

Department of **Management**



GET READY
FOR A REWARDING CAREER

School of Management & Commerce

Department of Management

- BBA (H) [HR, Finance, Marketing & Entrepreneurship]
- BBA (H) Digital Marketing
- BBA (H) Business Analytics [with 05 IBM Certifications]
- BBA Digital Marketing
- BBA Business Analytics [with IBM]
- MBA [Specialisations: HR, Finance, Marketing, Digital Marketing, Business Analytics & Operations Management]
- PhD



Salient Features

- Exclusive IBM Certification available
- Project-centric syllabus
- Bridge courses in English Communication, Mathematics, and Statistics with Language lab training for communication skills.
- State-of-the-art infrastructure with advanced research facilities and Business Incubation Cell for budding entrepreneurs
- Collaboration with Livingstone College for student exchange programs with full presidential scholarship
- Industry/hospital-university tie-ups for practical exposure and internships with leading corporate houses
- Live projects and hands-on training with organizations like NABARD and Kolkata Airport
- Comprehensive 360-degree placement support and pre-placement training
- Mentoring and masterclasses by top management leaders
- Training for competitive exams and employability enhancement certificates (NISM, SEBI, BFSI)
- 96-hour training from Bajaj Finserv & certification for CPBFI
- ProWess IQ database helping students to get real time data for fintech
- Digital-first curriculum with AI tools
- Transforming interdisciplinary concepts into impactful solutions through cutting-edge innovation labs

Our Students at Livingstone College, USA for Students Exchange Programme



Industry-Institute Collaborations



Specialisation Scope

- In MBA we are offering Marketing, Finance, HR and System
- In BBA we are offering Marketing, Finance, HR and Business Analytics with IBM Certificate

Programme Highlights

- IBM Software Access
- Industry-Experienced Faculty from IBM
- Python/Statistical analysis using R
- Digital Marketing in collaboration with Seven Boats.
- HR Analysis
- Hands-on-practice on Python/R/statistical analysis
- Business Analytics in collaboration with IBM

Some well placed students



Sagato
MBA



B Sarla
BBA



Avilash
MBA



Avisekh
MBA



Sudipta
MBA



Sagir
MBA



Events and Activities



HR Symposium on 'The Era of Shifting Work Paradigms'



MoU with IBM



World Entrepreneur Day 2024



Session with Industry Experts

