AICTE Approved

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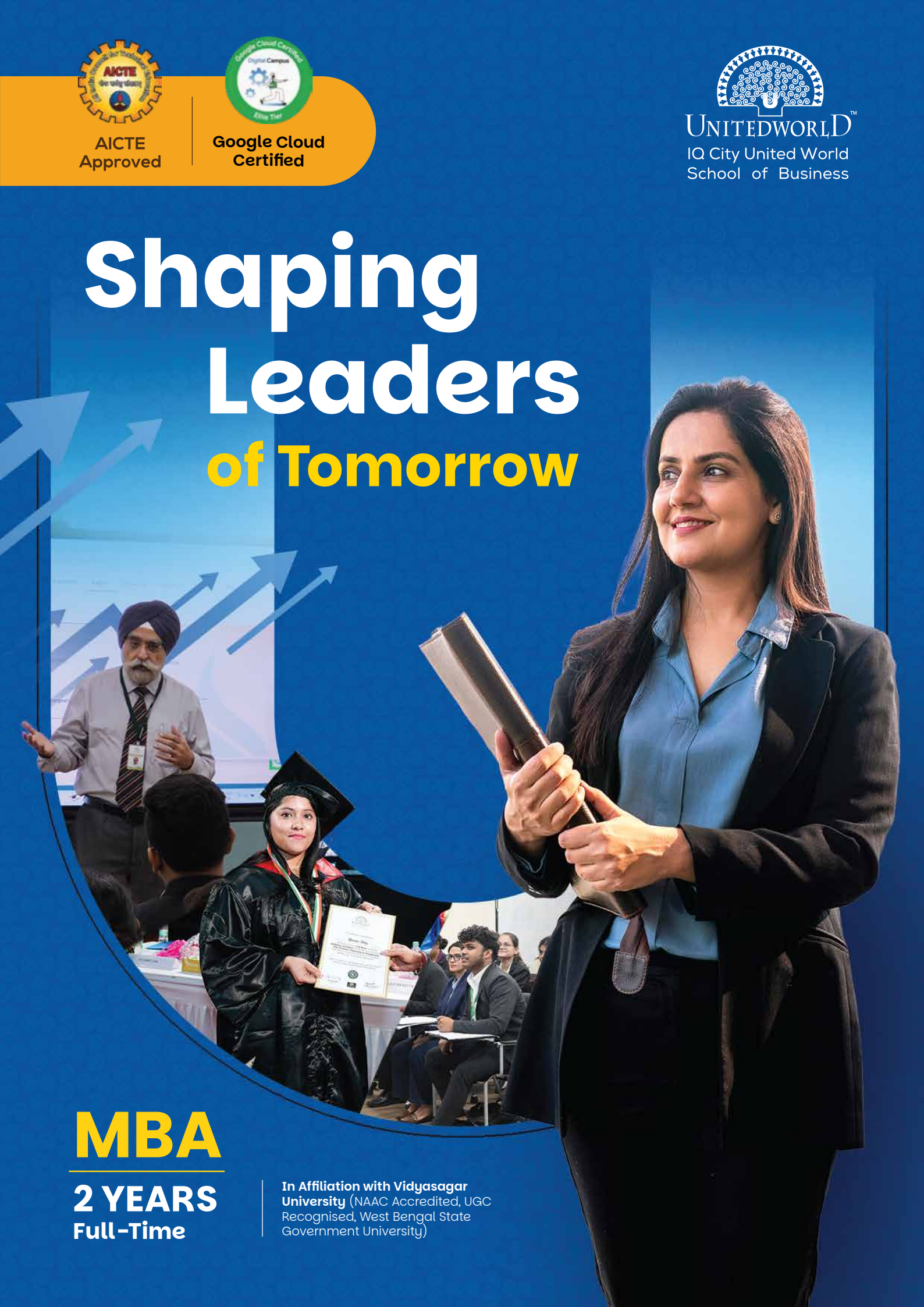
UNITEDWORLD™
IQ City United World School of Business

Shaping Leaders of Tomorrow



MBA

2 YEARS
Full-Time

In Affiliation with Vidyasagar University (NAAC Accredited, UGC Recognised, West Bengal State Government University)

A Journey That Redefines You

Every dream begins with a spark. For some, it's the thrill of building enterprises. For others, it's the desire to lead, innovate, and transform industries. At IQ City UWSB, Kolkata, we don't just prepare you for a career- we prepare you for life at the forefront of change. Here, classrooms transform into think tanks, internships into launchpads, and challenges into opportunities. With every step, you evolve into a confident, global professional ready to thrive in tomorrow's world.

