - IISWBM	Marketing, Strategy, Business Communication and Mentoring
Prof. Nabarun Mukherjee M.SW, PGDHRM	Human Resource Development, Organizational Development
Prof. Aniruddha Banerjee MBA	Sales and Marketing

Core Faculty - NSE Academy

Dr. Samar Abbas	Dr. Abbas, Ph.D, is a quantitative trading systems developer who actively develops custom quantitative and algorithmic trading methods for proprietary trading firms.
Dr. Mukul Mitra	Dr. Mitra has more than 25 years of experience in teaching of all the relevant areas in Financial Management, Banking, and Portfolio Management to different colleges and universities.
Prof. (Dr.) Ananya Ghosh	Prof. Dr. Ghosh is an M.Com (Finance) from Calcutta University, ICWAI (Inter), Doctorate in Finance and UGC NET and is SLET qualified. She has an experience of 8 years in the field of management education.
Mr. Abhijit Paul	Mr. Paul has more than 10 years of experience in the Financial Services Industry. He is also a regular face on CNBC, Zee Business, Bloomberg & CNBC Awaaz
Mr. Sanat Bharadwaj	Mr. Bharadwaj has been the Assistant Enforcement officer for FERA. He was associated with UTI and HDFC for more than 20 years. He is a certified NISM trainer and Associate Financial Planner.
Mr. Arindam Bakshi	Mr. Bakshi is a Regional Faculty, EDGE – The Learning Academy of Reliance Mutual Fund. He is also a visiting Faculty for the MBA Program at IISWBM, Kolkata. He has more than 20 years of experience.
Prof. Malhar Majumder	Prof. Majumder possesses over 20 years of experience in Corporate Finance and Personal Finance. He had written several articles in popular newspapers and is often quoted in media.
Mr. Anand Khatriwal	Mr. Khatriwal is a certified CFA. He has conducted Training Programmes on Finance in esteemed organisations in India. He has an experience of 14 years in service and academics of Finance.

To view the complete list of our NSE Academy Faculty, visit www.bibs.co.in



Dr. Samar Abbas in a session with the Students

Live Learning Activities

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 U.S.P 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.

	Mr. Harsh Neotia Managing Director Ambuja Realty		Mr. Deepak Nair Head - Retail Sales BFC - Kingdom of Bahrain		Mr. Prakash Pandey Regional HR Head Britannia
	Mr. Fidaul Haque Regional Sales Manager TATA Capital		Mr. Debargha Deb Regional Manager - HR Dabur		Mr. Aloke Tagore Head - HR Deloitte
	Mr. S. Chakraborty Director - Automotive EXIDE		Mr. Subir Chowdhury Zonal Manager HCL		Ms. Smita Chakraborty Marketing Manager ICICI Securities
	Mr. Kaushik Chakraborty Regional Head IDFC		Mr. R. Sridhar Exec. VP - HR ITC		Mr. Anubrata Chatterjee HR - East Bisk Farm
	Mr. Biswadip Gupta Joint MD and CEO JSW Bengal Steel		Mr. Surojit Sen Director Client Services JWT		Mr. Samindranath Banerjee Marketing Manager ABP Digital
	Mr. Manob Ghosh President Pidilite		Ms. Indrani Chatterjee Director - Human Capital PwC		Mr. Soumen Ghosh Brand Manager Apeejay Group
	Mr. Manoj Kr. Sinha State Head SBI MF		Mr. S. Saha Zonal Manager - East SHARP		Mr. D.K Vyas CEO SREI BNP Paribas
	Mr. Sankha Dutta State Head TATA Motors		Mr. Soumitra Patnaik Head - Communication TATA Steel		Mr. M. Ashok Kumar Marketing Head - India TSPDL (TATA)

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

More than **160 Companies**
have visited the BIBS Campus in 2018 to interact with our students

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:

- The only Business School in West Bengal with an A* * rating from CRISIL.
- Ranked 2nd Best Business School in Kolkata and 5th Best Business School in Eastern India by The Times of India B-School Survey, 2018
- Ranked among "The 10 Best Institutes for Finance Studies in India, 2018", by the Knowledge Review.
- Ranked amongst 100 of Asia's Best and Fastest Growing Education Institutes in the Business School Category. Process advised and evaluated by KPMG for WCRC.
- Ranked amongst the World's Greatest Brands 2015 – Asia and GCC,. Process Reviewers: PwC.

2. The only Institute in Eastern India to offer co-branded post-graduation course in finance from NSE Academy (a wholly owned subsidiary of the National Stock Exchange, a recognized stock exchange in India.)

