



www.inspiria.edu.in

BBA

(Business Management)

4 Years | Full-Time | Industry-Integrated



*Get **Life-Ready** with *Inspiria**

BBA

Bachelor of

Business Administration

At **Inspiria Knowledge Campus**, we view management differently. We don't just teach business; we prepare you to lead it. Step into the world of eclectic business management—a program designed to be your gateway to leadership and innovation. Backed by our NAAC accreditation and MAKAUT affiliation, this 4-year undergraduate degree ensures your qualification is recognized, respected, and ready for the global stage.

Since 2015, this program has been the heartbeat of our campus. As one of our most trusted programs, we have consistently nurtured a select group of 60 students each year, prioritizing quality over quantity. Each graduate who has walked these halls is now part of a larger legacy, defining business strategies and driving innovation. The BBA at **Inspiria** isn't just a course; it is a launchpad for tomorrow's CEOs, entrepreneurs, and changemakers.



Business Management BBA

Step into the world of eclectic business management—your gateway to leadership, innovation, and a future full of exciting career possibilities!



Format

FULL TIME

The best experience of in-class ambience ever.

Eligibility

CLASS XII

Do what you love and study from the best college

Approval

AICTE

The only AICTE-approved digital marketing degree course in Siliguri.

Duration

4 YEARS

Including Industry Sessions, Excursions, Live Projects

Recognized & Respected



Year 1

COURSE CURRICULUM: BBA (Business Management)

Duration: 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

Foundational Management

- Principles and Practices of Management
- Human Behaviour and Organisation

Financial & Economic Analysis

- Financial Accounting
- Business Economics

Market & Data Strategy

- Business Statistics

Marketing & Management Strategy

- Marketing Management
- Business Statistics and Logic

The Professional Toolkit (Skill Enhancement)

- Emerging Technologies and Applications
- Media Literacy and Critical Thinking

Professional Communication Mastery

- Business Communication
- General English

Societal & Civic Responsibility

- Environmental Science and Sustainability
- Indian Constitution

Cultural & Value Education

- Indian Knowledge System

Year 1

YEAR ONE HUB



By the end of Year 1, you will be a Digital Career Starter, having mastered three critical business foundations and earned three validated professional certifications (AI Generalist, Google Suite, and Personal Branding) for instant workplace productivity.

Year 2

COURSE CURRICULUM: BBA (Business Management)

Duration: 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

SPECIALIZED FINANCIAL &- RESOURCE MANAGEMENT

- Cost and Management Accounting
- Financial Management

ORGANIZATIONAL PROCESS OPTIMIZATION

- Human Resource Management
- Operations Management
- Management Information System

STRATEGY, RESEARCH & GLOBAL EXPANSION

- Business Research Methodology
- International Business

CAREER ACCELERATOR MODULES

- Legal and Ethical Issues in Business
- Design Thinking and Innovation

ABILITY ENHANCEMENT COURSES

- Geo Politics and Impact on Business
- Indian System of Health and Wellness



Year 2

WELCOME



By the end of Year 2, you will be a Certified Functional Specialist, having earned an Advanced Data Analytics certification and translated core knowledge into crucial, hands-on expertise by completing three intensive Career Labs (Marketing, HR, and Sales).