This is not just business education.
This is your journey to becoming unstoppable.

Times B School

RANKED 3rd
Times B-School Survey for West Bengal, 2026

Your Keys to Success

16+
Years of Shaping Future Leaders

14 lakh+
Highest Package

2000+
Alumni

Big 4
are Regular Recruiters

250+
National and International Recruiters

350+
Years of Faculty Experience In Academics and Industry

Career Prospects

Rewarding careers across sectors- FMCG, Banking, Technology, Analytics, Manufacturing, and Retail.

With dual specialisations, our students are equipped for diverse roles:

- Marketing Manager/Brand Strategist
- HR Consultant/Talent Manager
- Financial Analyst/Wealth Manager
- Digital Marketing Specialist/Growth Hacker
- Business Analyst/Data Scientist

Message from Our Directors

Prreiti Khaitan
Director

“IQ City United World School of Business, carrying a proud legacy of 16+ years in management education, was established with a clear vision to develop and nurture a pool of future-ready management professionals capable of excelling in a rapidly evolving, technology-driven global economy.

Over the years, we have remained committed to fostering an ecosystem where academic excellence, industry relevance, and experiential learning come together to shape dynamic business leaders.

With a strong legacy behind us and a forward-looking vision ahead, IQ City United World School of Business remains dedicated to shaping professionals who can lead with innovation, integrity, and impact in the modern business world.”

Dr. Himanshu Sharma
Director

“At IQ City United World School of Business, we are committed to cultivating future-ready leaders equipped to excel in a dynamic, technology-driven global economy.

Our MBA program is meticulously designed with a cutting-edge, technology-focused curriculum that aligns with the evolving needs of the BizTech sector.
As you consider your path forward, I invite you to join an institution where ambition meets clear direction, competence is cultivated with purpose, and leadership is shaped by experience and foresight.

Welcome to IQ City United World School of Business—where the future of business leadership begins.”

Message From Our Leaders

Dr. Meenakshi Khemka, Principal

“Choosing the right institute ensures that you don’t just study but learn to think differently and act independently. Our faculty is ready to help you achieve your dreams. Come and conquer!”

Dr. Amitava Ghosh, Mentor

“It’s your life-live it your way. Learn to stand on your own feet with us. At UWSB, we’ll help you grow into a confident professional, ready for a life with no regrets.”

At The Heart Of Kolkata’s Corporate Growth

Situated in Salt Lake, Sector V, Kolkata’s top IT hub.

Surrounded by leading tech and consulting firms.

Students from 10 States

MBA 2 Years Full-Time

At IQ City UWSB, our MBA goes beyond knowledge-it transforms how you think, lead, and solve problems through academic rigor and real world learning.

STRUCTURE	Four semesters of academic delivery + two-month industry internship
PROGRAMME HIGHLIGHTS	Industry-oriented curriculum, Case study-based teaching, AI ready pedagogy, Hands on data analytics, Industry linkage, Add-on certification courses
CURRICULUM PLUS	Soft skill and leadership training, current affairs awareness, personalised mentoring
INDUSTRY INTEGRATION	Internship, live projects, industry visit, corporate speakers
ADD-ON CERTIFICATIONS	1 General 2 specialisation-based certifications

Career Development Programme

Dual Specialisation Domains

Selection Process & Eligibility

STAGE I — Shortlisting based on application + national-level test scores (CAT/CMAT/MAT/XAT/ATMA/others).

STAGE II — Group Discussion, WAT, Psychometric Test, and Personal Interview.

STAGE III — Admission confirmation on fee payment as per admission offer letter.

ELIGIBILITY

Graduates in any discipline from a recognised university. Final-year students may also apply.

Pedagogical Innovation

Add-on Certification Courses

Enhance your skills with industry-recognized certifications on

Data Visualization	Deloitte.
Generative AI	Google Cloud
Digital Marketing - ASDM or other equivalent Institute Certification	ASDM Ahmedabad School of Digital Marketing
Fintech & Digital Transformation	Paytm

Learn through

- **Expertise** — Highly qualified faculty trained in the US and in Indian institutes like IITs and IIMs, with academic knowledge matching corporate experience
- **Example** — Case studies, CEO lectures, entrepreneur meets
- **Experience** — Business simulations, industry internship, live projects, industry visits
- **Exposure** — National and international conferences, webinars, faculty-led global collaborative projects

Mentoring Program

- **Industry Mentors** — Students will be guided by dedicated company employees during live projects and internships
- **Faculty Mentor** — A dedicated faculty member will ensure constructive guidance for academic excellence
- **Buddy Mentors** — Seniors help freshers to transition from college to the stepping stone to corporate career

