



NAAC
GRADE **A**
Accredited B-school



Global BBA+CIP

FREE One Semester Study Abroad in France/UAE/Spain



Approved by AICTE
Ministry of Education GOI



Affiliated to
Bangalore University



Recognized by
Govt. of Karnataka

www.nsb.edu.in

THE COMPLETE EXPERIENCE!

Rankings & Recognitions

- 19th Best B School in India
- Rated A+++ by Business India – Among the top-rated B-Schools in the country.
- Featured in Forbes India – Listed among the Great Indian B-Schools

P1

President's Message

- Powerful vision to make management education better.
- Academic excellence through Global Exposure
- Empowering Careers through practical insights
- Action-enabled pedagogy

P2

BBA + CIP Program

- Dual Program
- Practice – based Advanced Certification Programs
- Specialization-aligned Industry Certifications

P3

National And International Opportunities

- ONE-SEMESTER STUDY ABROAD PROGRAM
- All India Industrial Tour

P5

Centres Of Excellence For In-depth Management Practicum

- Centres for Financial Markets – In Association with NSE
- Centre for Digital Transformation & Business Analytics – In Association with BAI, France
- Centre for Logistics & Skill Council – In Association with Logistics Skill Council of India

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THE COMPLETE EXPERIENCE!

Passionate Professors

- Passionate and highly qualified professors – More than 90% have PhDs.
- International Adjunct Faculty drawn from many countries.
- Module lectures from illustrious corporate executives

P10

Vibrant Campus

- Strategic location – Amidst industrial clusters
- State-of-the-art campus spread across 6.5 acres of lush green surroundings
- Diverse student body from across India

P12

Student Life

- 12+ academic and non-academic clubs.
- Events & Festivals
- Homely and lively hostels

P13

Placements

- Career Development Programs
- Top recruiters for campus recruitment
- Assured Internships & Final Placements

P18

Admissions

- Admission Requirements
- Admission Process
- Fee Structure

P20

RANKINGS & RECOGNITIONS

Accreditations & Affiliations

- ✓ Accredited with 'A' Grade by NAAC, reflecting excellence in academic quality, infrastructure, and institutional performance
- ✓ Approved by AICTE, Government of India
- ✓ Affiliated to Bangalore University

National Rankings

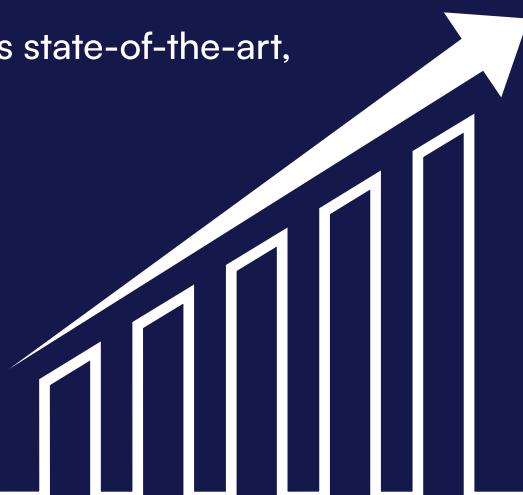
- ✓ A+++ Rated among India's Best B-Schools - *Business India*
- ✓ Ranked 19th Best B-School in India - *Academic Insights*, 2023
- ✓ Featured among "Great Indian B-Schools" - *Forbes India*

Industry & Regional Recognitions

- ✓ Recognized among the Top 10 B-Schools in South India for Industry Interface -*Silicon India*
- ✓ Ranked among the Top 10 Promising Colleges in India for Logistics & Supply Chain Management (2024) - *Higher Education Review Magazine*

Campus & Infrastructure Awards

- ✓ Best Architectural Design Award - for NSB's state-of-the-art, eco-friendly 6.5- acre campus



PRESIDENT'S MESSAGE

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.

Dr. Sridhara Murthy

MVSc, PGDBA, MBA (USA), PhD,
AMP (IIM-I), FDP (IIM-A)

“

**We started with a simple vision...
“Make Management Education Better.”**



BBA + CIP PROGRAM

BBA - Bachelor of Business Administration from Bangalore University,
UGC Recognised, NAAC 'A++' Accredited

CIP - Certificate in Industry Practice

An industry oriented skill program designed and delivered by NSB

“Both BBA and CIP programs are completed simultaneously and leads to Dual Certification.”

