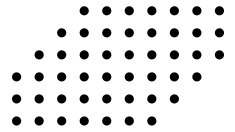**Bachelors of Business Administration**
4 years AICTE Approved program

ADMISSION OPEN

Institute of Engineering & Management
Under
University of Engineering and Management, Kolkata
Ashram Campus, Saltlake, Sector V, Kolkata

ASHRAM CAMPUS,
Salt Lake Electronics
Complex 34/2, GN
Block, Salt Lake, Sector
V, Kolkata, West
Bengal- 700091

Fees:
1st Semester :
Rs. 70,000/-
2nd semester onwards:
Rs.60,000/-
Total: 4,90,000/-

Eligibility Criteria:
- Admission is strictly through IEMCET Examination
- 65% marks in Class Xth & XIIth is mandatory

Placement Opportunities

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

Scan the QR code and visit our website
https://iembba.org/

Admission Helpline :
8010700500

Specializations Offered:

Bachelor Degree in Business Administration
BBA (Honors) & BBA (Honors) with Research

Duration: 4 Years (As per NEP 2020) with

- Human Resource Management
- Marketing Management
- Financial Management
- Business Analytics
- Operations & Supply Chain Management
- International Business
- Entrepreneurship & Family Business
- Retail Management
- Hotel Management
- Hospital Management
- Sports Management
- Media Management
- Design Management
- Travel and Tourism

Our Recruiters :

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, MATLAB
- 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

IEM Group Admissions Office:
Ashram Building, GN-34/2, Sector – V,
Saltlake Electronics Complex
Kolkata –700 091, West Bengal, India. (Next to Cognizant Technology Solutions Private Ltd, Near SDF Building, Opposite to Nalban Foodpark)

Phone No.: +91 8010700500,
+91 3323572995,
+91 33 2357 2059
Fax No.: +91 33 2357 2995