

The department vision is To be leading undergraduate management school that contributes to development of business and society through eminence in promoting leadership, entrepreneurial aptitude and leadership.

Admission Criteria

- 1.60% aggregate in both 10th & 12th standard final examinations.
- 2.12th appeared students can also apply
- 3. Through Common Entrance Test (CET), conducted by MAKAUT

Admissions Helpline Number - 8010700500

IEM Group Admissions Office -

Ashram Building, GN-34/2, Sector – V, Saltlake Electronics Complex, Kolkata – 700 091, West Bengal, India.

Phone No.: +91 33 2357 2995, +91 33 2357 2059

Email (Admissions) : admissions@iemcal.com

Unique Features of BBA(H) Department:

- Modern teaching pedagogy using online courses and management case study
- Essential studies for professionals (ESP)
- Skill Development Program (SDP)
- Business analytics course
- Collaborative Research
- Foreign language course
- 100% PLACEMENT RECORD
- First hand experience of entrepreneurship activities and professional entrepreneurship course certificate via departmental E-CELL
- Opportunity in acquiring Professional Course
 Certificates from top universities around the world via
 sponsored MOOCS from COURSERA, EDx



DEPARTMENT OF BUSINESS

ADMINISTRATION, BBA(H)

Institute Of Engineering & Management

NAAC 'A' Accredited Autonomous College affiliated to Maulana Abul Kalam Azad University of Technology (MAKAUT)





Courses offered by us -

- BBA(H) 3 years degree course
- BBA in Business Analytics 3 Years degree course

The papers to be covered in 3 years degree duration -

- HUMANITIES AND SCIENCE PAPERS
- CORE MANAGEMENT PAPERS
- FUNCTIONAL MANAGEMENT PAPERS
- BUSINESS ANALYTICS

Specializations offered by us - (To be chosen by individual students before the start of 5th semester)

- SPECIALIZATION IN HUMAN RESOURCE MANAGEMENT
- SPECIALIZATION IN MARKETING MANAGEMENT
- SPECIALIZATION IN FINANCIAL MANAGEMENT

**Some of our recruiters -













and many more...

Infrastructure & facilities -

- 1. Broad band connection for staff and students in every class room and faculty room with Wi-Fi facilities.
- 2. Class rooms with ICT facility: All rooms with LCD projector and wireless acoustic system.
- 3. Laboratory: All computers with 1: 2 ratio. LCD projector and acoustic system facility available.
- 4. Emergency medical support: Medical rest room, first aid box available.
- 5. The Department provides with the facility of digital library to the staff and students.

Extra curricular activities & events held each year -

- 1. National, International webinars, workshops & Conferences
- 2. Skill Enhancing competitions
- 3. Industry visits
- 4. Fest & cultural programs
- 5. Sports & Game events
- 6. Departmental E-Magazine Publication
- 7. Social Awarness programmes

Placement & Internship opportunities -

- Placement opportunity in national & international companies.
- Summer & winter training/internship programme
- International Educational Tour opportinity

