

BBA (Hons.) with specialization in Digital Marketing | Logistics & Supply Chain Management | Finance | Marketing Management

B.Com (Hons.) with Specialization in Taxation & E-Accounting

Bachelor in Hospital Management (BHM)

Masters in Hospital Management (MHM)

School of Humanities, Management & Social Sciences



97% Placement of All Passout Students



7.25 Lakhs/PA Highest Salary in Last Year

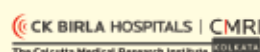


4.22 Lakhs/PA Average Salary in Last Year



600+ Companies Connect (overall)

Industry & Placement Companies at a glance



BBA (Hons.) with Specialization in Digital Marketing | Marketing Management | Logistics & Supply Chain Management | Finance

Eligibility Criteria

Candidates must be 10+2 or equivalent with minimum 50% marks.

Fees Structure (Rs.)

Fee Per Semester	One Time Fee	1st Semester Fee	Total Course Fee
BBA (Hons.) (4 years)			
49,500	29,000	78,500	3,26,000

The Bachelor of Business Administration (BBA) is a popular course among Generation Z students aspiring for a career in the corporate world. The course at The Neotia University (TNU) equips students with a fundamental understanding of business management principles, human capital management, finance, laws and policies, decision making, financial statement analysis, and wealth management.

Career Prospects and Job Opportunities:

Specialization in Digital Marketing

- Digital economy is growing 10 times faster than the traditional economy.
- Increased internet penetration and use of smart devices is fueling digital marketing growth.

Job opportunities in: • MNCs and Start-ups • Data Analytics Agencies • Internet Technology Companies • Social Media Marketing Agencies • Online News Portals, Magazines, and Digital Publications

Potential Job Roles: • Digital Marketing Executive / Manager • Social Media Executive / Manager • Project Lead / Manager • Content Developer • Email Marketing Manager • Digital Agency Account Director



Specialization in Logistics & Supply Chain Management

- Focuses on transportation, inventory, procurement, and storage of raw materials / products.
- Covers management of materials from origin to consumption.
- Different industries require different logistics systems.

Job sectors include: • E-Commerce Companies • Manufacturing Industries • Retail Businesses • IT and Advertising Companies

Potential Job Roles: • Supply Chain Manager • Material Manager • Demand Planner • Master Production Scheduler • Sourcing Manager • International Logistics Manager • Inventory Control Manager

Other Career Options: • Higher Education • Civil Services/ Defense Services/Banking and Finance Sectors • Industrial Firms • Entrepreneurship



Specialization in Marketing Management

- Four-year undergraduate program focused on business and marketing concepts.
- Prepares students with essential marketing knowledge and professional skills.
- Emphasizes practical learning, marketing analytics, and emerging media.
- Industry-driven curriculum developed with input from marketing experts.
- Grounded in global, team-based, and accountable learning.
- Ideal for students aiming for leadership roles in marketing.
- Program is spread across eight semesters.



Specialization in Finance

- Highly preferred and continuously evolving field.
- Offers strong career potential for young professionals.
- BBA (Hons.) in Finance is a four-year program focused on:
 - Knowledge and skills in finance
 - Professionalism and dynamism
- Prepares students for entry-level finance roles in:
 - Banking Sectors • Investment Firms • Multinational Corporations
- Includes practical training in:
 - Investment • Portfolio Management • International Finance



BBA Faculty



Dr. Mushtaq Ahmad
Core Faculty
Assistant Professor,
The Neotia University



Dr. Debobani Biswas
Core Faculty
Assistant Professor,
The Neotia University



Dr. Aliya Halim
Core Faculty
Assistant Professor,
The Neotia University



Prof. Robert Cox
Core Faculty
Assistant Professor,
The Neotia University



Prof. Prakash Jyoti Pradhan
Core Faculty
Assistant Professor,
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Prof. Naresh Kundwani
Core Faculty
Assistant Professor,
The Neotia University



Prof. Pabitra Kumar Sahu
Core Faculty
Assistant Professor,
The Neotia University



Prof. Sudeshna
Core Faculty
Assistant Professor,
The Neotia University



Ms. Brinda Das
Visiting Faculty
Industry Expert
(Digital Marketing),
The Neotia University



Prof. Bitobi Lahiri
Visiting Faculty
Assistant Professor,
The Neotia University



Mr. Kishore Nag
Visiting Faculty
Industry Expert
(Digital Marketing),
The Neotia University



Prof. Shilad Sengupta
Visiting Faculty
Assistant Professor,
The Neotia University

Bachelor of Hospital Management (BHM)

Eligibility Criteria

Candidates must be 10+2 or equivalent with minimum 50% marks.

