

IQ CITY UNITED WORLD SCHOOL OF BUSINESS KOLKATA



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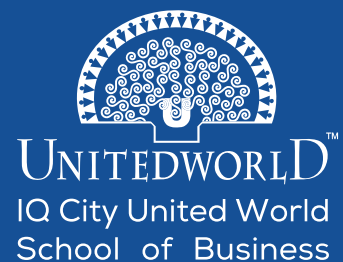


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*Programme Structure and Certification Courses may change as per market dynamics.

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Campus:

Infinity Benchmark,
10th Floor, Plot - G1, Block - EP & GP,
Sector - V, Salt Lake, Kolkata - 700091

IQ City UWSB is managed by IQ City Foundation and KMET. It is not a constituent college of KU.

MBA

(2 Years Full-Time Programme)

BBA

(4 Years Full-Time Programme)

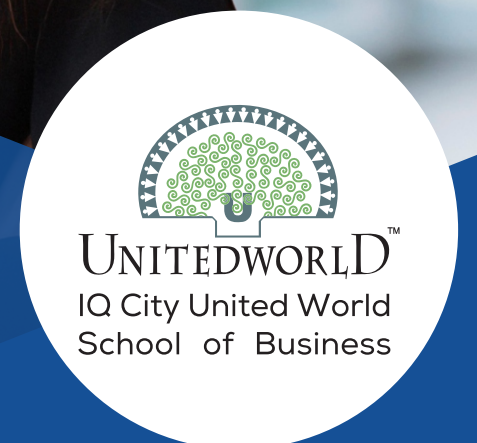
Campus:

Infinity Benchmark, 10th Floor, Plot - G1,
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Affiliated to Vidyasagar University

(NAAC Accredited, UGC Recognised,
West Bengal State Government University)

NEP guidelines applicable for BBA.



Message From Principal & Mentor



Dr. Meenakshi Khemka
Principal

“Getting an opportunity to do your MBA/BBA course from the right place is very important. Choosing a good institute ensures that you learn the practical aspects of the content published in textbooks. Eventually, when you step into the corporate world, your success will depend upon your ability to think differently and act independently. Our illustrious team of faculty members is all set to facilitate you on your journey to achieve your dreams. Come and conquer!”

“It's your life - live it your way. Take your own decision - take a right decision. Think clearly, search diligently, reason logically, choose wisely, act decisively. There comes a time in every person's life when one has to let go of 'hand-holding' and grow up and become independent. At IQ City UWSB, we are fully equipped and totally committed to help you take your first steps in that direction - the right direction. Learn to stand on your own two feet. Learn with us to live your life with 'no regrets'.

Wish you all the best."