Specializations

- ✓ Finance
- ✓ Marketing
- ✓ Human Resources
- ✓ Business Analytics
- ✓ Logistics & Supply Chain Management

PROGRAM FEATURES

Cross Cultural Case Study

CIP (Certificate in Industrial Practice)

Advance Certification Courses

All India Industrial Tour

Placements

Student Clubs

Business Communication

Internships

CIP – CERTIFICATE IN INDUSTRIAL PRACTICE

Certificate in Industrial Practice (CIP) — a distinctive addition to our BBA program designed to give students a competitive edge with hands-on industry experience. This certificate equips students with advanced knowledge and practical skills essential for thriving in today's dynamic business world.

This certification is a game changer as it gives a comprehensive platform that turns theoretical learning into practical expertise, making our BBA graduates job-ready and uniquely skilled for the business landscape.



Advanced Certification Courses



Business
Familiarization



Personality
Development Lab



Business Process
Discovery



Tally Prime
Certification



Advanced
Excel



Business Spotlight
Series



MS Office
Training

ONE-SEMESTER STUDY ABROAD PROGRAM

NSB Academy's One-Semester Study Abroad program offers students the opportunity to learn at **highly accredited global universities** across multiple countries - without any additional tuition fee. This international academic exposure allows students to broaden their perspectives, understand global business practices, and strengthen their professional readiness for international careers.



Our Students In Malaysia

Key Highlights

Study at Top Global Universities

- ✓ Learn from world-class faculty and experience international classrooms at NSB's partner universities with *no additional tuition fee*.



Our Students In Spain

Official Certification

- ✓ Receive a globally recognized certificate from the Partner University upon successful completion of the semester.



Our Students In Dubai

Global Exposure at Scale

- ✓ Over 850+ students and faculty members have already participated in NSB's international programs.



Our Students In France

Extensive Global Network

- ✓ Access opportunities through 17+ International Academic Partners across Europe, Asia, the Middle East, and the USA.

Strong Alumni Presence

- ✓ NSB graduates are placed in 44+ countries, forming a powerful global alumni network.



Scan Now
To Know More
Details About
STUDY ABROAD



UAE



CITY CENTRE, SINGAPORE



IUKL, MALAYSIA



GENTING HIGHLANDS, MALAYSIA



UNIVERSAL STUDIO, SINGAPORE



UAE

All India Industrial Tour

This program is designed to provide students with first hand insights into the nation's economic and technological advancements, this week-long expedition is a unique blend of education, exploration and cultural enrichment. Expenses are included in the fee structure.



Featherlite Furniture India

A leader in workspace innovation and ergonomic design, offering students insights into cutting-edge business and management practices in the furniture industry.



VRL Logistics

A pioneer in India's logistics industry, providing students with real-world exposure to large-scale transportation, supply chain management and operational excellence



Brandix Apparel Limited

Global leader in apparel manufacturing, offering students a firsthand look at sustainable practices, innovation and strategic management in the textile industry



Ramoji Filmcity

A world-renowned entertainment and tourism hub, providing students with insights into large-scale event management, media production and hospitality operations



NSE, Mumbai

India's leading stock exchange, offering students a deep dive into financial markets, trading operations, and regulatory frameworks in the finance industry



Chennai Metro Rail Limited

A key player in urban transportation, providing students with insights into public infrastructure management, operational efficiency and sustainable transit solutions



Hindustan Shipyard Limited

India's premier shipbuilding and repair facility, offering students valuable insights into maritime engineering, project management and defense production



Britannia Industries Limited



TVS Motors Industrial Visit 2025



Del Monte Industrial Visit

CENTRES OF EXCELLENCE FOR IN-DEPTH MANAGEMENT PRACTICUM

NSB Centres of Excellence

At NSB Academy, we believe in bridging the gap between academic knowledge and real-world practice. Our Centres of Excellence serve as dedicated hubs for advanced learning, research, and skill development, enabling students to gain deep industry insights and hands-on exposure across diverse management domains.

