



**J.D. BIRLA INSTITUTE**

**Unit of Vidya Mandir Society**

AFFILIATED WITH JADAVPUR UNIVERSITY

Recognised by UGC (12B & 2f)



Bachelor in  
**Business Administration**  
**(B.B.A)**

**BEST BBA COLLEGE IN KOLKATA**  
(Ranked by Nielsen for India Today)

- Full-time regular course
- Semester-based pattern in teaching & learning
- State-of-the-art laboratories
- Placement assistance
- Internship opportunities and networking
- Field trips & excursions

# About J.D. BIRLA INSTITUTE



J.D. Birla Institute is a private unaided College affiliated to Jadavpur University, Kolkata since 1963. It is conveniently located in the heart of the city at 1 Moira Street, Kolkata-700017 (near Minto Park). The late Sushila Devi Birla, wife of eminent industrialist late L. N. Birla, established a college for girls in her mother-in-law's name in June 1962. The College was named Smt. Jawahari Devi Birla Institute of Home Science and it filled a much felt gap in the scientific education of young women from Calcutta's conservative families.

Over five decades, the Institute has grown with the needs and demands of the changing times. A Department of Commerce was added in 1997, and in tune with the shifting zeitgeist; another campus was started in 2002 to house the co-educational Department of Management. At this time, the name of the institution was simplified to J. D. Birla Institute. In the year 2009, four new professionally oriented B.Sc courses were introduced apart from two new M.Sc courses. M.Com was introduced in 2013. Currently, the college has about 1700 students.

## Sponsoring TRUST

As a private unaided educational institute, the Vidya Mandir Society an educational trust managed by the S.K. Birla Group sponsors the college.



**Mr. S. K. Birla**  
Chairman,  
Vidya Mandir Society



**Mrs. Sumangala Birla**  
President,  
Governing Body, JDBI



**Maj.-Gen. V. N. Chaturvedi, Retd.**  
Secretary General,  
Vidya Mandir Society



## Our LOGO

The Institute's logo represents a well-known shloka from the Brihadarnyaka Upanishad (Brihadarnyaka Upanishad – I.iii.28).

“Asato ma sadgamaya  
tamaso ma jyotirgamaya  
mrtiyorma amrtam gamaya”

Lead us from all that is untrue and unreal to what is real and true.  
Lead us from darkness to light, ignorance to knowledge.  
Lead us from death to immortality.

## Our Vision

To establish ourselves as a leading college providing education of a higher standard with integrity, consistency and due diligence.



## Our Mission

To prepare the future generation for academic excellence and practical skill-set needed to face global challenges and lead the country into the world of the future.

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J.D. Birla Institute is an Institute of educational distinction that combines excellence with innovation. The Institute with all its departments is affiliated to the highly acclaimed Jadavpur University, a world renowned Center of Excellence.

At JDBI we offer students with wide range of courses that gives students a solid academic foundation and at the same time enables them to realize their individual dreams in field of applied Sciences or Commerce or Business Administration.

Our commitment towards excellence in the field of education is easily achieved through our impressive infrastructure, student-focus initiatives and facilities that edge on overall and holistic growth of our pupils. Conducive teaching and learning environment is provided through a well secured, neat and clean campus, air-conditioned lecture rooms equipped with LCD projectors, state-of-the-art laboratories and required support systems. Earnest endeavor by well qualified and dedicated teaching faculty at the Institute prepares students to face the challenging global environment. Teaching is based on lectures, seminars and project work that provides practical hands-on experiences and prepares students to face the challenges of a rapidly-changing world. The library of the Institute is automated and has an impressive collection of learning resources including books, journals and reference materials for all the graduate and post-graduate courses. Every year several curricular and co-curricular events are organized to aptly broaden the learning experience of our students. Leadership skills in students are sharpened through various clubs that they lead.