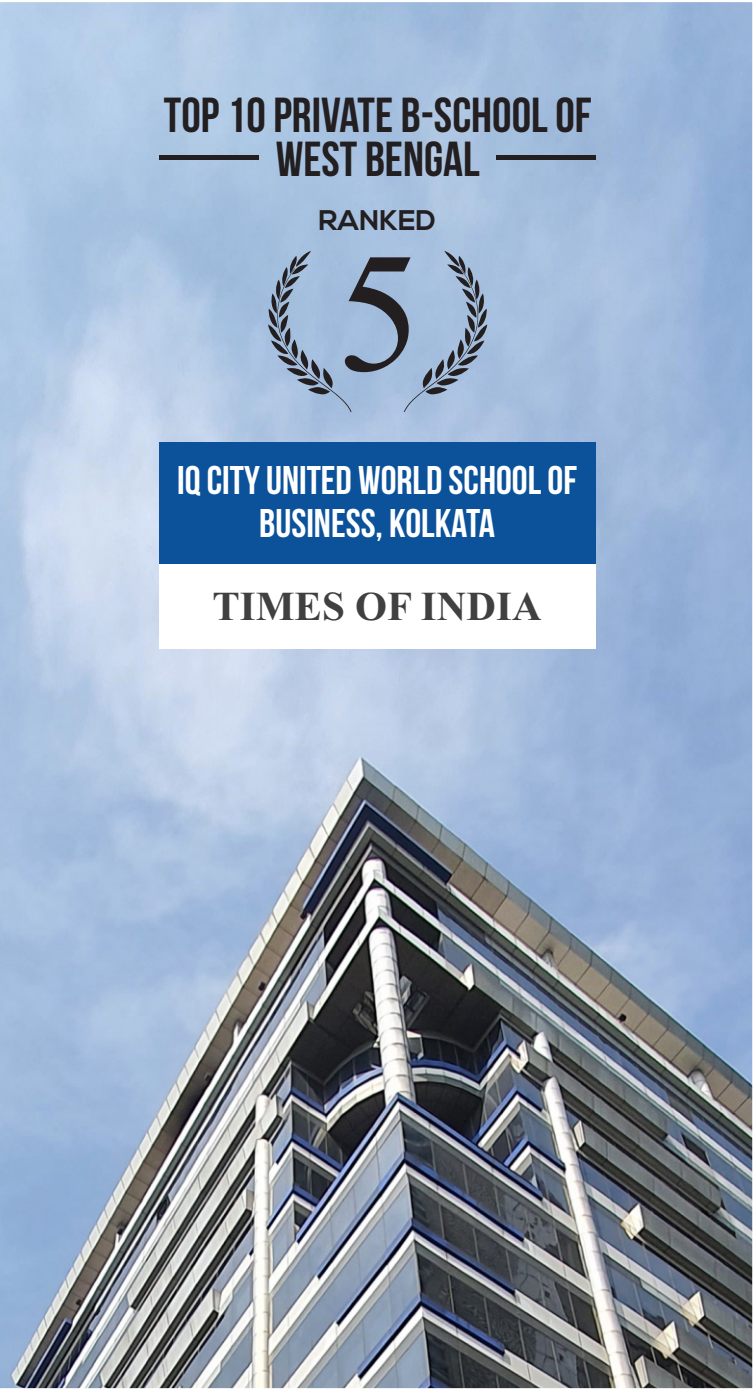


Dr. Amitava Ghosh
Mentor

About Kolkata Campus

Kolkata is the intellectual capital of India and the third most populous city in India. The city is known for its vibrant cultural heritage. Some notable companies headquartered in Kolkata include ITC Limited, Exide Industries, Britannia Industries, Bata India, Birla Corporation, RPG Group, Philips India, Coal India Limited, PwC India and Peerless Group. The IQ City UWSB campus is situated at Salt Lake, Sector V, one of the fastest growing knowledge hubs of India. IQ City UWSB campus is a premier Business School in Kolkata with an outstanding track record of placement and is also one of the best techno academic B-school campuses in Eastern India. The campus has brought in the corporate ambience of a western B-school in Asia. Strategically located near the central business district of Kolkata, the campus allows students to get optimum corporate exposure. The state-of-the-art infrastructure facilities encourage interaction and debate which form the heart of management education.

A premier
Business School in
Kolkata with an
outstanding
track record of
placement



MBA (2 Years Full-Time Programme)



The MBA programme at IQ City UWSB prepares students to excel in the corporate & business world in India and abroad. The course requires strenuous and comprehensive inputs imparted to the admitted students supported by ingenious efforts of the students and rigorous mentoring by the distinguished faculty of IQ City UWSB. This 2-year programme is chiefly divided into four semesters of academic delivery and 2 months of industry internship, with added modules on Soft skills, Leadership, Public Speaking, Business Communication, Networking skills, Negotiation skills, MS Office skills, Team Building and other personality re-engineering programmes. Along with internships & interview preparations, industry exploration & engagement with discussions on contemporary issues are conducted at regular intervals.

DUAL SPECIALISATION DOMAINS

- Marketing
- Human Resource Management
- Finance
- Digital Marketing
- Business Analytics and Data Science

SELECTION PROCESS

Stage – I: The date and venue for the Selection Round will be intimated to the shortlisted candidates through email, letter and phone call on receipt of the application form.

