



Approved by AICTE  
Government of India



# PGDM

Industry-Aligned

Practice-Based

**India's First**

International Internship  
Embedded Program

NSB Students in UAE



# THE COMPLETE EXPERIENCE!

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## Rankings & Recognitions

- › 19 th 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**

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## Director's Message

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

**P2**

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## PGDM

- › Industry-Integrated Master's Program
- › Practice - based Advanced Certification Programs
- › Specialization-aligned Industry Certifications

**P3**

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## International Opportunities

- › One - Semester Study opportunity in one of 17+ reputed partner universities worldwide.
- › Global Immersion (Malaysia, Indonesia & Singapore for 2 weeks)
- › International Internship (South East Asia for 2 months)

**P4**

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## 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

**P9**

# THE COMPLETE EXPERIENCE!

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## 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**

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## 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**

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## Student Life

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

**P13**

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## Placements

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

**P18**

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## Admissions

- › Eligibility Criteria and Selection Process
- › Fee Structure
- › Scholarships

**P20**

# RANKINGS & RECOGNITIONS

## Accreditations & Affiliations

- ✓ Approved by AICTE, Ministry of Education, Govt. of India
- ✓ Global Immersion from INTI International University, Malaysia

## 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





# Director'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.”***



# PGDM – Industry Integrated Master's Program

## PGDM – Postgraduate Diploma in Management equivalent to MBA

*Approved by AICTE (Ministry of Education, Government of India)*

The two-year full-time PGDM at NSB is designed to deliver comprehensive managerial competence, a strong global orientation and hands-on industry experience.

*Single/Dual Specialization in:*

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

### INDUSTRY-ALIGNED LEARNING MODULES



Business News Analysis



Excel Course



Micro Learning



Art & Science of Thinking



Masterclass in AI & Innovation



Personality Development Program



NSB Power Talk



Masterclass in Entrepreneurship



Mooc



Corporate Connect Program



Six Sigma



ERP

# INTERNATIONAL OPPORTUNITIES



At NSB, we believe world-class management education goes far beyond the classroom. Our global learning ecosystem empowers students to develop international perspectives, cultural intelligence, and industry-ready competencies that shape future leaders.

Through strategic MoUs with top-ranked global universities and leading international industries, NSB offers powerful pathways for immersive learning across borders—ensuring students gain global exposure and real-world experience that sets them apart.

## Global Opportunities



### One-Semester Study Abroad

Gain academic exposure at highly accredited global universities and learn from international faculty.



### Global Immersion in Malaysia, Indonesia & Singapore for 2 weeks

A 2-week international immersion across Malaysia, Singapore, and Indonesia to gain global exposure, industry insights, and cross-cultural skills.



### International Internship

A 2-month internship in the Middle East or Southeast Asia, offering hands-on global industry exposure and enhancing your international career readiness.



# FREE ONE-SEMESTER STUDY ABROAD PROGRAM

05

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.

## 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*.

### Official Certification

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

### Global Exposure at Scale

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

### 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



## 2 WEEKS GLOBAL IMMERSION ACROSS SINGAPORE, MALAYSIA AND INDONESIA

In collaboration with INTI International University, Malaysia, this high-impact 2-week Global Immersion Program offers learning across Singapore, Malaysia, and Indonesia. The program blends academic sessions, industry visits, and cultural experiences to help students develop global business perspectives and cross-cultural competence.

Students gain practical exposure to regional markets, emerging business trends, and international management practices—enhancing employability, networking opportunities, and readiness for global careers.



INDONESIA



MALAYSIA



CITY CENTRE, SINGAPORE

### Course Content

- ✓ Global Business Environment
- ✓ International HR, Marketing, Finance & Supply Chain Practices
- ✓ Global Corporate Strategy
- ✓ Emerging Topics in Global Geopolitics

### Immersion Experiences

- ✓ Industry visits to multinational companies
- ✓ Expert talks and leadership interactions
- ✓ Cultural and historical exploration across three countries

# PGDM WITH INTERNATIONAL INTERNSHIP PROGRAM

07

## First Time in India

NSB offers a PGDM program with an assured 2-month International Internship in UAE or Malaysia.



