



Welcome to the

# Faculty of Business Studies

Multiple pathways.  
One unfair **ADD**-vantage.

Affiliated to MAKAUT | Approved by AICTE

MALILANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL



Our Courses

**BBA+**

General Management  
Hospital Management

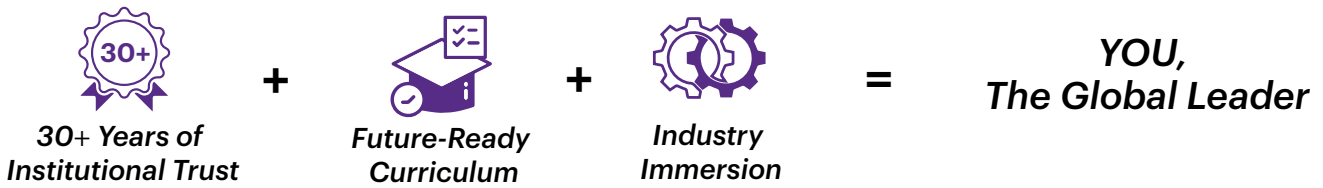
# The Science of **+** Becoming a Professional.

Traditional management education is obsolete. The market doesn't need test-takers; it demands creators, analysts, and tech-savvy leaders who have insight, knowledge, and the right attitude.

**BBA+ is the answer.** We've fused the academic rigour of a University degree with the grit of running a real-world business. While some degrees subtract 3 years from your life. We **ADD** to them through the right mix.

**Talent + Tech + Training = Transformation**

We build you as an employable student ready to take on leadership roles in your career, whether you want to start a business or climb the corporate ladder.



*"Over the past three decades, we have mastered the art of career building. Regarded as one of the very best in management education, we are now taking 30 years of award-winning academic excellence and injecting it with immersive real-world exposure.*

*We have purpose-built BBA+ because the industry needs 'Day 1' professionals. Under the Faculty of Business Studies, we offer two distinct, high-powered undergraduate programmes - BBA+ (General Management) & BBA+ (Hospital Management)."*

**Abhinandan De**  
Managing Director

Alumnus of Purdue University, USA & EMLYON Business School, France



## Awards & Recognitions

<p>Featured in</p> <p>Education Evangelist of India</p>	<p>Ranked</p> <p>10th Best Institute for Studies - BBA, WB, 2022</p>
<p>Awarded for</p> <p>Education Excellence WB, 2024</p>	<p>Awarded for</p> <p>North Bengal Business WB, 2026</p>

# Don't just graduate. Graduate with a portfolio.

Standard curriculum is the baseline. Whether you are pitching to a Venture Capitalist or presenting to a CEO, your skill stack is your greatest asset. We **ADD** multiple industry certification options to make you undeniably valuable.



*Skills that get you hired, not just graded.*

## Classrooms are for Theory. The World is for Practice.

At IIAS, we believe that **experience is everything**. Real. Hands-on. Transformative. Which is why in every semester, we **ADD** real-world grit beyond your academic transcript.

### + Experience

*Why wait 4 years to start working?*

- + **On-Job-Training (OJT):** Integrated directly into your semester.
- + **Internships:** Real corporate exposure with our Work-Learn Programme.
- + **Local Business Consulting:** Solve real business problems. Don't just write papers.

### + Entrepreneurship

*Have a killer idea? Make it happen.*

- + **Institution's Innovation Council (IIC):** We help incubate student startups.
- + **NISP Aligned:** Part of the National Innovation Startup Policy to fuel your venture.
- + **Mentoring:** From industry bodies and local entrepreneurs to polish your business plan.

### + Exposure

*Classrooms are local; your exposure should be global.*

- + **The C-Suite Connect:** Gain exclusive insights through high-octane Impact Lectures and interactive sessions with industry CXOs.
- + **Industry Visits:** Step into the boardroom and onto the factory floor. See exactly how theories translate into revenue.
- + **Campus Clubs & Committees:** Run events, manage budgets, and execute strategies through dynamic student-led clubs and committees.

