Enquiries:

admissions@unitedworld.in

+91 91638 50000

www.uwsbkolkata.com

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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.

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

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UNITEDWORLD™
IQ City United World School of Business

16+ Years of Shaping Future Leaders
ESTD. 2009

Google Cloud Certified

AICTE Approved

Learn **Today.** Lead **Tomorrow.**

UNDERGRADUATE PROGRAMMES

4 YEARS
FULL-TIME PROGRAMME

Times B School
Your Road-map to Success

RANKED 3rd Among B-Schools in West Bengal, 2026

Why Choose Us?

- 16+ years of legacy in Higher Education
- Corporate-Style Campus Infrastructure
- Multicultural Campus with Students from 10+ States
- Industry-designed, Job-ready Curriculum & 100% Job Assistance
- Industry-experienced faculty trained in renowned institutions like IITs and IIMs
- AI-Enabled Continuous Assessments
- AI-Powered Personalised Learning
- Experiential Learning with Live Projects, Internships, Industry Visits & Outbound Training Programs
- Strong Industry-Institute Interface
- Masterclasses by Industry Experts
- Soft Skills, Leadership & Employability Skills Training
- Vibrant Campus Life with 6 Student Clubs

Explore Our Dynamic **4-Year Undergraduate Programmes***

- BBA (Hons.) with Specializations in **Marketing/Finance/Human Resource**
- BBA (Hons.) with **AI & Business Intelligence** along with IBM
- BBA (Hons.) in **Tourism & Hospitality Management**

  JW MARRIOTT COURTYARD BY MARRIOTT
- BBA (Hons.) in **Healthcare Management**
- BCA (Hons.) with **Google Cloud Computing** Google Cloud

UNITEDWORLD™
IQ City United World School of Business

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

NEP Guidelines Applicable for UG Programmes

Message from **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."

"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 UG Programs are 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."

Dr. Himanshu Sharma
Director

Message from **Our Leaders**

UNITEDWORLD™
IQ City United World
School of Business

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."

BBA (Hons.) with Specializations in **Marketing/Finance/Human Resource**

Benefits

- 16+ years of legacy in management education
- Faculty trained in IITs/IIMs/ premier Universities around the world
- Career options in diverse industries
- Opportunity to learn directly from visiting industry experts
- Networking opportunity with 3000+ alumni
- Experiential learning with case-study-based pedagogy, outbound training programs
- Personality development lab and mentoring by experts

Program Highlights

- 4-year NEP course
- Degree from Vidyasagar University, a state government NAAC accredited University
- AICTE-approved course
- Specializations in Marketing/Finance/Human Resource
- Live projects, compulsory internships and industry visits
- Certifications in contemporary domains

Career Prospects

- Pursue higher education with an MBA, PhD
- Start an entrepreneurial venture
- Join the family business with confidence earned through the program
- Join the corporate sector in any chosen domain and specialization

Eligibility Criteria

- 10 + 2 from any recognized Board
- Class 12 students appearing or waiting for their final result

Selection Process

- The selection round includes Group discussion on a given topic and a Personal Interview.

BBA (Hons.) with **AI & Business Intelligence** along with IBM

Benefits

- Dual Qualification with a Degree from Vidyasagar University and a Certificate from IBM
- IBM content and technology are recognised worldwide, and they can open up global career prospects for students
- Extra edge over peers on the technology-driven management practices
- Personality development and mentoring by experts
- Better employability & higher productivity in the first job onwards
- Builds confidence and accelerates professional career path

Program Highlights

Degree from Vidyasagar University

- NEP 4-year BBA (Hons.) Degree Course
- Taught by in-house IIT/IIM-trained faculty
- Industry exposure through compulsory industry visits and internships
- Degree from a NAAC-accredited state government University

IBM Certification

- 200+ hours of on-campus training on specialization tracks
- Taught on campus by experts from the industry and IBM-certified faculty
- Online access to software and digital content
- Global IBM Certification

IBM Modules

- RDBMS/SQL/MySQL
- Data Visualisation using Python, R Using Cognos
- Design Thinking, Agile and Devops Modeller
- AI analyst with IBM
- Python Programming
- Business Intelligence
- Predictive Analytics

Career Prospects

- Pursue an MBA or a PhD in the domain of Business Analytics & Data Science
- Join as a business intelligence specialist in industries such as retail, IT, Transport, BFSI, etc.

Eligibility Criteria

- 10 + 2 from any recognized Board
- Class 12 students appearing or waiting for their final result

Selection Process

- The selection round includes Group discussion on a given topic and a Personal Interview.

