

BBA@ CARREOGRAPH



GET READY FOR

SUCCESS >>>

CARREOGRAPH
Institute Of Management Studies



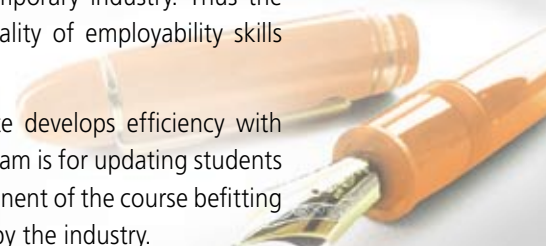
Pranab Ray Chaudhuri
Director, Training & Management Studies

Director's Message

Bachelor of Business Administration is a graduation degree which teaches core areas of Management theory and practice.

The objective of the course is to compensate the lacking skills between the core subjects taught in Management and the expectations of the contemporary industry. Thus the young professionals can induce in their knowledge the quality of employability skills required to acquire a job and to retain it.

The course content of BBA is so designed that a candidate develops efficiency with effectiveness. Also this Industry - Academia crafted BBA program is for updating students with latest changed knowledge helped by the practical component of the course befitting themselves in the management of change, a quality desired by the industry.



Making Dreams Work

Since its inception in 1997, CARREOGRAPH Institute of Management Studies has made rapid strides in providing quality education to thousands of students in Eastern India. Recognized as one of the leading names in Vocational Training in the field of Pharmaceuticals, it conducts Degree and Diploma Programmes under the affiliation of esteemed academic Institutions.

In today's world of cut-throat competition, knowledge and skill are two most important ingredients of success and being job-ready. Carreograph has always ensured learners at the institute are provided skill based knowledge to make them better suited for the job market and increase their scope for better placements. With the Carreograph Professional Courses, the candidate doesn't have to put his/her career on hold to complete the degree. The flexibility of the programmes lets the students have a better scope for performance.

With an enviable 'student-data base', a degree from Carreograph sets you apart. The rapport that the students build up with the professors, peers and alumni at our campus will, no doubt, last for years to come. In fact, it is not without reason that thousands of students are pursuing their careers with distinction.

BBA - A Professional Under-Graduate Course

The BBA course is an undergraduate professional programme modelled for the 10+2 achievers. It is a three-year, full time course that encourages a job-oriented study pattern. After the completion of the BBA course you acquire the ability to appear in any job that demands management skills.

The Carreograph Institute Of Management Studies values the importance of proper management training. We guide our students in acquiring proper business acumen and professional ethics. Only 'book-based' knowledge is not enough to enhance your powers. So, here at Carreograph we impart practical learning in the most effective way. We conduct regular Soft Skill Grooming Classes, Live Outdoor Projects, Business English, Internships, Public Speaking and Mock Interview Sessions. These help in developing the professional skills required to bag lucrative jobs not only in Bengal but elsewhere too.

BBA students graduating from the Institute, will get their Degree from Jamia Millia Islamia, a NAAC accredited grade 'A' Central University under the CDOL mode.

Academic Associations

Affiliated Programme:



Vidyasagar University

Study Center:



Jamia Millia Islamia, CDOL
a Central University

Nodal Center:



All India Management
Associations

Spot Admission Centre:



Pondicherry University DDE
A Central University

Advantage Carreograph

Pre-placement Activities are meticulously planned with the objective of transforming a student to a professional.

Soft Skills Grooming

Communication Practice:

At Carreograph students undergo regular communication practice, through extempore and public speaking. This significantly improves their fluency in English and gives them the confidence to face the interviews.

Group Discussion:

Through regular group discussion sessions, students get a feel of the competitive environment. This builds their confidence to do effective interactions.

Self Presentation:

The manner in which a student carries himself and presents at the interview session is of utmost importance. Students are guided about the dress code, basic etiquettes and the do's and don'ts when appearing for an interview..

Positioning of Curriculum Vitae:

At Carreograph Institute of Management Studies there is a dedicated mentor for every student. The CV's of students are individually corrected highlighting their strengths, so that it impresses the interviewers.