All the undergraduate courses except BBA are honours programmes and are divided into six semesters. Choice for subjects is offered in the final year through the CBCS approach as mandated by the UGC. Balance between theoretical and real life situations is achieved through our integrated approach in teaching and learning that includes live case studies, experiential activities, classroom discussions, term paper and seminars. Students are also provided with industry exposure through various projects, industrial visit and interaction with members from the industry.

I am convinced that our students find the courses that they undertake at the institute intellectually stimulating and as a stepping stone to the career of their choice. Many of our alumni are already well placed in several fields

It gives me great pleasure to welcome you to the myriad opportunities offered by J. D. Birla Institute.

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**Professor Deepali Singhee, Ph.D**

Principal, J.D. Birla Institute  
(Departments of Science, Commerce & Management)

#### AWARDS & RECOGNITION



Best  
BBA College  
**Gurukul Awards**  
(Lions Club of Kolkata)



India's Outstanding &  
Innovative High Quality  
Educational Institute  
**RULA**  
(World Research Council)



Group Study



Defense Workshop



Social Activities



Social Activities



Team Building Trips

## JDBI Advantages

- All India ranked courses
- Semester wise curriculum with choice based credits
- Modern WiFi campus
- State of the art laboratories
- Qualified and fulltime faculty
- Special lectures by top ranking experts
- Host of co and extracurricular activities
- Opportunities for internship & networking
- Placement assistance
- Merit base scholarships & freeships
- Short term certificate course under MOU with IIT-Mumbai, NSE, ICFAI and Academy of Pastry Arts

# LEARNING RESOURCE CENTRE (LRC)

State-of-art LRC with an enviable collection of books, journals, periodicals magazines and newspapers covering all parameters in the field of applied sciences, commerce and management and books of general interest. The LRC has a good collection of audio-video resources too.

The LRC is fully automated through KOHA with OPAC facility. There are 8 computer terminals to enable students to search for the resources available at the internet-annexed room where they can also freely browse on the internet and prepare presentations. A separate Research Journal section provides an appropriate environment for literature survey and research review.

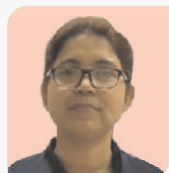
Well-trained and helpful library staff helps in efficient working of the LRC.

Photocopying facility is available to students and staff at the library.

The LRC is open to all students from 11:00 am to 6:30 pm Monday – Friday and 9:30 am to 4:30 pm on Saturdays.



Debiprasanna Sil  
Librarian



Sarmistha Ghoshal  
Library Assistant



Jamil Ahmed  
Library Assistant

## **LIBRARY RESOURCES**

Seating Capacity	:	37
No of Books	:	18,611
Number of Journals, Periodicals & Magazines	:	26
No of Audio-visual Resources	:	1141
Newspapers	:	10
E-resources at LRC (Books)	:	9,000 (through EBSCOhost)
E-resources at LRC (Journals)	:	4,000 (through EBSCOhost)
Database	:	EBSCOhost, CMIE Industry Outlook, CMIE Prowess
RIFD	:	All resources are tagged

# B.B.A

## Overview

The BBA program of JD Birla Institute covers all aspects of contemporary business and management studies. General management discipline, along with specialized knowledge areas are taught with the help of contemporary pedagogical support. This prepares students to compete successfully both in the field of higher education as well as in professional fields. The Institute focuses on inculcating entrepreneurial abilities among students so that they can engage in business and professional activities right after graduation. Students are actively encouraged to participate in extracurricular activities and are important stakeholder in academia-industry interactions.