3. Superior Academic Delivery by our faculty who are Doctorates, alumnus of IIMs, XLRI, with both corporate and academic experience. IIM Shillong's support to enhance academic delivery.

4. Strong Industry Academic Advisory Council comprising business heads of various companies. They nurture a corporate way of life for the students, creating the window of needs vs. aspirations and how to manage them for better placement and careers.

5. Exhaustive Courses on Public Speaking @ Toastmasters, an International Communication Development organisation from USA & Foreign Language (Chinese). GD & PI workshops leading to internships and PPOs. Communication & soft skill labs for the betterment of speaking prowess.

6. Personality Development Programme focuses on developing interviewing and presentation techniques and building critical interpersonal skills. The results have led to remarkable Summer Internships with (30%) Pre-Placement Offers.

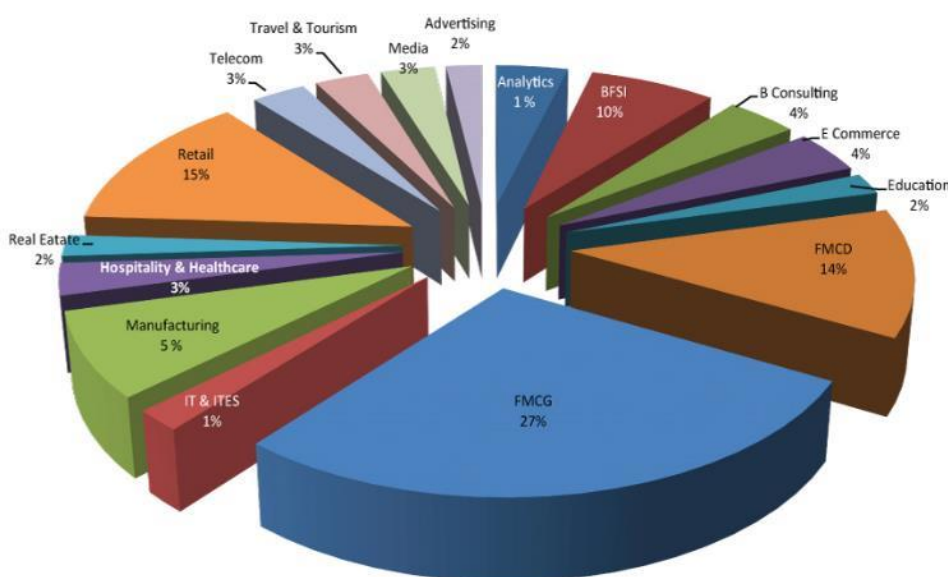
7. Regular Active Mentoring Programme – companies like Britannia, IBM, ITC, PepsiCo, Ernst & Young, Dabur, Colgate Palmolive etc., ensure that students are aware of the current skill sets required via a real-time scenario based pedagogy.

8. Corporate@Campus, a weekly corporate interaction programme features renowned corporates and business heads of various companies. Through their experience and mentoring, students identify resources that make them better. More than 150 companies visit the campus every year.

9. An Industry Integrated 3 Tier Placement Cell with local, national & international presence endeavors to bring the best recruiters to the campus. The result of which is that more than 10% of the MBA Batch has been placed Internationally.

10. Centrally located in the heart of the City, making it an easy destination to commute for corporates and industry partners. Moreover our students who stay in various parts of the city also find it convenient to travel to our institute owing to its proximity to multiple metro stations and prominent bus routes.

Industry wise Placements Pie Chart



Average salary increased to INR 4.5 Lakhs for the same period of time over last year.

Corporate Giants like 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.

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

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

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

Corporate Speak



"BIBS Students are wonderful. They have been mentored and groomed in very high standards and I am sure they will excel in their careers."

Mr. Sandipan Chakravorty
Chairman and MD
TM International Logistics Ltd.
(A TATA group Company)



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

Mr. Mayank Jalan
Managing Director
Keventer Agro Ltd.



"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



"The width and depth of knowledge of students from BIBS is commendable. Also majority of them are well groomed with the right mix of corporate exposure and classroom pedagogy."

Mr. Arnab Chakraborty
Area Manager - Sales
Johnson & Johnson



"BIBS has evolved their pedagogy over the years in sync with Industry Standards and requirements. It is always a treat to meet students who are well prepared and groomed to meet corporate standards."