### Fully Sponsored by NSB

The institute covers air tickets, visa, accommodation and medical insurance



### Minimal Student Expense

Students only take care of food expenses during the internship period



### Strategically Scheduled

During last trimester, allowing you to explore final international placement



### Global Business Exposure

Gain hand-on experience in international business operations and multi-cultural corporate environments



### Networking Advantage

Build Valuable global connections with industry professionals and peers.



### Career Confidence

Enhances your international outlook, adaptability, and employability for a successful 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 V ARANASI**  
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: ZN-Brussels  
UAE



**SNEHA BHOSALE**  
Company: GAOtek Inc  
USA



**SATHYAM SINGH**  
Company: Almarai  
UAE



**Scan Now**  
To Know More  
Details About  
International Internship





70 FAHRENHEIT KOFFIE, INDONESIA



SINGAPORE



GENTING HIGHLAND, MALAYSIA



IUKL, MALAYSIA



INDUSTRIAL VISIT, BERYL'S, MALAYSIA



BATAM ISLAND, INDONESIA

# 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

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**Dr. S.R. Sridharamurthy**

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



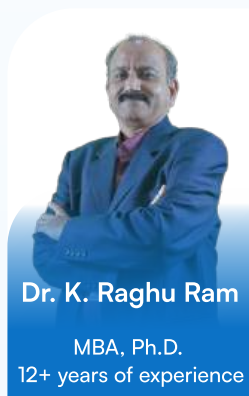
**Dr. Srinidhi K. Parthasarathi**

BE., PGDM., Ph. D., Litt.  
30 years of experience



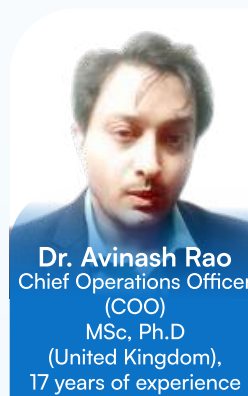
**Dr. A. V. Rao**

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



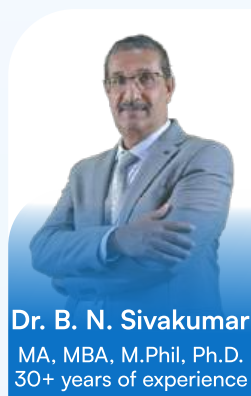
**Prof. Divya Mathur**

M.Com, MBA  
12+ years of experience



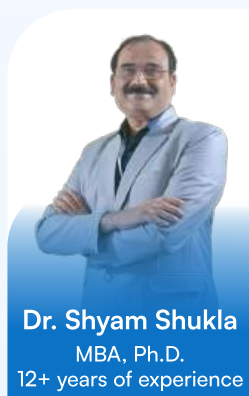
**Dr. Vijayakumar Thota**

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



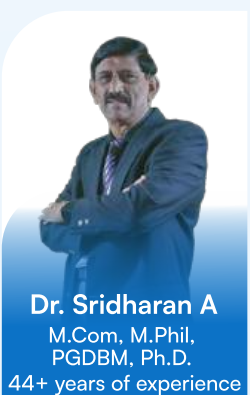
**Dr. K R Kumar**

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



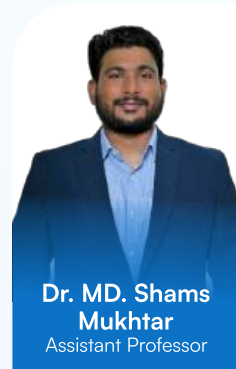
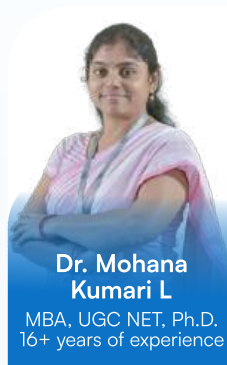
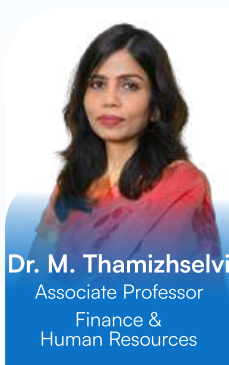
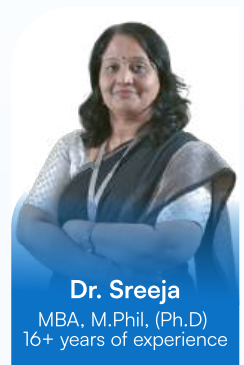
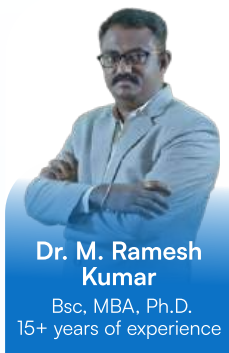
**Dr. P. MATHIVANAN**

