



The Heritage Academy



Information
Brochure
2021

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Kalyan Bharti Trust

Kalyan Bharti Trust, a philanthropic initiative, was established by 22 industrialists based in Kolkata, to promote and foster the cause of education. The Heritage School and Heritage Institute of Technology were founded in 2001, followed by the setting up of Heritage Business School in 2003, The Heritage Academy in 2007, Heritage Law College in 2015, and The Heritage College in 2016. The Trust plans to set up a Design Institute, Medical College and a University in the near future.

The Trust also runs a free evening school, 'Suryakiran' and 'Kalyani', a charitable health-care centre for the economically challenged.



The Heritage School



Heritage Institute of Technology



Heritage Business School



The Heritage Academy



Heritage Law College



The Heritage College

Kalyan Bharti Trust

The Heritage Academy

The Heritage Academy (THA), since its inception, has been acquiring excellence in skill- based education backed by highly accomplished faculty, state-of-the-art infrastructure and motivated student community. Recognized and highly acclaimed as one of its kind, the institution is committed to value-added all round development of students enrolled in its Academic Programs. The Academy stands to lead in today's increasingly complex yet dynamic global business scenario.

Vision

- ❖ To prepare dynamic and caring citizens to meet the challenges of global society while retaining their traditional values.

Mission

- ❖ To prepare students with strong foundation in their disciplines and other areas of learning.
- ❖ To provide an environment for critical and innovative thinking, and to encourage life-long learning.
- ❖ To develop entrepreneurial and professional skills.
- ❖ To promote research and developmental activities and interaction with industry.
- ❖ To inculcate leadership qualities for serving the society.



Academic Programmes

Academic programmes along with approved intake of the Academy are given below:

Academic Programmes	Approved Intake
3-year Bachelor of Business Administration (BBA)	120
3-year Bachelor of Computer Application (BCA)	120
3-year B.Sc. in Media Science	90
2-year M.Sc. in Media Science	30

All the Academic Programmes are affiliated to Maulana Abul Kalam Azad University of Technology, West Bengal, (MAKAUT, WB) formerly known as West Bengal University of Technology.



Bachelor of Business Administration

The 3-year professional undergraduate course in Business Management offers a gateway to numerous job opportunities in a plethora of sectors like Marketing, HR, Finance, Sales and the Government sector to name just a few.



B.Sc. in Media Science

The Bachelor program grooms students for careers in media.

The specializations in print, television, radio, advertising and public relations, graphics and animation help the students to choose higher studies in the respective areas.



M.Sc. in Media Science

In the Masters program, graduates enter careers in the media, cultural and creative industries.

Areas of work include television and radio, film and video, digital media, computer games, journalism, writing and publishing, PR and media practice.



Bachelor of Computer Application

The 3-year professional undergraduate course in Computer Applications is meant for candidates wishing to delve into the wonders of Computer Applications. The course gives an insight into the world of computers and its latest knowledge applications making it one of the most popular options to get started with a career in Information Technology.



Eligibility Criteria

- 1- The applicant having passed / appeared / due-to-appear in 2021 at the Higher Secondary Examination in the General or Vocational Stream under the West Bengal Council of Higher Secondary Education or its equivalent examination from a recognized Board is eligible to apply.
- 2- Candidates applying for admission in PG Program should have passed / appeared in 3-year Bachelor Degree Program.



Admission Procedure

Guidelines on Admission Procedure prescribed by the Maulana Abul Kalam Azad University of Technology, West Bengal, (MAKAUT, WB) will be followed.

Common Entrance Test (CET)

Admissions to all Non-AICTE courses is made through Common Entrance Test (CET) conducted by the University, every year .

University Toppers of the Academy

2017 - 2019	M.Sc. in Media Sc.	MANASI AGARWAL	GOLD MEDAL
2016 - 2018	M.Sc. in Media Sc.	DITI CHAKRABORTY	BRONZE MEDAL
2014 - 2017	BCA	CHAVVI NIHAL CHANDANI	SILVER MEDAL
2013 - 2016	BBA	SURABHI ANAND	GOLD MEDAL
2010 - 2013	BCA	SANCHARI DAS	BRONZE MEDAL
2009 - 2012	BBA	ANKITA DAS	SILVER MEDAL
2008 - 2011	BBA	MEGHNA SHAH	GOLD MEDAL



Infrastructure and Facilities



Classrooms: The Wi-Fi enabled classrooms, equipped with modern pedagogical tools and lecture halls

Cafeteria: A multi-cuisine central canteen and a cafeteria

Shoot Floor | Mac Lab | Graphic Lab | Print Lab | Audio Visual Lab are present with state of art facilities



Computer Labs: Computer Labs furnished with modern facilities, well-connected with a Client Server.

Library: Air conditioned library, well stocked with books and journals.

Banking facilities with an ATM counter within the campus



A stationery store present in the campus

Transport facilities are available

Recreational facilities in common rooms for boys and girls: Indoor games like Table Tennis, Carrom, Chess etc.



Health Care and First Aid facilities



Auditorium: State-of-the-art auditorium / seminar halls

Psychological Counselling

Hostel accommodation is available for students







Financial Assistance

- + Assistance for subsidized Education Loan from Nationalized Banks

Value Added Programmes

- + Career Guidance and Counselling Programmes
- + Seminars & Workshops by experts from industry and academics on regular basis
- + Industrial Visits and Industry-Oriented Training Programmes for the students
- + Excursion cum Education Tours for the students
- + The Language Clinic provides our students an opportunity to upgrade and sharpen their language skills
- + Soft Skills Development Programmes
- + Beyond curriculum, industry oriented modules are included in regular routine to update students with latest development in industry

Unique Advantage for our Students

- + Excellent Academic Results
- + Majority of our students after completing their UG course pursue higher studies in premier institutes in India and Abroad
- + Placement assistance in UG Program particularly for BCA, resulted in repeated excellent placement for our students in companies of high repute like WIPRO, CAPGEMINI, DELOITTE, SAP LAB, BRITISH TELECOM, AMAZON and others
- + Strong Alumni network

Theory-Internships-Practicals (TIP) for B.Sc. in Media Science

Our TIP program provides an undergraduate student with opportunity in making films, blogs, reports and events. Student learns the nuances of Industry through:

- + Class Projects
- + Regular Industry Interaction
- + Final semester mandatory internship
- + Extra- Curricular Activities

Actual World Experience (AWE) for M.Sc. in Media Science

The AWE program for the post graduate students is focused towards bringing the real media feel through :

- + Live Projects
- + Workshops
- + 24x7 work atmosphere
- + Event Launch
- + Lateral thinking



The Heritage Academy

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