## Course Highlights

- Business Fundamentals
- Business Economic Outlook
- Entrepreneurial Skills Development
- People Management
- Contemporary Marketing & Financial Concepts and Tools
- Corporate Taxation & Business Tax Planning
- Business Research
- E-Commerce
- Business Project Handling
- Business Communication & Personality Development

## Career Options

- 👉 **Manager (Marketing)**
- 👉 **Manager (Sales)**
- 👉 **Financial Manager**
- 👉 **Project Manager**
- 👉 **Event Manager**
- 👉 **Customer Support Manager**
- 👉 **Service Manager**
- 👉 **Portfolio Manager**
- 👉 **Database Manager**
- 👉 **Accounts Manager**
- 👉 **Independent Entrepreneur**
- 👉 **Business Data Analyst**
- 👉 **Logistics & Supply Chain Executive**
- 👉 **HR / Personnel Manager; Industrial Relations Management**
- 👉 **E-Commerce Planner & Executive**



**Mr. Tapobrata Ray**  
Head of the Department

Student will be evaluated on each subject / paper (theory/practical) under both:

- a) **Continuous Internal Evaluation (CIE):** 40% weightage  
CIE includes written class tests, assignments, seminars, tutorials and/or laboratory assignments.
- b) **End-semester Examination (ESE):** 60% weightage  
Six ESE will be held, one at the end of each semester.

### Course Duration:

15-17 weeks per semester with  
20-26 classes of 1 hr duration per week.

### Course Timings:

12:30 pm to 6.30 pm (Monday to Friday )  
and 9.30 am to 4.30 pm (Saturday)  
(1<sup>st</sup> and 3<sup>rd</sup> Saturdays are off days)

### Class Size:

60-65 students

# Curriculum

Subject Code	Course Nomenclature	Subject	Marks	Credits
<b>Semester-I</b>				
MAN 101	CC	Fundamentals of Management & Organizational Behavior	100	6
MAN 102	CC	Business Mathematics	100	6
MAN 103	GE	Entrepreneurship Development	100	6
MAN 104	AECC	Environmental Science	100	2
TOTAL			400	20
<b>Semester-II</b>				
MAN 201	CC	Managerial Economics	100	6
MAN 202	CC	Business Accounting	100	6
MAN 203	GE	Ethics & Corporate Social Responsibility	100	6
MAN 204	AECC	Business Communication	100	2
TOTAL			400	20
<b>Semester-III</b>				
MAN 301	CC	Macro Economics	100	6
MAN 302	CC	Principles of Marketing	100	6
MAN 303	CC	Management Accounting	100	6
MAN 304	GE	Project & Operations Management	100	6
MAN 305	SEC	IT Tools for Business	100	2
TOTAL			500	26
<b>Semester-IV</b>				
MAN 401	CC	Statistics for Business Decisions	100	6
MAN 402	CC	Human Resource Management	100	6
MAN 403	CC	Financial Management	100	6
MAN 404	GE	Tax Planning	100	6
MAN 405	SEC	E-Commerce	100	2
TOTAL			500	26
<b>Semester-V</b>				
MAN 501	CC	Quantitative Techniques for Management	100	6
MAN 502	CC	Legal Aspects of Business	100	6
MAN 503 & MAN 504	DSE	Choose any one group: • Group A (Finance) - DSE (A1):1 & DSE (A1):2 • Group B (Marketing) - DSE (A2): 1 & DSE (A2): 2 • Group C (Human Resource Management) - DSE (A3): 1 & DSE (A3): 2	200	6+6=12
	DSE (A1):1 DSE (A1):2 DSE (A2):1 DSE (A2):2 DSE (A3):1 DSE (A4):2	International Finance Investment Analysis & Portfolio Management Retail Management Marketing of Services HRD: Systems and Strategies Management of Industrial Relations		
TOTAL			400	24
<b>Semester-VI</b>				
MAN 601	CC	Business Policy & Strategy	100	6
MAN 602	CC	Management Information System	100	6
MAN 603 & MAN 604	DSE	Choose any one group: • Group A (Finance) - DSE (B1):1 & DSE (B1):2 • Group B (Marketing) - DSE (B2): 1 & DSE (B2): 2 • Group C (Human Resource Management) - DSE (B3): 1 & DSE (B3): 2	200	6+6=12
	DSE (B1):1 DSE (B1):2 DSE (B2):1 DSE (B2):2 DSE (B3):1 DSE (B3):2	Business Analysis & Valuation Research Project (FINANCE) Distribution & Supply Chain Management Research Project (MARKETING) Performance and Compensation Management Research Project (HUMAN RESOURCE MANAGEMENT)		
TOTAL			400	24
AN AUDIT / OPTIONAL COURSE, INTERNSHIP TRAINING FOR 4 WEEKS WITHIN THE 6 SEMESTERS.				
TOTAL			400	24
<b>GRAND TOTAL</b>			<b>2600</b>	<b>140</b>