Mr. Dev Narayan Sarkar
Associate Director
PepsiCo



"Lively, an interactive and warm session with the BIBS students. Overall grasping and inspiration of high standards. Being a comparatively compact team, learning was effective."

Ms. Manab Ghosh
President
Pidilite



"We are impressed with BIBS Students. Excellent initiatives taken by providing best in class learning environment & opportunities to students. Wishing great future to all students at BIBS."

Ms. Michelle D'Silva
Manager - HR
BFC - Kingdom of Bahrain



"The students we have recruited from BIBS are very stable in the organization and are a part of the high performance bracket. Wish to hire more fresh talents from BIBS in future."

Ms. Farhaa Fatma John
HR officer
Nestle



"It was heartening to meet the MBA students at BIBS. They are a well educated and ambitious group who have been trained and cultured to be future managers. I wish them all the best."

Mr. Rohit Ghatani
Area Sales Manager
Parle



"BIBS students are doing well for themselves. We look forward to hiring more students from here. The grooming at BIBS has helped them learn the tricks of the trade."

Ms. Diana Mirza
HR - Head
Glaxo SmithKline

Student Speak



Sanjhi Singh

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

| MBA Batch of 2018

| Placed in **PwC**



Satish Kumar Bhagat

"When I joined BIBS for my MBA, I was told that it was only through sheer hard work that one can achieve in life. I was nervous and lacked confidence. However, I was motivated and trained by faculty and industry mentors who did everything to instill confidence in me. I have seen myself develop from a confused graduate to a capable and confident management trainee waiting to take on the world at **Hindustan Unilever**."

| MBA Batch of 2018

| Placed in **HUL**



Sukanya Bose

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

| MBA Batch of 2018 | Placed in **UAE Exchange - Dubai**



Sunit Ghosh

"I have always had a passion for travel and adventure. I have always had the dream of combining my passion for Management with my passion for adventure. At BIBS, I was always motivated to use my passion to excel in my academics. Guidance from the best in the industry has made me get a Final Placement with **MRF**. Thank you BIBS"

| MBA batch of 2018

| Placed in **MRF**



Arindam Saha

"I whole-heartedly thank everyone at BIBS for the constant support which has got me a Final Placement with **Perfetti Van Melle**. BIBS not only provided us with various platforms to showcase our abilities and skill but also helped us learn all soft skills that are highly required. We got intensive training on interview skills, communication skills, GD, Aptitude Test and many more."

| MBA Batch of 2018 | Placed in **Perfetti Van Melle**



Soumo Dutta

"I was enthralled when the MD of Keventer Agro, Mr. Mayank Jalan visited BIBS to interact with us. I was so impressed with the way he had taken Keventer to such heights. I hoped I would get a chance to be in this company. My good luck, we were mentored by Mr. Jalan at BIBS and I was finally selected at **Keventer Agro**. I could not have asked for anything more."

MBA Batch of 2018

Placed in **Keventer Agro**



Soumyadipta Rakshit

"BIBS helped a lot, in developing the soft skills, along with it the teachers were very helpful. They helped to solve whatever issues we faced throughout the year. The result is a final placement with a global brand like **Decathlon**."

| MBA Batch of 2019 | Placed in **Decathlon**



Niharika Hazra

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

| MBA Batch of 2019

| Placed in **HDFC Bank**



Madira Banerjee

"I am so happy to be working with **Armani Exchange**. From Day 1 at BIBS, we were taught the importance of Learning through Exposure. We were always motivated to practically try everything we studied in class. The result for me is a Final Placement in one of the Biggest fashion houses of the world."

