



# MBA + MIP<sup>TM</sup>

WITH INTERNATIONAL IMMERSION IN UAE



International Immersion in UAE



NSB Campus

## It's about you and your dream!



Recognized by  
Govt. of Karnataka



Approved by AICTE  
(Ministry of HRD, Govt. of India)



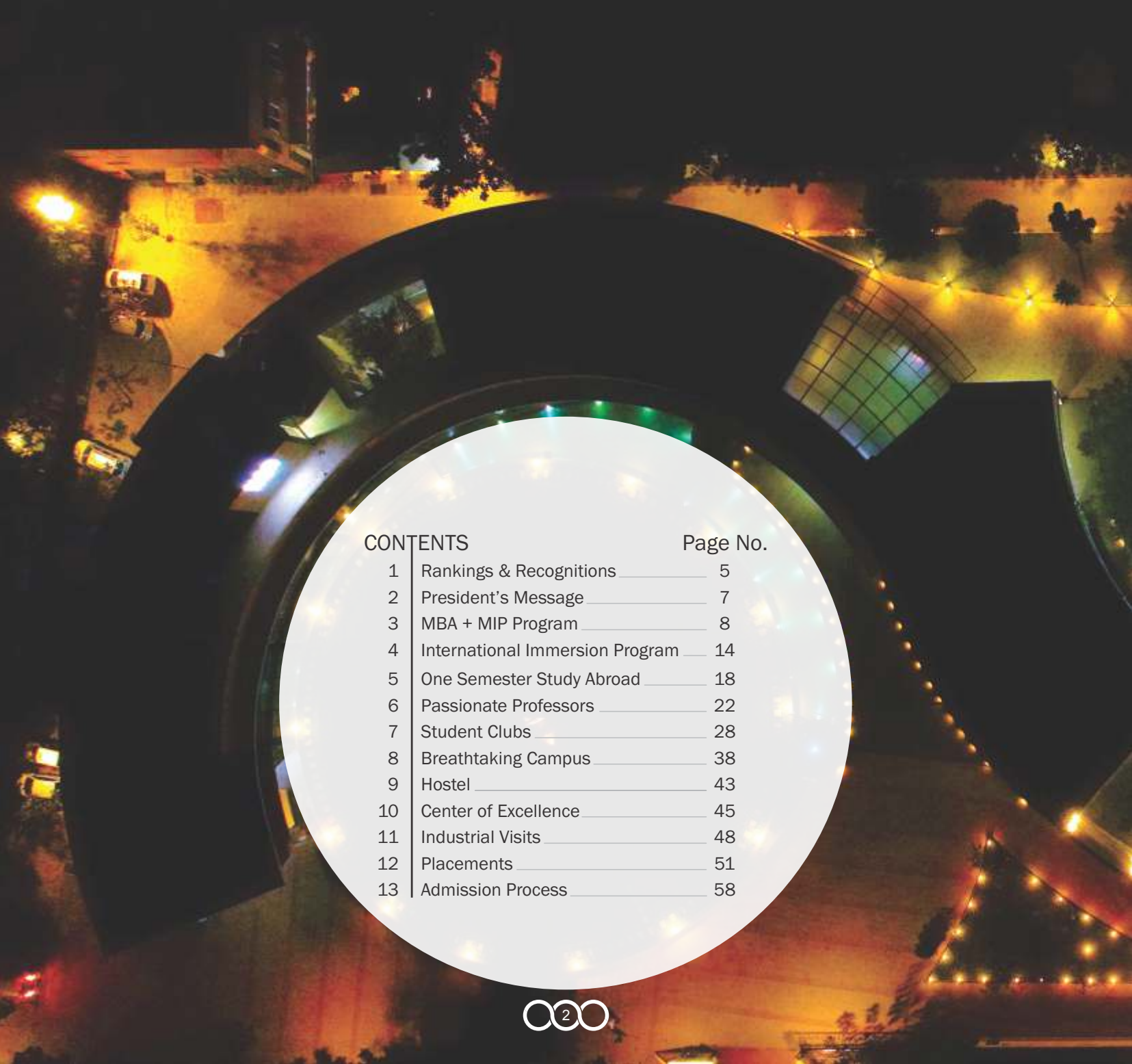
Affiliated to Bangalore University  
Accredited with NAAC A ++ Grade



Main Entrance



Academic and Faculty Block



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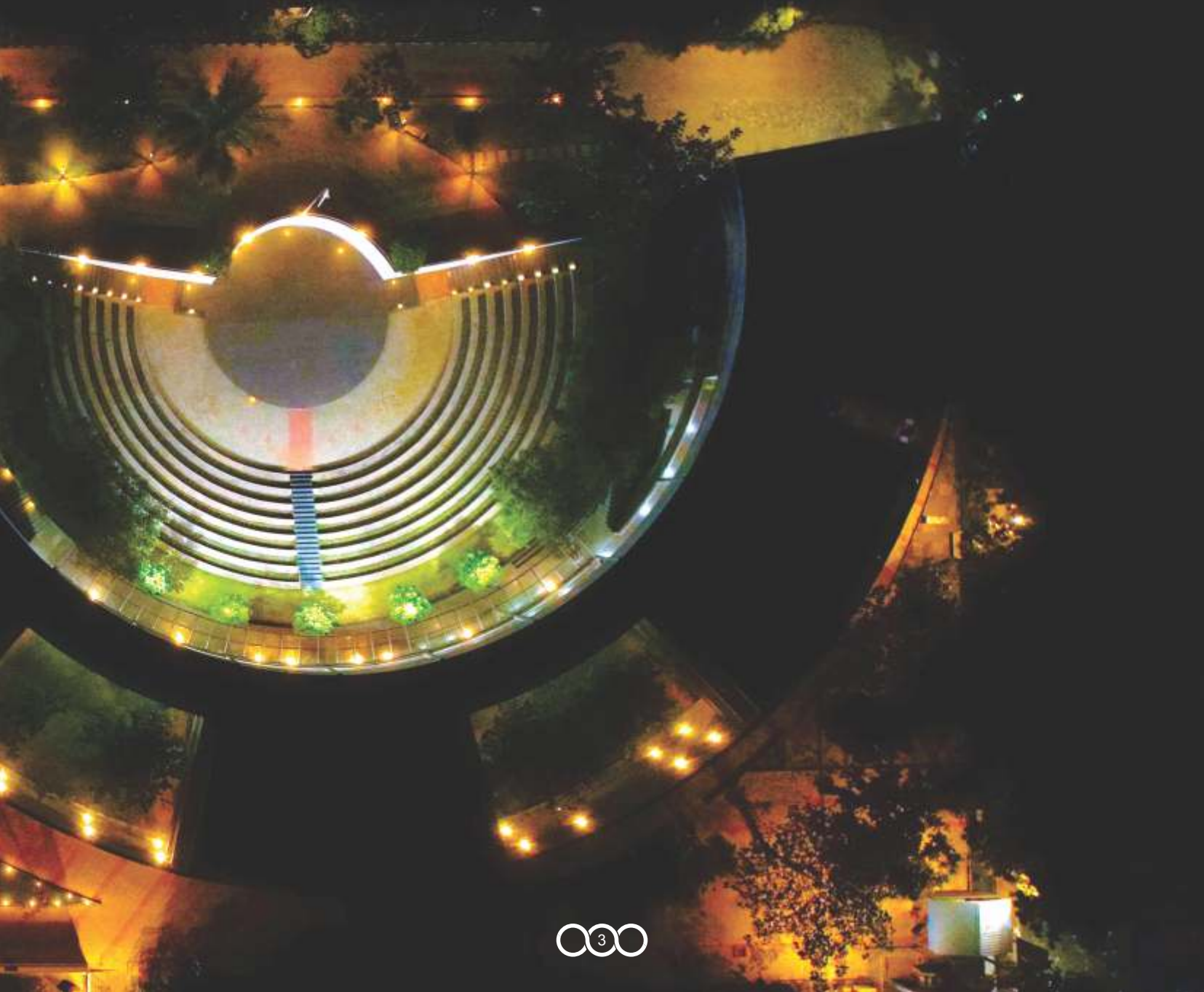




Amphitheater



Academic Block-2 (Ramanna Block)





**The Logo:** Elucidates the very purpose of education along with NSB's core values.

**The Symbol Infinity:** Represents the concepts of continuity, eternity and the cycle of life. Knowledge is infinite and its applications are boundless in terms of time, space, scale and possibility.

**The Design:** Two “S” Two “C” and Three circles.

The “S” curves of the logo inherit the campus architecture and its new design paradigm for educational institution. The two Ss in the logo portray the commitment of NSB to two of its most important stakeholders – Students and the Society.

The two Cs in the logo depict Character and Competence. While the Character is core, Competence is the crust. These two attributes rest on each other and one must have both to succeed.

The three circles depict the Three Levels of development of a student: Development at the level of the Self, Team, and the Organization.

**The Color:** The blue color of the logo represents both sky and sea, symbolizing that knowledge is as 'deep and vast' as the sea. One must dive deep into the sea to discover wisdom pearls that can take one to the sky of limitless achievement and success. Blue also signifies inspiration, intuition, sincerity, intelligence, confidence, faith, and leadership, key outcomes of education at NSB.

#### The Tag Line

The tag line “विद्यया विन्दते अमृतम्” is quoted from the Kenopanishad and means that Knowledge leads to eternity.

#### The Place

Bangalore depicts the place where NSB is located.

## Vision

To be a leading and preferred business school for developing pragmatic business management professionals.

## Mission

To develop impactful, collaborative, articulate and socially conscious graduates through innovative teaching, research and outreach activities.

## Quality Policy

NSB Bangalore is committed to Quality Education that meets or exceeds statutory requirements and to enhance student satisfaction through the effective application of the systems and processes.

## Core Values

1. Scholastic Excellence
2. Impactful Outcomes
3. Collaborations
4. Diversity and Inclusiveness
5. Respect and Integrity
6. Responsibility and Accountability

# Rankings & Recognitions

	Rated A+++
	Rated A+++ Ranked <ul style="list-style-type: none"> <li>• Top 7 in South India</li> <li>• Top 9 in India for Academic Excellence</li> <li>• Top 10 in India for Industry Interface</li> </ul>
	Great Indian B-Schools 2016
	<ul style="list-style-type: none"> <li>• Top 10 Promising Colleges for Logistics &amp; Supply Chain Program 2024</li> <li>• Management College of the Year 2018</li> <li>• Top 10 Institutes For Business Analytics Programme - 2021</li> </ul>
	Ranked 19th Best among Non-IIMs B-School Survey -2023
	Rated A++
	Rated 4.8 out of 5
	Rated 4.5 out of 5
	Rated 4.5 out of 5



Our Management Program is getting better year after year. Our improved rankings are a testimony to this.





# Governing Council

NSB Bangalore has world-class academicians and industry practitioners from across the world on its Governing Council. They bring wide-ranging experience and expertise into NSB's education system.

## Chairman & Member Secretary

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### **Dr. S.R Sridharamurthy**

MBA, University of North Carolina, USA,  
Ph.D, VIT University, AMP (IIM-I), FDP (IIM-A)

- Founder President, NSB
- Over 25 years of industry, entrepreneurship, teaching and training experience
- Specializes in International Business, Cross-cultural Management & Corporate Strategy
- Alumnus of IIM Ahmedabad and executive alumnus of IIM Indore

## Members

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### **Mr. Chella Pandian Pitchai**

- Global Head of DEI & Leadership at Biocon Biologics, 25+ years in HR. Drives initiatives in DE&I, Culture, Talent, L&D, and Innovation.
- Certified in Insights and Design Thinking coaching.