- CC: Core • DSE: Discipline Specific Elective • GE: Generic Elective • AECC: Ability Enhancement Compulsory Course  
• SEC: Skill-Enhancement Elective Course



## Eligibility

1. Candidates having good knowledge of the English language are eligible for admission.
2. The candidate must have passed, with at least 50% marks in the aggregate, the 10+2 examination from any recognized Board / Council recognized by Jadavpur University with four recognized subjects of which at least one must be English.
3. Foreign students may be admitted as per Jadavpur University norms.

## Admission Procedure

- Application for admission has to be made on the prescribed form available online against a payment of Rs. 1,500/- only through NET Banking.
- Short-listed candidates must pay fees within the time specified in the merit list otherwise admission is liable to be cancelled.
- Admission will be confirmed only after physical verification of all necessary documents by the college.

## Selection Process

Eligible candidates will be short-listed based on the following criteria:

Sl. No	Criteria	Weightage (%)
1.	Academic Performance (Marks obtained in the Class-XII examination)	50
	Subjects like EVS, Fashion Studies, Multimedia, Music, Dance, Art, Physical Education and others vernacular subjects will not be considered	
	Marks will be awarded proportionally to the percentage of marks obtained	
2.	Entrance Test	30
3.	Mathematics in Class-XII with pass marks	10
4.	Formal training in performing or visual arts and /or sports and /or participation in the same at regional/state/national/international levels only	10
<b>TOTAL</b>		<b>100</b>



## Fee

### Fee Break-up

1.	Admission Fee	60,000	Only at the time of admission
2.	Tuition Fee	9,700	per month
3.	Examination Fee	3,300	per semester
4.	Social Charges	4,500	per semester
5.	Library Fee	1,250	per month
6.	JU Registration Fee	50	only at the time of admission
7.	College Identity & Library Card	200	only at the time of admission
8.	Alumni Membership Fee	5,000	Along with the 6 <sup>th</sup> semester fee

**Fee payable at the time of admission Rs. 1,33,750** (includes admission fee, but not fee for bridge courses)

for fee payment details, refer to the last page



## Internship

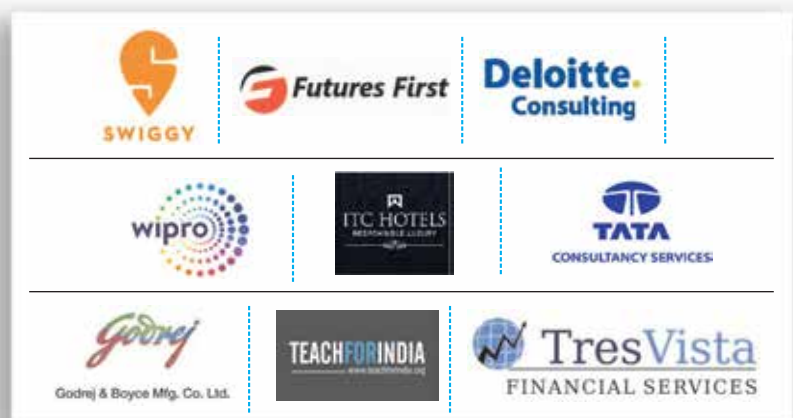
4 week internship training in the final year is one of the most significant aspects of every course. Students undergo training at various organizations within and outside the city of Kolkata to gain practical experience and apply their classroom learning to real life situation.