| MBA Batch of 2019 | Placed in **Armani Exchange**



Sabyasachi Mazumdar

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

| MBA Batch of 2019

| Placed in **Nestle**



Megha Sen

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

| MBA Batch of 2019

| Placed in **Britannia**



Aditya Das

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

| MBA Batch of 2019

| Placed in **Dabur**

The Best Companies from India and abroad

							
Abdul Rashid Khan		Aditya Das		Akash Chatterjee		Anirban Ghosh	
							
Akshay N. Mathur		Arindam Saha		Aritro Dey		Arnab Guha	
							
Debojyoti Das		Bhagyashree Mishra		Binayak Bhattacharya		Dipanwita Saha	
							
Daljeet Singh		Satish Kumar Bhagat		Debojyoti Banerjee		Arunima Chowdhury	
							
Bitul Barman		Soumyadipto Rakshit		Hasnain H. Khan		Farzana Rahman	
							
Rahul Routh		Kamy Ranjana		Sonali Mukherjee		Mandira Banerjee	
							
Sritama Bhattacharyya		Megha Sen		Neha Bothra		Puja Singh	
							
Deep Debnath		Parnasree Maity		Amit Bathual		Parnava Dhara	

have recruited our MBA Batch 2017 - 2019

 Poulomi Ghosh		 Pradip Mondal		 Prasansa Dave		 Priya Singh	
 Priyabrata Chowdhury		 Birendra Mahato		 Sanhita Pati		 Soumo Dutta	
 Soubhik Chatterjee		 Shib Sankar Majumder		 Samata Sur		 Rohan Agarwal	
 Sanjhi Singhal		 Sankar Chhetri		 Shayak Basu		 Sarbasish Sarkar	
 Sunit Ghosh		 Susmita Roy		 Sneha Das		 Sneha Samanta	
 Rahul Routh		 Avishek Basu		 Sourav Saha		 Subhankar Ghosh	
 Sabyasachi Majumder		 Md. Ajmer Alam		 Suvayan Bhattacharya		 Swarup Mandol	
 Sweta Kumari		 Samyajit Karmakar		 Vicky Singh		To view the complete list visit www.bibs.co.in	

MBA + PGPBM



PGPBM

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

Advantage MBA + PGPBM

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

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

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

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

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

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

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

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

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

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



Mr. Alok Tagore
Head - HR
Deloitte



MBA + PGPIBM

Earn while you Learn



PGPIBM

A 2 - year Industry Integrated Full - Time Management programme, the PGPIBM or the Post Graduation Programme in Industry Integrated Business Management starts with an intense 7 month classroom training followed by 15 -17 months of rigorous work experience while simultaneously completing the MBA Programme. Students start earning as early as seven months into the programme along with corporate experience with the best companies in India. The PGPIBM programme brings together the benefits of both the classroom learning as well as practical work to give every student an edge in their corporate career.

Gopal Roy
MBA + PGPIBM

Placed in Britannia

Advantage MBA + PGPIBM

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

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

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

PepsiCo, ITC, Dabur, Britannia, Procter and Gamble, Bajaj Finserv, PayTm, Coca - Cola, Aditya Birla Group, Perfetti, IndusInd Bank, Janalakshmi Finance, and 40 other top companies will give you 15 to 17 months of rigorous on - the - job training. This will empower you with the necessary skills that are required to better your career prospects.

Academic inputs in the classroom for the 15 -17 months during the apprenticeship, giving students a solid base for their corporate experience. Full time faculties as well as Industry Leaders impart classroom training, which makes the course very practical and relevant coupled with the practical exposure that students get from their apprenticeship.

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

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

A Common 2 - month Induction to help you Decide

The first two months at BIBS is an Induction Module which will be common for students of the PGPBM and the PGPIBM programmes. On completion of the induction, students have the option to switch courses. This option is valid for 2 months only.



MBA + PGPDM



Seminar on Digital Marketing

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



Digital marketing being a new, fresh dynamic segment, there is immense scope to leave your mark.

Mr. Gangesh Chaturvedi
Head KVHS & Digital Projects
TATA Steel



Digital marketing is the in thing and certainly has a great employment prospect at different levels of skill. The Digital marketing space is increasing very rapidly and I think it's a very bright idea to have this course.

Mr. Debashis Sen | IAS
Additional Chief Secretary, Govt of West Bengal, IT & Electronics



Digital marketing is a very important part of any business. No company does only Offline marketing. They focus equally on online marketing as its very essential to reach out to their customer base.

Mr. Atanu Dutt
Senior Management Consultant
IBM

PGPDM

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

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

Advantage MBA + PGPDM

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

12 - 15 Month Industry Focused training on Digital Marketing covering core digital frameworks and application of those frameworks in terms of designing and executing campaigns, content marketing, social media marketing, search engine marketing aligned with business goals

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

Globally Accepted Certifications from Google, Facebook, YouTube, LinkedIn, Hubspot and Twitter to give you a mark of excellence as a Digital Marketer capable of handling brands globally. The course enables students to get the following as part of the curriculum:

- Google Adwords Fundamentals
- Facebook Advertising Core Competencies
- Hubspot Certifications
- YouTube Certifications
- Twitter Flight School
- Google Search Advertising

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

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

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

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

Learning Outcome

Digital Marketing Assets

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

Brand Campaigns

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

Social Media Marketing

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

Asset Promotion - Organic

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

Media Driven Promotion

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

Digital Business

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

And that's not all - Students will also gain expertise in the following areas:

- In bound Marketing
- Affiliate Marketing
- Growth Hacking
- Campaign Target Analytics
- Influencer Marketing
- Crowd Sourcing
- Online Reputation Management
- e-Commerce & m-Commerce Strategies.
- Paid & Owned Media

MBA + PGPFM



The **10** Best Institutes for
FINANCE STUDIES
in India, 2018 TKR

for the first time in West Bengal in association with



NSE Academy



Message From NSE ACADEMY

Greetings from NSE Academy!