### **Prof. Sriram Devanathan**

- Principal at Amrita Vishwa Vidyapeetham
- Ph.D. from Iowa State University, USA, with 10 years of working experience at 3M India



### **Dr. Muralidhara B.L.**

- Senior Professor at Bangalore University, Dept. of Computer Application
- Over 10 years dedicated to computer science education. Blends theory with practical insights, committed to excellence.



### **Mr. Naganagouda S J**

- Chief People Officer at Tally Solutions, 20+ years HR experience.
- Former HR Leader at Capgemini, VP & CHRO at GlobalEdge. Expert in growing organizations, emphasizing purposeful HR functions.



### **Mr. V S Ganesh**

- He has over 30 years of experience in operations, finance, marketing & governance.
- He has been with Page Industries (Jockey & Speedo) since 2014 and has led the company to global expansion and sales growth.



### **Mr. P B Kotur**

- Current Global Head at L&T Technology Services.
- Over 16 years at Wipro, led Talent Transformation. Recognized for transforming engineering education

Let me confess and be honest with you. We didn't start NSB Bangalore with lofty goals and promises. The vision was simple; make management education better.

At the time of our inception, there were many business schools - too many 'me too' players. The situation has not changed much even to this day.

We started working towards the goal of making our management education better. We undertook a thorough review of the curriculum offered, made changes where necessary and added several innovative features to it. As a result, we succeeded in creating a robust program, which was conceptually intensive, industry-relevant, global and stood out from the crowd.

We spoke to some of the best management professors in the business, both at the national and international level. We explained to them our vision and requested them to be part of our core faculty team. Many of the management academicians we spoke to, obliged to our request. Thus, we put in place a strong faculty team.

We forged alliances with some of the best universities in India and abroad for awarding degrees and creating a forum for exchanging ideas and increasing the learning opportunities for our students. Our efforts bore fruit and enhanced the strength of the curriculum by several notches and created a credible niche for ourselves in the industry. Our well-oiled placement cell fittingly complemented our academic strengths. Our emphasis on pre-placement training, skill and knowledge enhancement through additional certification courses and placement processes ensured that our students landed plum jobs, year after year.

As a result of our efforts, we became a serious player in management education and industry acknowledged our presence. Our rankings and ratings improved, and we were counted among the top-ranking institutions. In spite of our solid performance over the years in every department, we haven't forgotten the vision with which we started NSB - make management education better. Every day, this vision spurs us to continuously improve the quality of our MBA program and give aspiring MBAs the best management education possible.

“

**We started with a simple vision...  
“Make management education better.”**

**Dr. S.R. Sridharamurthy**  
MVSc, PGDBA, MBA (USA), PhD,  
AMP (IIM-I), FDP (IIM-A)  
PRESIDENT



# MBA + MIP™

WITH INTERNATIONAL IMMERSION IN UAE

Both MBA and MIP programs are completed simultaneously and lead to Dual Certification.

## Master of Business Administration

- Affiliated to Bangalore University (Recognized by UGC, Govt of Karnataka and NAAC Accredited with A++ grade)
- Single/Dual Specialization in
  - Finance
  - Marketing
  - Human Resources
  - Business Analytics
  - Logistics & Supply Chain Management

## MasterTrail™ Certificate in Industry Practice (MIP)

- Aims to provide hands-on skills to facilitate better placements and career advancement in industry practices.
- Differentiates you from other management students and gives you the competitive edge.

## International Immersion Program

- A week-long program in abroad is aimed at providing insight into global environment, cross-cultural management and international trade.



# PROGRAM HIGHLIGHTS

Loaded with several distinct Features with one common goal: Better career for you

These features make our program vibrant, dynamic and industry compliant.

International Immersion Program

One Semester Study Abroad

Adventure Learning Program

Paid Internships

Student Clubs

Graduate Assistantships

International Internships

Student Consulting Projects

Personality Development Programs



## MBA

### First Semester

- Economics for Managers
- Organizational Behaviour
- Accounting for Managers
- Statistics for Management
- Marketing for Customer Value
- Legal Aspects and Intellectual Property Rights
- Managerial Skills-1

### Second Semester

- Technology for Management
- Management Research Methods
- Entrepreneurship & Ethics
- Human Capital Management
- Financial Management
- Quantitative Techniques and Operation Research
- Managerial Skills-2

### Third Semester

#### Common Electives

- 3.1. Strategic Management And Corporate Governance
- 3.2. Project And Operations Management

#### Specialization Courses

##### FINANCE

- 3.3.1 Business Valuation and Value Based Management
- 3.3.2 Indian Financial Systems
- 3.3.3. Investment Analysis and Management
- 3.3.4. Business Analytics using Excel

##### MARKETING

- 3.4.1 Retailing Management and Services
- 3.4.2 Consumer Behaviour
- 3.4.3 Rural and Agricultural Marketing
- 3.4.4. Business Analytics using Excel

##### HUMAN RESOURCES

- 3.5.1 Learning And Development
- 3.5.2 Team Dynamics at work
- 3.5.3 Performance Management Systems
- 3.5.4 Business Analytics using Excel

##### BUSINESS ANALYTICS

- 3.9.1 Data Science Using R And Python
- 3.9.2 Advanced Statistical Methods For Business Decision Making
- 3.9.3 Analytics For Decision Making
- 3.9.4. Business Analytics using Excel

##### LOGISTICS AND SUPPLY CHAIN MANAGEMENT

- 3.10.1 Inventory Management
- 3.10.2 Supply Chain Management
- 3.10.3 Logistics Management Systems and Practices
- 3.10.4. Business Analytics using Excel

### Fourth Semester

#### Common Electives

- 4.1. International Business

#### Specialization Courses

##### FINANCE

- 4.2.1 Financial Techniques for Strategic Decision Making
- 4.2.2 International Financial Management
- 4.2.3 Risk Management and Derivatives
- 4.2.4 Data Analysis and Visualization using Tableau

##### MARKETING

- 4.3.1 Strategic Brand Management
- 4.3.2 Marketing Research and Metrics
- 4.3.3 Digital Marketing
- 4.3.4 Data Analysis and Visualization using Tableau

##### HUMAN RESOURCES

- 4.4.1 Strategic HRM
- 4.4.2 International HRM
- 4.4.3 Talent and Knowledge Management
- 4.4.4 Data Analysis and Visualization using Tableau

##### BUSINESS ANALYTICS

- 4.8.1 Data Visualisation
- 4.8.2 Business Forecasting
- 4.8.3 Data Warehousing and Data Mining
- 4.8.4 Data Analysis and Visualization using Tableau

##### LOGISTICS AND SUPPLY CHAIN MANAGEMENT

- 4.9.1 Supply Chain Planning and Strategies
- 4.9.2 Global Procurement and Sourcing
- 4.9.3 Vendor Management
- 4.9.4 Data Analysis and Visualization using Tableau



# MIP

## Program Objectives

1. To provide learning beyond curriculum.
2. To provide industry-necessary, practice-oriented skills to students.
3. To give international experience and exposure through international immersions.

## Pedagogy and Evaluation

- All modules are practice-based.
- Evaluation is based on Participation, Presentations, Assignments and Field Visit Reports.

## First Year Practice Modules (Common to all Specializations)

- The Art & Science of Thinking
- Business-360
- Personal Growth Lab
- Global Business Expedition
- Winning the Prized Job
- Digital Transformation of Businesses

## Second Year Practice Modules

### MARKETING

- The Art and Science of Professional Selling
- Customer & Retail Analytics

### HR

- Emerging Concepts in HR
- HR Metrics & Analytics

### FINANCE

- Fintech Concepts and Applications
- Research Analyst Certification

### LOGISTICS & SCM

- Freight Forwarding & Customs Clearance
- Ports & Shipping Management

### BUSINESS ANALYTICS

- Customer & Retail Analytics
- HR Metrics & Analytics







**GLOBAL  
EXPOSURE  
TO HELP YOU  
BROADEN  
YOUR  
HORIZONS**

All companies, small or big, are influenced by the global environment. Having international exposure helps you to prepare for working in an MNC. Therefore, NSB has made global exposure an integral part of its programs.

### Global exposure programs include

- International Immersion
- International Internship
- One semester Study Abroad (Exchange Program)

This exposure will come in handy when you choose to pursue an international career.







## 1.1 International Immersion Program

The International Immersion Program offers a life-changing business and personal experience. It involves a week-long tour in a foreign country, accompanied by numerous industrial visits. This program provides insights into how the economic, social, and political contexts of different countries affect international businesses. It offers students the chance to go abroad and immerse themselves in learning business concepts within a global context.

### This week-long orientation is aimed at:

- Achieving role transition in you from being student to being a manager
- Providing international exposure
- Creating a Global Mindset
- Making you understand the roles and responsibilities of an MBA student
- Giving you a first hand feeling of NSB's academic partners

### Program activities include:

- Meeting with business and government officials
- Touring factories, multinational firms, port facilities & small family firms
- Meeting with local students
- Experiencing local customs and business practices
- Attending cultural events







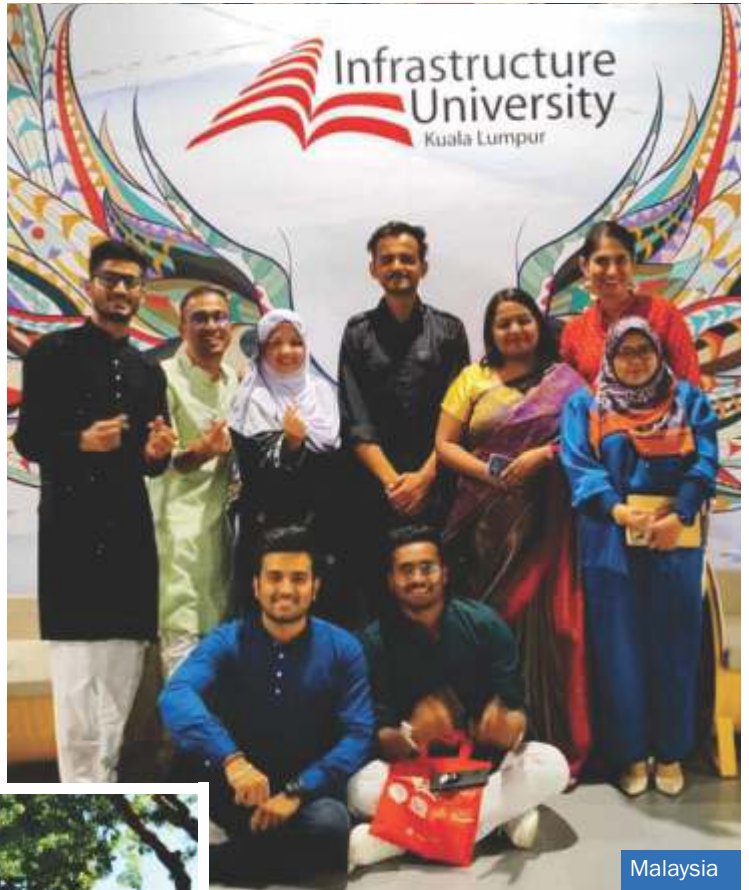
Ferrari World-Abu Dhabi



Belgium



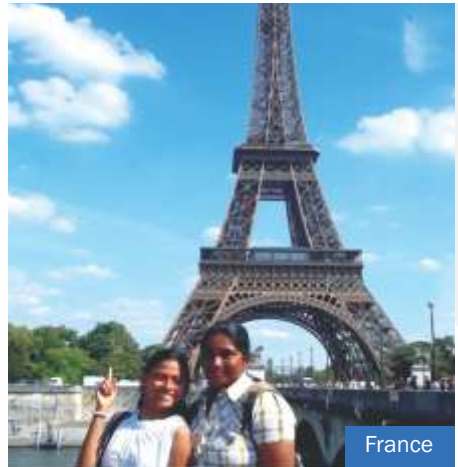
Indonesia



Malaysia



Singapore



France



## 1.2 International Internship

NSB aims to develop skilled human resources by offering on-the-job training through International Internships, lasting 60 days, in the UAE/Middle East. Upon completing these internships, students may pursue international careers.