Leveraging Technology

- Wifi Enabled Campus
- Computer Lab
- Advanced ERP System
- Smart Classrooms
- Business Analytics Lab
- Language Lab
- Finance Lab
- AI Lab
- LMS (Learning Management System)
- AI-enabled continuous assessments

Library

Centralised Library with access to British Council Digital Library, IIT Kharagpur's NDLI, and J-Gate

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. Tapas Chakraborti

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

Parvindar 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

Ayaz Ahmed Shafi

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

Jayanta Saha

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

Tanushree Datta

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

Debangshu Mukherjee

Assistant Professor
Masters in Mathematics,
PG Diploma (ISI Kol)
PDCA(CCP)
Dip T&D (ISTD)

Debayan Ray

Assistant Professor
MBA in Finance, IIEST 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

Ankit Agarwal

Assistant Professor
NET with JRF In Commerce
SET In Commerce
M. Com, University of Calcutta
B. Com, St. Xavier's College, Kolkata

Placement Preparation

- Aptitude tests
- CV preparation
- Group discussions
- Mock interviews
- Company briefings
- Grooming
- Etiquette training

PLACEMENT ROADMAP

Strengthen Academic & Professional Foundations

Leverage Internship, Live Projects & Industry Exposure

Enhance Soft Skills & Communication

Engage Actively with the Placement Coll

- Live Projects with leading FMCG and Retail brands
- Compulsory 2-month Summer Internship, after the end of Semester 2

Times B School

RANKED 3rd

Top 3 B-Schools for Placements

Placement Network

Level 1

Zonal opportunities (East, West, North, South, Central India)

Level 2

National placements through a centralised cell

Level 3

International placements in the UK, Middle East, East Asia, and Australia

*Partial List

Sweta Singh
Deloitte.

Riddhi Nayan
Colgate

Debmalya Pal
EY

Sinchita Ghosh
KPMG

Chiranjit Mondal
Crisil

Nisha Shah
pwc

Ranadip Dutta
ITC Limited

Abhishek Nandy
Dabur

Abhishek Anand
ICICI Bank

Aishee Mukherjee
Acuite

Souvik Chowdhury
Mondelēz International

Astha Chourasia
LINC
Think it. Linc it.

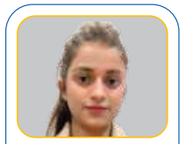
Shakib Shahab
pantaloons

Suvam Mondal
Expat US Tax

Shreyaasi Dey
Crompton

Shraddha Palit
RDC Concrete

Rajnandini Kumar
PRISM JOHNSON LIMITED


Sanjana Gupta
Business Standard
When you're sure

Ajad Ali
Berger

Yashraj Sharma
HDB FINANCIAL SERVICES

Priyanka Saha
BIS Research

Pritam Chatterjee
UTKARSH

Mayank Goenka
Bandhan Bank

Debosmita Nag
HALEON

Koushik Chakraborty

airtel

Lokesh Agrawal

asianpaints

Shristi Das

naukri.com

Madhujya Das

JKCement

Sanchita Santra

SUNRISE

Soham Saha

Baidyanath

Panchali Das

HDFC BANK

Chetan Bhojak

GRIHUM HOUSING FINANCE

Md Razi Alam

Ryan

Puja Kumari

wipro

Anupam Das

AXIS BANK

Aviru Chatterjee

meesho

Sourav Saha

IndusInd Bank

Piyasi Chowdhury

TATA AIA LIFE INSURANCE

Poulami Bhar

tcs | TATA CONSULTANCY SERVICES

Deepayan Ghosh

YES BANK

Manas Mahato

British Paints

Manisha Singh

TOMMY HILFIGER

Onam Kumari

Godrej

Pratistha Mishra

Reckitt Benckiser

Arijit Dutta

Nestlé

Arpit Chakraborty

EXIDE INDUSTRIES LIMITED

Dibyajit Sarkar

Rollick

Abhishek Banerjee

Indrajit Ghosh

L'ORÉAL

Pritha Sengupta

adani wilmar

Ranajoy Halder

Jio

Samya Mangal

DTDC

Swarnavo Mukherjee

UltraTech CEMENT The Engineer's Choice

Suparno Biswas

General Mills

Pinaki Chatterjee

zydus wellness

SAMBO SENGUPTA

CUB City Union Bank Ltd

Deloitte. | ITC Limited | CII Confederation of Indian Industry | Jio | TOMMY HILFIGER | McNROE | citibank | Crisil | Bata