Stage – II: The selection round includes Group discussion, WAT, Psychometric Test and Personal Interview.

Stage – III: Selected Candidates will be intimated via mail and letter. The admission will be confirmed on receipt of requisite fees as mentioned in the admission offer letter.

HIGHLIGHTS OF THE PROGRAMME

- Professional Certification Courses
- Soft skills & employability skills training
- Personality re-engineering sessions
- Industrial visits and Industry Institute Interface
- Monitoring by Experts
- Leadership skills Training

ELIGIBILITY CRITERIA

Graduates in any discipline from a recognised University are considered eligible for this course. Candidates in their final year of graduation may also apply. All students seeking admission to IQ City UWSB must fill-up the prescribed application form, and submit the same to IQ City UWSB with their admit cards and scorecards of CAT / CMAT / MAT / XAT / ATMA / Any other National Level Entrance Test.

** Specialisations to be offered subject to a minimum number of students.

BBA (4 Years Full-Time Programme)



The 4 years BBA Programme at IQ City UWSB aims at laying a solid foundation for its students to pursue higher education in management at Master's and Doctoral levels or succeed in the world of business. The programme is designed to provide holistic education, as it imparts fundamental knowledge of business and management principles to its students. Innovative pedagogy used by IQ City UWSB, emphasises the development of communication skills, quantitative reasoning and analytical skills in line with the needs of the hour. As a result, the students can gain knowledge of various latest business practices and processes and apply these in the current and future global business scenario.

SPECIALISATION DOMAINS

- Marketing
- Human Resource Management
- Finance

CAREER PROSPECTS

- Relevant jobs in various disciplines- Marketing, Finance, HR
- Coveted job roles in the Sales/Marketing divisions of organisations
- Executive Trainee in Consultancy, FMCG, Advertising agencies, Brand Management, etc.
- Entrepreneur / self employed professional
- Pursue higher studies - Master of Business Administration (MBA) - and hone their skills further in a specific management domain

NEP guidelines applicable for BBA.

HIGHLIGHTS OF THE PROGRAMME

- Highly qualified and experienced educators
- Professional skills & personality development training
- Case study based pedagogy
- Guest lectures & outbound training
- Multiple certifications in contemporary domains
- Industry visits and industry institute interface

ELIGIBILITY CRITERIA

- 10+2 from any recognised board
- Class 12th students appearing / waiting for final result
- **Selection Process:** Group Discussion on a given topic and a Personal Interview.

* These are in-house certification courses

Everything Your Future Wants

Excellence that takes you to the top firms

Our unique global placement team provides students with efficient assistance which is based on three models. With global contacts and one of the most active placement teams in India, IQ City UWSB provides suitable placement opportunities for its students. It is one of the most structured and well planned career development efforts of any business school.

TIER-I

The first team explores zonal opportunities in East Zone, West Zone, Central Zone, North Zone and South Zone.

TIER-II

The second team works on creating national opportunities and integrating national placements in a centralized manner.

TIER-III

An overseas placement team explores opportunities in UK, Middle East, East Asia and Australia. The globally spread network of IQ City UWSB team and industry advisors jointly create employment opportunities for Indian talent.

*Partial List

Life @ IQ City UWSB



ICMSS (First Edition)



Guest Lecture



Industry Visit - RDC Concrete



Certificate Programme By IRMA



Indoor Sports



Saraswati Puja



Outbound Activities



E-Bazaar@Fest UniQuest



Freshers' Party

Academic Leadership (*Partial List)



Dr. Meenakshi Khemka
Principal, IQ City UWSB
PhD, IIT Delhi
MBA (HRM), MONIRBA,
University of Allahabad



Sahana Ghosh
Professor of Practice
M. Phil in Economics,
Delhi School of Economics
MA in Economics, JNU,
New Delhi



Dr. Kumar Saurav
Associate Professor
PhD, Magadh University
MBA, Nalsar University of Law
B.Tech, B.P.U.T Rourkela