**Harshitha N Sharma**  
MBA 2023-25

### Key Takeaways:

- >> Cross-Cultural Work Environment
- >> Networking Opportunities
- >> Exposure to International Standards
- >> Hands-on Work Experience



**International Internships for 60 days in UAE/ Middle East**



Immerse yourself in new cultures, broaden your skills and launch a global career.



**JACK EMMANUEL**  
Company: **Indie Campers**  
France



**SAI BHARATH**  
Company: **Indie Campers**  
France



**PRAJAKTA PATIL**  
Company: **RGIS**  
France



**ANNCELINE PETERSON**  
Company: **The walking parrot**  
France



**ADARSH VARANASI**  
Company: **Catalunyacasas**  
France



**M. BINDU REDDY**  
Company: **AZORA Voyages**  
Spain



**ELINDA BASUMATARY**  
Company: **Davese**  
France



**RAJESH GOGULA**  
Company: **ZN-Brussels**  
Belgium



**ABU HAYSUM**  
Company: **Good Ocean Maritime**  
UAE



**HARSHITHA N**  
Company: **Dominos**  
UAE



**SNEHA BHOSALE**  
Company: **GAOTek Inc**  
USA



**SATHYAM SINGH**  
Company: **Almarai**  
UAE





## 1.3 Study abroad for a semester, expand horizons for a lifetime

As on date, more than **800+** students and many professors from **India** have taken advantage of this program.

We have formed alliances with leading universities across continents, enabling you to learn in a global environment and build an international career. The program has been a great success, with scores of students benefiting from it.



### Students Speak

I extend my sincerest gratitude to our beloved President, Dr. S.R. Sridharamurthy, for his unwavering support and assistance throughout the entire Student Exchange Program and Visa Process. His commitment to fostering global connections and intercultural understanding is truly remarkable. Being part of a business school that values and supports initiatives such as the Student Exchange Program fills me with a sense of privilege.



The NSB team's dedication to providing the necessary tools and guidance for the visa process has made what is often a complex and difficult process much easier.

**Sonal Shinde (2022-24), Exchange Student in France**

I'm currently pursuing my second semester at Ajman University, UAE, thanks to the opportunity provided by NSB to study in their International Exchange Program. It has been almost three months since I arrived in Ajman, and experiencing life and studies in the UAE has been fantastic. Student life at NSB is fascinating; they offer excellent facilities, and the beauty of NSB's infrastructure is another highlight. They are committed to supporting and developing their students, offering the best from orientation to placement. Everything they provide is of the highest quality for their students.



**Padma B (2021-23), Exchange Student in UAE**

All the professors and doctors are highly qualified. Being enrolled in a student exchange program, I have had the opportunity to explore the French education system and its culture. The course I am currently studying at ESC Pau, France, is 'Global Sustainability Strategies.' This course offers a comprehensive view of the current situation concerning renewable and non-renewable resources. It focuses on how to develop sustainable development processes, adapt them, and disseminate these strategies worldwide to foster a greater appreciation for human life and our planet, Mother Earth.



**Akash Shekhar (2021-23), Exchange Student in France**

I am deeply grateful for the opportunity NSB provided to study in a foreign college and for making the entire process smooth and unintimidating. They were by our side at every step, ensuring we were ready to travel the world. NSB truly cares and is committed to helping students realize their goals. We received top-quality education and life-changing opportunities. I want to conclude my note with these words: "Make the most of your opportunities, as I have in my case."



**Kirthana S (2016-2018), Exchange Student in Spain**

**éklore** **Certificat de Scolarité**

Je soussigné, Loïc HARRIET, Directeur d'éklore-ed School Of Management, certifie que :

**Mme SOMAN Gargi Vasant**

Née le 18/05/2001  
à CBD Belapur, Navi Mumbai, Maharashtra INDE

Suit les cours de l'École Supérieure de Commerce en qualité d'étudiante du :

**Master1**

durant la période du 01 septembre 2024 au 31 août 2025

Fait à PAU, le 31 janvier 2025

Loïc HARRIET, Directeur Groupe éklore-ed Pau



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To provide cutting-edge global perspective and to facilitate international exchanges.

I





### éklöre<sup>ed</sup> School of Management, France

éklöre<sup>ed</sup> School of Management (ESC Pau Business School) is a Grand Ecole. In the French System, a Grand Ecole is recognized by the Ministry of Education and holds a pride of place in the country's university education system. éklöre<sup>ed</sup> School of Management's roots in industry are strong since it is supported and operated by the Pau Chamber of Commerce and Industry (CCI). Its courses keep pace with the changing business and education environment and the Business School is EFMD accredited, signifying highest quality education.

IV



جامعة عجمان  
AJMAN UNIVERSITY



### Ajman University, UAE

Ajman University, established in 1988, is the first private university in Gulf Corporation Council (GCC) and the first university in UAE to enrol international students. The university is ranked No. 551 worldwide by QS World Rankings and is accredited by UAE's Ministry of Education and globally accredited by QAA Global (UK). The Ajman University has also attained the most prestigious AACSB accreditation.

II





### Tongmyong University, South Korea

Established in 1996, Tongmyong University has grown into a leading institution recognized for academic excellence and global engagement. It holds a five-star rating in the QS Stars University Ratings and ranks #381 in the QS Asian University Rankings. With a strong focus on ICT Convergence, Business Administration, Architecture, Design, and Engineering, Tongmyong University fosters an innovative learning environment.

V



Infrastructure University  
Malaysia  
MUKL • Engineering Your Future



### Infrastructure University, Malaysia

Infrastructure University was established in 1997 and is among the top-ranking universities in Malaysia. The University has received professional recognition from various local and international professional bodies – Board of Engineers Malaysia (BEM), Board of Architects Malaysia (LAM), Land Surveyors Board (LJT), Royal Institution of Surveyors Malaysia (RISM), Washington Accord, CISCO, International Organization for Standardization (ISO), Association of Chartered Certified Accountants (ACCA), among others.

III



Universidad de Deusto  
University of Deusto



### University of Deusto, Spain

Established in 1886, the University of Deusto has twin campuses in coastal Spain: Bilbao and San Sebastian. The University has signed over 200 academic agreements with renowned institutions, demonstrating commitment to internationalization. NSB has signed an agreement with this University to provide you with international exchange opportunities. Deusto Business School is accredited by AACSB, the world's highest accreditation for B-Schools.

VI



BAU  
Bahçeşehir University



### Bahçeşehir University, Turkey

Bahçeşehir University was established in the year 1998 with the permission of the Turkish National Assembly - by the Bahçeşehir Ugur Education Foundation in Istanbul. The University has many students from the United States to China and France to South Korea, with over 17,048 students.

The University was given the "Superbrands of Turkey" award in 2007. The University stands top 800 universities worldwide by The World University Rankings.



### VII Binus University, Indonesia

BINUS University was officially founded in 1996, but its history dates back to 1974. The university operates across eight campuses within the Greater Jakarta Region and Bandung and Malang. BINUS is the top 1 private university in Indonesia, included in the QS World University Rankings 2021 and one of the top 250 universities in the QS Asia University Rankings 2021. International accreditations awarded to our programs include AACSB, ABET, and TEDQUAL.



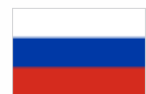
### X Mercer University, USA

Mercer University remains one of America's oldest and most distinctive institutions of higher learning. Mercer is a leader in equipping students with the professional knowledge they need for rewarding and successful vocations. Mercer offers academic programs at the undergraduate, graduate and doctoral levels. Mercer University School of Business is AACSB accredited.



### VIII Excelia Business School, France

Excelia Business School is a **triple accreditation institution (AACSB, EQUIS & AMBA)** and is - **Ranked among top 50 in the World** by Financial Times. Since its creation, Excelia has always maintained an openness to the world, and this global approach and attitude have contributed to the Group's sphere of influence. Excelia currently have 1375 international students on campus.



### XI HSE University - Graduate School of Business, Russia

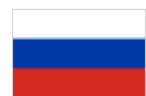
HSE University Graduate School of Business, one of Russia's top business schools, is EFMD-accredited and globally ranked for business and management. Notable rankings include #34 for Master's in Logistics and #51 for Business Analytics in QS Rankings. NSB Bangalore proudly announces its partnership with HSE through an MoU, fostering global academic collaboration and offering students access to exceptional business education and insights.



### IX Yogyakarta State University, Indonesia

**"Competitive, Creative, Innovative"**

Yogyakarta State University (YSU) was founded in 1964. It is one of the leading universities in Indonesia and is known to be a prestigious place to study in Indonesia. The business programs at YSU are AACSB accredited.



### XII Lomonosov Moscow State University, Russia

Lomonosov Moscow State University (MSU), founded in 1755, is Russia's oldest and most prestigious university. Renowned for its academic excellence, it offers diverse programs across sciences, humanities, and technology. Its iconic campus features one of the world's tallest educational buildings. MSU excels in research, global collaborations, and alumni achievements, including Nobel laureates, making it a leader in innovation and higher education globally.



## A GOOD TEAM OF FACULTY ESSENTIAL FOR YOUR SUCCESS

At NSB, we understand that the quality of management education fundamentally depends on the faculty we choose. Therefore, we have recruited only the best faculty team from both industry and academia to provide you with a top-notch teaching experience.