It's my pleasure to introduce you to the Post Graduate Programme in Financial Markets, a joint collaborative programme by NSE Academy and Bengal Institute of Business Studies (BIBS). NSE Academy, a wholly owned subsidiary of the National Stock Exchange, aims at cultivating a culture of knowledge to help professionals to take informed decisions relating to the securities market and has initiated a number of educational initiatives such as certification programmes, financial literacy at school level, short term courses at college level etc. to develop a pool of human resources having right skills and expertise to help enhance quality intermediation in the financial markets. Post Graduate Programme in Financial Markets equips the participants with comprehensive knowledge and skill enhancement to meet the vibrant demands of the financial sector both at the domestic and at international levels. NSE Academy and BIBS bring together renowned academicians and financial experts associated with major corporate houses, business conglomerates and academic institutions. This unique combination ensures that students learn comprehensive, state-of-the-art financial thinking and techniques, practised in the rapidly growing and diversified Indian markets."

Mr. Ravi Varanasi
Director

PGPFM

BIBS, Eastern India's leading business school and NSE Academy, a wholly owned subsidiary of The National Stock Exchange (NSE), have joined hands with a common goal of creating a new genre of professionals well equipped for the changing needs of the financial services industry. To further this goal, a collaborative program is being offered by BIBS and NSE Academy, the PGPFM or The Post Graduate Programme in Financial Markets and MBA. The program is first of its kind in West Bengal in partnership with NSE Academy and brings together a unique combination of renowned academicians and financial experts to help its students gain contemporary skills and the knowledge to capitalize on forthcoming opportunities in financial markets.

Advantage MBA + PGPFM

Certified Jointly by BIBS, Kolkata and the NSE Academy, a wholly owned subsidiary of The National Stock Exchange (NSE) - for the first time in West Bengal. BIBS is proud to tie – up with PwC for confirmed paid on the job training for PGPFM Students. Successful Students may also get an opportunity to apply for Final Placements with PwC.

On completion, the student gets a **Regular Full - Time degree affiliated to Vidyasagar University**, A NAAC accredited, W.B. State Government University, recognised by UGC, Ministry of HRD of the Govt. of India.

Industry Oriented Curriculum taught by Faculty from BIBS and experts from NSE Academy, ensures real - time learning which enhances Placement Opportunities.

The only programme that combines the **power of NSE Academy and PwC** for a guaranteed career in core finance with a pan - India acceptance. Further, since PGPFM is a homogenous batch (all of the same specialization), it leads to focused learning.

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

Simulated Live Market Trading exposure is provided to students through NSE Academy's Learn to Trade (NLT) software. This gives students the exposure to the real operating scenarios of the Financial World. Further, advanced level MS Excel training is provided to all students.

Indian Regulatory Certifications embedded in the program, ensure that students get relevant tools to perform in the Financial World. These are required to work in the best financial firms in India.

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

Access to the BIBS corporate connect cell with **150+ companies in campus**, which opens up a plethora of placement options.

BIBS is Proud to Tie - Up with



"There is no substitute to hard work which is the first mantra a management trainee should have. Don't get carried away by the monetary aspect. First, get your fundamentals right which will lead to a greater future."

Ms. Indrani Chatterjee
Director - Human Capital
PwC



MBA + PGPFM vs Others

	MBA + PGPFM	Others
Brand Value of NSE Academy and PwC in your degree	Yes	No
Value and Popularity of the degree on a pan- India basis	Yes, PGPFM is jointly certified by NSE Academy & BIBS.	Generally Limited to the stream of the course
UGC Approved	Yes	Yes
Uniqueness in terms of being the only Institute to combine the likes of NSE Academy and PwC	Yes, when compared to others in Eastern India	No. There are more than 10 universities and 100 mangement colleges in WB alone offering similar MBA finance programmes
Paid Internship	Yes. 100% Assured	Not Assured
Internship with a globally recognised finance company	PwC is an official partner with us in this programme	No Such Official Tie - ups. Ad Hoc
Opportunity to learn more and in-depth	Finance as a specialization requires detailed learning structure. 11 months of continuous learning and training from the 1st year itself separates us from others	Follows an old structure of offering finance specialisation in the final year, limiting contact hours to about 7 months, considering that the final year is all about placements, G.D and P.I.
Regular Full - time Degree	Yes	Maybe
Eligible for Government Job	Yes	Yes
Placement Opportunity	Yes	No
Class - Peer Learning	Yes	No
Placement Sector	Yes	No

