



4 years Under Graduate  
Degree Program

**BBA**

Learn. Build. Scale.

# Entrepreneurship.

Inspiria Knowledge Campus

Where ambition

# Shapes Culture.

**Pioneering**  
progress with  
**Visionary  
Minds**



“

With **Ankur Warikoo** learning first-hand what true startup field hustle feels like. Juggling deadlines, fixing tech hurdles, chasing meaningful stories, and some hands-on reality every startup swears by.

**Ankur Warikoo** – Funder of Nearbuy.com (*Entrepreneur, Business Leader & Writer*)

# BBA Entrepreneurship

a launchpad for

# Hustlers & disruptors

**70%** Real World Hustle

**30%** Classroom sessions

Graduate with 4 years of hands-on experience, not just a degree certificate.

Learn business by launching your own startup, or scaling your family business.

Crush real-world problems, not only textbook exercises.

Pass exams while earning. Graduate while launching your own venture.

Everyday learning through fresh challenges and less boring lectures.

Get coached by industry titans, CXOs, and trailblazing entrepreneurs.

# 4 years Transformation

01

## Foundational Discovery

Master business fundamentals, learn business skills while exploring your **entrepreneurial interests**.

02

## Collaborate, Experiment and Build

Kickstart your **first business idea**. Work on live projects with **industry immersions** and learn from **real-world** case studies.

03

## Innovate and Disrupt

Deep dive into advanced strategies. **Pitch to investors**, participate in **startup competitions**, and refine your business models.

04

## Launch and Lead

Complete your capstone, **launch your startup**, or secure top opportunities in leading organizations. Graduate and **ready to lead**.

# Learning *outcome for* BBA-E Students

## Data Driven Decision Making

Learn to research, leverage data for making smarter, faster decisions in a startup environment.

## Problem Solving, Business Acumen

Learn to break down complex challenges and solve them. Emphasis on Business basics and financial knowledge.

## Product Ideation & Critical Thinking

Learn to build, iterate and scale products with changing market trends to solve real problems.

## Consumer Research & Marketing

Understand sector, customers' needs, to solve real problems and build marketing strategy for success.

## Effective Communication

Develop persuasive communication, negotiation skill for pitching, selling, and leading teams.

## New-Age Technologies

Stay ahead of the curve by mastering major & emerging technologies that is reshaping the business landscape. (AI, Meta, etc.)

# Experience *teaches* Best

## Entrepreneurship is not taught, it's practiced

From classroom concepts to real-world action. Students at **Inspira** apply practical learning hands-on, beyond the classroom.

01

### Flea Fair / Dropshipping

Launch a **real business** from scratch in 90 days. Decode customer behaviour, marketing & competitive strategy and optimize operations by doing .



02

### Local Impact Consulting

Find real problems. Build real solutions. **Transform local businesses** through hands-on entrepreneurial thinking.

03

### TechStars Startup Weekend

A **bootcamp with 54+ hours immersion**, where aspiring entrepreneurs receive mentorship on business ideas **from concept to pitch**.



04

### Social Media Monetization

Create engaging content. Learn **online monetization** through ads, brands, and affiliates. Build your own **personal online brand** that pays.



05

### Pitch Fest

You participate in **national recognized** pitch fest organized by **TieU, National Entrepreneurship Challenge** (IIT Mumbai) and more avenues to grow.

# Flea Champs



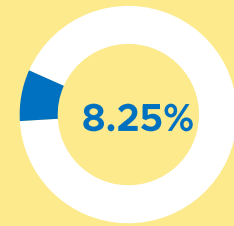
## Key Takeaways

- 1. From Zero to One:** Experience what does building a business from scratch actually look like?
- 2. Build a Sales Skills:** Mastering sales is the most critical skill
- 3. Make Profits:** You and your co-founders will keep all profits
- 4. Drive Career Outcomes:** Becomes a part of your portfolio

# Degree vs Skill: Why India is producing graduates with low employability quotient?

[Indian Express, Oct 2024](#)

- **Mismatch** between Curriculum and Industry needs
- **Inadequate preparation** for real-life skills
- Boring lectures, with **no focus** on changing skill demand
- Disconnect between skills taught and skills demanded



Only 8.25% of Indian Graduates hold jobs matching their interest and qualification.