**Dr. S.R. Sridharamurthy**  
MVSc, PGDBA, MBA (USA),  
PhD. AMP (IIM-I), FDP (IIM-A)



**Dr. Srinidhi K. Parthasarathi**  
BE., PGDM., Ph.D., D Litt.  
30 years of experience



**Dr. A. V. Rao**  
MBA, Ph.D.  
20+ years of experience



**Prof. Shalini R Nayak**  
MBA, MA, Ph.D.



**Dr. K. Raghu Ram**  
MBA, Ph.D.  
12+ years of experience



**Dr. Rajni Gupta**  
PGDBM, M.Phil, Ph.D.  
13+ years of experience



**Prof. Divya Mathur**  
M.Com, MBA  
12+ years of experience



**Dr. Vijayakumar Thota**  
MBA, M.Phil., Ph.D.  
14+ years of experience



**Dr. B. N. Sivakumar**  
MA, MBA, M.Phil, Ph.D.  
30+ years of experience



**Dr. Shyam Shukla**  
MBA, Ph.D.  
26+ years of experience



**Dr K R Kumar**  
MBA, MSW, M. Phil, Ph. D.  
23+ years of experience



**Dr. V. Venkata Rao**  
MBA(HR), Ph.D.  
16+ years of experience



**Dr. Sridharan A**  
M.Com, M.Phil, PGDBM, Ph.D.  
44+ years of experience



**Dr. Siny Philip**  
MBA, M.Phil, P.h.D.  
17+ years of experience



**Dr. S. Madhivanan**  
MBA, Ph.D.  
12+ years of experience



**Dr. P. MATHIVANAN**  
B.E., M.B.A., Ph.D.  
16+ years of experience



**Dr. R. Savitha**  
MBA, M.Com, M.Phil, Ph.D.  
18+ years of experience



**Dr. Chaitanya Kittur**  
MBA, M.Com, Ph.D.  
16+ years of experience



**Dr. Nagendrakumar Turaga**  
MBA, LL.M, Ph.D.  
15+ years of experience



**Dr. M. Ramesh Kumar**  
Bsc, MBA, Ph.D.  
15+ years of experience



**Prof. Muralidhar V**  
MBAM.Com, (Ph.D.)  
25+ years of experience



**Prof. Shreedhar Deshmukh**  
M.Tech, M.Sc, PGDSCM  
18+ years of experience



**Dr. Anitha B**  
MSW, Ph.D.  
14+ years of experience



**Dr. Sreeja**  
MBA, M.Phil, (Ph.D)  
16+ years of experience



**Prof. Sridhar M**  
MBA, (M.Tech)  
15+ years of experience



**Prof. Bedaduri Ramamurthy**  
M.Com, MBA (Finance), Ph.D.  
20+ years of experience



**Dr. Mohana Kumari L**  
MBA, UGC NET, Ph.D.  
16+ years of experience



**Dr. Santosh N C**  
M.Com, Ph.D.  
10+ years of experience



**Dr. Manali Agrawal**  
MBA, Ph.D.  
9+ years of experience



**Prof. Swarnadeep Maity**  
MBA (Finance), (Ph.D.)  
7+ years of experience



**Dr. Shipra Shukla**  
M.Com, Ph.D.  
5+ years of experience



**S. Mohanasundaram**  
MBA, (Ph.D.)  
5+ years of experience



**Prof. Abishek Santhosh R.**  
MBA (Marketing), (Ph.D.)  
6+ years of experience



**Dr. Priyanka Pegu**  
MBA, Ph.D.  
5+ years of experience



**Prof. Chitranka K,**  
BE, Mcom, MAJMC, MSc, (Ph.D.)  
5+ years of experience



**Dr. Shloka Singh**  
M.Com, Ph.D.  
5+ years of experience



**Dr. Aamir Rashid Khan**  
M.Com, Ph.D.  
5+ years of experience



**Prof. Ramya Rajakannan**  
M.A, M.Phil, PGDHRM, (Ph.D)  
6+ years of experience



**Dr. Sanjeev Kumar**  
M.A, M.Phil, Ph.D, PDF(c)  
8+ years of experience



**Dr. Meenakshi**  
M.A, Ph.D,  
9+ years of experience



**Prof. Aradhita Deb**  
MBA, (Ph.D.)  
4+ years of experience



**Prof. Raamkhumhar MH**  
MBA, LL.M, Ph.D.  
4+ years of experience



## 4 International Adjunct Faculty

NSB continually strives to provide top-notch management education to its students through unique initiatives. To bring the best international learning experience directly into the classroom, NSB has appointed International Adjunct Faculty from around the globe, who are experts in their respective domains of specialization.



**Dr. Arber Celiku, Ph.D.**  
Prof. of International Cultural Communication  
Northern Illinois University College of Business, USA



**Dr. Asle Fagerstrom, Ph.D.**  
Prof. of Marketing  
Kristiania University, Norway



**Dr. Che Mohd Syaharuddin Che Cob, Ph.D.**  
Prof. of Human Resource Management  
UiTM Cawangan Kelatan, Malaysia



**Dr. Denis Lescop, Ph.D.**  
Prof. of Strategy and Digital Transformation  
Montpellier Business School, France



**Dr. Marie Halene ABBO, Ph.D.**  
Head of the International Programs  
ESC Pau Group, France



**Dr. Edmond Hajrizi, Ph.D.**  
Founder and President  
UBT, Kosovo



**Prof. Javier Gonzalez**  
Senior Consultant for the United Nations  
UAE



**Dr. Lester Lasrado, Ph.D.**  
Associate Prof. of Visual Analytics  
Kristiania University, Norway



**Dr. Paul G.C. Hector, Ph.D.**  
Associated Researcher at LiTEM  
Institute mines telecom Business School, France



**Dr. Raghav Mukkamala, Ph.D.**  
Associate Professor of Digitalization  
Copenhagen Business School, Denmark



**Dr. Razana J. Johari C.A, Ph.D.**  
Associate Prof. of Auditing & Accounting Ethics  
Universiti Teknologi MARA (UiTM) Shah Alam, Malaysia



**Dr. Vikas Kumar, Ph.D.**  
Prof. of Operations and Supply Chain Management  
Bristol Business School, UK



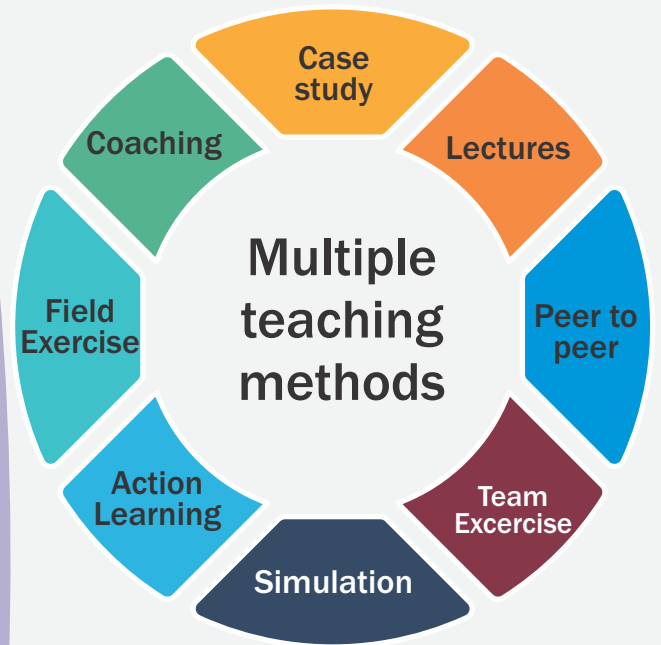
**Dr. Xhyla Celiku, Ph.D.**  
Associate Prof. of Political Science  
State University of Tetova, North Macedonia



**Mr. Sebastien De Beantfort**  
Director of the Entrepreneurship Diploma  
Tec de Monterrey, Mexico



## Teaching Methods & Learning Outcomes



**Our program is expected to help you acquire the knowledge, skills and abilities to:**

- Take a strategic view of each situation
- Recognise the organisation process that leads to shared vision and motivation
- Identify different forms of knowledge and design and lead innovation strategies
- See the organisational network as a unit of production process
- Prioritize and manage tasks assigned / undertaken
- Establish social infrastructure in association with customers, competitors, suppliers distributors and teams
- Lead change in organisation
- Adapt new context, tasks, process, technologies and sources of information
- Communicate effectively in a multicultural world





NSB encourages you to deepen and broaden your knowledge base through participation in various forms of experiential learning.

Experiential learning involves learning from experience. Examples in business schools include internships and job shadowing opportunities. At NSB, you are encouraged and given opportunities to engage in trust-building, problem-solving, and adventure activities, such as rappelling, dry river crossing, rock climbing, and water rafting.









# Student Clubs



## Surabhi Cultural Club

*Celebrating Diversity, Uniting Talent*

The Cultural Club at NSB aims to rekindle cultural pride in students and provide them with knowledge of Indian and global cultural heritage. With students from diverse cultural and geographical backgrounds, NSB is an ideal setting for cross-cultural bonding. The club regularly organizes cultural and literary competitions, encouraging students to represent the school in inter-collegiate, inter-university, and inter-state level cultural competitions.

Students from diverse cultural and geographical backgrounds study at NSB. They come together to form a cohesive community on our campus, thereby fostering humanistic values. NSB has established various clubs, such as the Culture Club, Movie Club, and Social Media Club, to explore your talents and provide a forum for exchanging ideas and views on a wide range of topics beyond academics.

Cultural activities are regularly organized to instill a sense of inclusion, teamwork, coordination, and amiability among students. At NSB, you will experience a vibrant social life filled with memorable events.





NSB  
**Eklavya Sports Club**

— Play, Sweat, Succeed —

## For a Fit Body and an Agile Mind

NSB offers a variety of indoor and outdoor sports, including chess, carrom, cricket, football, and basketball, and regularly organizes sports tournaments to foster a competitive spirit among students.

The NSB sports club, EKALAVYA, is dedicated to instilling the spirit of sportsmanship. EKALAVYA regularly organizes sports events and provides opportunities for students to represent the college and university in inter-collegiate and inter-university sports events.







interpersonal, and communication skills by organizing and managing various HR activities and events. Actively run by students, it encourages them to participate in, arrange, and organize HR-related events. The club's activities also focus on developing team spirit among the students.

The HR Club at NSB strives to sensitize students to the nuances of HR and to foster interest in Human Resource-related activities. The club offers ample opportunities for students to naturally hone and enhance their social,

Additionally, the NSB HR Club hosts student chapters of the National Institute of Personnel Management (NIPM) and the National Human Resource Development (NHRD) on campus. These student chapters bring a host of HR events and HR managers to the campus, enriching the learning experience."

## Women Empowerment Cell

*"The empowered women is powerful beyond measure and beautiful beyond description"*

- Steve Maraboli

The Women's Empowerment Cell (WEC) is established to empower women, enhance their understanding of women's issues, create a safe environment for women, and address practical issues related to the welfare of women faculty, staff, and students. The cell introduces female students to awareness camps covering topics such as health, legal issues, entrepreneurship, self-defense techniques, and more. It also provides a platform for them to share their experiences and views on their societal status, guiding them on ways to improve and empower themselves.





## DISHA ENTREPRENEURSHIP CELL

Turning Ideas into Impact



Social Media Club

TOGETHER, WE AMPLIFY



NSB recognizes India's entrepreneurial and startup potential and encourages you to become an entrepreneur.

Our Entrepreneurship Cell, 'DISHA,' is dedicated to aiding the development of India's entrepreneurial ecosystem. It facilitates efficient interaction among key components, including students, working professionals, aspiring and existing entrepreneurs, mentors, angel investors, venture capital firms, and corporates. This is achieved through various initiatives, such as interactive sessions and conferences. The cell is committed to nurturing and developing entrepreneurial ideas. Our faculty members guide you in identifying market opportunities, screening ideas, and developing viable business models. They also connect you with venture capitalists and assist in securing venture capital funding.

The Entrepreneurship Cell is entirely student-run, under the guidance of a team of faculty members trained by the National Entrepreneurship Network (NEN).

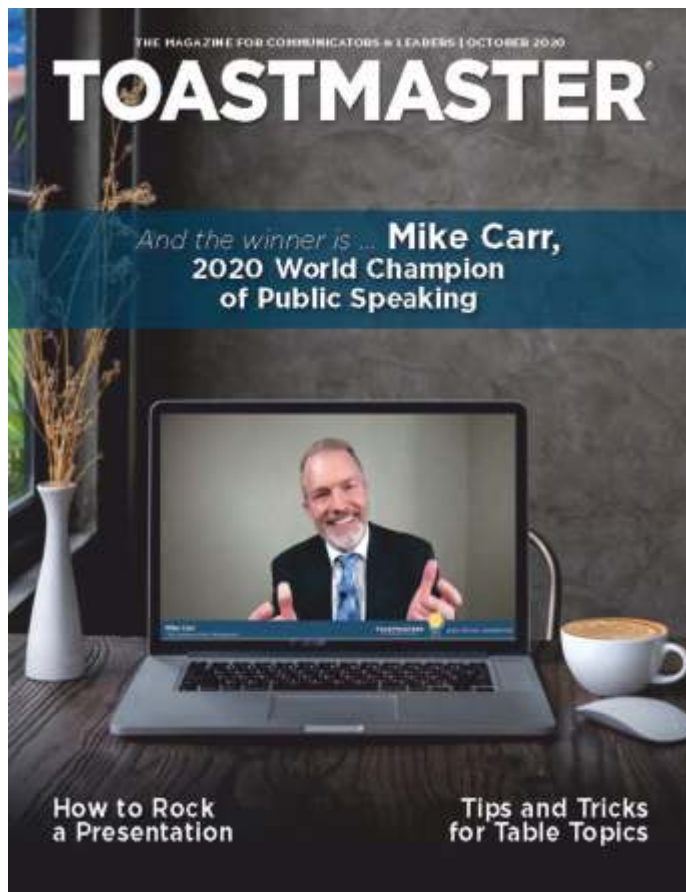
The role of a social media club today is quite distinct from what it was a few years ago. Currently, social media extends beyond merely updating statuses or posting pictures from recent events. It is revolutionizing how we search for jobs, communicate, learn, share, and conduct business.