BBA (Hons.) in **Tourism & Hospitality Management**

JW MARRIOTT COURTYARD BY MARRIOTT

Benefits

- A top-ranking Management Institute with proven track record in placements
- Provides a solid foundation in business theories that can be applied in the hospitality sector
- The business group has a franchise with JW Marriot for a prominent 5-star hotel in Kolkata
- Personality development and mentoring by experts
- Better employability and higher productivity in the first job onwards
- Builds confidence and accelerate professional career path

Program Highlights

- NEP 4-year course
- Degree from Vidyasagar University, a state government NAAC accredited University
- Opportunity to work in Hotel Administration, Organization & Management
- Close interface with the hospitality industry through Industry visits, laboratory work and internship

Career Prospects

- Pursue higher education with MBA, Ph.D
- Start an entrepreneurial venture in hotel and restaurant sector
- Begin a career in Hotels & Resorts, Airline and Cruise Liners, Event Management Companies, Travel and Tourism Agencies, Food & Beverage industry, Corporate Hospitality industry

Eligibility Criteria

- 10 + 2 from any recognized Board
- Class 12 students appearing or waiting for their final result

Selection Process

- The selection round includes Group discussion on a given topic and a Personal Interview.

BBA (Hons.) in **Healthcare Management**

Benefits

- Leverage on 16+ years of management education for application in hospital management
- The group is one of the pioneers in private medical education in West Bengal, with the IQ City Medical Foundation
- Personality development and mentoring by experts
- Better employability and higher productivity in the first job onwards
- Builds confidence and accelerate professional career path

Program Highlights

- NEP 4-year course
- Degree from Vidyasagar University, a state government NAAC accredited University
- Opportunity to work with doctors, nurses and other healthcare professionals in various departments of hospitals during industry visits and internships at hospitals
- Learn about Hospital Administration, Organization and Management
- Get an overview of Public Health and National Health Policies
- Integrate Business Management knowledge with healthcare practices

Career Prospects

- Pursue higher studies with MBA, Ph.D.
- Become a hospital administrator or a hospital quality manager
- Start a career in health insurance or pharmaceutical industry
- Become a medical entrepreneur

Eligibility Criteria

- 10 + 2 from any recognized Board
- Class 12 students appearing or waiting for their final result

Selection Process

- The selection round includes Group discussion on a given topic and a Personal Interview.

BCA (Hons.) with
Google Cloud Computing

Benefits

- Dual Qualification with a Degree from Vidyasagar University and a Computing Foundation Certificate from Google Cloud
- Enables students to develop technical proficiency in Computer Applications, including cloud computing and launch technical careers.
- Opportunity to learn directly from industry experts on campus.
- Better employability in a cloud-first world.

Program Highlights

Degree from Vidyasagar University

- NEP 4-year BCA Honours Degree Course
- Taught by in-house full-time faculty
- Personality development and mentoring by experts
- Degree from a NAAC-accredited state government University
- Curriculum includes modules on **Artificial Intelligence (AI) & Data Science**

Google Cloud Computing Foundation Certificate

- 4 Courses with 10 modules, 104 videos and 10 quizzes
- Gives an overview of cloud computing infrastructure, big data &machine learning.
- 25 practical classes to allow students for key skills and produce work examples to show potential employers
- 4 skill badges providing an extra edge over peers on the latest cloud technology

Google Cloud Courses

Course 1. Cloud Computing Foundations
Course 2. Infrastructure in Google Cloud
Course 3. Networking and Security in Google Could
Course 4. Data, ML, and AI in Google Cloud

Skills Badges

- Implement Load Balancing on Compute Engine
- Set Up an App Dev Environment on Google Cloud
- Build a Secure Google Cloud Network
- Prepare Data for ML APIs on Google Cloud

Career Prospects

- Pursue Higher Education with MCA or MBA
- IT careers as Software Developers, Web Developers, Cyber-Security Experts, Cloud Engineers, Database Administrators in industry domains like IT Services, E-Commerce, Fintech, Edtech, etc.