Key Centres of Excellence include:



NISM
Centre for Securities Market



BAI, France
Centre for Digital Transformation & Business Analytics



HANSHIN
Centre of Excellence to Promote Research and Innovation



Logistics Sector Skill Council
Centre for Skill Development & Entrepreneurship



Multi Commodity Exchange of India
Centre for Commodity & Derivatives Market



Best Tech, South Korea
Centre for Research, Innovation, and Talent Development

PASSIONATE PROFESSORS



Dr. S.R. Sridharamurthy

MVSc, PGDBA, MBA (USA), PhD,
AMP (IIM-I), FDP (IIM-A)
DIRECTOR



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



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



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



Dr. Avinash Rao
Chief Operations Officer (COO)
MSc, Ph.D (United Kingdom),
17 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.
12+ years of experience



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



Dr. D. Krishna Kumar
Associate Professor



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



Dr. Siny Philip
Associate Professor (Finance)
(Program Head — MBA)
MBA, M.Phil, Ph.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 K Prema
Professor
Human Resource & Business Analytics



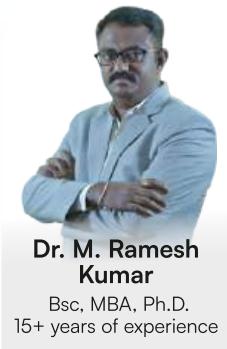
Dr. Chaitanya Kittur

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

MBA, M.Com, (Ph.D.)
25+ years of experience



Prof. Shreedhar Deshmukh

Associate Professor
(Decision Science)
Program Head - PGDM
M.Sc., M.Tech, PGCM, (Ph.D.),
21 years of experience



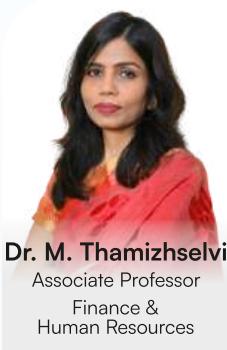
Dr. Anitha B

MSW, Ph.D.
14+ years of experience



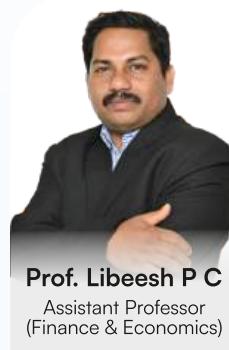
Dr. Sreeja

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



Dr. M. Thamizhselvi

Associate Professor
Finance &
Human Resources



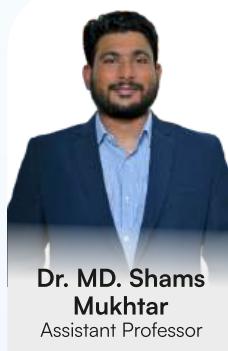
Prof. Libeesh P C

Assistant Professor
(Finance & Economics)



Dr. Mohana Kumari L

MBA, UGC NET, Ph.D.
16+ years of experience



Dr. MD. Shams Mukhtar

Assistant Professor



Dr. Manali Agrawal

MBA, Ph.D.
9+ years of experience



Prof. Swethaa C K

Assistant Professor of
English



Dr. Shipra Shukla

M.Com, Ph.D.
5+ years of experience



S. Mohanasundaram

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



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



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



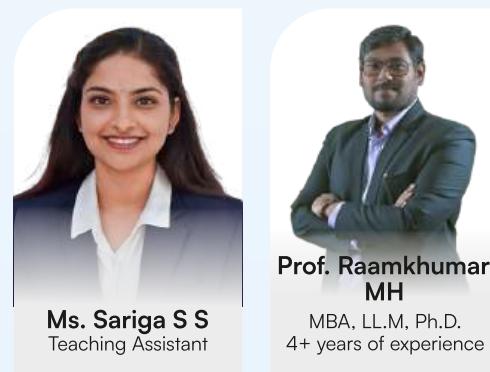
**Prof. Chitranka K,
MH**
BE, Mcom, MAJMC, Msc,
(Ph.D.)
5+ years of experience