Given these changes, there is a critical need to integrate social media into higher education, as it is transforming the world. The Social Media Club at NSB facilitates interaction among members to explore significant issues facing society as technology alters the ways in which people connect, communicate, collaborate, and relate to each other. The club helps you explore both personal and professional interests by connecting you with a community of peers who share similar passions.



# Toastmaster's Club

Communication, leadership, and teamwork are essential skills that distinguish an effective manager from others. At NSB, we encourage you to develop these skills to become more efficient and focused. Our Toastmasters' Club is an initiative designed to help you develop strong leadership and communication skills, thereby gaining greater self-confidence. The club provides a positive and supportive learning environment where you can hone your public speaking skills. Besides delivering prepared speeches, you will also receive training in impromptu speaking. Developing the ability to speak eloquently off the cuff prepares you to discuss any topic and respond swiftly in various situations.



The NSB Toastmasters Club focuses explicitly on improving skills such as listening, critical thinking, providing feedback, time management, planning and implementation, organizing, delegating, and team building. Our club's events include Toastmasters meetings, competitions, workshops, and guest talks. This dynamic Toastmasters Club prepares you to face the future and develop goals to accomplish your dreams. At NSB, we ensure your progress in both leadership and communication in a stress-free atmosphere.



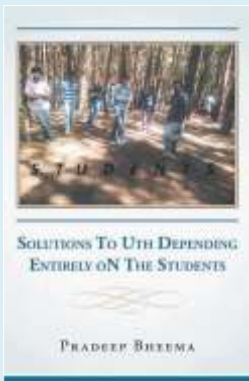
# SAHITI LITERARY CLUB

Imagination to Inspiration

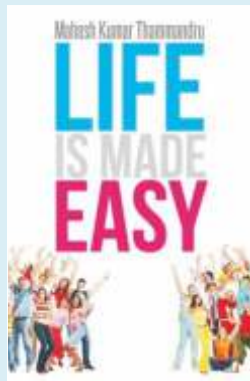
The club's primary objective is to foster literary activities, such as poetry, writing, and reading, among students. Literature enhances our understanding of the world and improves our communication skills. It represents refined communication, often conveyed through characters created by writers or the writers themselves. Literature provides a treasure trove of insights into others' feelings, thoughts, and emotions.

Each year, the club plans and conducts several events and programs, including book and poetry readings, interactions with authors, story writing, and poetry competitions. The literary achievements of NSB students positively reflect on the student body's profile.

## Books authored by NSB students



Pradeep Bheema



Mahesh Kumar Thammandru



Swati Kumari



# Drishyam - Movie Club



Inauguration of Movie Club by Mr. Otto Huber, Switzerland Theater Expert.

A group of ardent movie enthusiasts founded the Movie Club at NSB to introduce students to insightful films. The club screens a movie every weekend and has earned a special place in the hearts of all NSB students. Its popularity is evident, as it boasts more members than any other club.

The Club issues tickets for every movie premiere to generate revenue and also sells snacks and soft drinks. Thanks to the Movie Club, NSB students are becoming increasingly adept at understanding the technical aspects of cinema. The Club strives to make the learning process 'student-centric'.





## KEY DIFFERENTIATORS

### 8 Graduate Assistantships



Graduate assistantships provide you with hands-on work experience and facilitate earning while learning.

NSB provides opportunities for you to work on projects of reputed companies under the graduate assistantship program. GAs are recruited to assist faculty members in teaching and research too.

### 9 Student Consulting

In consulting projects, a group of students acts as consultants to solve real-time business problems within an organization. Unlike internships, consulting projects require a strong understanding of business, as well as skills in consulting, analysis, and research. Students collaborate for approximately 8-10 weeks on a project, culminating in a final presentation.





## 10 Personality Development

Our personality development programs are designed to enhance your commitment to society, instill ethical values, improve your interpersonal skills, and foster a positive attitude.

We have integrated personality development into our curriculum, recognizing its importance. While regular training sharpens and deepens your intelligence, personality development focuses on building your inner strength. We collaborate with reputed trainers to conduct our programs and organize a series of motivational talks by experts, as well as classes to enhance your communication skills.

Our alumni have highly praised these personality development programs, with many attributing their career success to the comprehensive training provided by NSB.





PROMOTING  
DIVERSITY  
TO CREATE  
AN ENRICHING  
LEARNING  
ENVIRONMENT





## Campus Diversity

NSB is truly a global business school, attracting students from across continents. Students at NSB come from all states of India, and a significant number of international students add global diversity to the classroom environment. Thanks to robust student exchange and immersion programs, NSB boasts the diversity befitting a world-class business school.





# KEY DIFFERENTIATORS



# Breathtaking Campus

NSB's eco-friendly and verdant campus is breathtakingly beautiful, with distinctive, futuristic, iconic buildings. The airy classrooms, landscaped gardens, sprawling lawns, blooming flowers and water bodies make it look magnificent.

### Seminar Hall

Ultra modern seminar hall for corporate presentations and seminars. Accommodates 150 students.



### Waiting Rooms

Help students to wait comfortably before the classes begin.



### Amphitheatre

Beautifully designed amphitheatre has a seating capacity of 800 and caters to all extra-curricular activities of students.







### Computer Lab

NSB campus has a state-of-the-art computer centre with the latest computer machines, software, and wifi internet connectivity

### Well-equipped Classrooms

The classrooms are well-ventilated, spacious, air-conditioned, equipped with comfortable furniture and advanced audio-visual equipment to facilitate presentations.

### Reading Park

This first-of-its-kind park is ideal for calm reading amidst nature. The park has many fruit-bearing trees and neatly designed seats for reading in a refreshing environment. Students can take a leisurely walk along the reading park between their reading sessions.

### Wi-fi Connectivity

The entire campus and the reading park is wi-fi enabled.





# KEY DIFFERENTIATORS



## Breathtaking Campus

### First Aid Room

Fully equipped first-aid room for the use of students and staff

### Transportation



### Cafeteria

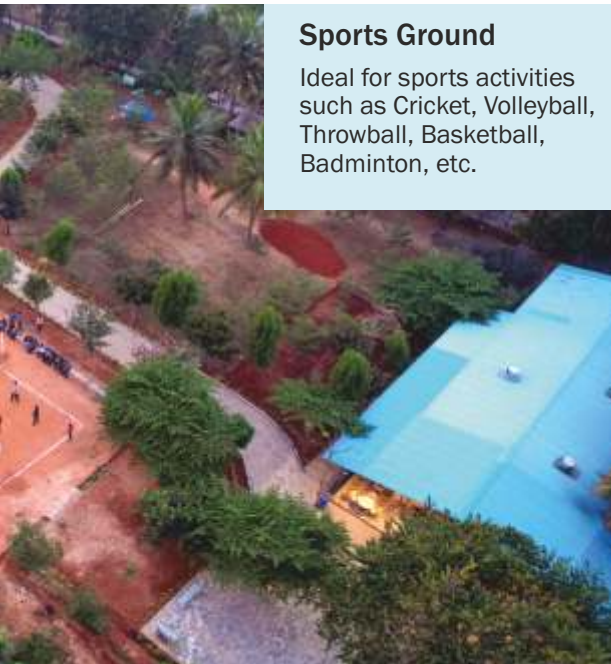
A well-equipped cafeteria to serve snacks and beverages







Convention Hall



### Sports Ground

Ideal for sports activities such as Cricket, Volleyball, Throwball, Basketball, Badminton, etc.



### Library

The library is well-stocked and regularly updated with the latest books and journals on management.







**Ramanna block**  
A grand academic block with state-of-the-art technology for learning.

## Lights, Camera, Action!

The NSB Campus, with its spectacular facilities, attracts not only students from across the country but also moviemakers. Recently, a movie was shot on campus, involving more than 40 NSB students. Furthermore, many students participated in acting and were involved in the dubbing process. It was indeed a great exposure opportunity for the students.







Big Basket



Three Sharing Room

## 13 Hostels

- Located very close to the campus
- Separate facilities for boys and girls
- Spacious rooms with necessary amenities
- Nutritious and hygienic food
- Wi-fi enabled to provide 24x7 access to internet
- Round-the-clock security
- Gym facility with modern equipment
- Association with Vimalalaya Hospital for cashless admission in case of emergency health issues
- Accidental insurance of Rs. 50,000 for all students
- Close to shopping malls, multiplexes and hospitals
- Well connected to city through bus routes



Access Controlled Entry



Gym



Play Area



Dining Hall



NSB HOSTEL



## SAHAAY – A NSB Initiative

SAHAAY, the CSR initiative of NSB, runs with the goal of caring, helping and giving hope. Mindful of this, the faculty and student representatives of NSB take up many social support and outreach programs.



## Scholarships

NSB awarded scholarships amounting to Rs.13,25,000 to the students of MBA for their extraordinary performance in the National level entrance examination.



## Blood Donation Camp

SAHAAY, the CSR initiative of NSB, operates with the goals of caring, helping, and giving hope. With this in mind, faculty and student representatives at NSB undertake numerous social support and outreach programs.



## Azadi Ka Amrit Mahotsav Program with Govt. Schools Children

To mark the 76th Independence Day celebration, we organized CSR activities at Singena Agrahara Govt. School, Bengaluru, themed 'Azadi Ka Amrit Mahotsav' - the Diamond Jubilee Year of Indian Independence. Our students conducted activities such as quizzes, drawing competitions, and games related to the freedom struggle and the unsung heroes who made sacrifices, all aimed at the school children.



## Renovation of Local Government School

NSB is dedicated to giving back to society in its unique way and is committed to making a difference for the less privileged sections of the community.

In an effort to make education both enjoyable and meaningful for children in government schools, NSB has initiated a project to revamp the infrastructure of a local government school. This includes cleaning and repainting the school to ensure a clean and tidy environment.



## 15 Centres for Excellence

1



### Centre for Digital Transformation & Business Analytics



**Dr. Lee Schlenker**

Professor of Business Analytics and a Principal Consultant at Business Analytics Institute. He has over twenty years of expertise in banking, finance, telecommunications, and public administration.

NSB has signed an MOU with Business Analytics Institute (France) with a vision to contribute to the knowledge and skills of digital transformation of business and society. The Centre for Digital Transformation and Business will undertake the following activities to achieve its objective

- Train students in industry required skills and knowledge in business analytics and digitization
- Conduct multi-disciplinary research on the digital transformation of business models, production processes and economic markets
- Disseminate the research in peer reviewed academic and trade journals
- Amplify the reputation for an industry recognized Centre for consulting and training

2

### Center for Securities Market

NSB proudly announces its association with NISM. The students would take up NISM certification and appear for the test at the NSB Academy itself.



NISM certificates are part of our MIP Program, which aims to make students “industry-ready” and provide required professional skills in the area of Finance.

The National Institute of Securities Markets (NISM) is a public trust established in 2006 by the Securities and Exchange Board of India (SEBI). The institute carries out various capacity-building activities to enhance the quality standards in securities markets.

**Prof. Divya Mathur**

Assistant Professor of Finance and Co-ordinator of NISM.



3

### Centre of Excellence to Promote Research and Innovation

NSB has signed a Memorandum of Understanding (MoU) with Hanshin Machinery Co. Ltd., Republic of Korea, to foster research, innovation and academic collaboration. This partnership aims to establish a Centre of Excellence, to foster research and innovation through collaboration.