Some organizations where our students undergo Internship



## Placements

The Placement cell headed by a full-time Placement officer provides assistance to students for placement opportunities and counseling. Such is the repute of student's excellence that various companies approach the Institute from time to time for employment and students are also recruited while interning at several organizations.



# LECTURES



**Current Market Scenario** by Mr. Sanjib Dutta, Eastern head of Symphony Air Cooler



**GST** by Mr. Rajneesh Meena, IRS Assistant Commissioner of Customs, GST and Narcotics



**Campus to Corporate** by Mr. Ramesh Pandey, IRS Assistant Commissioner of Customs, GST and Narcotics



**French Education System and Summer Program Available in France** by Mr. Sourav Bhowmik, Manager, Campus France

# FIELD VISITS



Exide Industries Ltd.



ITC



Texmaco

# Alumni Connect

## Testimonials from Alumni



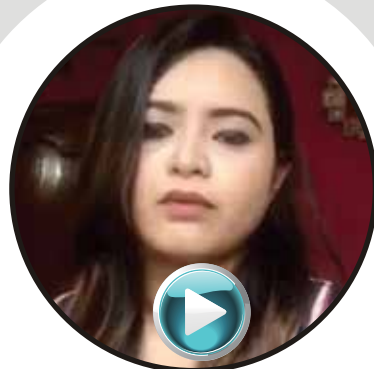
**Mr. Abhishek Jalan**  
Advocate - Kolkata High Court,  
and Registered GST Practitioner  
(Batch: 2002-2005)



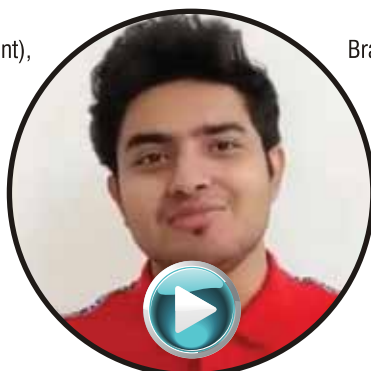
**Mr. Samarth Mehta**  
Partner - Macintel Group  
(Batch: 2003-2006)



**Mr. Gautam Chhabra**  
Head (Finance & Business Development),  
Tourister Bharat Group  
(Batch: 2004-2007)



**Ms. Rajnandini Ghosh**  
Branch Manager (Park Street, Kolkata Branch),  
ICICI Securities Ltd.  
(Batch: 2011-2014)



**Mr. Priyam Ghosh**  
Youtuber and Social Media Content Creator  
(2016-2019)

# Glimpses of Additional Exposures at JDBI (Cultural & Sports)



Convocation



Annual Day



Independence Day Celebration



Basant Panchami Celebration



Fresher's Welcome



Farewell Party



Annual Sports



Indoor Sports



Outdoor Sports



Invictus, Inter-college fest



Blood Donation Camp



Social Activity (through NSS)

# FACULTY TEAM

J.D. Birla Institute has professionally qualified, experienced and dedicated faculty drawn from various educational fields, who contribute to the Institute's academic excellence.

Students get ample opportunities to interact with faculty members who engage with them intellectually, both within and outside the classroom. Our pedagogy encourages constant interface between students and faculty via seminars, discussion, term-papers, one-on-one mentoring, field trips, industry visits, excursions and other co-curricular and extra-curricular activities.

Student's opinion on faculty is valuable to the Institute's quest for all-round excellence and a formal Students' Feedback process is a part of the faculty appraisal audit conducted at the end of each semester by an external agency to ensure objective results.