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Indian Regulatory Certifications that give you an edge to work in Financial Companies

BIBS in Media



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

- Dr. APJ Abdul Kalam
Addressing BIBS Students



CREATIVE LEADERSHIP IS THE WAY AHEAD: DR APJ ABDUL KALAM

BENGAL INSTITUTE OF BUSINESS STUDIES (BIBS) TAKES A GIANT LEAP BY ORGANISING A SESSION WITH THE FORMER PRESIDENT OF INDIA IN ASSOCIATION WITH THE TIMES OF INDIA



Former President of India Dr APJ Abdul Kalam addressing the management students. Also seen is Vikram Kapur, chairman, BIBS

Learning for Life
BIBS
THE TIMES OF INDIA
BIBS
Learning for Life
THE TIMES OF INDIA

MEMORIES TO CHERISH

BIBS holds convocation ceremony of its Management Batch of 2013 with the head of the MBA department of Vidyasagar University, Dr Kartick Chandra Paul, handing over the certificates of honour to the students



Dr. Kartick Chandra Paul, head of the MBA department of Vidyasagar University, handing over the certificates of honour to the students

Education Times

BIBS: RECORD MBA PLACEMENTS

A Strategy not a Tact

There are 1000s of graduates who are looking for a job. But only a few are getting a job. This is the reality of the current job market. The Bengal Institute of Business Studies (BIBS) has managed to secure a record number of placements for its MBA students. This is a testament to the quality of education and training provided by the institute. The placements are a result of the institute's focus on providing a holistic education that equips students with the skills and knowledge needed to succeed in the business world.

THE TIMES OF INDIA

THE TIMES OF INDIA

Offers galore at BIBS placements

More than 60 cos participated in this year's placements spanning sectors such as Finance, Consultancy, FMCG, Core Industry, Retail, IT, Commodity Trading

Bengal Institute of Business Studies (BIBS) has secured a record number of placements for its MBA students. More than 60 companies participated in the placements, offering a wide range of opportunities to the students. The placements are a testament to the quality of education and training provided by the institute. The students are excited about the opportunities and are looking forward to starting their careers.

THE TIMES OF INDIA

THE TIMES OF INDIA

Kapil Dev Inspires Management Student

The enigmatic captain of the first World Cup winner Indian team, played his last Test match, and his amazing leadership skills in an interactive and enlightening session with the MBA students of BIBS (Bengal Institute of Business Studies), Kolkata.



Kapil Dev speaking to the students of BIBS

Q&A

SIMPLE ANSWERS TO PUNTER QUESTIONS, FOR THE AUDIENCE, IT WAS AN EXPERIENCE SHARING THE RESIDENT'S PROFOUND THOUGHTS

Q: How did you feel as President of India?
A: It was a great experience. I felt a sense of responsibility and a sense of duty. I was proud to represent the people of India.
Q: What was your favorite moment as President?
A: It was a moment when I was with the people. I felt a sense of connection and a sense of purpose.
Q: What is your message to the youth?
A: I want to see the youth of India rise up and take the world by storm. I want to see them become leaders and change-makers.

Dr. Kalam addressing the students and the staff of BIBS

Telegraph

INSTITUTE OF BUSINESS STUDIES, CALCUTTA

OVER THERE!



BIBS campus in Calcutta

THE TIMES OF INDIA

B-school ensures 100% placement

Education Times

BIBS students see more jobs this year

Another successful year at BIBS has witnessed a 22% rise in the average pay package for its MBA students

THE TIMES OF INDIA

THE TIMES OF INDIA

Making It Big

Students of BIBS, Kolkata 2014 MBA batch bags a phenomenal placement package of ₹ 13.6 lakh

Every year, the students of BIBS are looking for a job. But only a few are getting a job. This is the reality of the current job market. The Bengal Institute of Business Studies (BIBS) has managed to secure a record number of placements for its MBA students. This is a testament to the quality of education and training provided by the institute. The placements are a result of the institute's focus on providing a holistic education that equips students with the skills and knowledge needed to succeed in the business world.

THE TIMES OF INDIA



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