Year 3

COURSE CURRICULUM: BBA IN DIGITAL MARKETING

Duration: 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

Specialized Financial & Resource Management

- International Financial Management
- Business Taxation

Organizational Process Optimization

- Logistics and Supply Chain Management
- Project Management

Market Dynamics & Business Analytics

- Consumer Behaviour
- Digital Marketing
- Marketing Analytics

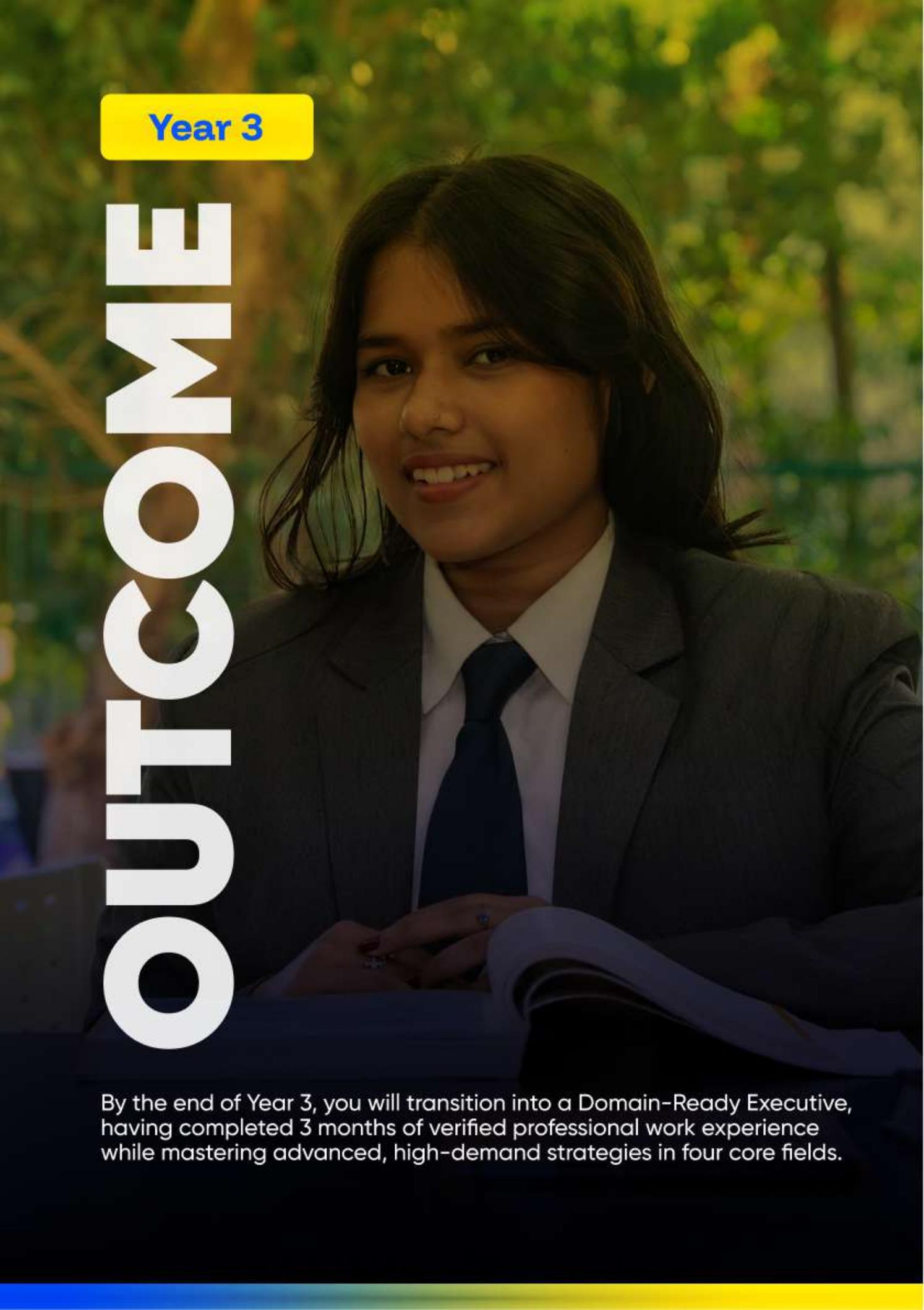
Strategic Leadership

- Strategic Management



Year 3

MOVE ON OUT



By the end of Year 3, you will transition into a Domain-Ready Executive, having completed 3 months of verified professional work experience while mastering advanced, high-demand strategies in four core fields.

