



Email enquiries  
admissions@unitedworld.in



Telephone enquiries  
+91 91638 50000  
+91 91631 65000



Find out more, visit  
www.uwsbkolkata.com



Follow us on  
facebook.com  
@iqcityuwsb



Follow us on  
instagram.com  
@iqcityuwsb



Follow us on  
twitter.com  
@iqcityuwsb

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

Disclaimer:  
Logo(s), Trademarks and images used in the brochure are of respective owners/contributors;  
usage of the same in the brochure is for educational purpose and has no commercial meaning  
neither we claim any rights over it.

## IQ CITY UNITED WORLD SCHOOL OF BUSINESS KOLKATA

### MBA

(2 Years) Full-Time Programme

### BBA

(3+1 Years) Full-Time Programme

# 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

TOP 10 PRIVATE B-SCHOOL OF  
WEST BENGAL

RANKED

5

IQ CITY UNITED WORLD SCHOOL OF  
BUSINESS, KOLKATA

TIMES OF INDIA



## 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 (3+1 Years) Full-Time Programme



The (3+1) 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

### 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 integrate 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**  
Academic Consultant  
M. Phil in Economics,  
Delhi School of Economics  
M. A in Economics, JNU, New Delhi



**Dr. Kumar Saurav**  
Assistant 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**  
Adjunct Faculty  
PGDM, IIM Calcutta,  
B.Tech Hons (Mech),  
IIT Kharagpur



**Kaveri Narang**  
Adjunct Faculty  
PGDM, IIM Calcutta  
BSc Hons (Chemistry),  
Delhi University



**Jayanta Saha**  
Adjunct Faculty  
Masters in Appl. Math, NSOU  
PGD in E-Commerce IIIT, Kolkata  
B Tech, BWU, Kolkata



**Ayaz Ahmed Shafi**  
Associate Professor  
BA (Pol. Sc. Hons),  
St. Xaviers' College Kolkata  
Certified Chally Assessor



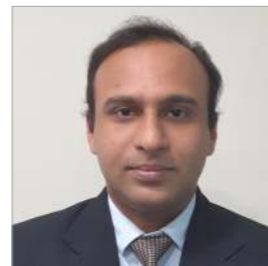
**Tanushree Datta**  
Asst. Professor & Asst.  
Director - Placement, MBA,  
MAKAUT (University Gold Medalist);  
MA (English Literature),  
University of Calcutta



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



**Debayan Ray**  
Assistant Professor  
MBA in Finance, IEST Shibpur  
M.Com in Finance & Accounts,  
University of Calcutta



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



**Bandita Mukherjee**  
Assistant professor  
PhD (pursuing), UEM  
MA, IGNOU



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



**Reema Basfore**  
Sr. Lecturer  
PhD (Pursuing),  
OPJS University, Rajasthan  
MBA, Gauhati University



**Dr. Tapas Chakraborti**  
PhD in Management, TIU  
MBA - Marketing & Systems,  
WBUT

## 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.



Puja Ghosh



Riddhi Nayan



Tashka Feroz



Prashant Sharma



Pritha Bose



Rounak Kumar Singh



Raja Chakraborty



Dipti Choudhary



## Student Placements (\*Partial List)



Mousumi Goswami



Astha Chourasia



Surabhi Agarwal



Shakib Shahab



Abir Acharya



Sarmista Bose



Sanjukta Biswas



Sanjana Gupta



Ajad Ali



Ashish Gupta



Priyanka Saha



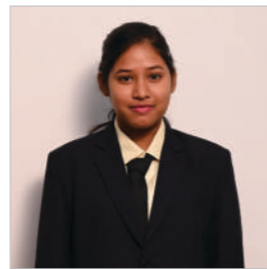
Pritam Chatterjee



Mayank Goenka



Pritam Majumder



Mamoni Roy



Sk Suman Hosen



## Student Placements (\*Partial List)



Aringkar Chakraborty



Madhujya Das



Abhishek Nandy



Puja Kumari



Anushka Gupta



Mohima Biswas



Srabani Saha



Praloy Ghosh



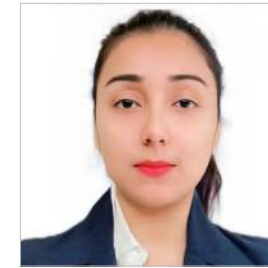
Archan Dey



Pratistha Mishra



Prativa Khatua



Purna Bhattacharjee



Mayank Maloo



Rajesh Bhattacharjee



Abhishek Banerjee



Suyesh Bharati



## Student Placements (\*Partial List)



Aryan Kumar Singh



Aranya Pratihar



Ranajoy Halder



Samya Mangal



Muskan Agarwal



Rohan Saha



Arjama Nag



Sourav Bardhan



Mahrosh Tabassum



Arijit Chowdhury



Bidisha Saha



Jhilik Bose



Paromita Sarkar



Piyasi Chowdhury



Amandeep Singh



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.

It was a superb experience overall interacting with the talented students of IQ City UWSB Kolkata. The students themselves were very interactive and I had a great time sharing my experience with them.



**Sayantan Sanyal**

Senior Marketing Manager, Samsung

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.



**Naveen Kejriwal**

General Manager, Lenovo India



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 14 Lakh
- 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 conclusive.

### 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).