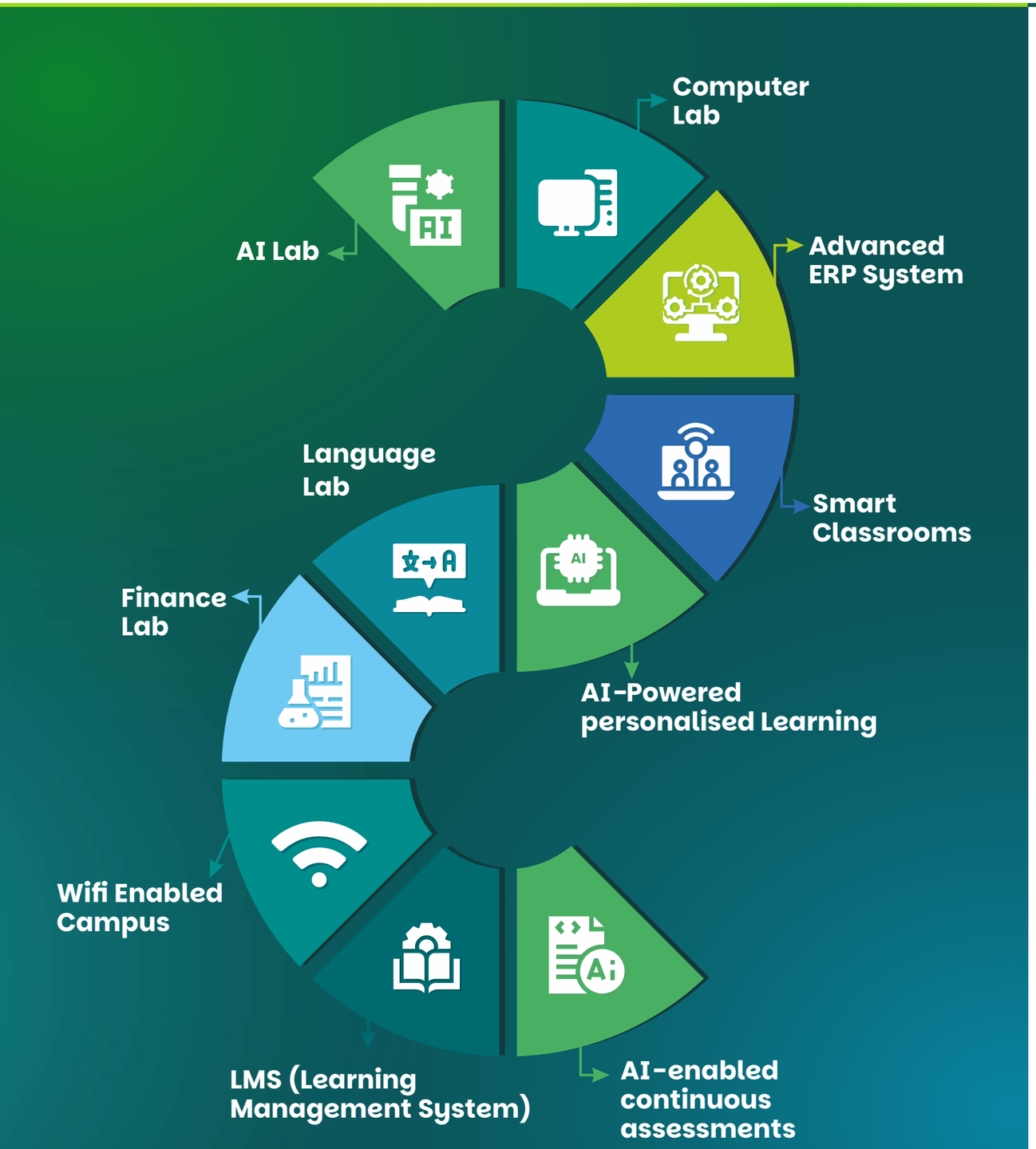
Eligibility Criteria

- Educational: Pass 10+2 (any stream) with a minimum of 60% aggregate.
- Subjects: Must have Mathematics, Computer Application, IT or Information Science (IS) as a subject in Class 12.

Selection Process

- IQ City UWSB Admission Test or CUET score in General Paper

Leveraging Technology



Recruiters*

Times B School — Your Road map to Success

RANKED 3rd Top 3 B-Schools for Placements

Deloitte. · ITC Limited · CII Confederation of Indian Industry · Jio · Tommy Hilfiger · McNROE · kotak Kotak Mahindra Bank · Crisil · Bata

HALEON · KENT Mineral RO Water Purifiers HOUSE of PURITY · DELL · Bandhan Bank · KR Shipping · Calvin Klein · airtel · VB · TAJ

wipro · JW MARRIOTT · pwc · EY · Godrej agrovet · adani wilmar For a healthy growing India · pantaloons · asianpaints · The Ramco Cements Limited RAMCO

Bennett, Coleman & Co. Ltd. · khaitan · ICICI Bank · EXIDE · General Mills · Reliance digital · zydus wellness nourish · nurture · energize · PARLE · DTDC