Year 4

COURSE CURRICULUM: BBA IN DIGITAL MARKETING

Duration: 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

Advanced Human Capital Strategy

- HRD – Systems & Strategies

Market Dynamics & Growth

- Sales Marketing

Research & Data Expertise

- Advanced Research Methodology

Data Analytics Power Lab

- Advanced Data Analysis Tools



Year 4

WELCOME
TO
US



By the time you graduate, you will be a Verified Career Professional, completing 6 months total of professional experience, delivering a Capstone Research Project, and achieving definitive Domain Mastery in a chosen functional track for assured job readiness.



KEY PROGRAM

Differentiators



Assured Professional Immersion

Guaranteed 6 months of professional work experience (Phase 1 & 2) built directly into your degree.



Future-Ready Tech Capability

Graduates earn multiple verifiable certifications in AI, Google Suite, and Advanced Data Tools, making them immediately valuable to High-Growth Digital Enterprises.



Versatile Management Focus

Through Career Labs (Marketing, HR, Sales, Data) and core courses, you develop the strategic insight and practical skills needed to excel across any business function.

DEMANDS

Deliverables

Our program is structured to transform your expectations into professional milestones through a clear pathway of fulfillment:

- **A Good Job:** We provide assured job readiness by Year 4, complemented by 6 months of practical experience.
- **Useful, Relevant Skills:** You will earn three validated professional certifications in Year 1 and an Advanced Data Analytics certification in Year 2. Hands-on learning is guaranteed through our Career Labs.
- **A Defined Career Path:** We provide a clear professional identity each year, progressing from Digital Career Starter (Y1) and Certified Business Contributor (Y2) to Domain-Ready Executive (Y3) and Verified Career Professional (Y4).



Experience Business in action



Dhamra Port, Adani Group



IIM Shillong



Parle Biscuits, Bhubaneswar

Go beyond the books—our BBA industrial visits give you front-row access to real business operations and industry excellence!!

Step into the spotlight flagship event

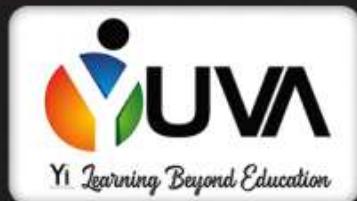
Corporenza

An initiative of the School of Management Club—the ultimate national platform where future business leaders compete, connect, and conquer!!

Major Participating Institutions



Join the YUVA movement



An initiative of the Indian government—
where future change makers of business
and society begin their journey!



Be a part of the **Inspiria** Literary Club Family!