[Education Today, July 2025](#)

**6 out of 10 workers will require training before 2027 to meet evolving demands** - World Economic Forum

- **33%** of college students are in the process of starting a business in the next 5 years after graduation.
- **4.8%** of students in India have active, revenue-generating startups
- **14%** of students plan to start a business immediately after graduation.

Nascent Entrepreneurs

**33%**

Immediately after Graduation

Active Startups

**4.8%**

**14%**

# Skills

*applicable*

**Everywhere.**

## Future Career pathways with BBA E Degree Program

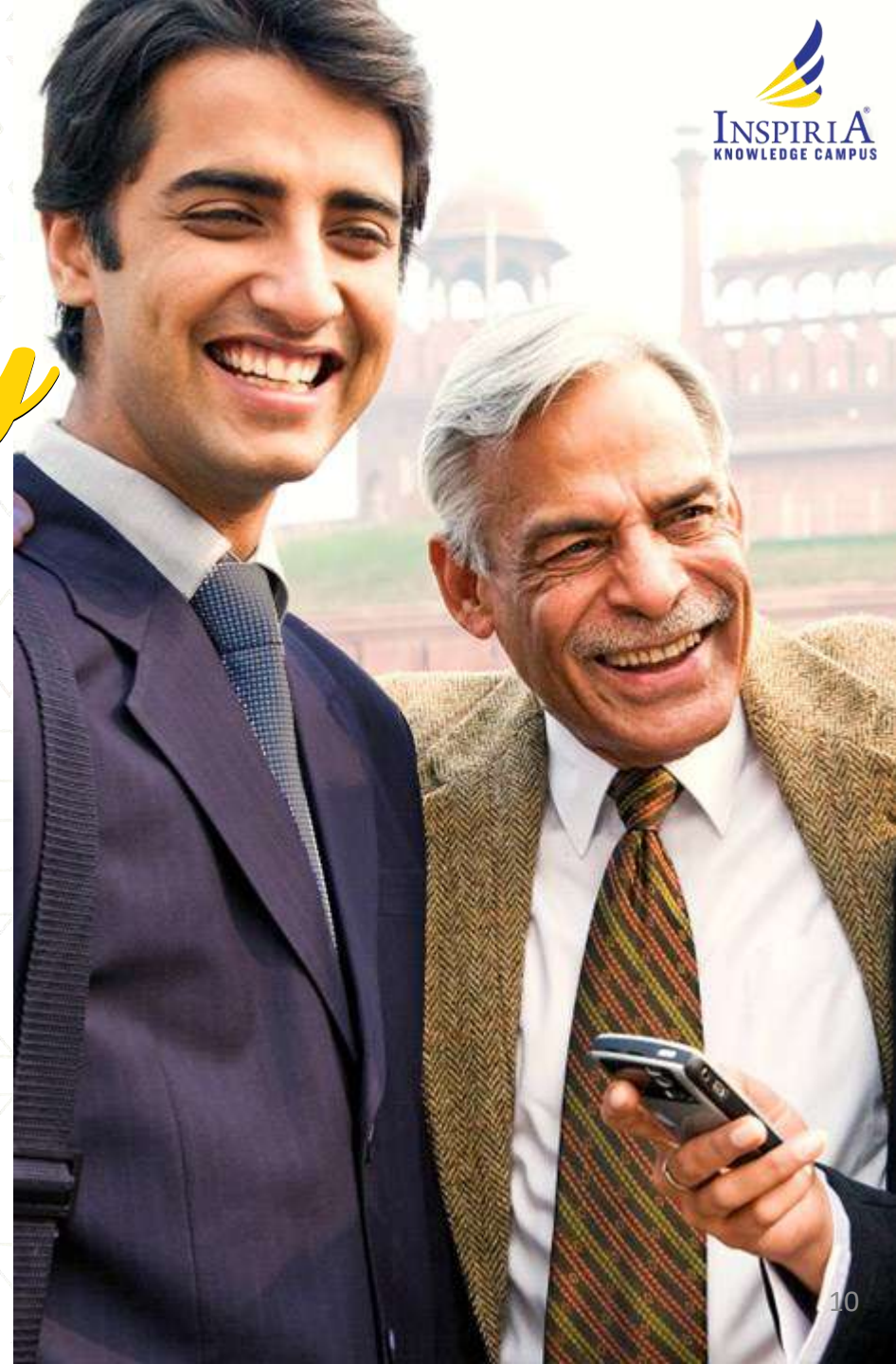
- \* Start your Own Business (be your own boss)
- \* Innovation Manager
- \* Growth Hacker
- \* Business Analyst
- \* Business Consultants
- \* Modernize & Scale Family Businesses
- \* Startup Advisor/ Mentor/ Influencer
- \* Intrapreneur
- \* and More

Inspiria's BBA Entrepreneurship helps you start, manage, and grow a business or bring entrepreneurial thinking to any organization.