# What you will Learn. Plus more..

## DURATION

3-year /  
4-year (with Hons.)

## ELIGIBILITY

HSC (10+2) from  
any stream

## THRIVING ALUMNI

Network of 10000+ globally  
placed IASers to support you.

### 1 Semester

Principles and Practices of Management  
Business Communication-I  
Financial Accounting  
Business Statistics and Logic  
General English  
Indian Knowledge System  
Environmental Science and sustainability

### 2 Semester

Human Behaviour and Organisation  
Marketing Management  
Business Economics  
Emerging Technologies and application  
Media Literacy and Critical Thinking  
Indian Constitution  
Business Communication-II

### 3 Semester

Cost and Management Accounting  
Legal and Ethical issues in Business  
Human Resource Management  
Indian Systems of Health and Wellness  
Management Information System (MIS)  
Yoga/Sports/NCC/NSS/Disaster Management

### 4 Semester

Entrepreneurship and Startup Ecosystem  
Operations Management  
Financial Management  
Business Research Methodology  
Business environment and Public Policy  
International Business  
Design Thinking and Innovation

### 5 Semester

Strategic Management  
Logistics and Supply Chain Management  
Sales & Marketing  
Integrated Marketing Communication  
Internship/Capstone Project

### 6 Semester

Project Management  
Business Taxation  
Marketing of Services  
Data Analytics Using R/Python  
Corporate Governance  
Major Project

### 7 Semester

AI for Business  
Entrepreneurial Leadership  
Digital Marketing  
Marketing Analytics  
Summer Internship -II

**"Honours with Research" Track**  
*For those diving deep into data and academia.*

- Advanced Data Analysis Tools
- Advanced Research Methodology
- Research Internship Report and Viva -Voce
- Dissertation (For Research Track)

### 8 Semester

Talent Acquisition & Management  
Data Visualisation with Tableau/Power BI  
Project Management  
Dissertation

**"Honours with Research" Track**  
• Dissertation (For Research Track)

Courses are subject to change as per university



# A Premium Career in Healthcare

Eastern India is witnessing a massive takeover by multi-specialty mega-brands. Big hospitals are scaling up, and they urgently need corporate managers to run them. Running these massive infrastructures go beyond. They run on optimised supply chains, patient-centric marketing, high-level HR, and aggressive financial strategy. **BBA+ in Hospital Management** is aimed at tapping this very demand. medical or clinical expertise.

## A Future Proof Sector

While other industries face layoffs and AI disruption, healthcare is fundamentally human and aggressively expanding



### The \$372 Billion Engine

The Indian healthcare sector is massive, diversified, and growing exponentially. It is one of the largest sectors providing immense opportunities in hospitals, health tech, and medical tourism.



### The Job Engine

Employment in healthcare occupations is projected to grow by 16% year-on-year, adding millions of new jobs. It outpaces almost every other occupational group.



### The Bottom Line

High Demand.  
Good Pay.  
Ultimate Job Satisfaction.

## Your Access to the Healthcare Elite.

We don't just teach you about the industry; we put you directly inside it. Field visits and on-the-job training ensure you can deal with operational issues in a real-life setting.

## + Our Strategic MoU Partners

We have iron-clad MoUs with the most reputed healthcare chains in Eastern India. You gain exclusive access to internships, masterclasses, and on-the-job training at:



### + The Work-Learn ADDvantage

You cannot learn hospital management from a textbook. Our unique Work-Learn Programme integrates hands-on learning in live healthcare organisations starting from your 4th Semester.

### + The C-Suite Connect

Gain exclusive insights through high-octane Impact Lectures and interactive sessions with industry CXOs.

### + Industry Visits

Step into the back offices and onto the ward floor. See exactly how theories translate into operations.