Placement Snapshot 24-25



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CONSULTANCY
SERVICES

EY Building a better
working world

amazon.in



AmbujaNeotia

EST - 1991
PARCON
30 Years

DECATHLON

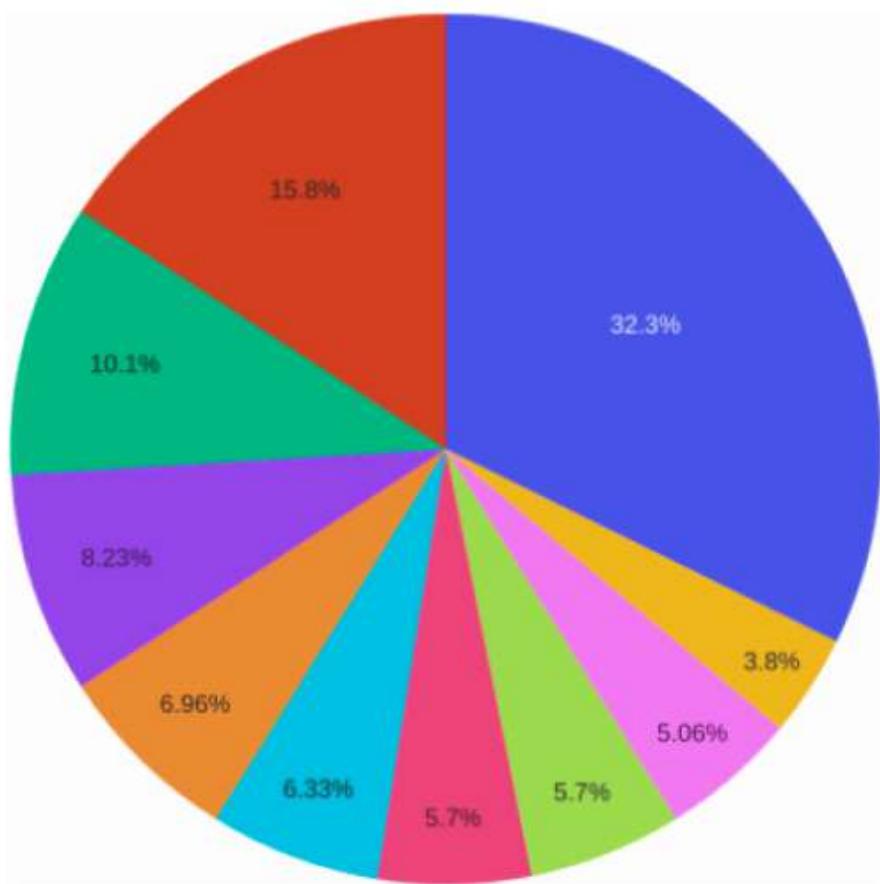
CAREER PATH

after BBA



BBA ALUMNI (PLACEMENT)

Sector-Wise Distribution



- Marketing / Digital / Media & Creative
- Finance
- HR & Recruitment
- Technology / Software / SaaS
- E-Commerce / Retail
- Agriculture / Agro-Products / FMCG
- Hospitality / Travel
- Manufacturing / Industrial
- Events / Entertainment
- Logistics & Supply Chain

BBA ALUMNI

in Higher Studies



Success Stories



“

My time at **Inspiria Knowledge Campus** was a great learning experience. The curriculum was practical and helped me understand how business works in real life. The teachers were always helpful and easy to approach. The campus had everything we needed—clean, modern, and full of energy.

Harsh Sinhal

CEO, Hindusthan Woodcraft,
(Batch 2017)



“

More than an academic institution, the campus is a launchpad for aspiring entrepreneurs—nurturing dreams through mentorship, industry-relevant courses, and real-world learning. With practical exposure and access to platforms like TiE, NASSCOM, and Wadhwani Foundation, it shaped my perspective and entrepreneurial mindset.

Amit Agarwal

Founder, The Neon World
(Batch 2015)



“

Inspiria is more than a place of learning—it's where my entrepreneurial journey began. With expert mentorship, industry-focused courses, and unmatched exposure to national platforms, it turned my vision into a thriving reality.

Baiju Saha

Director, Baizus Hotels and Resorts
(Batch 2016)



“

At **Inspiria**, I gained more than knowledge. The blend of hands-on learning, industry exposure, and expert guidance prepared me to take on my MBA journey at MIT-WPU with confidence and clarity.

Amit Agarwal

Founder, The Neon World
(Batch 2015)