# Family Business *mastery*

Family Business Certification empowers you with practical tools and proven strategies to blend traditional business with innovation possibilities.

1. Modernize the future of your family business with new age changing demands.
2. Build leadership and governance for long-term stability.
3. Optimize financial health, P&L along with Revenue streams.
4. Multi- generational sustainability and success in a family business.
5. Bring leadership, manage disputes, succession and governance for smoother operations.



# Full *spectrum* Learning

## 11

Hands-on real-world projects for a holistic learning

## 12+

student-led club activities to build skills, explore entrepreneurial passions, and find your tribe

## 3

Recognitions and affiliations for a 4 Year **Degree Course** in Entrepreneurship. The only in North Bengal, NAAC, AICTE, UGC



## 10+

years legacy in building tomorrow leaders through education with strong **Alumni association**

## 7

Months immersion from ideation to **Build your own business**

## 7

Flagship Events- Techstars Startup Weekend, Corporeenza. Youth Run and many more

**Well-rounded education that prepares you for *any career path*, not just business.**

## 85+

Hours rigorous training on Business Communication, Leadership, Negotiation, Personality development Soft Skills and Pitches ready.

## 4 years UG BBA-E Degree

### Core

Entrepreneurship & Family Business  
Marketing, Business Development  
Finance with Revenue stream

### Eligibility

Class XII pass-outs and Budding Entrepreneurs

### Location

Siliguri, W.B.  
Hostel for Boys & Girls

### Dual Internships

5<sup>th</sup> and 8<sup>th</sup> semester industry immersions internship for each student.

# Influencers sell dreams,

you need a

*degree that works*



## Inspiria BBA-E

### University Recognitions

4-year **UG degree** in BBA entrepreneurship, recognized by **AICTE**, affiliated by **NAAC** and approved by **MAKAUT** (the only in North Bengal region)

### Legacy

**10+ years proven** in building tomorrow's leader with expertise in future career building

### Course Structure

Hybrid, **70% hands-on, 30% classroom concepts** for proven results irrespective of career choices.

### Teaching & Pedagogy

Full-time faculty with PhD credentials, research focused, along with industry veteran connect for real-life business challenges

### Internship

**Dual Internship** (5<sup>th</sup> & 8<sup>th</sup> Semester) which brings 360-degree exposure

### Mentorship

Guidance from industry leaders, founders and various student led club activities for startups

### Alumni Network

**5000+** students of strong alumni network

## Others

**Non-recognized**, just a training center **without any Degree**

Minimal to zero teaching foundations.

No foundation building or career clarity. **You** get lost in the race of placements.

**Mostly visiting** guest lecturers with least teaching experiences.

~3 months only.

Only job seeking, operational trainings with a professional certificate of **no value**.

**No** alumni association or success stories

# Trusted *tradition* meets *innovation*

Theory alone will not carry learners far,  
we believe in learning by doing

# Learn from Veterans.

*Wisdom of proven leaders*

Startup founders, Industry Leaders and Academicians who teach beyond proven principles, not just current trends.