HALEON | KENT Mineral RO Water Purifiers HOUSE of PURITY | DELL | Bandhan Bank | KR الشحن Shipping | Calvin Klein | airtel | V3 | Fever 104 FM

wipro | TERRA MOTORS | pwc | EY | Godrej agrovet | adani wilmar For a healthy growing India | pantaloons | asianpaints | The Ramco Cements Limited RAMCO

Bonnett, Coleman & Co. Ltd. | Khaitan | ICICI Bank | EXIDE | General Mills | Reliance digital | zydus wellness | PARLE | DTDC

PEPSICO | Café Coffee Day | KPMG | Expat US Tax | BRITANNIA | Nestlé | RDC Concrete | marico | TITAGARH

Godrej PROPERTIES | Johnson & Johnson | abzooba | emami Agrotech Ltd. | Berger | LINC Think it. Linc it. | AU SMALL FINANCE BANK | Mahindra | KANTAR IMRB

Business Standard When you're sure | UltraTech CEMENT The Engineer's Choice | HDB FINANCIAL SERVICES | Ryan | IDFC FIRST Bank | Dabur | TOI | PRISM JOHNSON LIMITED

99acres India's No.1 Property Portal | IndusInd Bank | Colgate | CUB City Union Bank Ltd | HAVELLS | L'ORÉAL | SWIGGY | naukri.com | leadsquared

GKB Opticals | S&P Global | tcs TATA CONSULTANCY SERVICES | Reckitt Benckiser | OYO | Amul The Taste of India | keventer | Mondelēz International | LOTTE

Bank of Baroda | Rollick | coolberg | CEASE FIRE | AXIS BANK | UTKARSH | JMS | vivo | PRAN

*Partial List

Student Clubs

In today's diverse business landscape, students must realise their full range of intelligences. United World Clubs nurture this by enhancing their business acumen while cultivating creativity, interpersonal skills, aesthetics, sportsmanship, and social responsibility.

Uniq-Arts Club

Celebrates creativity by showcasing students' artistic and cultural talents through diverse art forms and events

UniLit Club

Enhances students' language, creativity, and analytical skills through literary activities and publications.

UniServe Club

Promotes social responsibility through community service, awareness drives, and CSR initiatives.

UniBiz Club

Fosters entrepreneurial thinking through business events, quizzes, and real-world market experiences.

UniSpeak Club

Builds confidence and communication skills through workshops, discussions, and interactive sessions.

UniSports Club

Encourages fitness, teamwork, and sportsmanship through engaging indoor and outdoor sporting events.

Alumni Voices

Pritha Bose

"My MBA here gave me clarity, courage, and skills. It shaped my path to Deloitte."

Deloitte.

Abhishek Banerjee

"These two years have been remarkable. From internships to mock interviews, I received continuous support from faculty and mentors. My dream of joining a Big 4 came true."

EY

Riddhi Nayan

"The employability enhancement programme and industrial visits transformed my confidence. I was able to secure a role at Colgate-Palmolive, thanks to UWSB's guidance."

Colgate

Industry Connect

Smita Chakraborty, Zonal Head – Marketing

"When I was talking to the students, I found that they were properly guided for the future and they know about multiple industries as well. I'm sure whichever company they join, they will have a very bright future."

ICICI Bank

Vikas S. S., DGM

"The enthusiasm of the students reflects the strong mentorship at UWSB."

SBI

Naveen Kejriwal, GM

"Wonderful campus, passionate faculty, and highly interactive students. A great experience."

Lenovo

Loan Assistance

We provide 100% assistance to existing and eligible students for education loans and student credit cards through nationalised and private banks, NBFCs, and state-supported schemes.

NATIONAL BANKS

SBI | pnb | Union Bank of India | Bank of Baroda | UCO BANK

Central Bank of India | Canara Bank | Indian Overseas Bank | Indian Bank | Bank of India – Relationship beyond banking

PRIVATE BANKS

HDFC BANK – We understand your world | ICICI Bank | AXIS BANK | IDFC FIRST Bank

NBFCs

Credila – The Education Loan Specialist

Special subsidised loan facilities are available under SC/ST/OBC and Minority quotas, as well as the West Bengal Student Credit Card scheme.

UNITEDWORLD™

IQ City United World
School of Business

Campus:
Infinity Benchmark, 10th & 9th Floor,
Plot - G1, Block EP & GP, Sector V,
Salt Lake, Kolkata, West Bengal - 700091

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

Email enquiries
admissions@unitedworld.in

Telephone enquiries
+919163850000

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visit www.uwsbkolkata.com

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

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