Departmental Faculty Profile

Learn from the best



Sumit Sinhal

Industry Expert
Kins Hospital



Sherry George

Head, School of
Management



Neerjung Lama

Head,
Student Affairs



Debayan Chakraborty

Co-Ordinator, BBA



Arun Kumar Panda

Assistant Professor, BBA



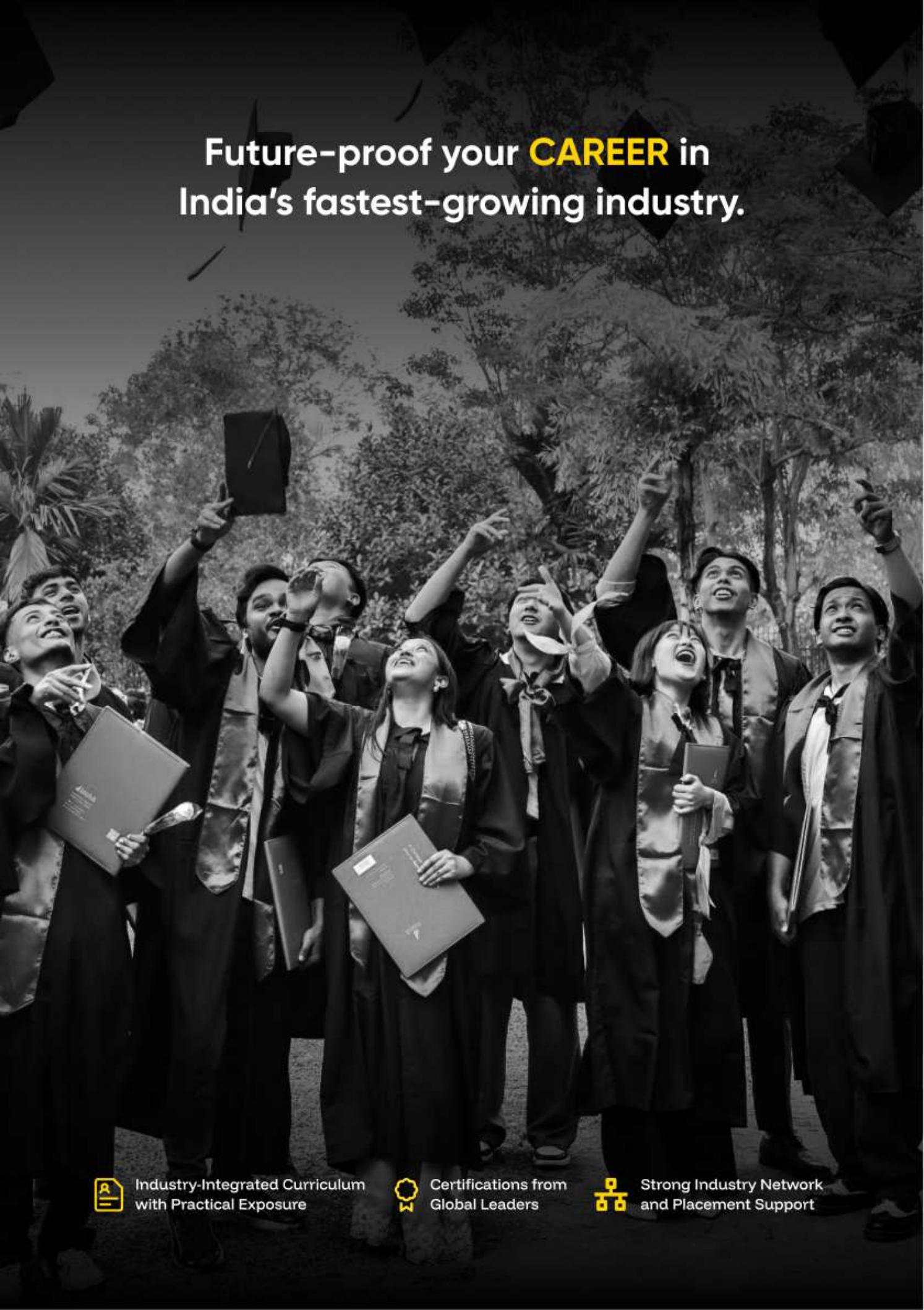
Yashasvi Gaur

Assistant Professor, BBA



Dr. Yozna Gurung

Assistant Professor, BBA



Future-proof your **CAREER** in
India's fastest-growing industry.



Industry-Integrated Curriculum
with Practical Exposure



Certifications from
Global Leaders



Strong Industry Network
and Placement Support



www.inspiria.edu.in

Inspiria Knowledge Campus

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