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



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



Ms. Sariga S S
Teaching Assistant

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

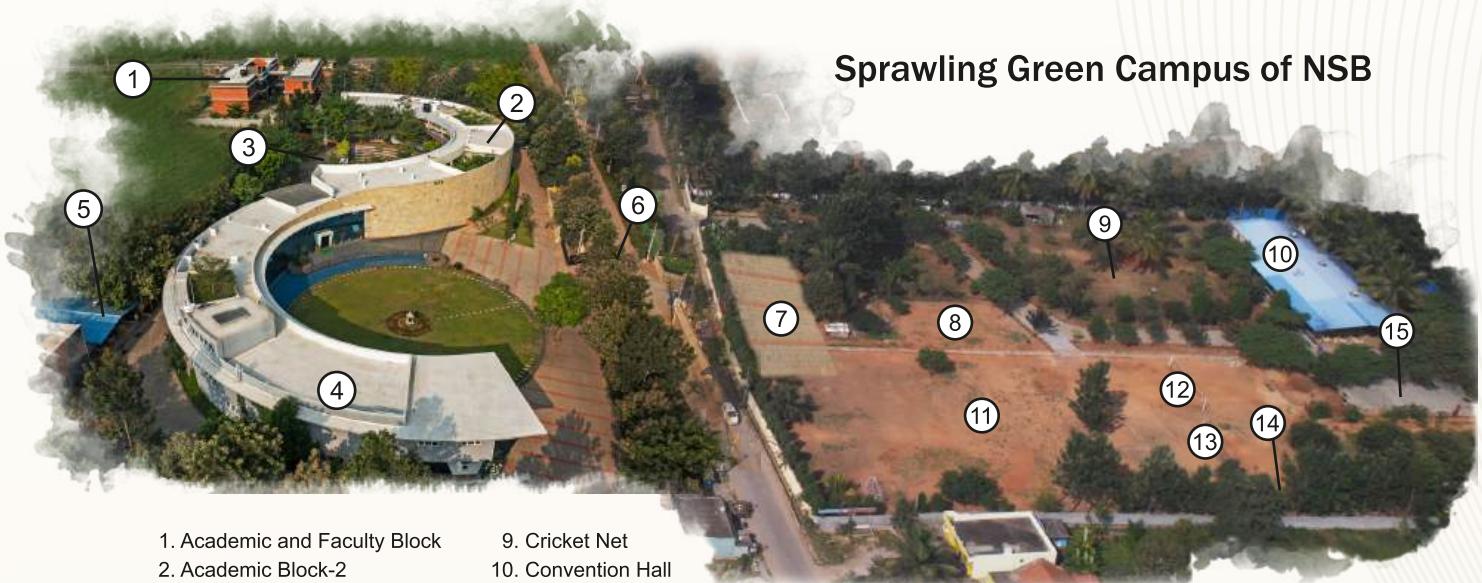
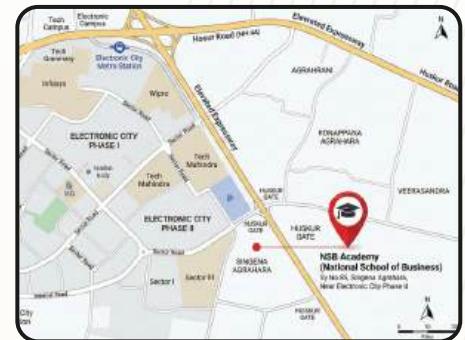
VIBRANT CAMPUS

Strategic Location Advantage

NSB Academy is positioned in one of the most dynamic industrial and business corridors, offering students unparalleled access to corporate ecosystems. Its strategic location ensures:

- ✓ Excellent connectivity to major business districts
- ✓ Proximity to leading industries and multinational companies
- ✓ Greater opportunities for internships, industry projects, and corporate interactions

This ideal setting enhances learning beyond the classroom and provides students with significant exposure to real-world business environments.



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



Scan for
Campus Tour



STUDENT CLUBS



VANIJYA FINANCE CLUB

Vanijya - NSB's Finance Club deepens financial knowledge and analytical skills among students.



SRUJANA MARKETING CLUB

NSB's Marketing club, "Srujana", aims to inculcate the marketing mindset in the students through activities like marketing fests, etc



LOGI LEADS LOGISTICS CLUB

Logi Leads - NSB's Logistics Club drives student engagement in the dynamic field of logistics and supply chain management.