B.E., M.B.A., Ph.D.  
16+ years of experience



**Dr. R K Prema**

Professor  
Human Resource  
& Business Analytics





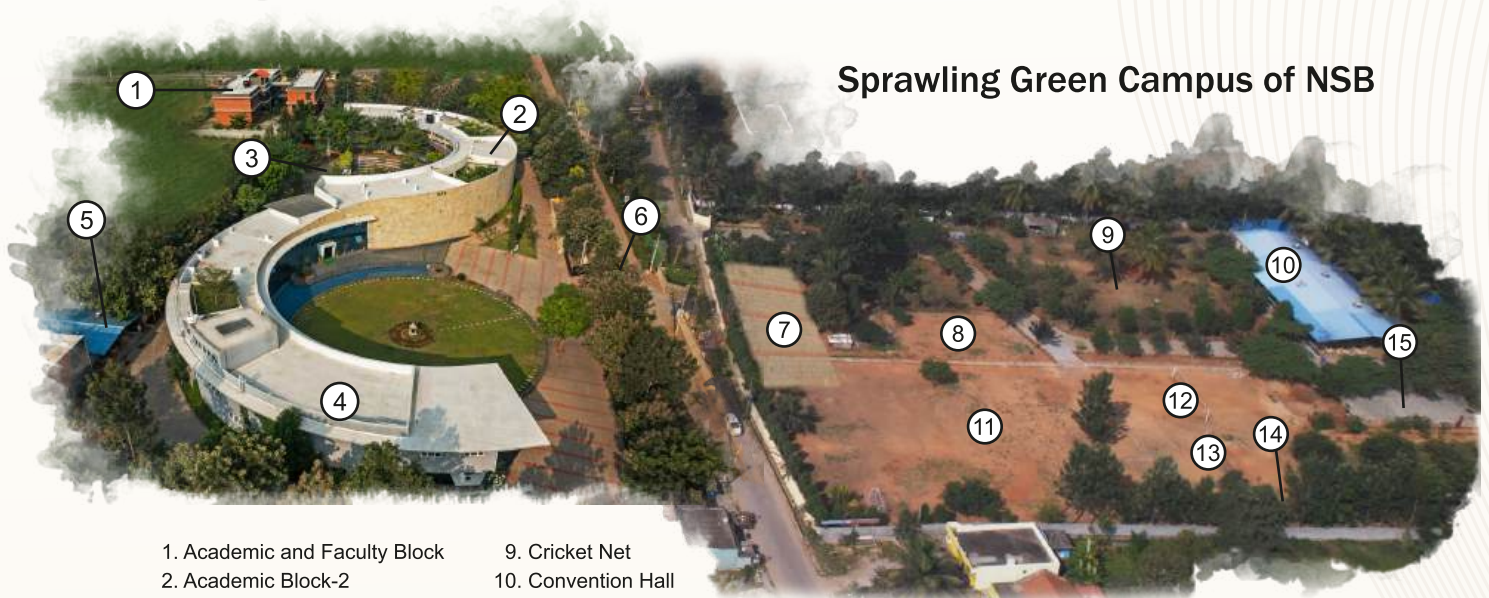
# VIBRANT CAMPUS

## 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.



**Sprawling Green Campus of NSB**

- |                               |                       |
|-------------------------------|-----------------------|
| 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**



[www.nsb.edu.in](http://www.nsb.edu.in)