PEPSICO · Café Coffee Day · KPMG · Expat US Tax · Nestlé · BRITANNIA · RDC Concrete (India) Private Limited · marico · MedPlus Mart

Godrej PROPERTIES · Johnson & Johnson · MEDICA Hospitals caring for life · emami Emami Agnitech Ltd. · Berger · LINC Think it. Linc it. · abzooba · Mahindra · KANTAR IMRB

Business Standard When you're sure · UltraTech Cement The Engineer's Choice · HDB FINANCIAL SERVICES · Ryan · IDFC FIRST Bank · Dabur · Baidyanath · PRISM JOHNSON LIMITED

99acres · IndusInd Bank · Colgate · CUB City Union Bank Ltd. · HAVELLS · L'ORÉAL · SWIGGY · naukri.com · zolo

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

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

*Partial list

Students Clubs

In today's dynamic and diverse business environment, students need to recognise their potential and grow beyond academics. United World Clubs support this journey by strengthening business understanding while also nurturing essential life skills such as creativity, communication, teamwork, 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, & 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 sportsmanshipthrough engaging indoor and outdoor sporting events.

Student Testimonials

Sudipa Ghoshal

From getting the opportunity to work on a live project with Pantaloons to securing my final placement at Axis Bank, my journey at IQ City United World School of Business has been truly rewarding. I am grateful for the constant guidance, mentorship, and support I received throughout my time here. Reaching this milestone wouldn't have been possible without the encouragement of the faculty and placement team.

Gunjan Singh

IQ City United World School of Business offers a great learning environment in the heart of Kolkata's corporate hub. The campus regularly hosts industry experts who share valuable insights and real-world experiences. One of my favourite places on campus is the library—it has an excellent collection of books and digital resources that really support our academic learning.

Rupam Neogi

What stands out most about IQ City United World School of Business is the supportive and approachable faculty. They make sure we understand concepts clearly by connecting them to real-life business examples. The active student clubs also organise engaging events and competitions, making campus life energetic and enjoyable.

Debadrita Das

The college offers a vibrant learning environment with a great balance of academic and practical exposure. I especially enjoyed the computer lab sessions—they are highly engaging and provide valuable hands-on learning experiences. Attending industry speaker sessions has also helped me gain a better understanding of real-world markets as a management student. At IQ City UWSB, the learning opportunities truly feel endless.

Industry Connect

Rakesh Mishra | General Manager, Airtel

We have come for campus placement here at IQ City UWSB. We had a great day here. The staff, faculty and students are very cooperative in the entire interview process. The students here, I must say, are very bright. We had a great pre-placement talk and a very good interaction with the students. I look forward to come again next year to pick up some good student from this college.

Smita Chakraborty | Zonal Head Marketing, ICICI Bank

While interacting with the students, I could see that they are well-guided and have a clear understanding of their future goals. They are also aware of opportunities across multiple industries. I'm confident that wherever they choose to work, they will build successful and rewarding careers.

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.

Loan Assistance

We provide 100% assistance to existing and eligible students for the West Bengal Student Credit Card Scheme, as well as education loans through nationalised banks, private banks, and state-supported schemes.

SBI | pnb | Bank of India – Relationship beyond banking | Union Bank of India | Canara Bank
बैंक ऑफ़ बड़ौदा Bank of Baroda | इण्डियन ओवरसीज़ बैंक Indian Overseas Bank | इंडियन बैंक Indian Bank | UCO BANK | सेन्ट्रल बैंक ऑफ़ इंडिया Central Bank of India
HDFC BANK We understand your world | ICICI Bank | IDFC FIRST Bank | AXIS BANK | ওয়েস্ট বেঙ্গল গ্রামীণ ব্যাঙ্ক WEST BENGAL GRAMIN BANK

Merit-based Scholarships Available For Eligible Students

- Aikyashree Scholarship
- Swami Vivekananda Merit-cum-Means Scholarship
- West Bengal Minorities Development & Finance Corporation (WBMDFC) Scholarship
- National Scholarship (NSP – National Scholarship Portal)

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

Campus Life @UWSB

Innovators and Investors Meetup 4.0

Independence Day

Fashion Show

Band Performances

Industry Visits

Uni-Buzz-R
(Entrepreneurial Event)

Convocation

Welcome Party

Drama Performance

Placement Sessions

Football Tournament

Indoor Sports

Computer Lab

Centralised Library

Fully-equipped Computer Lab and Centralised Library with access to British Council Digital Libraray, IIT Kharagpur's NDLI, and J-Gate