**Renuka Molleti**  
Marketing Manager,  
Mudra Signages, USA



**Anu L Mohan**  
Senior Process  
Specialist, Axa XL,  
Belgium



**Harihara Sudhan R**  
Cleanco Debai  
Services,  
Abu Dhabi



**Karishma Anandu  
Nayak**  
Horizon Gulf,  
Dubai



**Ravi Teja Sontineni**  
SISA Information  
Security, USA



**Kiran Babu Kotte**  
HR Manager, Arab  
Engineering Bureau,  
Toronto



**Praveen Kumar N  
Germany**



**Subin Kurien**  
Joulestowats J2W,  
London



**Shynisha Shaik**  
HR Assistant, Lootah  
Group of Companies,  
Dubai



**Sireesha Chowdary**  
Business Analyst  
PG&E, California,  
USA



**Abid Nayeem Ansari**  
Senior Finance Officer,  
Mazaya Food Trading Est.  
Dammam, Saudi Arabia



**Sahiti Lahari**  
Cavalier IT Inc, USA



**Vinaya Viswanathan**  
HR Executive, Consilium  
Technologies, SA



**N Harish Subramanian**  
Sales Executive, Freight  
Systems Ltd.  
Dubai



**Karthik C.  
Manager,  
Advertising Agency  
Singapore**



**Gautam Nagpal**  
Pau University,  
France



**Sakthi Suresh**  
Shopping Experience  
Executive, IKEA,  
Kuwait



**Vijish Kumar V**  
Logistic at Nikai  
Dubai



**Ujwala Yadav**  
Toronto



**Sneha P**  
L M B, London



**Soujanya**  
HR Specialist,  
Commonwealth Bank  
of Australia



**Sneha**  
Proprietor,  
Wilmington,  
Oelaware, USA



**Syed Nayeemul Hasa**  
Skynation  
Developmeny, Oman



**RAKESH G  
CALIFORNIA**



**Pranav Govindraj**  
France



**Manjaree Baruha**  
California



**Karturi Tanuja**  
USA



**Jincy Sarah George**  
Dubai



**Sai Sathamanyu**  
Dubai



**Harish**  
Sun Power, Dubai



**Gautam  
Nagpal,  
Esc. Pau, France**



**Tarunima Sirohi**  
Boston, USA



**Adarsh Varanasi**  
Portugal



**Annceline Peterson**  
Spain



**Hemali Dhotre**  
UAE



**M. Bindu Reddy**  
Costa Rica and  
Panama



**Prajakta Patil**  
USA



**Rajesh Gogula**  
Belgium



**Sai Bharath  
Thatavarthi**  
Portugal



**Sneha Bhosale**  
USA

...and many more

# Alumni Speak

**U Manoj Kumar [2012-2014]**

**Best decision ever made.**

I am currently working as an Assistant Manager at HDFC Bank Ltd., and I am proud to be an NSBian. I had a great time studying here and am thankful for the opportunity. Joining NSB was the best decision I ever made.



**Sama N V Avinash [2013-2015]**

**I owe my today's good position to NSB.**

I came to NSB as a small bird without knowing how to fly, but I was taught how to fly here. At joining, I didn't have any presentation or speaking skills. At the end of the 3rd sem, I got a chance to attend the ANZ interview, which had eight rounds. I cracked it and am now in a good position because of NSB. I have to thank my professors and senior friends for my successful journey.



**Ferdinand Claud [2013]**

**NSB honed my skills.**

I am currently working as a Manager at City Bank. NSB provided ample opportunities to hone my skills and become an industry-fit. I always thank NSB for making me career-ready.



**Mahalakshmi Pabavinasam [2012-14]**

**Thanks for providing excellent placement.**

I am currently working at JP Morgan as a senior financial analyst. NSB provided me with an excellent placement. I have learnt many things at NSB that made me the professional I am today. My big thanks to all NSB staff, professors and lecturers.



**Sunil Kumar [2010-12]**

**Wonderful Support**

It was a fantastic journey of two years with lots of learning opportunities, adventure programs, foreign visits/industrial visits and daily seminars. All these activities helped me to be what I am today. I am presently working in HSBC as an Assistant manager. It was great to be a part of NSB. I was placed through campus recruitment. Thank you, NSB, for guiding me to choose the right career.



**Tarunima Sirohi [2010-12]**

**Feel blessed to have NSB as a mentor.**

I have happy news to share. I have been offered a DBA (Doctorate in Business Administration) finance specialization at Hult International Business School, Boston, USA. I am so thankful for all the help you have given me to make this possible. I am glad and feel blessed to have mentors like you in my life. It means a lot to me, sir. Thank you so much, sir, for everything.



## 5000+ Alumni

### Global Community

**1288+**

NSB Students  
Worldwide

**44+**

Countries Where  
NSB Alumni Live

**450+**

Companies Where  
NSB Alumni Placed

**Jincy George [ 2015 - 2017]**

**Plenty of warm memories!**

Being a part of NSB Academy always brings back plenty of warm memories. Seeing it grow makes me proud to be a product of NSB. My MBA & PGPM days have been filled with experiential learning, industry expert sessions pipelined with presentations, assessments, industry visits and internships. NSB focuses on the holistic growth of students and equips us to dive into the corporate world with much ease. Additionally, NSB has a beautiful infrastructure that brings in full-filled vibes and best-in-class facilities. Hats off to NSB for their spectacular growth that conforms to global standards.



**Soumita Kundu [2014-2016]**

**Life Changing**

My two years of MBA journey at NSB under the guidance of erudite and experienced faculty members have changed my professional and personal life. They go beyond teaching mere academic syllabus and expose us to hands-on entrepreneurial skills. Their friendly demeanour and professional attitude gave me the confidence that I am always a part of the NSB family. A special THANKS to our Respected President Sir, for treating each student as his family member. I feel proud and blessed to be an alumnus of the NSB.



**Nikhil [2018-2020]**

**The best journey of my life.**

To take one step forward is to begin a new journey". This is my experience at NSB, which started on 14 August 2018. Days passed, and we gradually got engrossed in our curriculum, and the best part was that it was so much fun. We learnt, played and laughed together. I have never experienced such rich diversity of events being organized so beautifully. The best thing about being a part of NSB is that even though there is a lot of diversity, you always feel included. There is a sense of belonging to that place. NSB, for me, is like family.



**Gopal [2014]**

**Great to be a part of NSB.**

I am presently working at HSBC as an Assistant manager. It was great to be a part of NSB. I was placed through campus recruitment. It was an incredible journey at NSB, and all the faculty were supportive during every step of our MBA programme. Thank you, NSB, for guiding me in choosing the right career.





This program is the signature program of NSB that highlights our effort to provide you with a broad-based understanding of the diversity and excellence of Indian industries. The places of visit include manufacturing facilities, industrial museums, ports, estates, clusters, centres of excellence, research institutions, etc.



AirBus, France

## International Industrial Visits

	Countries	Companies Visited
1	Dubai	Transworld, Supertek, UAE Exchange, Emirates NBD, Sunpower, Al Rawabi Dairy
2	RAK (Ras Al Khaimah)	Star Cement
3	Abu Dhabi	NMC Speciality Hospital, Ferrari World
4	Singapore	Tiger Breweries, SHRI, Virtusa, Singapore Exchange, Newater
5	Indonesia	Schneider Electric, Batamindo Industrial Park, Kabil Industrial Estate
6	France	Euralis, Air France
7	Spain	Olympic Stadium
8	Qatar	Qatar Islamic Bank
9	Belgium	Atomium, Mini Europe

+ many more...





Star Cement, RAK, UAE



Nestlé, Nanjangud, Mysuru



BP Batam, Indonesia



Texvalley, Erode



Al-Rawabi Dairy Company, Dubai



TVS, Mysuru



Schneider Electric, Singapore



Protac, Kolar



Tapping into KNOWLEDGE from diverse sources



Mr. Manas Dasgupta  
Head  
Weath Technology-ANZ



Mr. Rajeevan K.K.  
Managing Director,  
Shree Rakshaa Innovations



Mr. Durga Prasad  
Director, Global HR  
Shared Services - ATKINS



Dr. M. Shanmuga Priya  
Associate Manager at L&T  
Technology Services



MOV Narasimha  
CEO  
Akshay Money Management



Dr. S. Nagendra  
Dean - NMIT



Mr. Naga Siddharth  
Leadership Coach



Mr. Radhakrishna Somayaji  
Director-Sales & Marketing  
Liebherr Appliances India Pvt. Ltd.



Prof. Santosh Rebello  
Co-ordinator BIF (DBT, Ministry of  
Science & Technology)



Mr. P.B. Kotur  
GM HR, Global Goodwill  
Ambassador at Wipro Limited



Dr. Ranjini Jois  
Psychotherapist



Dr. Mahesh P.S.  
Joint Commissioner & Director  
Govt. of India



Mr. Laxminarayanan G.  
Global Delivery Head &  
Sr. Vice President, Polester  
Solutions & Services Pvt. Ltd.



Ms. Meenakshi  
HR Advisor  
State Council Member at WCCI



Mr. ANANTH A.  
Founder  
Quantech Origin



Mr. Chella Pandian Pitchai  
Biocon Biologics

## Placement Cell - Led by industry veterans



**Kavitha**

Kavitha is a performance-driven professional with good relations with professionals in the education sector and the corporate world. A self-driven woman with good human qualities, she has over 20 years of industry experience. She is currently the Head of Corporate Relations at NSB.



**Chitranka K**

Chitranka leads training and placement programs at B-schools, creating career opportunities for undergraduate and postgraduate students. With expertise in Marketing, Consumer Behavior, PR, and Digital Marketing, Chitranka brings valuable industry insights to student development.



**Praful R**

Meet our seasoned Aptitude and Soft Skills Trainer, Praful R, with three years of experience shaping careers. At NSB Academy, we understand that academic excellence is just the beginning. Our specialized training programs prepare you to face the challenges of the corporate world head-on.

## Corporate Testimonials



**Ms. Prakrithi Shetty, Head HR, ABB**

“Curiosity and eagerness to learn are the qualities observed in NSB students.”



**Mr. Robert Allenn, Bostik**

“Students at this institution are willing to learn, participate and are energetic.”



**Ms. Shyamala, Café Coffee Day**

“Students are quite interactive, respectable and well groomed. Very good campus facilities.”



**Mr. Ram M, Ex-ITC**

“Students are eager to learn and asked relevant and industry-specific questions that enhance learning and open up minds.”

**Mr. Govardhan  
HR Team Lead, Google India**

“An institute that cares & guides students along the educational path & has fostered the proper spirit of academics to its students.”



**Mr. Shiva Kumar, Mindtree**

“Students are very eager, curious and open. Very cordial and professional.”



**Mr. P K Mohan Kumar, Taj Group**

“Students participate very actively and carry high energy.”



**Mr. Rajan, Senior GM- Sales, Amul**

“Students of NSB have the ability to solve issues, analyse and question them.”