### + Strive for High-Impact Roles

- Hospital Operations Manager
- Health Administrator
- Clinical Research Manager
- Quality Assurance Director

### + Open Doors to Allied Sectors

- Health Insurance Companies
- Healthcare IT & Startups (HealthTech)
- Pharmaceutical Companies
- Healthcare Consultancy Firms

# What you will Learn. Plus more..

## DURATION

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4-year (with Hons.)

## ELIGIBILITY

HSC (10+2) from  
any stream

## THRIVING ALUMNI

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### 1 Semester

Hospital Operations Management & Planning  
Accounts  
Principles of Management  
Any one from GE Basket A/D  
English & Professional Communication  
Life Skills & Personality Development  
Health & Wellness / Sports

### 2 Semester

Medical Terminologies  
Medical Records Science I  
Organization Behaviour  
Any one from GE Basket B/E  
Modern Indian Languages and Literature  
IT Skills  
Critical Thinking / NSS / Mental Health / EVS

### 3 Semester

Medical Records II  
Healthcare Marketing  
Any one from Minor Basket  
Any one from GE Basket C/F  
The Constitution, Human Rights and Law  
Understanding Basics of Cyber Security

### 4 Semester

Support Utility Services – I  
Hospital Inventory & Purchase Management  
Environment & Sustainable Development  
Any one from Minor Basket  
Any one from Minor Basket  
Any one from AECC Basket

### 5 Semester

Support Utility Services – II  
Epidemiological Transition in Healthcare  
Any one from Minor Basket  
Any one from Minor Basket  
Observationship

### 6 Semester

Quality in Healthcare  
Public Health and Healthcare Policy  
Occupational Health and Hazards  
Any one from Minor Basket  
Any one from Minor Basket

### 7 Semester

Healthcare Management Information System  
Research Methodology in Healthcare System  
Health Insurance  
Any one from Minor Basket  
Any one from Minor Basket

### 8 Semester

Social and Behavioural Sciences and Basics  
of Clinical Psychology  
Health Economics  
Internship & Research Project

*Courses are subject to change as per university*



# Learn from the Masters.

## In-house Experts + Industry Mentors.

Your network determines your trajectory, whether you are hunting for a top-tier placement or your first seed investor. At IIAS, you are guided by a powerful mix of academic rigour and market reality.

### Your faculty

- + IIT'ians and IIM graduates.
- + Chartered Accountants and Subject matter experts from the industry.
- + Reputed Educationists.



**Dr.K.V.R.Nair**

A distinguished academician (PhD, KSET, MBA, MA, and LLB) and NSDC-certified trainer with 30 years of experience, bridging management theory and industry practice.



**Sudip Bhattacharya**

Accomplished Communication Specialist & Author, MBA (IIT ISM Dhanbad), with 20+ years experience in corporates across India

### The Industry

- + Gain exclusive insights through impact lectures by speakers from top corporates and Industry bodies.
- + Unlock the option to avail memberships of management associations



**Shantanu Rooj**

Founder & CEO,  
TeamLease Edtech



**Mrinmoy Brahma**

Assistant Vice President,  
Kisah



**Sukankan Roy**

Director  
R H Media Pvt. Ltd.



**Sriya Singhal Agarwal**

Psychologist & Clinical  
Hypnotherapist



**Ram Parthasarathy**

Director-Manufacturing Excellence,  
Komorebi Global Consultancy LLP



**Amrita Basu**

Vice President - Sales,  
Shikshak



**Rajesh Thadhani**

Founder, NeoZaar and Director,  
Startup Grind Mumbai



**Chandrasekaran Parasuram**

Entrepreneur | Ex-COO,  
Sun Microsystems, Inc



# Achieve your Career Goals. A Positive Trajectory.

Whichever career path you choose, we help you build a roadmap. One that sets you up for success and initiates the journey of your dreams.

## 360° Career Support

We don't just find you a job; our dedicated Student Career Services Cell acts as your personal launchpad.

