

Department of Management

Prepare to excel in the dynamic world of business with our innovative BBA program, where theory meets real-world application and success is inevitable.

What is new at JDBI?

The BBA program, affiliated to prestigious Jadavpur University, provides updated knowledge, exposure and skill suitable for modern business administration with state-of-the-art teaching-learning pedagogy, infrastructure, all round developmental activities and hands on exposure to advanced management techniques in business.

BBA (Business Administration)

Program Overview

The Department of Management imparts a balanced blend of academics and real-world exposure to students which make them industry-ready or pursue higher studies.

4 years,
8 semesters
NEP CURRICULUM

PROGRAM HIGHLIGHTS

- Experienced faculty members in the areas of Finance, Marketing and Human Resource Management
- Inculcates managerial & leadership skills, innovation and entrepreneurship
- Offers strong foundation in Quantitative Techniques, IT related domains and Business Analytics
- Business Research and Dissertation
- Industry connect- Internships, Projects, Factory visits & Workshops / Seminars
- Placement support
- Management of and participation in various intra and inter-college events
- Community services
- Value added skill-based courses like TALLY
- Interactive (Smart) classrooms & state-of-the-art Computer Laboratories
- Modern Learning Resource Centre (Library) with rich resources



Career Opportunities

- ▶ Career Options
- ▶ Corporate Manager (Marketing, Finance, Human Resource, Systems)
- ▶ Corporate Trainers/Recruiter
- ▶ Market / Financial Analyst
- ▶ Accounts Manager
- ▶ Entrepreneur

Students placed at:



ADMISSION OPEN for Session 2025-2026

For more details follow the Notice Section at www.jdbikolkata.in