



**J.D. BIRLA INSTITUTE**

**Unit of Vidya Mandir Society**

AFFILIATED TO JADAVPUR UNIVERSITY

Recognised by UGC (12B & 2f)

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

PROSPECTUS

**2022-23**

- Full-time regular course
- Semester-based pattern in teaching & learning
- State-of-the-art laboratories
- Placement assistance
- Internship opportunities and networking
- Field trips & excursions
- Accommodation facility close to college through tie-up



[www.jdbimangement.in](http://www.jdbimangement.in)



## JD BIRLA INSTITUTE



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

“Asato ma sadgamaya  
tamaso ma jyotirgamaya  
mrttyorma 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.

**59** years of  
**Educational  
Excellence  
&  
Empowerment  
of Women**

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 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.

## PRINCIPAL



### Professor Deepali Singhee, Ph.D

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

**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.

### AWARDS & RECOGNITION



BEST EDUCATION BRAND

Economic Times



EMERGING COLLEGE  
OF THE CENTURY  
(COMMERCE & MANAGEMENT)

India Today



MOST INNOVATIVE DESIGN  
INSTITUTE OF THE YEAR

The Asia Today



SHIKSHA BHARATI AWARD  
FOR OUTSTANDING PROFESSIONAL  
ACHIEVEMENT AND CONTRIBUTION  
IN NATION BUILDING

The Indian Achiever's  
Forum (IAF)  
& Achiever's World



MOST FRIENDLY COLLEGE

Bengal Rowing Club

## JDBI ADVANTAGE

- Courses ranked high on all India basis
- 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 & freships
- Short term certificate course under MOU with IIT-Mumbai, National Stock Exchange, ICFAI and Academy of Pastry Arts

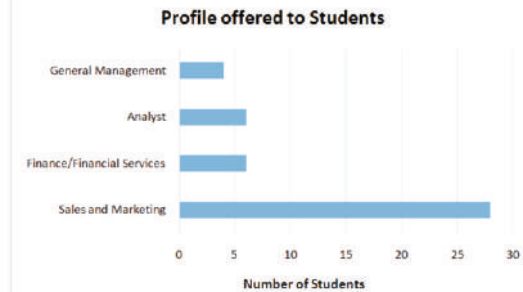
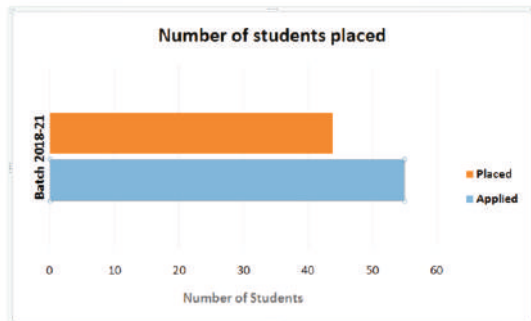




# PLACEMENT

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.

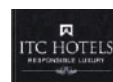
## Placements 2021



# 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



Metro Food Logo ?



# GLIMPSES OF ADDITIONAL EXPOSURES AT JDBI



Convocation



BBA Students Winning Case Study Trophy at BGES, 2022



Management Conference



Industrial visit to Texmaco



Fresher's Welcome



Farewell Party



Book Exhibition



Ethnic Day



# BBA

## 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

### The course shall include

- 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

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

- Continuous Internal Evaluation (CIE): 40% weightage  
CIE includes written class tests, assignments, seminars, tutorials and/or laboratory assignments.
- 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

## Career Options

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

## Eligibility

- Candidates having good knowledge of the English language are eligible for admission.
- 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.
- Foreign students may be admitted as per Jadavpur University norms.

## 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)	60
	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.	Mathematics in Class-XII with pass marks	10
3.	Formal training in performing or visual arts and /or sports and /or participation in the same at regional/state/national/international levels only	10
4.	Interview / Group Discussion	20
<b>TOTAL</b>		<b>100</b>

## 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.

## Fee

### Fee Break-up

1.	Admission Fee	60,000	at the time of admission only
2.	Tuition Fee	63,900	per semester
3.	Examination Fee	3,300	per semester
4.	Social Charges	4,500	per semester
5.	Library Fee	7,500	per semester
6.	JU Registration Fee	50	at the time of admission only
7.	College Identity & Library Card	200	at the time of admission only
8.	Alumni Lifetime Membership Fee	5,000	at the time of admission only
9.	Excursion Fee (excluding airfare which shall be charged as per actual)	30,000	at the time of admission only
10.	Uniform Fee	5,500	at the time of admission only

**TOTAL Rs. 1,79,950** at the time of admission

Students are hereby informed that the fee is subject to an appropriate increase every year commensurate with the inflation.

