

INSTITUTE OF ENGINEERING & MANAGEMENT (IEM)

Bachelors of Business Administration
4 years AICTE Approved program



**ADMISSION
OPEN**

Institute of Engineering & Management
School of 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**

Specializations Offered

BBA (Honors) & BBA (Honors) with Research

Duration: 4 Years

- **Dual Major Specialization**
- **Minor Specialization**
- **Industry Specialization**

13 Specializations fields offered -

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

Our Recruiters :



Admission Office

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



Highlights of BBA

- **Study Abroad Program for BBA**
- 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
- Hands-on practical session using statistical software: MS EXCEL, STATA, SPSS, MATLAB
- Courses on Programming Language: PYTHON & R
- Collaborative research work & publication in Department organized International Conferences – IRPSS & ISCIEM along with External conferences & Journals.
- Industry visits
- AI based Hands-on domain specific workshops
- 2 months SIP (Summer Internship Program)
- 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.
- Scope to attend lecture from Nobel Laureates.
- Scope to participate in Business Hackathon, Management Fests, and to get Start-up Funding Opportunities.



*Institute of Engineering & Management
Ashram Campus*



*University of Engineering & Management,
Kolkata*