BUSINESS ANALYTICS CLUB

Business analytics club is where data meets decisions! This club empowers students to bring analytical skills by using real-world datasets.



YUKTI HR CLUB

HR Club helps students become future-ready HR professionals through interactive events, case studies and expert sessions.



DISHA ENTREPRENEURSHIP CELL

'DISHA,' NSB's Entrepreneurship Cell, drives India's entrepreneurial ecosystem by connecting students, professionals, and investors.





SAHITHI LITERARY CLUB

The club promotes literary activities among students, focusing on poetry, writing, and reading.



SURABHI CULTURAL CLUB

NSB's Cultural Club promotes cultural pride, connecting students across diverse backgrounds.



EKALAVYA SPORTS CLUB

NSB's sports club, EKALAVYA, fosters sportsmanship through regular events.



DRISHYAM MOVIE CLUB

NSB's Movie Club, founded by passionate film enthusiasts, introduces students to insightful films with weekly screenings.



SAHAAY CSR CLUB

Sahaay - NSB's CSR Club fosters a sense of social responsibility among students, to make a positive impact in the community.



NSB HERITAGE CLUB

NSB Heritage Club celebrates India's rich history and traditions, connecting students with cultural heritage through workshops & events.



MEDIA NSBUZZ SOCIAL MEDIA CLUB

NSBuzz - Social Media Club empowers students to master the digital landscape, fostering creativity and innovation in content creation.



Events & Festivals



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



Big Basket



Hostel Front View



Three Sharing Room

INDUSTRIAL EXPOSURE @ NSB, BANGALORE

1. Guest Lectures

NSB conducts regular guest lectures by industry experts, corporate leaders, and successful entrepreneurs to provide students with real-time insights into market trends, industry expectations, and emerging opportunities. These sessions help students learn directly from professionals and understand practical business challenges.

2. Industrial Visits

NSB organizes industrial visits to leading companies and manufacturing units, enabling students to observe real-world business operations. These visits help students connect classroom learning with industry practices and gain a deeper understanding of organizational processes, technology usage, and corporate functioning.

3. Corporate Development Program (CDP)

NSB conducts structured Corporate Development Programs to enhance students' professional competencies. These programs include training in communication, leadership, teamwork, corporate etiquette, problem-solving, aptitude and analytical skills, preparing students to be corporate-ready and confident in dynamic business environments.

4. National & International Conferences

NSB facilitates participation in national and international conferences to expose students to global knowledge exchange and thought leadership. These platforms allow students to interact with researchers, industry professionals, and academicians, helping them understand global trends, innovations, and best practices.

Kind Regards

Industry collaboration



PLACEMENTS

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 UG program and includes sharpening your communication, presentation, aptitude and analytical skills

Top Recruiters



Deloitte



BOSCH



brillo



Google



ICICI Bank

Infosys

Kaseya

Ecolibrium

EXCELCOM
CONSULTING AND TECHNOLOGY SOLUTIONS



tcs TATA CONSULTANCY SERVICES

XSEED
FOUNDATION FOR LIFE

KPIT

DIAGEO

DELHIVERY



MAGMA HDI
General Insurance Company Ltd.

Mahindra
LOGISTICS

Meta

SPECTICAL
ASSET PVT LTD

TATA
ADVANCED SYSTEMS

SeashellLogistics
your global growth partner



Datalogics

innoviti
Innovate. Believe. Succeed. Repeat.

YES BANK

Anzy
GLOBAL

SUNPOWERGEN
Excellence Driven by Passion

ANSR

accenture

NORTHERN
TRUST



Syngene
Putting Science to Work

LG Electronics

HITACHI

max

genpact

NTT data

Reliance
Industries Limited

Collabera
Value. Accelerated.