## Bank details for online application and payments

- Beneficiary Name : **J.D. BIRLA INSTITUTE  
(MANAGEMENT SECTION)**
- Beneficiary Account Number : **031201003397**
- Beneficiary Account Type : **Savings Bank**
- Beneficiary Address : **1, 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**

## 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

# 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
TOTAL			400	24
<b>GRAND TOTAL</b>			<b>2600</b>	<b>140</b>

AN AUDIT / OPTIONAL COURSE, INTERNSHIP TRAINING FOR 4 WEEKS WITHIN THE 6 SEMESTERS.

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



# FACULTY

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. Sraboni Dutta**  
DEAN, (Deptt. of Management)  
J.D.Birla Institute



**Mr. Sumanta Bhattacharyya**  
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)



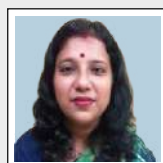
**Mr. Bhargav Majumdar**  
MBA (Corporate Finance) & UGC-NET



**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)



**Mr. Soumojit Adhya**  
M Sc in Computer and  
Information Science



**Mr. S. N. Barik**  
Engineering Diploma in computer science  
and engineering  
DOEACC 'A' level, 'B' level (MCA)

# 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.



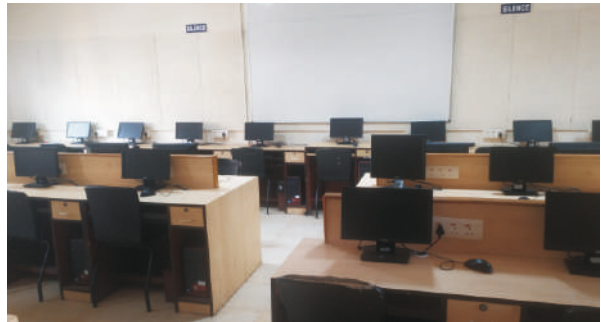
College Campus



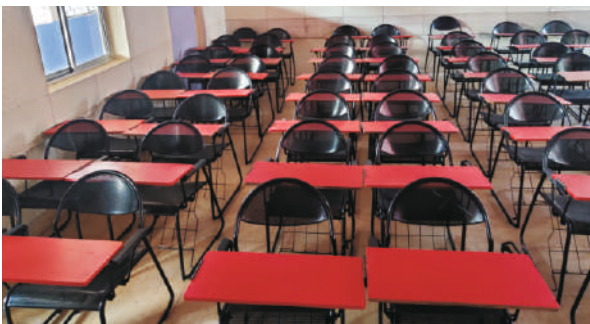
College Campus



LRC (Circulation)



Computer Lab



Colour Coded Classrooms



Seminar Hall



Indoor Game Facility



Canteen

## [What our former students have to say.....]



### Sahiba Khushalani

Sr. Analyst, J.P. Morgan Chase  
& Company, Bangalore  
(Batch: 2012-2015)



I am Ms. Sahiba Khushalani, alumni of J.D. Birla Institute (Department of Management) from Batch 2012-2015. I earned a bachelor's degree in Business Administration with a focus on finance. Through the Institute's campus placement drive, I was placed at KPMG in the Internal Auditing and Advisory Team. I am currently employed as a Senior Analyst in the Controls Evaluation Team at J. P. Morgan Chase & Company in Bangalore. It is one of the Big Four accounting firms, and it is currently affiliated with one of the world's top investment banks. The Institute aided me in developing my career by advising me on how to apply all of my academic and practical knowledge in my professional life. It is a great Institute to study and the innovative curriculum of the BBA course helped me to pursue my dreams. I feel proud to graduate from this Institute and can confidently say that it is a great place to build careers.



