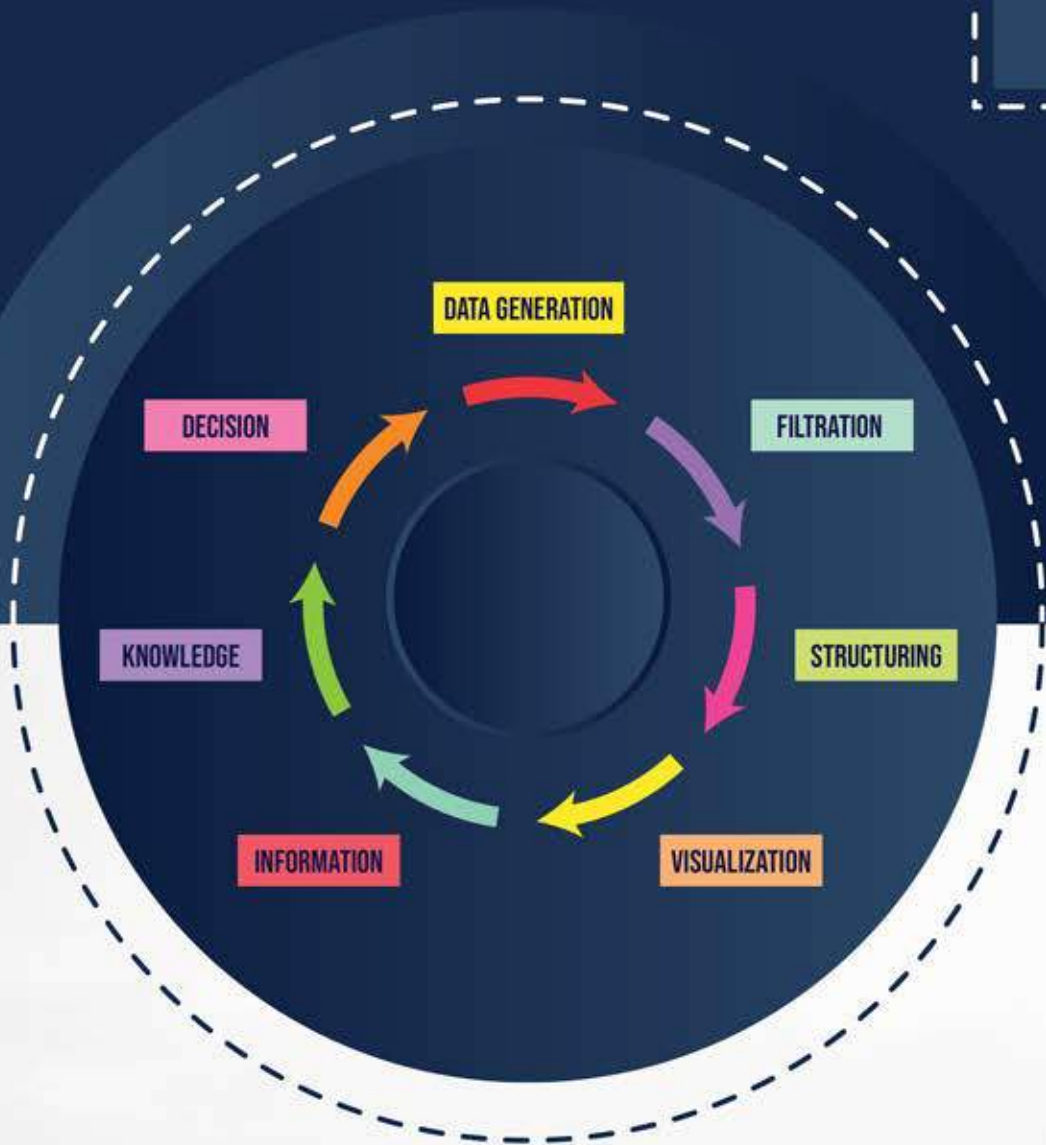




CALCUTTA BUSINESS SCHOOL

# BBA IN BUSINESS & DATA ANALYTICS (MAKAUT)



# CALCUTTA BUSINESS SCHOOL

100 YEARS OF EDUCATIONAL EXCELLENCE

# Shikshayatan Foundation



MARWARI BALIKA VIDYALAYA  
29, Adi Bandyopadhyay Garden, Kolkata - 700 007



SHRI SHIKSHAYATAN SCHOOL  
11, Lord Sinha Road, Kolkata - 700 071



SHRI SHIKSHAYATAN COLLEGE  
11, Lord Sinha Road, Kolkata - 700 071



CALCUTTA BUSINESS SCHOOL  
Campus: Diamond Harbour Road, Bishnupur  
South 24 Pgs., Pin - 743505, W.B.



**S**hri Shikshayatan School (for girls), was founded on 3rd January 1954, the dream child of its founder-body, Shikshayatan Foundation (Estd. in 1920) under the stewardship of Late Ghanshyam Das Birla and Late Jugal Kishore Birla. The Society had been set up by a body of enlightened members of the Rajasthani community settled in Kolkata and has been administering four Educational Institutions:

- Marwari Balika Vidyalaya (estd. in 1920).
- Shri Shikshayatan School (estd. in 1954).
- Shri Shikshayatan College (estd. in 1955).
- Calcutta Business School (estd. in 2008).