Dr. Somarata Guha Chakraborty
Associate Professor
PhD, University of Calcutta
M.Sc., University of Calcutta
PGDM (Finance), AIMA



Parvinder Singh Narang
Professor of Practice
PGDM, IIM Calcutta,
B.Tech Hons (Mech),
IIT Kharagpur



Kaveri Narang
Professor of Practice
PGDM, IIM Calcutta
B.Sc. Hons (Chemistry),
Delhi University



Jayanta Saha
Adjunct Faculty
M.Tech in Computer Science
(Data Science), MAKAUT
M.Sc. in Applied Mathematics, NSOU
PGD in E-Commerce, IIIT, Kolkata



Ayaz Ahmed Shafi
Professor of Practice
MBA (HR), Pondicherry University
BA (Pol. Sc. Hons),
St. Xavier's College Kolkata
Certified Chally Assessor



Tanushree Datta
Assoc. Professor & Asst.
Director- Placement, MBA,
MAKAUT (University Gold Medalist);
MA (English Literature),
University of Calcutta



Abir Ghosh
Associate Professor
PGDBA, ITM Business School
Master of Business Laws, NLSIU
MA in Economics, IGNOU



Debayan Ray
Associate Professor
MBA in Finance, IIST Shibpur
M.Com in Finance & Accounts,
University of Calcutta



Raj Kiran Syam
Assistant Professor
MBA (HR and Marketing),
CIT Bangalore, E&C Engineering,
East Point College of
Engineering & Technology



Goutam Ghosh
Assistant Professor
B.Tech (Mechanical Engineering),
NIT, Jamshedpur
PGDM, XLRI, Jamshedpur



Ritwik Dutta
Assistant Professor
PhD in Management (Pursuing),
The Neotia University, MA,
New Mexico State University



Reema Basfore
Assistant Professor
PhD (Pursuing),
OPJS University, Rajasthan
MBA, Gauhati University



Dr. Tapas Chakraborti
Associate Professor
PhD in Management, TIU
MBA - Marketing & Systems,
WBUT (Presently MAKAUT)

Student Placements (*Partial List)

At IQ City UWSB, we strive for excellence.
Excellence that takes you to the top firms.

IQ City UWSB Kolkata is a premier business school that brings together the best of infrastructure, knowledge and methodologies to train global managers for the present and future. At IQ City UWSB, we help you achieve excellence that puts you on the path to success!

The success stories of our students are what encourage us to be a better version of ourselves. Their struggle becomes our struggle and their success stories become our milestones. We walk the path together and help them reach their desired career goals.



Pritha Bose



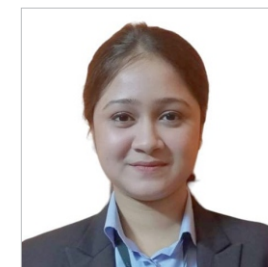
Riddhi Nayan



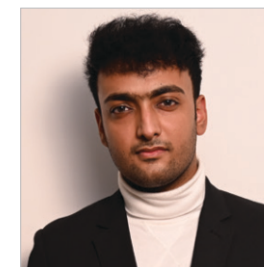
Subhadeep Kundu



Abir Chakraborty



Nupur Das



Rounak Kumar Singh



Raja Chakraborty



Aishee Mukherjee



Student Placements (*Partial List)