### Raunak Zatakia

Manager-Project & Supply Chain  
Manyavar  
(Batch: 2010-2013)



I am Raunak Zatakia, alumni of J.D. Birla Institute (Department of Management) from Batch 2010-2013. I did my Bachelors of Business Administration with specialization in Marketing. Following college, I worked for well-known start-ups such as PFS, Ola Cabs, and Rivo. I am currently employed as a manager at Manyavar, where I am responsible for project management and the supply chain division. J.D. Birla Institute has served as a training ground for me to develop the leadership and management abilities required in today's business sector. The course format has primarily focused on developing professionals with traits of intrapreneurship and entrepreneurship, both then and now. I have personally learned from and profited from the Institute's seasoned instructors, who motivated me to improve with each passing day. My Alma Mater, J.D. Birla Institute, has shaped the best of my skills, and I am incredibly grateful to them.



### Isha Arora

Founder & Co-Promoter  
Café Central  
(Batch: 2002-2005)



I am Isha Arora, alumni of J.D. Birla Institute (Department of Management) from Batch 2002-2005. I graduated in 2005 with a degree in Bachelors of Business Administration with specialization in finance. Following college, I completed an internship at ITC before joining my family's firm. I am the founder and co-promoter of Café Central, Park Street, at the moment. The J.D. Birla Institute course gave me the courage and risk-taking skills to establish my own business and grow it over time. It gave me a terrific opportunity to share ideas and learn from my peers, all of whom had a business experience. Throughout my studies, my professors constantly encouraged me to go above and beyond and join in numerous extracurricular activities, which has aided in the development of my personality and ability to network. I would advise all young people interested in pursuing a BBA programme to apply to J.D. Birla



### Gautam Chhabra

Touristor Bharat Group  
Head-Business Development & Finance  
(Batch: 2004-2007)

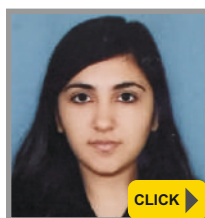


I am Gautam Chhabra, alumni of J.D. Birla Institute (Department of Management) from Batch 2004-2007. I completed my graduation in Bachelors of Business Administration with specialization in finance. Following graduation, I pursued a postgraduate degree in finance at the University of Manchester in the United Kingdom. I currently work at Touristor Bharat Group in Kolkata, where I am in charge of Business Development and Finance. J.D. Birla Institute has been a great place for me to hone my management skills and develop my leadership talents, both of which are necessary skills in today's business world. The curriculum was quite active, and it was always in line with industry needs. I had a great time at JDBI for three years, and the best memory I have is of the wonderful friendships we formed there.



### Saakshi Madhogari

Founder & Chief of Talent Acquisition  
Up.Grade  
(Batch: 2010-2013)



I am Saakshi Madhogaria, alumni of J.D. Birla Institute (Department of Management) from Batch 2010-2013. I completed my graduation in Bachelors of Business Administration with specialization in Finance. After my graduation I did my Post Graduation in Business Administration, Management and Operations from XLRI, Jamshedpur. I worked in few organizations like Optimize IT System, Grofers etc. currently I am the Founder & Chief of Talent Acquisition at Up.Grade. This is a consultancy firm building JobTech platform for Atmanirbhar Bharat and contributing towards building of a New India. J. D. Birla Institute as a college provided me a plethora of opportunities when it came to learning and experiences. The curriculum provides a holistic approach to management that prepares you once step ahead in the corporate world. Apart from academics, the college provides ample opportunities for extracurricular activities, seminars, and corporate fests, all of which contribute to a student's total personality development.



### Jyoti Banka

Store Manager  
Godrej & Boyce Mfg. Company Limited  
(Batch: 2012-2015)



I am Jyoti Banka, alumni of J.D. Birla Institute (Department of Management) from Batch 2012-2015. I completed my graduation in Bachelors of Business Administration with specialization in Finance. As a student I did my internship in Bank of India and was placed at Godrej & Boyce Mfg. Company Limited as Management Trainee through the campus placement drive organized by the Institute. Currently I am still working with Godrej & Boyce Mfg Co. Ltd as Store Manager. This job has laid the foundation of my professional growth. Doing BBA from an esteemed Institution like J.D. Birla Institute (Department of Management) has been my stepping stone of a reality check. The faculty at JDBI very beautifully infused theoretical and practical knowledge across necessary topics and also enriched my risk taking capacity.





### 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 to Jadavpur University)

### **Department of Management**

Satellite Campus : I Moira Street, Kolkata- 700017  
Phone: 2281 1438 • Email: [jdbiadmin@jdbikolkata.in](mailto:jdbiadmin@jdbikolkata.in)