To popularize the concept of educating young girls and to meet the growing need of providing quality education at a reasonable cost to girl students, a small but progressive school, Marwari Balika Vidyalaya, with classes only till standard IV, was established in 1920 in Burrabazar, Kolkata.

Shri Shikshayatan School shares a common campus with Shri Shikshayatan College. Both these institutions have earned acclaim over the years to become

premier educational institutions in Kolkata, due to the untiring dedication of Late Sitaram Seksaria and Late Bhagirathmal Kanoria, two of the esteemed Trustees of the Society. Shri Shikshayatan School is a centre for providing quality education keeping in mind the rich and diverse heritage of India.

Calcutta Business School was set up in 2008, governed by reputed industrialists, business leaders and former IIM directors along with Shri S. K. Birla, President of the Society, Shikshayatan Foundation.

Shikshayatan Foundation (formerly known as Marwari Balika Vidyalaya Society), has completed its 100 years of educational excellence.

## CHAIRMAN'S MESSAGE



S. K. Birla

**S**tudying at Calcutta Business School (CBS), Kolkata will enhance your career prospects to the best. We continue in our indefatigable pursuit towards excellence at CBS by continually refining the quality of our Management curricula that prepare students for leadership positions and the challenges of the 21st Century. In today's VUCA business world, (characterized by Volatility, Uncertainty, Complexity and Ambiguity), managers have to constantly update themselves to be effective in their organisations. We have, therefore, adopted "learner-centric" pedagogical approaches to make the students more tactical and resourceful to enable them to respond in complex business scenario. In fact, we have built an educational ecosystem that puts emphasis on 'learning by doing' through student engagement in the variety of co-curricular and extra-curricular activities apart from purely academic classroom learning.

Worldwide, a need is being felt among Business stalwarts and Academicians to make Management Education more practice-driven rather than theory-driven. In CBS we connect Industry practices and Business School Education appropriately in a holistic manner to benefit our students. We teach how businesses have to be well-prepared for the changing times, changing environment and economic disruptions. This unique curricula, developed in such a way and taught by some of the finest faculty members and senior corporate leaders, provide you the power to excel in all aspects of your career.

## CORE COMMITTEE MEMBERS OF CALCUTTA BUSINESS SCHOOL



Mr. Girish K Khaitan

Chairman - Core Committee

Trustee - Shikshayatan Foundation

President - Shri Shikshayatan College Governing Body



Mr. Sourav Ghosh

Advisor, Shikshayatan Foundation



Mr. Pradip K Sharma

Secretary, Shri Shikshayatan College

## Why BBA- Business & Data Analytics @ CBS ?

- Rich legacy - A unit of The Shikshayatan Foundation
- Regular -Fulltime 4 years BBA (MAKAUT)
- Strategically located @ Lord Sinha Road (2mins from Rabindra Sadan Metro) and Joka (10 mins from Joka metro).
- Collaboration with IBM for business analytics courses, State-of-the-Art computing and Simulation Lab
- Best Faculties
- 100% Placement assistance for all students
- Foreign Language
- Beyond classroom experiential learning grooming, leadership modules, opportunity for paid internship and live projects
- Hostel facility available for students opting for our Joka Campus
- Loan Facility



## Why BBA - Business Analytics ?

**"Data is the new oil."**

Clive Humby- Data Science Entrepreneur

The present age is characterized by massive development and application of technology, especially with advent of IoT, AI/ML and Metaverse. Every day the world experiences generation of big data of the magnitude of 2.5 quintillion bytes. However, the challenge lies in drawing actionable insight from this information that necessitates the need of Data Scientists and Analytics Professionals. Information has become a strategic asset of any business today. Business Analytics helps the organisation to take real-time prudent decisions.

The world today lacks the number of qualified Business Analytics professionals required to tackle this huge surge of opportunity. India too, faces a demand and supply mismatch. The number of jobs are more than jobseekers (a reverse trend of sorts). Calcutta Business School that already offers PGDM in Business Analytics wishes to grab this opportunity and hence offers the course at an undergraduate level. Needless to mention, an earlier start in this field will only make students brighter and more able than otherwise.



## CONTACT US

✉ [admissions@calcuttabusinessschool.org.in](mailto:admissions@calcuttabusinessschool.org.in)

🌐 [www.calcuttabusinessschool.org.in](http://www.calcuttabusinessschool.org.in)

 /CBSkolkata

 /calcutta-business-school

 /calcuttabusinessschool

 /calbskool

## CAMPUS

Calcutta Business School  
D.H. Road, Opp. Nilgiri Cinema Hall  
Kolkata, West Bengal 743503  
(8 mins from Joka Metro)

📞 7604083375 / 70

## CITY OFFICE

Shikshayatan Foundation Premises  
11, Lord Sinha Road, Kolkata - 7000 71  
(2 mins from Rabindra Sadan Metro)