**Rajesh Agarwal**  
Ex President - Lagu Udyog  
Bharat



**Lekh Ram Nyoliwala**  
CA- Chartered Account



**Dhiraj Kothari**  
CEO & founder – YOB Hotels  
& Suppliers Pvt. Ltd.



**Sumit Sinhal**  
CEO & founder – KINS Health  
Pvt. Ltd.



**Sangeeta Reddy**  
Founder- Reddy Healthcare  
Pvt. Ltd.



**Nisha Kotecha**  
Asia's Top 1000 Women  
Facilitator – TechStars Startup  
Weekend



**Siddharth Joshi**  
Gen AI Expert, Global  
Technology Manager



**Ms. Surbhi Banka**  
CA, BCom, Post Graduate  
from FMB, SP Jain Mumbai



**Arpit Banka**  
B Tech, Computer Science,  
Engineering, PeS University,  
Bangalore



**Ashish Syangbo**  
Founder – Syangs Living  
Food & Beverages



**Bhavana Singhal**  
Chattered Accountant,  
GST Consultant



**Sarabjit Singh Hora**  
Financial Conduct Authority  
(FCA) Advisory, Public  
Speaker

# Leading Voices

*influential thought leaders & eminent speakers*



**Rajendra S Pawar**  
Founder & Chairman- NIIT Ltd



**Rekha M Menon**  
Chairperson & Senior Managing  
Director- Accenture, BioCon,  
NASSCOM



**Abhishek Rungta**  
Chairperson & Senior Managing  
Director – Accenture, BioCon, India,  
NASSCOM



**Vivek Bajaj**  
Entrepreneur & Founder- StockEdge



**K K Natrajan**  
Founder, Entrepreneur, Ex-CEO  
Mindtree



**Dr. BVR Mohan Reddy**  
Founder, Chairman & Board  
Member- Cyient



**Amit Jain**  
Founder CEO- Zamp; Ex-MD  
Sequoia Capital; Head- Asia  
Pacific-UBER



**Kiran Deshpande**  
Co-Founder - Mojo Networks,  
Investor & Mentor- GigIndia

# Core Faculty **Dedicated** *excellence*



**Anil Phillip**

Asst. Professor  
(M.Phil, M.A, B.A.)



**Arun Kumar Panda**

Asst. Professor  
(MBA, BBA)



**Bibek Mandal**

Asst. Professor  
(M.B.A, B.Tech)



**Sushovan Gupta**

Asst. Professor  
(MBA, BBA- Sports Management)



**Suresh Kr. Manaoharan**

Professor of Practice  
(MBA, BBA, ICCP)



**Dr. Aditya Lama**

Asst. Professor  
(Ph.D, M.Sc, B.Sc)



**Neehar NR**

Asst. Professor  
(B.Tech, M.S.M.)



**Dr. Yozna Gurung**

Asst. Professor  
(Ph.D, M.A, B.A)



**Hritavash Saha**

Faculty Associate  
(PGD, NIELIT, B.Com- H)



**Debayan Chakraborty**

Asst. Professor  
(MBA, B.Tech)



**Dipanwita Sikdar**

Asst. Professor  
(M.Sc, B.Sc)



**Alpha Bhowmick**

Asst. Professor  
(MPSM, BHM)



**Yashasvi Gaur**

Asst. Professor  
(M.Phil, M.A, B.A)



**Sonam Wangdi Bhutia**

Asst. Professor  
(B.Ed, M.A in Geography)



**Ms. Nidhi Mishra**

Asst. Professor  
(UGC NET, B.A, M.A in Economics)



**Chirag Kundalia**

Asst. Professor  
(UGC NET, M. Com, B.Com)



**Subhro Sarkar**

Asst. Professor  
(M.Sc, Qualified NET, B.Sc.)



**Neha Thapa**

Asst. Professor  
(M.Tech, B.Tech)



**Tanmoy Ghosh**

Asst. Professor  
(MCA, BCA, CFI)



**Nandan Das**

Asst. Professor  
(M.Sc, Qualified CSIR-NET, B.Sc)



**Punjala Ramya Teja**

HOD - BMAGD  
(Ph.D- Fine Arts, MSc & BSc - Animation)



**Steffi Prasad**

HOD - Media Science  
(M.A., B.A.- Mass Comm) B.A. - Psychology



**Tapanwita Saha**

HOD - Interior Designing  
Ph.D (Design), M.Sc. & B.Sc. (Interior Design)



**Taqui Haider**

Asst. Professor  
(Ph.D, M.A- Mass Comm)



**Pritam Talhdi**

Asst. Professor  
(M.Sc, B.Sc)



**Aritra Dey**

Asst. Professor  
(M.Tech, B.Tech)



**Jyotirmoi Biswakarma**

Visiting Faculty  
(M.Sc. Computational Science, BCA)



**Sushmita Kundu**

Visiting Faculty  
(Bsc General, UGC NET Qualified, MCA)



**Subhankar Dandapat**

Asst. Professor  
(M.Sc- Animation & Multimedia)



**Anubhav Chakraborty**

Asst. Professor  
M.A- Convergent Journalism, UGC NET Qualified



**Deepika Bansal**

Asst. Professor  
(M.Sc Home Science - Clothing & Textiles, UGC NET)



**Perna Singh**

Faculty Associate  
(B.Des -Fashion Design)



**Lopamudra Mohapatra**

Faculty Associate  
(B.Arch - ABIT-PMCA)



**Uttam Basak**

Faculty Associate



**Imran Ibrahim**

Assistant Professor (BMS)



**Subhro Sarkar**

Asst. Professor  
(M.Sc, Qualified NET, B.Sc.)



