IIAS®

BBA+

BACHELOR OF BUSINESS ADMINISTRATION

The School of Thoughts

What is your 'Employability Quotient'? Does the overarching question, 'What's next' chase you? How can an undergraduate education help you fast-track your career after your schooling? What is the science behind becoming a successful professional? Do questions like the above make you think?

The world out there is challenging. Modern businesses require insight, knowledge and the right attitude for problem-solving. And so, over the past three decades, we have aligned our academic resources in such a way that your worries are taken care of through delivery modes which are impeccable and meaningful at once.

As a result, today, IIAS School of Management is regarded as one of the very best in management education in the country.

OWN YOUR FUTURE

IIAS believes each student is unique, brimming with intrinsic qualities and gifted with great potential. An IIAS education is aimed at unlocking your inherent talent with transformational outcome-based learning, that will build you as an employable student who is ready to take on leadership roles in your career.

Here you will *Initiate* a new start to your professional life, where we *Imbibe* you with knowledge across business domains and *Inspire* you to discover bold solutions and make a postive impact.

Featured on

Forbes THE WEEK TIMES THE TIMES OF INDIA

Crafted to Transform

FUTURE-READY CURRICULUM

The BBA Programme at IIAS School of Management, is crafted in tune with the needs of a dynamic business world. Students are equipped with the fundamentals of business principles in Management, Finance, Accounting, Marketing, Human Resource Management and Analytics.

IMMERSED IN THE INDUSTRY

Using a judicious mix of classroom sessions clubbed with projects, workshops, co-curricular activities, internships and a hands-on learning approach, the BBA programme empowers the students to transform themselves into management professionals.

AT A GLANCE

AFFILIATED TO

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Utech

APPROVED BY

All India Council for Technical Education AICTE

CERTIFICATIONS

1. NISM Certifications
2. Industry Certificatios
3. Tech Certifications:
   a. Power BI
   b. Fintech
   c. Blockchain
   d. Prompt Engineering
   e. Advance Excel
   f. AI Tools
4. Digital Marketing Certifications

LEARN FROM THE BEST

1. IIT 'ians
2. IIM graduates
3. Reputed Educationists
4. Chartered Accountants
5. Subject matter experts from the industry

DURATION
4-year degree course

ELIGIBILITY
HSC (10+2) from any stream

THRIVING ALUMNI
Network of **7000+** globally placed IIASer's to support you.

BBA@ IIAS

WHAT YOU WILL LEARN

1 Semester

Principles of Management
Business Economics
Computer Fundamental
The Language of Graphic design
English & Professional Communication
Life Skills & Personality Development
Yoga/ Health & Wellness/ Sports

2 Semester

Environment & Sustainable Development
Business Economics - Macro
Management Information System
Organization Behaviour
Modern Indian Languages and Literature
IT Tools for Business
NSS/ Critical Thinking/ Mental Health

3 Semester

Operations Management
Financial Management and Risk Analysis
Word, PowerPoint & Spreadsheet
Application with Excel
Principles of Marketing
The Constitution, Human Rights and Law
Understanding basics of Cyber Security

4 Semester

Marketing Management
Human Resource Management
Organizational Behaviour
Database Management with SQL
Graphic Design with PhotoShop & Illustrator
Society Culture and Human Behavior

5 Semester

Entrepreneurship
Sales & Distribution Management & Logistics
Consumer Behaviour Or Elements of Taxation/
Management of Organisational Change
Cloud Computing
E-commerce and Application

6 Semester

Project Management
Business Research Methods
Data Analytics Skills for Managers
Web Development with HTML and CSS
Internet and Networking

7 Semester

Management Accounting
Business Intelligence
Software Project Management
Digital Marketing
Summer Internship Project
Presentation

8 Semester

Customer Relationship Management or
Company Accounts or Audit or Human
Resource Development
Marketing Analytics or Financial Analytics
as Human Resourse Analytics
Research Project

* Subject to change as per University Guidelines

360° Career Service

- Multiple industry certifications options
- Work-Learn Programmes
- On-Job-Training and Internship options
- Entrepreneurship incubation through Institution's Innovation Council (IIC)
- Industry visits, corporate interactions
- Impact lectures by speakers from IITs, IIM, Industry bodies etc.
- Robust Career Services Cell for training & Placement support
- Research orientation through Capstone Project
- Consultancy to industry through Industry-Academia interactions
- Option to avail memberships of management associations
- Industry focussed AICTE approved programme
- IQAC-led quality academic delivery

100% OF OUR STUDENTS RECEIVE PLACEMENT /
leading to internships and jobs in corporates across

OUR RECRUITERS

KINS HOSPITAL
INSPIRING HOLISTIC HEALTH

PATANJALI®

Justdial

EUREKA FORBES

DESUN HOSPITAL

TATA

HDFC Life
Sar utha ke jiyo!

MEDICA

pantaloons

ERGODS
A Global eTailer

SHOPPERS STOP

LuLu
Where the world comes to shop, safely!

ICICI PRUDENTIAL LIFE INSURANCE

HDFC BANK

21st Century **Impact Education**

Experience is Everything

1. Digital literacy to handle the tech-driven world
2. Collaborative learning through group projects
3. Enabling critical thinking through problem-solving
4. Instill global awareness, enhancing cultural competency
5. Promote innovation through interdisciplinary approaches
6. Hone leadership skills by participating in 'Clubs' and 'Committees'

Scan to visit the E-Library

ASSISTANCE
India

HARNESS YOUR **ENTREPRENEURIAL ZEAL**

Entrepreneurship is a key focus at IIAS. We provide support in the form of various events as well as mentoring and networking to help kick-start your start-up ideas.

Ministry of Education, Government of India, along with AICTE-sponsored impact lectures from the industry and academia, contribute to stimulate your entrepreneurial journey. Institution's Innovation Council (IIC) at IIAS School of Management incubates your entrepreneurship idea and propels your dreams to fruition. As part of its impact education, IIAS is part of National Innovation Startup Policy (NISP) which nurtures you in accordance with government policies. You are mentored and nourished by professionals across industries and government bodies.

Guest lectures and workshops by eminent entrepreneurs provide platforms for you to interact with these industry experts and build valuable connections.

Dare to **Dream**

Rebika Dewan
BBA, Batch - 2022

"My journey through college for the past 2.5 years has been filled with growth, learning and self-discovery. I found my self more comfortable with both the academic challenges and the social environment. From making new friends to managing assignments, it was a balance I had to learn quickly."

Sanjiban Bhowmik
BBA, Batch - 2022

" The overall experience in my college was really amazing. The experience of the faculties and the constant industry inputs given by the college are as per with the needs and wants. The constant guidance of the faculty numbers are worth mentioning"

FINANCIAL AID

Financial assistance in the form of scholarships is available for deserving students.

- Scholarships for the reserved category of students
- For the wards of defence personnel
- Merit scholarships for meritorious students

Admission Process

Step 1

Submit Application

Check the eligibility requirements and complete application form

Step 2

IIAS-SAT & Personal Interview

Get an opportunity to earn scholarship

Step 3

Selection Offer

Get intimation of selection and take action

Step 4

Admission Acceptance

Complete documentation and fees payment to secure admission

**Admission is subject to university guidelines and entrance test*

Apply Today

iias.org.in

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Siliguri - 734002, Dist. Darjeeling,
West Bengal, India

IIAS Kolkata

Suite 211, PS-IXL, Biswa Bangla Sarani,
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