Admission Info:

IEM Group Admissions Office:

Ashram Building
Salt Lake Electronics Complex
34/2, GN Block, Salt Lake, Sector V, Kolkata, West Bengal - 700091
(Next to Cognizant Technology Solutions Private Ltd., Near SDF Building, Opposite to Nalban Foodpark)

Phone No.: +91 8010700500
+91 3323572995
+91 33 23572059

Institute of Engineering & Management
Department of BBA
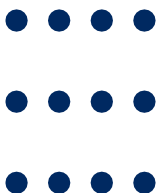**AICTE Approved**
ASHRAM CAMPUS
Salt Lake Electronics Complex
34/2, GN Block, Salt Lake, Sector V, Kolkata, West Bengal - 700091

BBA admissions will be conducted through Common Entrance Test IEMCET

Bachelor of Business Administration
AICTE Approved
Institute of Engineering & Management
Under
University of Engineering & Management, Kolkata

Highlights of BBA Curriculum

- Lab & case study based teaching
- Case studies from Harvard Business School
- Bridge courses on Economics, Mathematics, Statistics, English & Communication provided before the academic session after admission
- Major Courses inclusive specialization topics. Building robust knowledge on core business subjects – Marketing, Finance, Human Resource, Business Analytics, and Supply Chain
- Hands-on practical session using statistical software: MS EXCEL, STATA, SPSS
- Courses on Programming Language: PYTHON & R
- Collaborative research work & publication
- Industry visits
- Hands-on workshops
- 2 months SIP (Summer Internship Program)
- Competitive Business Hackathon Projects on Entrepreneurship
- Club activities – Marketing Club, HR club, Finance club, Business Analytics Club, CSR Club, Cultural Club, etc.
- Free access to MOOCS (Massive Open Online Courses): Coursera, LinkedIn Learning

Specializations Offered

Bachelor Degree in Business Administration, BBA (Honors) & BBA (Honors with Research) Duration: 4 Years (As per NEP 2020) with:
a. Specialization in Human Resource Management
b. Specialization in Marketing Management
c. Specialization in Financial Management
d. Specialization in Business Analytics
e. Specialization in Supply chain Management

Instiitute of Engineering & Management Ashram Campus

University of Engineering & Management, Kolkata

Placement Opportunities

- 100% placement
- Placement training session
- On & Off campus recruitment drive
- Premium level recruiters

Our Recruiters