**Dr. Tapobrata Ray**

Ph.D (Sociology)  
MBA (Human Resource Management),  
MA (Sociology) & SLET (Sociology)



**Mr. Sumanta Bhattacharria**

M.Sc (Economics), PG Diploma  
(Transportation & Logistics Management)  
equivalent to MBA & SLET (Economics)



**Dr. Madan Mohan Dutta**

Ph.D (Business Administration),  
MBA (Finance), M. Com (Accountancy),  
PG Diploma (International Business) & UGC-NET



**Ms. Paramita Sarkar**

M.Phil & MA (Economics)



**Mr. Bhargav Majumdar**

MBA (Corporate Finance) & UGC-NET



**Dr. Ranjan Bhardwaj**

Ph.D (Management) & MBE (Business Economics)



**Dr. Manjishtha Sur Roy Chowdhury**

Ph.D (Psychology), M.Sc (Applied Psychology),  
Diploma (Labour Law with Administrative Law)  
& SLET (Psychology)



**Dr. Seema Lall**

Ph.D (Management)  
MBA (Marketing) & UGC-NET



**Mr. Anupam Purkait**

MCA & SLET (Computer Science & Application)



**Dr. Soma Sinha Roy**

Ph.D (Marketing Management),  
MBA (Marketing) &  
PG Diploma (Mass Communication)



**Dr. Arindam Banerjee**

Ph.D (Management), FICWA,  
M.Com (Financial Management),  
PGDIB (Post Graduate Diploma in Investment Banking)  
& UGC-NET



**Dr. Oindrila Chakraborty**

Ph.D (Business Management)  
MBA (Marketing) & M.Sc (Zoology)

# College Infrastructure

JDBI has an impressive campus with all support facilities that cater to the academic and physical requirements of its students including:

- Spacious, sound-proofed and air-conditioned classrooms equipped with LCD projectors.
- State-of-the-art computer laboratories and CAD studio with LAN connectivity and 24 hour internet access.
- WiFi campus
- 250-seater auditorium for college seminars and special lectures.
- A common students' recreational area for recreation and relaxation.
- A playground (badminton) and indoor games facility (carom & chess).
- Canteen providing affordable and hygienic vegetarian food.
- In-house health center for first aid equipped with necessary medicare equipments and manned by a full-time trained nurse.
- Complete fire-equipment and electronic fire alarm system.
- Security controlled gates and CCTV surveillance to ensure the safety of students and staff.



College Campus



Class Room



Seminar Hall



Student's Recreation Zone



College Campus



Canteen

## Bank details for online application and payments

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- Beneficiary Name : **J.D. BIRLA INSTITUTE (MANAGEMENT SECTION)**
  - Beneficiary Account Number : **031201003397**
  - Beneficiary Account Type : **Savings Bank**
  - Beneficiary Address : **I, Moira Street,  
Kolkata-700017**
  - Beneficiary Bank Name & Branch : **ICICI Bank  
Gorkey Terrace Kolkata Branch**
  - Bank Address : **5 Gorkey Terrace, Kolkata-700017, West- Bengal**
  - Beneficiary Bank IFSC Code : **ICIC0000312**
  - Beneficiary Bank MICR Code : **700229014**
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### PERSONAL LAPTOPS

It is mandatory for students to have laptops of the following configuration:

- Intel Core I3 3rd Gen or higher
- 2 or 4 GB RAM
- 500 GB or higher HDD
- 14 or 15" Screen Monitor
- Wifi Support and card reader
- Original Windows 7 or Windows 8 Software



### COLLEGE HOURS

12:30 pm to 6:30 pm (Monday to Friday)  
9:30 am to 4:30 pm (Working Saturday)

### OFFICE HOURS

11:30 am to 6:30 pm (Monday to Friday)  
9:30 am to 4:30 pm (Working Saturday)

### LIBRARY HOURS

11:30 am to 6:30 pm (Monday to Friday)  
9:30 am to 4:30 pm (Working Saturday)

## **J.D. BIRLA INSTITUTE**

**Unit of Vidya Mandir Society**  
(Affiliated with Jadavpur University)

### **Department of Management**

Satellite Campus : I Moira Street, Kolkata- 700017  
Phone: 22811438 • Email: [jdbiadmin@jdbikolkata.in](mailto:jdbiadmin@jdbikolkata.in)