**Ms. K R Anjana, GM-HR, TCS**

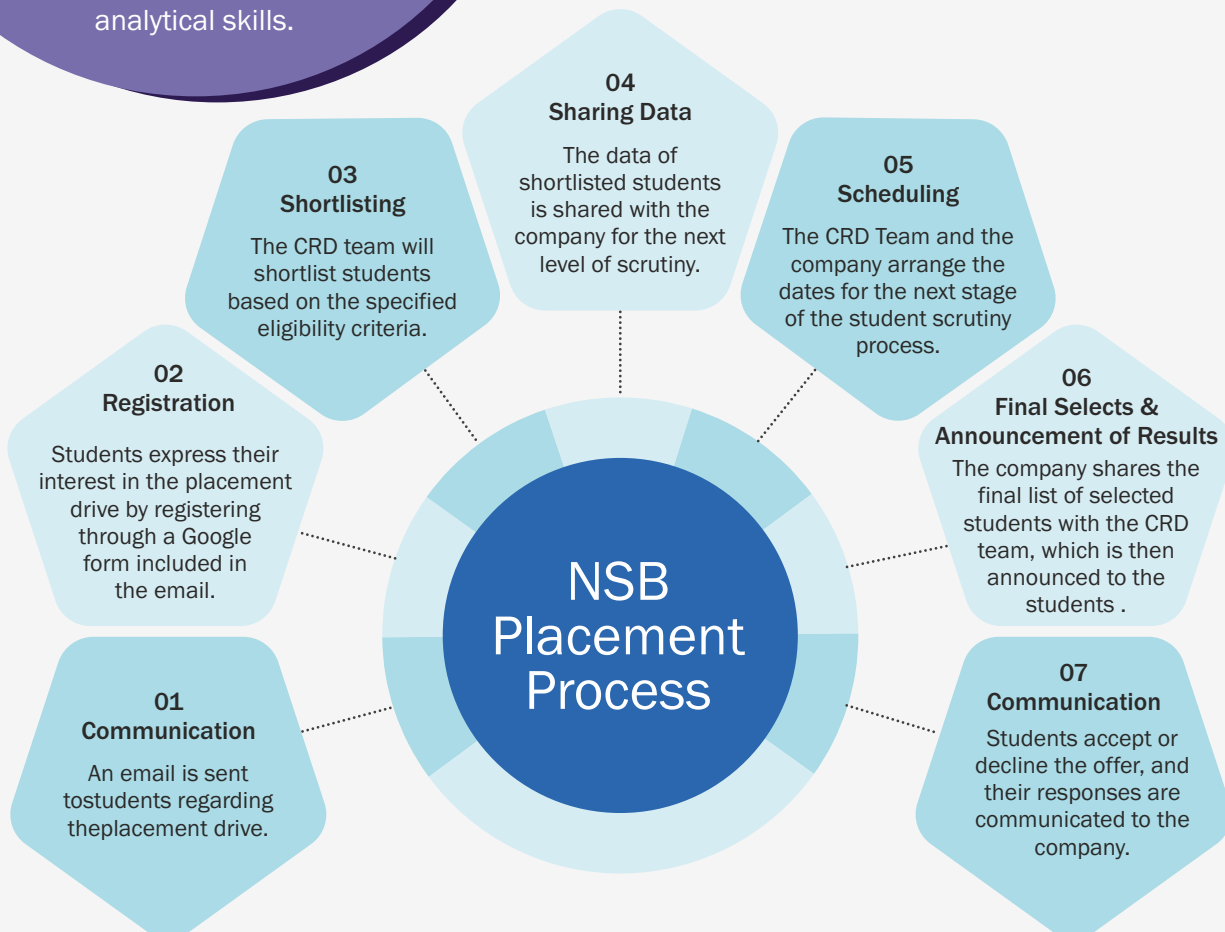
“Students of NSB are very mature and in line with the industry's requirements. Inquisitive and respectful at the same time.”



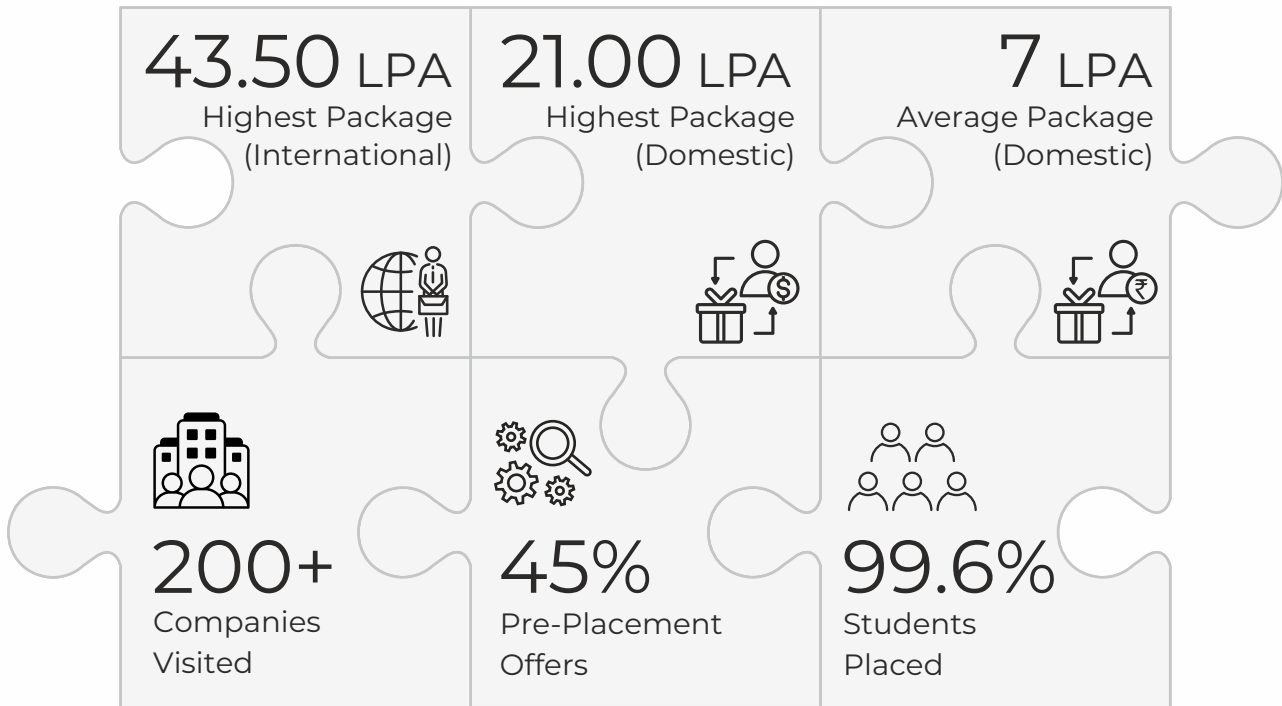




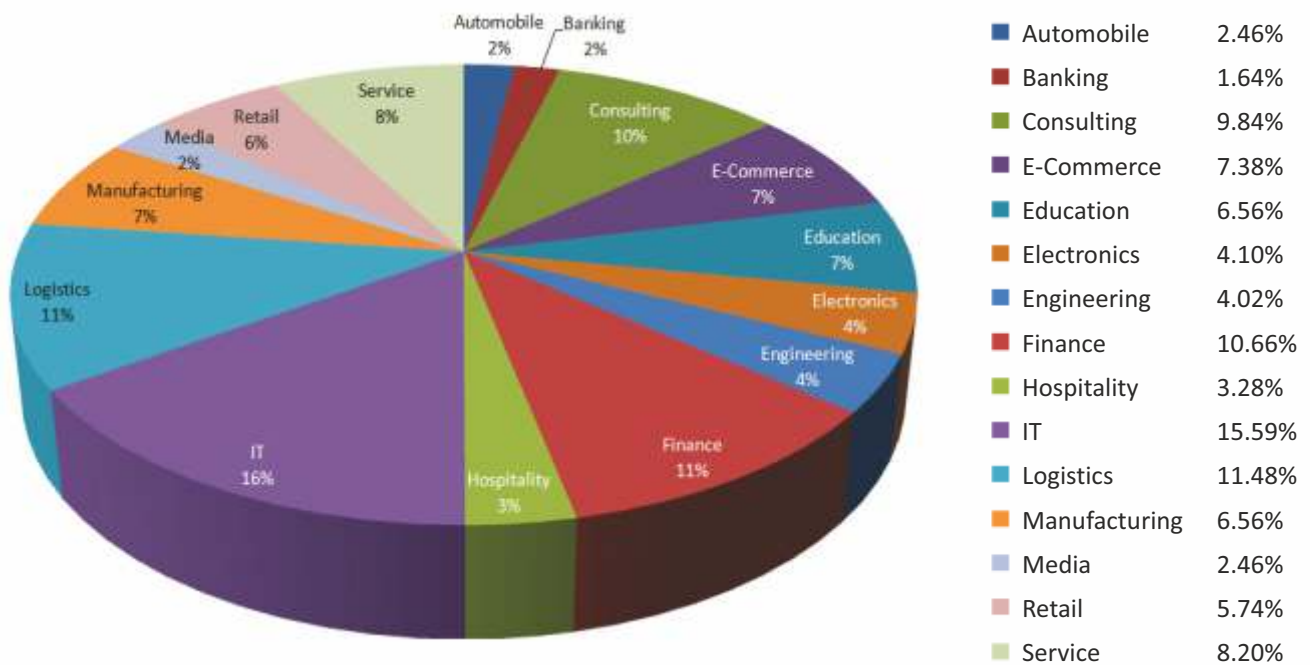
NSB has always maintained an impressive placement record of 100% and ensured that its placement quality is among the best in the industry. NSB has accomplished this by giving top priority to placement activities and by building pre-placement training and career coaching right into the curriculum. Pre-placement training takes place concurrently with the MBA program and includes sharpening your communication, presentation, aptitude and analytical skills.



## Latest Placement Highlights



## Sector-wise Placements





# KEY DIFFERENTIATORS



# Our Top Recruiters

	<ul style="list-style-type: none"> <li>• AAF INDIA</li> <li>• Accenture Consulting</li> <li>• ACCOLITE</li> <li>• Accrete Globus Technology Pvt Ltd.</li> <li>• Adecco</li> <li>• AEGON LIFE</li> <li>• AMAZON</li> <li>• Anand Rathi Financial Services</li> <li>• AON</li> <li>• Arcesium</li> <li>• Aspire Systems</li> <li>• Ather Energy</li> <li>• Atkins</li> <li>• Auto Ninja</li> <li>• AXIS BANK</li> <li>• Bain Capability Network</li> <li>• Bajaj Finserv</li> <li>• Bata India</li> <li>• Berger Paint</li> <li>• Big Basket</li> <li>• Biocon</li> <li>• Bisleri</li> <li>• BOSCH Ltd</li> <li>• Boston Consulting Group</li> <li>• Boston Financial Services</li> <li>• Britannia</li> <li>• BYJUS</li> <li>• CAREERNET</li> <li>• Caterpillar</li> <li>• CBRE</li> <li>• Century Link</li> <li>• Cerner</li> <li>• Chaipoint</li> <li>• CISCO</li> <li>• Citicorp Services Pvt. Ltd</li> <li>• Citigroup</li> </ul>						
	<ul style="list-style-type: none"> <li>• City Union Bank</li> <li>• COFACE</li> <li>• Coffee Day</li> <li>• Cognizant</li> <li>• College Dunia</li> <li>• Core EL Technologies</li> <li>• CRMIT</li> <li>• CUEMATH</li> <li>• Cushman &amp; Wakefield</li> <li>• Daily Hunt</li> <li>• Daimler</li> <li>• DANSKE IT</li> <li>• DE Shaw &amp; Co</li> <li>• Decathlon</li> <li>• DECORPOT</li> <li>• DELL</li> <li>• Deloitte</li> <li>• DHL</li> <li>• Dun &amp; Bradstreet</li> <li>• DXC Technology</li> <li>• EDELWEISS</li> <li>• Edelweiss Broking Limited</li> <li>• Envestnet Yodlee</li> <li>• Envision Financial Systems</li> <li>• Ernst &amp; Young</li> <li>• Evoke Analytics</li> <li>• Exim Bank</li> <li>• EXL Services</li> <li>• Extramarks</li> <li>• EY GBS</li> <li>• EY GDS</li> <li>• Federal Bank</li> <li>• FedEx</li> <li>• FORBES INDIA</li> <li>• Genpact</li> <li>• GlaxoSmithKline</li> <li>• Godrej Properties</li> <li>• Goldman Sachs</li> </ul>						
	<ul style="list-style-type: none"> <li>• Google</li> <li>• Grant Thornton</li> <li>• HDFC Ltd.</li> <li>• Hexaware Technology</li> <li>• HICARE</li> <li>• Hinduja Global Solution</li> <li>• HOUSEJOY</li> <li>• ME &amp; MOM</li> <li>• HP</li> <li>• HSBC</li> <li>• HUDSON'S BAY</li> <li>• HUL</li> <li>• HYATT</li> <li>• Hyundai</li> <li>• IBM</li> <li>• ICICI Bank</li> <li>• ICICI Securities</li> <li>• ICRA</li> <li>• IDFC</li> <li>• IDG Media</li> <li>• IET</li> <li>• IIFL Holdings</li> <li>• Indegene</li> <li>• IndianMoney.com</li> <li>• INDUSIND</li> <li>• Infiniti Research</li> <li>• Info Edge</li> <li>• Informatica</li> <li>• Infosys</li> <li>• Intellipaat Software Solutions</li> <li>• ITC - Lifestyle</li> <li>• ITC Foods</li> <li>• ITC Infotech</li> <li>• ITC Ltd</li> <li>• Jana Small Finance Bank</li> <li>• JLL</li> <li>• John Distilleries</li> </ul>						