### 1:1 Mentorship

Dedicated mentor-mentee groups for personalised career mapping

### The Employability Engine

An in-house Employability Skills Programme that continuously upgrades your personality, soft skills, and technical stack from Day 1

### End-to-End support

From profile building to identifying high-impact capstone projects to CV workshops and final placement drives—we guide every single step.

## Our top-tier Recruiters



## Higher Studies

### In-House Prep

Foundation-level guidance for Management Entrance Tests and Civil Service/ Government jobs



### Faculty-Led

Mentored directly by our expert academicians, meaning zero outsourcing and maximum focus

### The Outcome

Whether your next step is a top-tier MBA or cracking competitive exams, you graduate ready to conquer any career pathway



# The Sum of all Parts. Employed + Empowered.

Look at what our alumni have been proving over the years. Join a thriving network of 10000+ globally placed IASer's to support you.



"IIAS has helped me immensely. From setting up my LinkedIn profile to building core competence, my college had handheld me at every turn. Marketing is one of the core areas that I have learnt from college. And currently, I help clients in content marketing. I thank my teachers at IIAS for all they have done for me."



**Pratik Kishan**  
BBA-Business Analytics,  
Batch - 2021



"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."



**Rebika Dewan**  
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."



**Sanjiban Bhowmik**  
BBA, Batch - 2022

## Recent Placements



**Vidya Rai**  
BBA, Batch - 2020



**Asha Bakshi**  
BBA, Batch - 2020



**Niraj Pradhan**  
BBA, Batch - 2020



**Pritam Roy**  
BBA, Batch - 2020



**Jayanta Kumar Mondal**  
BBA, Batch - 2020



**Abhirup Saha**  
BBA, Batch - 2021



**Debojyoti Chakraborty**  
BBA, Batch - 2021



**Juhil Mondal**  
BBA, Batch - 2020



**Sohail Sheakh**  
BBA, Batch - 2023



**Ehteesham Ansari**  
BBA, Batch - 2017



**Twinkle Roy**  
BBA, Batch -2022



**Roumik Dutta**  
BBA, Batch - 2020



## Notable Alumni



**Komal Jha**  
AVP - New Age Companies



**Paromita Dey**  
Senior Manager - CRM



**Soma Das**  
Asst. Vice President



**Md Jahidul Islam**  
Branch Manager



**Vikram Sarkar**  
Chief Manager



**Dipshikha Mukherjee**  
Team Leader



**Karuna Chhetri**  
Marketing Executive



**Sayan Goswami**  
Entrepreneur



**Reshma Parveen**  
Assistant Manager



**Tamalika Dutta**  
Sales associate



**Shreya bhattacharyya**  
Coordinator operations



**Sujata Das**  
Entrepreneur



# Do More. Be More..

On-campus sports competitions, cultural programmes and club activities are core experiences at IAS. Whatever your passion, you can live it, do it and nurture it.

Our students participate in **National Debate Competitions**, go on Group Excursions, attend Entrepreneurship Summit at **IIT Kharagpur** and make real social impact through conducting **NSS and Unnat Bharat Abhigyan** activities at the grassroots level.



# Admission Process



Step 1

## Submit Application

Check the eligibility requirements and complete application form



Step 2

## IIAS-SAT & Personal Interview

Appear for aptitude test & 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

### + Scholarships

*Financial assistance is available for deserving students, meritorious students, reserved categories, and wards of defence personnel.*

# Ready to claim Your unfair advantage?



**Apply Today**

[iias.org.in](https://iias.org.in)

## **IIAS Siliguri**

Hill Cart Road, Dagapur, P.O. Salbari,  
Siliguri - 734002, Dist. Darjeeling,  
West Bengal, India

## **IIAS Kolkata**

Suite 211, PS-IXL, Biswa Bangla Sarani,  
Chinar Park, New Town,  
Kolkata - 700136, West Bengal, India

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