**Neha Thapa**

Asst. Professor  
(M.Tech, B.Tech)



**Tanmoy Ghosh**

Asst. Professor  
(MCA, BCA, CFI)



**Nandan Das**

Asst. Professor  
(M.Sc, Qualified CSIR-NET, B.Sc)

## 1<sup>st</sup> Year Immersions

### Foundational Basics with Discovery

#### Major Concentrations

Business planning and Product ideation for startups.

How to solve complex business problems.

Management frameworks & Business fundamentals.

Start identifying business opportunities around you.

Marketing fundamentals and how to identify opportunities.

#### Minor Courses

Persuasive Communication & Presentations, InSkills.

Visual design & Creative skills.

Data analysis for better decisions.

Quantitative skills & Business Stats.

Get comfortable with Word & Excel

Govt. Regulation & Business Laws for your venture.

#### Experiential Learning

Various industry connects for real world experience.

Business idea notebook with 10+ opportunities identified.

**Experiential Project 1** - Flea Fair, drop shipping with GTM.

## 2<sup>nd</sup> Year Immersions

### Collaborate, Experiment and Build

#### Major Concentrations

Analyze competitors and market trends like a pro.

Gather effective Sales and Negotiation techniques.

Master digital marketing to grow and promote entrepreneurial ventures.

Understand the basics of Accounting principles.

Analyze market data to find business opportunities.

#### Minor Courses

Managerial Economica with Micro – Macro focus .

Learn creative skills and the art of critical thinking .

Understanding of cyber security to protect online businesses.

Personal development and Business Communications.

Business story telling to explain business ideas clearly.

#### Experiential Learning

Help family businesses with marketing/financial advice.

**Experiential Project 2-** Local business Challenge.

Understanding financial markets

Apply entrepreneurial thinking to improve community-based businesses.

## 3<sup>rd</sup> Year Immersions

### Innovate and Disrupt

#### Major Concentrations

Learn to analyze the financial health and capital needs of entrepreneurial ventures.

Create service solutions with brand strategies to enhance customer value and loyalty.

Learn to resolve workplace dynamics, improve employee-relations for collaboration.

Formulate data-driven supply chain strategies to reduce logistic costs.

Identify legal obligations and implement compliance practices crucial for startup.

#### Minor Courses

Learn to leverage cloud tools to optimize startup operations and reduce costs.

Leverage digital platforms and tools to create scalable online ventures.

Develop web platforms that enhance brand presence and customer experience.

Leverage enterprise networks to support digital transformation initiatives.

#### Experiential Learning

Venture Internship with Real-World immersions.

**Experiential Project 3** -Convert ideas into thriving startups.

Lean Startup Project.

## 4<sup>th</sup> Year Immersions

### Launch Scale & Lead

#### Major Concentrations

Learn to craft and execute winning business models that fuel strategic growth.

Optimize operations to deliver efficient, high-quality production outcomes.

Generate and validate breakthrough business ideas for real-world success.

Refine your business plans that fuels startup success.

#### Minor Courses

Lead software projects with agility to deliver high-impact solutions.

Transform data into actionable insights for smarter business decisions.

#### Experiential Learning

**Experiential Project 4**- Immersive internship experience

Research to solve real-world entrepreneurial problems.

Drive for placement assistance or venture support

# Join your circle



**Sneha Goyal**, 3<sup>rd</sup> year.  
Member of Young Indians,  
youngest panelist at Vaad  
Samvaad



**Mohit Agarwal**, 3<sup>rd</sup> year.  
President of E-cell,  
Toastmasters. **Winner** of  
TechStar Startup Weekend  
2025.