Fees Structure (Rs.)

Fee Per Semester	One Time Fee	1st Semester Fee	Total Course Fee
Bachelor in Hospital Management (BHM) (4 years)			
50,000	29,000	79,000	3,29,000

- Bachelor of Hospital Management (BHM) is a 4-year undergraduate course.
- Prepares students to become potential health managers.
- Equips students with skills
- Addresses the rising demand for hospital administrators due to rapid transformation in the healthcare sector.
- Hospital administrators play a crucial role in hospital systems, quality of care, and service delivery.
- The Neotia University provides extensive exposure to various hospital departments.
- Offers guidance, training, internships, and mentoring by experienced and practicing faculty.
- Curriculum is structured as per the National Educational Policy (NEP).
- Combines theoretical knowledge with practical understanding of healthcare management.
- Trains students to handle critical managerial situations in a global healthcare environment.
- Course includes topics like Healthcare Marketing, Hospital Information Systems, Hospital Policies, Quality Assurance, Hospital Operations, Community Health, and Basic Medical Sciences.

Career Prospects and Job Opportunities:

- The healthcare job market is expanding rapidly, especially after the COVID-19 pandemic.
- Unlike many industries facing fluctuations, healthcare continues to grow steadily.
- According to the Bureau of Labour Statistics (BLS), the global average job growth rate is 11%.
- Certain healthcare roles are expected to see a 30–40% growth rate in the coming years.
- Millions of new healthcare jobs are projected to emerge, especially in populous countries.
- Healthcare professionals play a crucial role in enhancing patient care and community health.
- Effective management in healthcare can significantly impact the overall well-being of society.

Job opportunities:

- Hospital Marketing Executive • Ward Manager/Secretary in Hospital • Nursing Home Manager • Patient Relationship Executive • Emergency Co-Ordinator • Executive Assistant to Doctors • Operation Theatre Manager • Billing & TPA Executives • OPD Manager • Hospital Telecommunicator • International Patient Care Executive

Masters in Hospital Management (MHM)

Eligibility Criteria

Graduate in any subject with minimum 55% marks.

Fees Structure (Rs.)

Fee Per Semester	One Time Fee	1st Semester Fee	Total Course Fee
Masters in Hospital Management (MHM) (1/2 years)			
60,000	29,000	89,000	2,69,000

- Healthcare is one of India's largest sectors in terms of both revenue and employment.
- The estimated healthcare market size in India was US\$ 372 billion (approx. INR 26.99 trillion) by 2022.
- The Master in Hospital Management (MHM) at The Neotia University (TNU) prepares students for managerial and administrative roles in healthcare.
- The program emphasizes ethical and leadership skills, critical thinking, decision-making, and relationship building with teams, staff, and patients.
- Covers various areas of healthcare including hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance, and medical equipment.
- The curriculum is designed by academic and industry experts.
- Focuses on developing both conceptual and quantitative skills for managing high-performing hospitals.
- Offers mandatory industrial training and internships at hospitals and healthcare institutes.
- Campus placement drives are organized by hospitals to recruit deserving students.

Career Prospects

- Ambuja Neotia offers training and employment opportunities through its healthcare ventures.
- These include The Bhagirathi Neotia Woman & Child Care Centre, Genome – The Fertility Centre (across West Bengal and neighboring states), Neotia Getwell Healthcare Centre in Siliguri, and Neotia Mediplus diagnostic centres in Kolkata.
- Master in Hospital Management (MHM) is a job-oriented program.
- Postgraduates can pursue careers in both private and government hospitals. They can also work with international organizations like WHO, UNICEF, and others.
- High demand for roles such as Assistant Superintendent (Non-Medical/Medical), Hospital Managers, and Project Managers in District Health Programs.
- Career opportunities also exist in Medical Tourism, Telemedicine, and Health Insurance sectors.



BHM & MHM Faculty



Mr. Satadal Mallik
Masters of Hospital Administration
Head of The Department,
The Neotia University



Mr. Vivek Kumar
Masters of Hospital Administration
Assistant Professor,
The Neotia University



Mr. Saswata Kanjilal
MBA in Public Systems (Hospital & Healthcare Management)
Assistant Professor, The Neotia University



Mr. Sudipto Bag
PGD in Healthcare & Hospital Management
Associate Professor,
The Neotia University



Dr. Kumar Kanti Mal
B.A.M.S, PGD in Health Care & Hospital Management
Associate Professor,
The Neotia University



Mr. Anweshan Dutta
MBA in Public Systems (Hospital & Healthcare Management)
Assistant Professor,
The Neotia University



Mr. Pran Krishna Das
PGD in Healthcare & Hospital Management (IISWBM)
Visiting Faculty,
The Neotia University

B.Com (Hons.) with Specialization in Taxation & E-Accounting

Eligibility Criteria

Candidates must be 10+2 or equivalent with minimum 50% marks.