	<ul style="list-style-type: none"> <li>• JP Morgan Chase</li> <li>• Kantar</li> <li>• Karur Vysya Bank</li> <li>• Kelloggs</li> <li>• Kotak Mahindra Bank</li> <li>• KPMG</li> <li>• Kristal AI</li> <li>• L&amp;T Financial Services</li> <li>• L'Oreal</li> <li>• Landmark group</li> <li>• LG ELECTRONICS</li> <li>• LGSOFT</li> <li>• Luminous India</li> <li>• MANJUSHREE INDIA</li> <li>• MAX RETAILS DIVISION</li> <li>• METRO CASH&amp;CARRY</li> <li>• Microland</li> <li>• Mindtree</li> <li>• Moodys</li> <li>• Moody's Analytics</li> <li>• MTR</li> <li>• Mu-Sigma</li> <li>• Muthoot Finance</li> <li>• MUTUAL INDUSTRIES</li> <li>• Naukri Infoedge India</li> <li>• Nestle</li> <li>• NOBROKER</li> <li>• MOSCHIP</li> <li>• Novartis</li> <li>• NTT Data</li> <li>• Odessa Technologies</li> <li>• One Plus</li> <li>• Oracle Financial</li> <li>• Oracle India</li> <li>• Orient Cement</li> <li>• Page Industries (Jockey)</li> <li>• PAYTM</li> <li>• PHONEPE</li> </ul>					<ul style="list-style-type: none"> <li>• PRAMATA</li> <li>• Prestige Group</li> <li>• PROPERTY PISTOL</li> <li>• PWC</li> <li>• Quess corp</li> <li>• Randstad</li> <li>• Reckitt Benckiser India</li> <li>• RELAINCE</li> <li>• Ricoh India</li> <li>• Rittal India</li> <li>• S &amp; P Global</li> <li>• SAINT GOBAIN</li> <li>• Salesforce.com</li> <li>• Samsung</li> <li>• SAP</li> <li>• Schindler Group</li> <li>• Schlumberger</li> <li>• Schneider Electric</li> <li>• SCIO Health Analytics</li> <li>• SWIGGY</li> <li>• Securenow</li> <li>• SG ANALYTICS</li> <li>• Shadowfax</li> <li>• Shell India</li> <li>• SIMPLILEARN</li> <li>• Sobha Hartland- Dubai - UAE</li> <li>• Sonata Software</li> <li>• South Indian Bank</li> <li>• South Korean Trade Embassy</li> <li>• Square Yards</li> <li>• SQUAREYARDS</li> <li>• SRF Ltd</li> <li>• STATE STREET</li> <li>• Swiss Re</li> <li>• SysCloud Inc</li> <li>• Tata Capital</li> </ul>	<ul style="list-style-type: none"> <li>• Tata Consultancy Services</li> <li>• TCS</li> <li>• TeamLease</li> <li>• Tech Mahindra</li> <li>• TEG ANALYTICS</li> <li>• TELTONIKA</li> <li>• Temennos</li> <li>• Textual Analytics Solutions</li> <li>• Think and Learn</li> <li>• Thomson Reuters</li> <li>• Timken</li> <li>• Titan</li> <li>• Toyota Industries Engine</li> <li>• Toyota Kirloskar Motors</li> <li>• TresVista Financial Services</li> <li>• TTK Prestige</li> <li>• TÜV Rhineland</li> <li>• TVS</li> <li>• Ujjivan Small Finance</li> <li>• United Breweries</li> <li>• UPGRAD</li> <li>• URBAN PIPER</li> <li>• Usha International</li> <li>• UTI AMC</li> <li>• Vedantu</li> <li>• VM Ware</li> <li>• Whatfix</li> <li>• WHITEHAT JR</li> <li>• Wildcraft</li> <li>• William Penn</li> <li>• Wipro Ltd.</li> <li>• XL DYNAMICS</li> <li>• YES Bank</li> <li>• Zolostays</li> <li>• Zomato</li> <li>• Zycus</li> </ul>	



# Impressive Placements



## Pranjal Paroha - Batch of 2022-24

As a final-year PGDM student at NSB Academy, my journey has been transformative. The rigorous curriculum, experiential learning and industry exposure enhanced my skills and prepared me for real-world challenges. The supportive faculty, diverse community and extracurricular activities fostered my personal and professional growth. I now feel confident and ready to excel in my corporate career at **Ernst & Young (EY)**.



## Christina Veronica Victoria - Batch of 2022-24

I am immensely grateful to NSB Bangalore for their unwavering support in helping me secure an internship with **Biocon**, a company I have always aspired to work for given my biotech background. The dedicated placement team played a crucial role in aligning my academic pursuits with my career aspirations. This opportunity is a dream come true, and I am excited to embark on this incredible journey. Thank you, **NSB placements team**, for making it possible!



## Sweety Priya - Batch of 2022-24

My MBA journey at NSB Bangalore was transformative, thanks to the exceptional support of the **placement department**. Their guidance, from insightful industry interactions to career-focused mentorship, was pivotal in aligning my aspirations with opportunities at **Toyota Financial Services**. The placement team's dedication ensured I was well-prepared to navigate the corporate world confidently, making this experience truly impactful.



## Saurodeep Chakraborty - Batch of 2021-23

I am excited to share that I have been offered a placement at **Everest Industries Limited** as an Assistant Manager, and I owe this achievement to the exceptional support of the **Placement Team**. Your dedication to preparing us for the corporate world, organizing industry connections and providing personalized guidance has been instrumental in shaping my career. I am deeply grateful for your unwavering efforts and the strong foundation NSB has given me.



### **Arafat Adeeb** - Batch of 2021-23

My journey at NSB has been truly transformative. The exceptional support from teachers and the nurturing environment fostered my personal and intellectual growth. With strong industry connections and dedicated mentorship, I secured a placement that perfectly aligns with my aspirations at **Panasonic**. I am deeply grateful to **Placement Department** and our President, Mr. Sridharamurthy Sir, for their invaluable support. NSB has equipped me with the skills and confidence to thrive, and I eagerly look forward to the future.



### **Darshan K M** - Batch of 2023-25

I am sincerely grateful for the incredible opportunity to intern at **Growly**. This experience has significantly enhanced my skills, knowledge and perspective. I extend my heartfelt thanks to President Sir and Director Sir for their visionary leadership and support, and to **Placement Department** for their tireless efforts in facilitating this internship. Your guidance and encouragement have been invaluable. Thank you for believing in me and providing this life-changing experience. I am proud to be part of the NSB College community.



### **M Asha Rao** - Batch of 2023-25

I am deeply grateful to President Sir, Director Sir the **Corporate Relations Department** and all the teaching staff at NSB for their guidance and support. Their mentorship and encouragement have been instrumental in helping me secure an internship at **EY GDS** and a job offer from **Toyota Financial Services**. These achievements wouldn't have been possible without NSB's holistic learning environment and continuous motivation. Thank you for believing in me and shaping my journey!



### **Shashank** - Batch of 2023-25

My Journey at NSB Academy  
Joining NSB Academy was the best decision I made. The orientation, engaging classes and international exposure in Malaysia, Singapore and Indonesia enriched my learning. The transformative international trip and excellent placement training helped me secure a job at **Toyota Financial Services** with confidence. My time at NSB has been a journey of growth, learning and unforgettable memories.



## Admission Process

### Admission Requirements

A degree from a recognized university with 50% marks in aggregate [45% for SC/ST]. Applicants waiting for their final year results may also apply. However, such students will be given provisional admission.

**A. Test Score:** A student applying to NSB for PGDM must have a valid CAT/GMAT/XAT/MAT/ATMA/CMAT/KMAT score.

#### B. Interview: GD/PI

While admitting candidates, the selection committee considers academic performance, test score, performance in the interview, prior work experience, level of maturity and motivation, ability and willingness to make a commitment to the graduate study in business, extracurricular achievements, honors and awards.

### Application Procedure

**Step 1:** Apply online at [www.nsb.edu.in](http://www.nsb.edu.in)

**Step 2:** Interview: Once your completed application is submitted, our admission officers will get in touch with you within three working days to schedule interview or GDPI.

**Step 3:** Receive offer letter - Successful candidates will be sent an offer letter upon completion of interview.

**Step 4:** Confirm your admission by paying admission fee

#### Documents needed at the time of reporting (August)

- 10th Standard Certificate
- 12th Standard Certificate
- Degree mark sheets for all years/semesters/trimesters
- Degree Certificate (Provisional/Official), if available
- Copy of the test score
- Migration Certificate from the University
- Transfer Certificate from the College



### Merit Based Scholarship

NSB offers scholarships based on recognized national level tests. (MAT / CAT / XAT / CMAT / ATMA / GMAT)

Graduation Aggregate Above 85%	Rs. 25,000/-
Graduation Aggregate Above 95%	Rs. 50,000/-
Defence Background	Rs. 25,000/-
Sports Quota National Level	Rs. 25,000/-
Sports International Level	Rs. 50,000/-
National Level Entrance Exam Above 90 Percentile	Rs. 25,000/-
National Level Entrance Exam Above 95 Percentile	Rs. 35,000/-

Apart from scholarships students can seek available graduate assistanships.

### Bank Loan Facility

NSB understands that management education is an investment for leading a meaningful life for you. All NSB students can now avail of the facility of education loans through a single-window electronic platform and pursue their dream.

You can visit [www.vidyalakshmi.co.in](http://www.vidyalakshmi.co.in) for more details.

### Admission Hotline



▶ 937 9 244 007

▶ 937 9 244 004

Email: [mba@nsb.edu.in](mailto:mba@nsb.edu.in)

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Search word: NSB Bangalore



# NSB Convocation 2023







## Sprawling Green Campus of NSB



- 1. Academic and Faculty Block
- 2. Academic Block-2
- 3. Amphitheater
- 4. Admin Block
- 5. Cafeteria
- 6. Main Entrance
- 7. Parking
- 8. Kabaddi Court
- 9. Cricket Net
- 10. Convention Hall
- 11. Football Court
- 12. Volleyball Court
- 13. Shuttle Badminton
- 14. Throwball Court
- 15. Basketball Court

Website



## NSB Academy

Sy. No.85, Singena Agrahara, Huskur Post, Anekal Taluk, Bangalore - 560 099  
mba@nsb.edu.in | www.nsb.edu.in

**Admission Hotline: 93792 44007 / 93792 44004**



Location Map