**Rohan Toppo**, 1<sup>st</sup> year.  
Budding entrepreneur, he  
is already making news  
with his ideas and energy.



**Chayank Agarwal**, 2<sup>nd</sup>  
year. Finalist a TieU Pitch  
Fest, Case Quest\l. Founder  
of a Startup, CompacTech

**Saurab Garg**, 2<sup>nd</sup> year.  
Scaling and growing his  
family business WarOver  
Clothing Brand. Adding  
innovative ideas.



**Eshani Choudhary**, 2<sup>nd</sup> yr.  
National Entrepreneurship  
Challenge, 2025. E-cell  
coordinator. secretary. and  
ready to disrupt with  
ReciGenie AI.

**Vishal Sharma**, a TiEU  
finalist and represents at  
India Level. Represented in  
IIT Mumbai, Eureka Pitch  
Fest. His idea is in prototype  
stage CompacTech

# trailblazer

## Alumni



**Romi Roka**

Samsung Data Systems,  
Strategic Planning, AM  
Batch 2015



**Sakshi Daga**

Founder: The  
BaskeTray, Brushes &  
Canvas  
Batch 2020



**Prashant Jha**

TSO GEP Worldwide  
(Assistant Manager)  
Batch 2016



**Arrpan Tibrewall**

Founder: Action Veda  
Batch 2022



**Sonam Bansal**

Deloitte, Senior  
Consultant  
Batch 2016



**Sharad Agarwal**

Prof. @ Nexis School of  
Business; Founder-  
Primsy India  
Batch 2017



**Gargi Sharma**

Republic World  
Correspondent  
Batch 2019



**Debabrata Saha**

Owner: Saha Udyog  
Batch 2016



**Diwakar Mittal**

Owner: Silver Vatika  
Jewelers  
Batch 2022



**Peeus Guha**

Operations: Brad Wood  
Support  
Batch 2021



**Manoj Mahanta**

Prof. @ Salesian  
College, Siliguri  
Batch 2015



**Adarsh Rizal**

Co-Founder: Olive Tree  
Batch 2020

# Student *life*

Frequent group events and activities with more than 15+ student led clubs increase peer and professional learnings.

## Career Clubs

The career clubs give students a space to learn from each other while connecting with industry professionals. They offer hands-on exposure to current technologies and help students build meaningful networks.

The clubs include **inHub**, **E-Cell**, **TechStar**, **Toastmasters**, **InSkills** to build innovative ideas.

## Cultural Clubs

These clubs **spark creativity** and bring people together. They help students explore their interests, collaborate with each other and grow through real participation. The options include Sports, Hiking, **Youth Run**, Drama, Dance, Literary club, YUVA and more.

## Campus Life

Located close to the foothills of Eastern Himalayas, **Siliguri**, surrounded by 1 lakh sq ft of lush green campus, with all the necessary and modern facilities including students' hostel for a wonderful educational environment.

## Educational & Other Facilities

Inspira's vibrant campus is always buzzing with energy. Amenities include library, gym, Wi Fi, football, basketball & more and more. Come see yourself!

# Admission Process

- Minimum Educational Requirement – Class 12<sup>th</sup> pass out
- Strong interest in entrepreneurship, innovation, and business management
- Basic understanding of business concepts (but not mandatory)

**01**

Online Application

Complete your online application with correct information

**02**

Aptitude analysis

Showcase your problem-solving mindset

**03**

Personal Interview

One on One with our Admissions Panel

**04**

Final Verdict























Based on creativity, initiative, and leadership potential



# Students led *activities*



# Recruitment Partners

				
				
				
				
		100% Placement Assistance		

# Sync *in*

## Admission Contact

Email: [contact@inspiria.edu.in](mailto:contact@inspiria.edu.in)  
Phone: +91 8900755550  
Hours : Monday- Saturday  
(9.00am – 6.00pm)

## Say Hello!

Web: [www.inspiria.edu.in](http://www.inspiria.edu.in)  
 @inspiriaindia  
 /inspiriaindia  
 /school/inspiria



Engage  
Evolve

# Wall of fame



More information:

Inspiria Knowledge Campus

<https://inspiria.edu.in/..bba-entrepreneurship/>

Phase II, Himachal Vihar,  
Matigara, Siliguri, District- Darjeeling,  
West Bengal – 734010

As featured in:



A College that Inspires  
you to Achieve