Mousumi Goswami



Astha Chourasia



Tiyyasha Das



Shakib Shahab



Suvam Mondal



Sarmistha Bose



Sanjukta Biswas



Sanjana Gupta



Ajad Ali



Subhadeep Gorai



Priyanka Saha



Pritam Chatterjee



Mayank Goenka



Pritam Majumder



Mamoni Roy



Sirajul Islam



Christina Francis



Madhuja Das



Ankita Banerjee



Puja Kumari



Anupam Das



Aviru Chatterjee



Manas Mahato



Praloy Ghosh



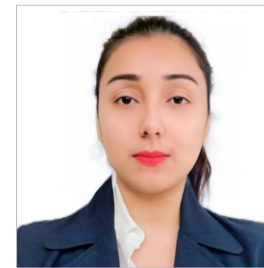
Archan Dey



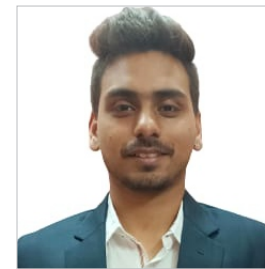
Pratistha Mishra



Nisha Shah



Purna Bhattacharjee



Mayank Maloo



Rajesh Bhattacharjee



Abhishek Banerjee



Koushik Saha



Student Placements (*Partial List)



Christina Francis



Madhuja Das



Ankita Banerjee



Puja Kumari



Anupam Das



Aviru Chatterjee



Manas Mahato



Praloy Ghosh



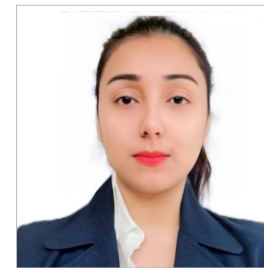
Archan Dey



Pratistha Mishra



Nisha Shah



Purna Bhattacharjee



Mayank Maloo



Rajesh Bhattacharjee



Abhishek Banerjee



Koushik Saha



Student Placements (*Partial List)



Kargil Biplab Dhal



Rohit Acharya



Ranajoy Halder



Samya Mangal



Jibak Chakraborty



Suparno Biswas



Arjama Nag



Sourav Bardhan



Debarshi Basak



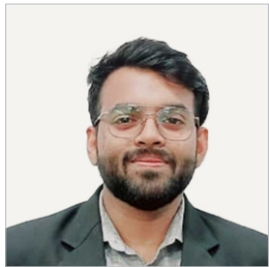
Arijit Chowdhury



Himanti Borah



Chetan Bhojak



Debojyoti Bhandari



Piyasi Chowdhury



Deepmoni Roy



Deepayan Ghosh



For more placement related details, please visit: <https://uwsbkolkata.com>

Alumni Testimonials



Nilanjan Jana

“

Life at IQ City UWSB Kolkata promises you experiential learning and rich and wholesome knowledge of the business world. I am extremely satisfied with the well qualified and encouraging faculty whose real-world experience and personal commitment to each student’s growth and professional development was evident throughout the entire curriculum. From nurturing our inner talents to eradicating the fear to speak up, IQ City UWSB has polished my skills and added a shine to my personality. The unique approach of “learning by doing” via case studies, industry interface, live projects, and outbound learning has led to immense value addition.

It is an amazing experience to be a part of IQ City United World School of Business, Kolkata. This institution has given me a lot of confidence by arranging great corporate exposure and placements. The study environment is amazing. Our faculty members teach and explain the topic very effectively with real-life examples which I can remember easily. Students are also encouraged to participate in various social and cultural events. The faculty members are always there to correct my mistakes and guide me.

“



Ani Khatun



Abhijit Sarkar

“

Taking admission in IQ City UWSB Kolkata was a perfect decision for me. United World provides a great platform for learning and development. IQ City UWSB has helped me to develop a positive attitude towards my life & career. Their aptitude classes, group discussion sessions, newspaper reading sessions, and grooming sessions significantly helped me a lot to enhance my skills as well as to fetch my final placement at Utkarsh India limited and my summer internship at ITC Ltd. Thanks to UWSB for creating such an opportunity for me.

One of the best journeys of my life started at the IQ City United World School of Business, Kolkata. The friendly attitude of the professors and their willingness to always offer a helping hand has made me feel a part of the UWSB family. The Management course at UWSB brought clarity of thought, knowledge, confidence and courage to me and helped me achieve my goals. The college conducts Industry Institute Interface which is very much helpful to know how the outside market works.

The live projects gave me very good exposure and helped me to enhance my skills. The overall experience here is very good.