SAINT-GOBAIN

TRIDENT GROUP

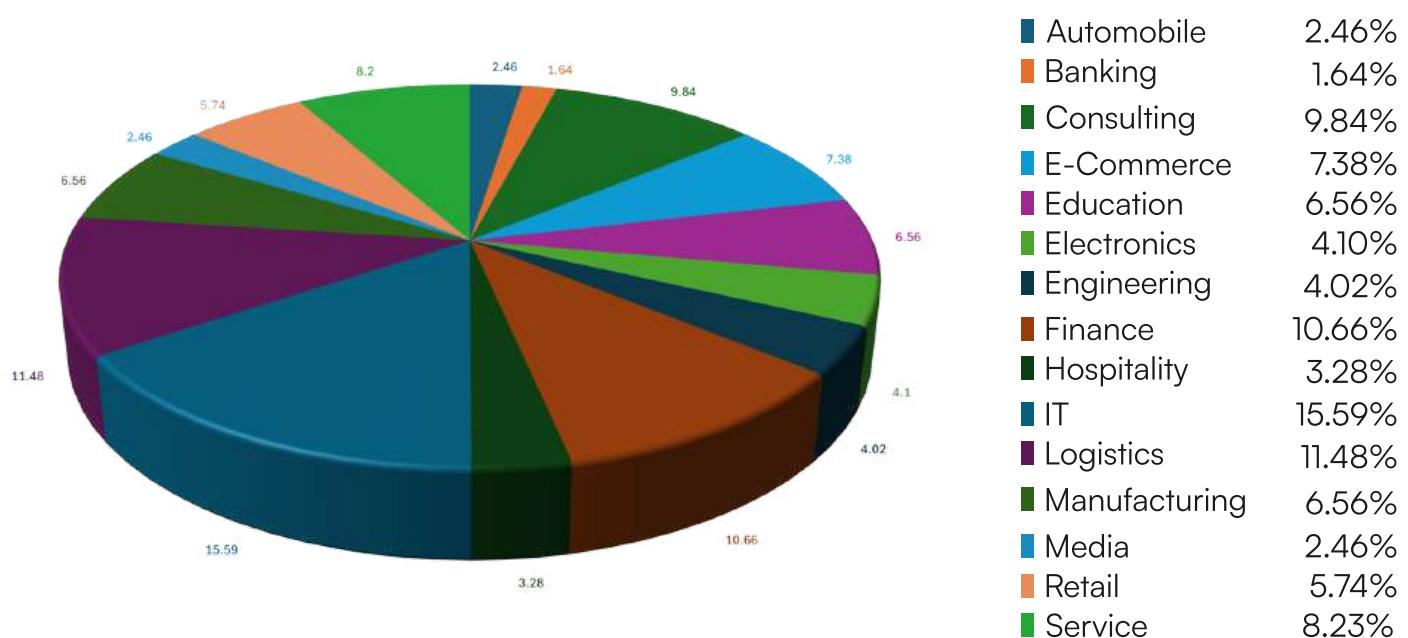
YOURSTORY

WELLS
FARGO

Latest Placement Highlights



Sector-Wise Placements



ADMISSIONS

Admission Requirements

Eligibility Criteria:

Candidates must pass 10th & 12th level with minimum 50% marks (45% marks for reservation categories) in aggregate with relevant subjects.

Fee Structure

Program Name	Particulars	Program Fees (₹)
Global BBA + CIP	Admission Fee	30,000/-
	I Installment	70,000/-
	II Installment	70,000/-
	III Installment	70,000/-
	IV Installment	70,000/-
	V Installment	70,000/-
	VI Installment	70,000/-
	Total	4,50,000/-

Admission Process:

- Apply Online
- Telephonic Interview/Personal Interview

Merit Based Scholarship:

Scholarship Criteria	Program Fees (₹)
Above 80% In 12th	25,000/-
Above 95% In 12th	50,000/-
For Karnataka Students	25,000/-

Hostel Fees

₹1,44,000/- (3 Sharing) for 1 year
₹1,68,000/- (2 Sharing) for 1 year

The fees includes Food, Accommodation, Amenities and unlimited Wi-Fi



International Academic Partners



FRANCE



SPAIN



UAE



SWEDEN



USA



MALAYSIA



INDONESIA



RUSSIA



FRANCE



INDONESIA



TURKEY



RUSSIA



SOUTH KOREA



KOSOVO



SOUTH KOREA



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Near Electronic City Phase II, Bengaluru, Karnataka 560 099

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🌐 www.nsb.edu.in



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Website



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Location