Placement Activities

Interview Skills

Telephonic Interview and Skype:

With advancement of technology, many companies prefer to do telephonic interviews, Skype or video conferencing as the first round. Special techniques are taught to the students which help them overcome the challenge successfully.

Aptitude Test:

Traditional companies still follow the written aptitude test methodology for selections. Students are trained how to manage their time and become successful in the said process.

Mock Interviews:

This is the unique specialty of Carreograph Institute of Management Studies. Human Resource Managers of various reputed organizations frequently visit the Carreograph Campus to conduct mock interview sessions for the students. This gives the students a feel of the real-life interview and makes them confident to face the real interview.

Post Mock Interview Analysis:

After every mock interview session, each student's performance is analyzed. They are advised on the areas where they need to improve. This grooming makes the student ready to appear for his / her real life campus placements.

BBA University Course Structure

1st Year	
Subjects	Marks
Principles of Business Management	100
Business Economics	100
Financial Accounting	100
Business Regulatory Framework	100
Business Communication	100
Principles of Marketing	100
Total	600

2nd Year	
Subjects	Marks
Business Mathematics & Statistics	100
Information Technology in Business	100
Corporate Law	100
Introduction to Business Finance	100
Business Environment	100
Marketing Communication	100
Advertising Practices	100
Total	700

3rd Year	
Subjects	Marks
Fundamental of Entrepreneurship	100
Cost & Management Accounting	100
Advertising Media Choices	100
Personal Selling and Salesmanship	100
Management of the Sales Force	100
Sales Promotion & Public Relations	100
Human Resource Management	100
Total	700

TOTAL MARKS IN BBA	
Year	Marks
1st Year	600
2nd Year	700
3rd Year	700
Total	2000

A unique BBA Program from Carreograph

The Carreograph Institute is a name to reckon with in the field of Management Studies. Our Students are excelling in every field today and they are proud to be a part of Carreograph family. The attributes that classify us as one of the best Institutes of Management Studies are as follows:

- ✓ 20 successful years in the field of Academics
- ✓ 10 years of imparting Management Education
- ✓ Best Faculties
- ✓ Regular Academy - Industry Interface
- ✓ Individual Mentorship & Care for all students
- ✓ Internship at Reputed Companies
- ✓ Strategically located campus at Shyambazar Crossing, 2 minutes walk from metro station
- ✓ Air Conditioned, LCD supported class rooms
- ✓ Library facility
- ✓ Excellent clientele
- ✓ Dedicated HR wing to provide placement support for students

	General College	CARREOGRAPH
Average Student per class	150-250	30
Scope of doubt clearing	Difficult	Possible
External Tuition	Required	No Required
Mentorship	No	Yes
Seminar	No	Yes
Industrial Tour	No	Yes
Communication Class	No	Yes
Handling of Biodata	No	Yes
Mock Interview Session	No	Yes
Placement Facility	No	Yes
OUTCOME	Degree	Degree + Grooming + Job

STUDENTS SPEAK



CARREOGRAPH'S Communication and Soft Skill sessions have given me the confidence to speak fluent English in spite of my Bengali medium Schooling.

~ Sayani Manna
Howrah



As a student of Arts background I was a little hesitant to join BBA. Teachers of CARREOGRAPH have removed all my fears and inhibitions through their simple way of teaching.

~ Md. Irfan
Kolkata



My hostel being just 5mins from the campus has helped me to give more time to studies. It also helped me to acclimatize fast with the Metro city life.

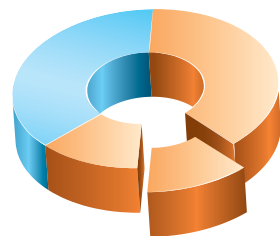
~ Pooja Shrivastava
Bihar



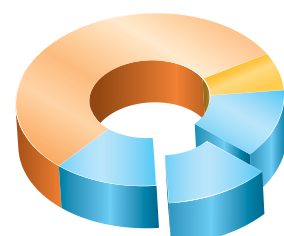
I was an introvert during my school days. The various Workshops, Industrial Seminars, Presentations and Outdoor activities have helped me to become a better communicator.