“



Angel Garima Agarwal



Pritha Bose

“

My MBA journey was transformative, thanks to the education and opportunities provided by IQ City United World School of Business. The rigorous coursework, exceptional faculty, and networking opportunities paved the way for my successful placement at Deloitte. I'm grateful for the invaluable skills and experiences gained during my time at college, which continue to shape my career at Deloitte.

Hello everyone, I am thrilled to announce that I have received a job offer from LinkedIn, a company that has been my dream workplace for a long time. This journey began when I enrolled at UWSB for my MBA, which provided me with a clear career direction.

Following my admission, I secured an internship with ITC through the college. Shortly after that, I received my first job offer as an MBA graduate with a Marketing Technology company called Netcore Cloud.

“



Arghya Banik

Industry Connect



Dipankar Mukherjee
Zonal Manager - HR
Aditya Birla Fashion & Retail: Pantaloons

“

Thank you IQ City United World School of Business for the hospitality & the facilities offered for organising the campus placement drive. The campus infrastructure is commendable and the faculty members are extremely professional. The quality of the students is also very good. Wish to continue the professional association with IQ City UWSB.

The interaction with the students was very good. I was talking about what are the Leadership skills that they require to go into the professional world and the way students interacted with me; it really shows that in the last 2 years they have been groomed very well.

“



Mr. Sanjit Ghosh
Senior VP – Business Head,
Jana Small Finance Bank



Naveen Kejriwal
General Manager, Lenovo India

“

It was a pleasure being at IQ City UWSB Kolkata campus. I loved the campus, faculty, & overall infrastructure. The students are a wonderful lot and hope they were benefitted from my session. Looking forward to more such interactions in the near future.

It was nice to interact with the students. The faculty members were very enthusiastic. Wishing the institute all the very best.

“



Vikas S. S.
DGM, SEBI

Why Choose IQ City UWSB Kolkata?

At IQ City UWSB Kolkata, we just don't teach students, we mentor and guide them to explore subjects with analytical and critical thinking. Our world-class pedagogy and education delivery method backed by state of the art infrastructure and highly experienced faculty help them transform into skilled managers of tomorrow.

- Industry Designed Job-ready Curriculum
 - 200+ Recruiters
 - Highest Package : INR 14 Lakhs
 - Students from 10+ States
 - Internships
 - Live Projects
 - Industry Visits and Industry-Institute Interface
 - Industry-expert Faculty from Renowned Institutes like IIMs & IITs
 - CEO Lecture Series
 - Masterclasses by Industry Expert Guest Speakers
 - Grooming sessions/ Mock GD and Interview Preparation
- Soft Skills & Employability Skills Training
 - Leadership Skills Training
 - Personality Re-Engineering Sessions
 - Outbound Training Programmes
 - Computer Lab
 - Centralised Library with access to British Council Digital Library
 - Indoor & Outdoor Sports Tournaments
 - Student Clubs for activities leading to holistic development
 - Entrepreneurship Simulation Programme
 - International Speakers from various Industry
 - International Webinars & Conferences

Loan Details

We are providing 100% assistance for education loans and student credit cards for our existing eligible students. The loan facility will be provided by nationalized banks, private banks, or non-banking financial companies according to the eligibility criteria. We will be assisting you through the process to make it hassle-free. However, the decision as to whether or not to consent or approve the loan or student credit card shall be in the sole and exclusive discretion of the Bank and the Bank's decision shall be final and binding.

- EDUCATION LOAN FROM NATIONAL BANK**

 - State Bank of India
 - Punjab National Bank
 - Union Bank of India
 - Bank of Baroda
 - UCO Bank
 - Central Bank of India
 - Canara Bank
 - Indian Overseas Bank
 - Indian Bank
- FROM PRIVATE BANK**

 - HDFC Bank
 - ICICI Bank
 - AXIS Bank
 - IDFC First Bank
- NON-BANKING FINANCIAL COMPANY**

 - HDFC Credila Financial Services Limited

Special subsidised loan facility under SC/ST/OBC & Minority quota.
Education loan facility available under West Bengal Student Credit Card scheme (For students within the State).

