



Bengal Institute of Business Studies

Ensuring Quality Education

BIBS Kolkata is synonymous to placements. MBA aspirants across India view BIBS as a Business School with a phenomenal track record of Final Placements in the best companies in India and overseas



The brand proposition of BIBS is “Value for Money Education” i.e an education with a great “Return of Investment”. As per the figures of achievements for the MBA batch of 2015, the average placement offers were to the tune of Rs. 5.5 Lakhs per annum, where the course fee charged was Rs. 3.62 Lakhs for the 2 year MBA programme.

In addition, the corporate interaction, live learning activities, corporate mentoring and hand holding and activity based learning gives the student a good return on his / her investment, both monetary and effort wise.

BIBS, kolkata is synonymous with phenomenal placements. MBA Aspirants across India choose to join BIBS believing that they would achieve successful corporate careers at BIBS. With more than 100 companies having recruited BIBS students over the last 7 years, this is the USP and the biggest achievement of Brand BIBS.

PricewaterhouseCoopers, KPMG, Capgemini, UAE Exchange, BFC – Bahrain, PRAN Foods – Dubai, AG Herbs – Indonesia, B, Braun – Germany, Aditya Birla Group, PepsiCo, Standard Chartered Bank, HSBC, Yes Bank, Indian Oil, ONGC, Glaxo SmithKline, Philips, Britannia, Hindustan Unilever, American Express, Dabur to name a few are among the 100+ companies that have recruited BIBS Students.

This proves that the Brand focus and positioning of Placements is sustainable for BIBS Kolkata and this is going to be the way

forward also.

The best way to evaluate learning is always to test the same with practical scenarios. Hence the competition based learning’s at BIBS namely Brand Wars, USP, A2A etc. are learning pathways for students that trains them on everything from Planning, Resource Management, Financial Analysis to Market Segmentation while also giving them a necessary lesson on Team Work, Communication and Presentation Skills, all of which are evaluated by champions from the Industry thus providing them actual skills that will help them in their careers.

Management Guest Inspire Series, an interactive seminar series at BIBS has seen corporate and dignitaries interact with students. It has been a matter of immense pride that the erstwhile “Rocket Man” and the “People’s President”, the late Dr. APJ Abdul Kalam, arguable the best teacher of India has interacted and enlightened students at BIBS. Stalwarts like Chetan Bhagat and Kapil Dev to name a few have also been at BIBS to nurture motivational and corporate values among BIBS Students.

The entire focus at BIBS has been to make students Industry Ready. The involvement of Industry adds practical and functional value to the MBA learning and hence results in better placements.

CERTITUDES

- Dr. APJ Abdul Kalam has interacted, motivated and enlightened students at BIBS
- More than 10% of the MBA Batch bagged International Placements
- 100 + companies across Industries recruited BIBS Students

BEACON OF TOMORROW

- Their vision is a society where the youth is self sufficient, confident and always eager to learn.
- Their motto is ‘Learning for Life’ and we aspire to not just teach our students the art of management, but also imbibe the art of always enhancing the learning, which then transpires to Learning for Life.