~ Raman Kumar Choudhary
Jharkhand

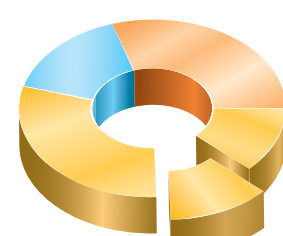
Students Profile:



Male - 62 %
Female - 38%



Stream:
Arts - 38%
Com - 55%
Sc - 7%



Domicile:
WB - 47%
Other states - 23%
Kolkata - 30%

Academic Team

FACULTY PROFILE

CORE AREAS

Prof. Pinki Basu Choudhury [M.Sc., MBA]	Organizational Structure and Design, Human Resource Planning and Utilization
Prof. (Dr.) S. Mitra [CS, LLM, Ph.D]	Business Law, Industrial Relations and Regulatory Framework
Prof. (Dr.) Subhendu Sengupta [MBA, Ph.D]	Marketing Management, Advertising and Service Marketing
Prof. (Dr.) Supriyo Patra [MBA, Ph.D]	Branding and Celebrity Endorsement, Advertising and Marketing Communication
Prof. Pramit Das [MBA, MA (Social Work), M Phil, Ph. D Scholar]	Branding and Advertising, Business Management
Prof. Tapan Kumar Chattopadhyay [PGDM (Marketing), PGDM (Exports), Ph. D Scholar]	Consumer Behaviour, Advertising and Marketing Management
Prof. Rana Ghosh [M.Com., UGC NET]	Accounting, Financial Management, Corporate Tax
Prof. Chandreyee Chatterjee [M.Sc., MBA]	Quantitative Techniques and Operations Research
Prof. Piyali Chatterjee [M.Sc., MBA]	Managerial Economics, Market Research, Marketing, Business Environment, Imparting Soft Skills and Mentoring
Prof. Alolika Srimani [BBA, MHRM]	Human Resource Management, Regulatory Framework, Organizational Behaviour, Imparting Soft Skills and Mentoring
Prof. Ajoy Ghosh [B.Tech (IIT), MBA]	Production and Operation Management, Rural Marketing, International Marketing
Prof. Dipankar Chattopadhyay [MBA]	Pharmaceutical Sales and Distribution Management, Branding and Communication
Prof. Reena Sengupta (Roy) [MCA]	Systems, Graphics, Database Management Systems and Software Management
Prof. Arijit Bose [PGDM]	Marketing Management and Management Science
Prof. Rini Chatterjee [MA]	English Language, Vocabulary and Communicative English
Prof. Partha Sengupta [MSc]	Business Communication, Aptitude Skill and Soft Skills
Prof. Abhishek Jain [MS (Finance)]	Finance and Wealth Management

Bigwigs @ Campus



Dr. Sayed Samsul Alam
Vice Chancellor, Aliah University



Dr. Sitanath Majumder
Dean, Faculty Council for
PG Studies in Commerce, Social
Welfare & Business Management,
University of Calcutta



Dr. K.C. Paul
Head of the Department,
Dept of Business Administration,
Vidyasagar University



Mr. P.K. Chatterjee
Joint President (HR),
Birla Corporation Limited



Mr. Supriyo Kar
Former Vice President of
Siemens



Mr. Animesh Mitra
Regional Sales Manager,
Glaxo Smithkline Beecham



Mr. Santanu Sanyal
Senior Journalist, formerly with
'The HINDU' newspaper



Rj Roopsha Ray
Cluster Head of East &
North East at 93.5 RED FM

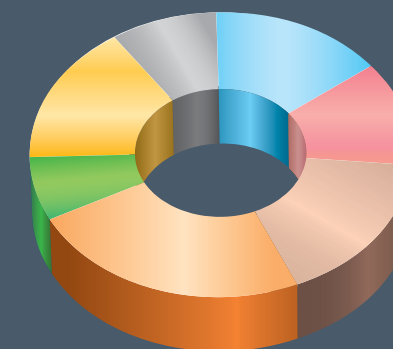
Industrial Tour



Campus Partners



Prospective Employment Scenario



- Banking and Financial Services 15%
- Operations 12%
- HR & Administration 17%
- FMCG & Pharma Marketing 24%
- Counseling 7%
- Accounts & Finance 16%
- Others 9%

Life @ CIMS



CARREOGRAPH

Institute Of Management Studies

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