Fees Structure (Rs.)

Fee Per Semester	One Time Fee	1st Semester Fee	Total Course Fee
B.Com (Hons.) in Taxation & E-Accounting (4 years)			
15,000	29,000	44,000	1,19,000

- B.Com (Hons.) with specialization in Taxation & E-Accounting is a leading four-year full-time programme at TNU.
- Focuses on both theoretical and practical aspects of new Taxation rules and E-Accounting standards.

- Curriculum is designed with inputs from faculty, students, and industry experts.
- Ensures students gain in-depth understanding and practical skills in areas like GST, SAP, Advanced Excel, and Tally.
- Prepares students to meet current industry demands.
- The course is career and job-oriented, offering ample opportunities after completion.

Career Prospects

- The programme is designed as a professional course for aspiring accounting and taxation professionals.
- Provides a strong foundation for higher studies such as M.Com., M.B.A., and Ph.D.
- Graduates can serve individuals, businesses, and government sectors with specialized financial services.

B. Com Faculty



Dr. Mushtaq Ahmad
Core Faculty
Assistant Professor,
The Neotia University



Prof. Robert Cox
Core Faculty
Assistant Professor,
The Neotia University



Dr. Debobani Biswas
Core Faculty
Assistant Professor,
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Core Faculty
Assistant Professor, The Neotia University



Prof. Pabitra Kumar Sahu
Core Faculty
Assistant Professor,
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Scholarships & Financial Aid

At TNU, we offer numerous merit-based as well as need-based scholarships (**25% to 100% on Tuition Fees**) to ensure that no student is left behind. There is no limit to the number of scholarships granted by the University and if a student is eligible as per the given criteria then he or she will get the "Guaranteed Scholarship".

NAME	CRITERIA
SARVODAYA SCHOLARSHIP (25% to 50%)	> =65% Marks and Family Income- < 2.5Lakhs / Annum
GRAMOTTHAN SCHOLARSHIP (25% to 50%) (for students of South 2 Pgs. Gram Panchayat Area)	> =65% Marks and Family Income- < 5.0Lakhs / Annum
GRAMOTTHAN SCHOLARSHIP - 2 (25%) (Students from Gram Panchayat area of South 24 Parganas) (Applicable for Hospitality (any course), BBA (any course), B.Com, BHM and BA in Rehabilitation Education - Courses)	H.S / Diploma mark > = 55% and Family income < 5.0 LPA
SPECIAL HILL STUDENTS' SCHOLARSHIP (25% to 50%) (for students from GTA Atrea-W.B, North-East States, Andaman & Nicobar Islands, Nepal and Bhutan)	> =65% Marks and Family Income- < 5.0Lakhs / Annum

NAME	CRITERIA
SAHODAYA SCHOLARSHIP (25%) (for the siblings of all TNU students - Present and passed out)	> =65% marks
SPORTS / CULTURAL SCHOLARSHIP (25%) (for the students state or national level champion in their relevant field)	> =65% marks
CHANCELLOR'S SCHOLARSHIP (25% to 100%) (if any one require beyond / more than the other scholarships)	Family Income < 2.5 Lakhs / Annum and interview by empowered committee of TNU
TNU's SWAMI VIVEKANANDA SCHOLARSHIP #*	As Per Eligibility Criteria of West Bengal Govt.

The scholarship will be granted if The Neotia University does not qualify under the criteria established by the West Bengal Government for the same.

* If a student receives the Swami Vivekananda Scholarship from the West Bengal Government or TNU, and the scholarship amount is Rs. 60,000 or more per year, that student will not qualify for any additional scholarships from The Neotia University.

West Bengal Govt. Student Credit Card is accepted at TNU

Student Activity



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AmbujaNeotia

THE NEOTIA UNIVERSITY

ज्ञानम् आत्म प्रदीपाय

Approved Under Sec.2(f) of UGC Act 1956

Campus: Sarisha, Diamond Harbour Road, 24 Parganas (S), West Bengal - 743 368

City Admission Office / Head Office: Vishwakarma, 86C Topsia Road (S), Kolkata - 700 046

For Admission related details, call:

Head Office: +91 70444 46999 / **Campus:** +91 70444 46888 | **What's app:** +91 7605074741

Email: contact@tnu.in