# 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



THE BEST MANAGER EVENT



ONAM CELEBRATION



DANDIYA NIGHT



KANNADA RAJYOTSAVA



FASHION SHOW



FLASH MOB



DIWALI CELEBRATION



## 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



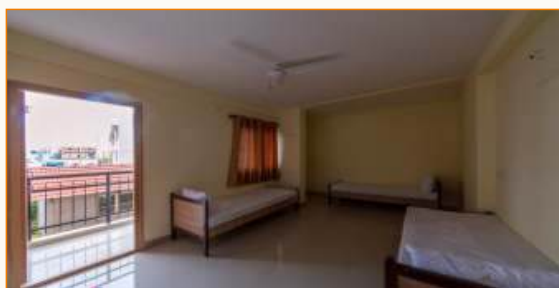
Play Area



Dining Hall



Big Basket



Three Sharing Room



Hostel Front View

# 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



INTERNATIONAL CONFERENCE



INDUSTRIAL VISIT

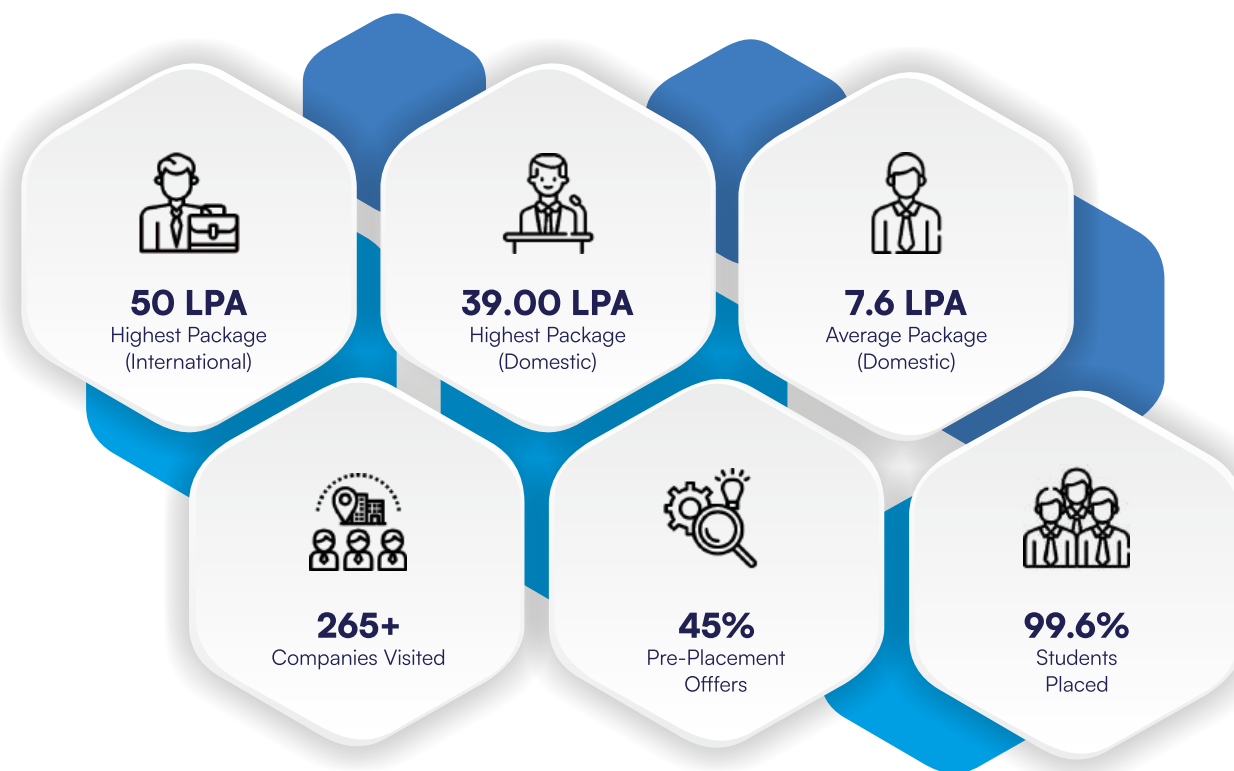


NSB has always maintained an impressive placement record of 100% and ensured that its placement quality is among the best in the industry. NSB has accomplished this by giving top priority to placement activities and by building pre-placement training and career coaching right into the curriculum. Pre-placement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

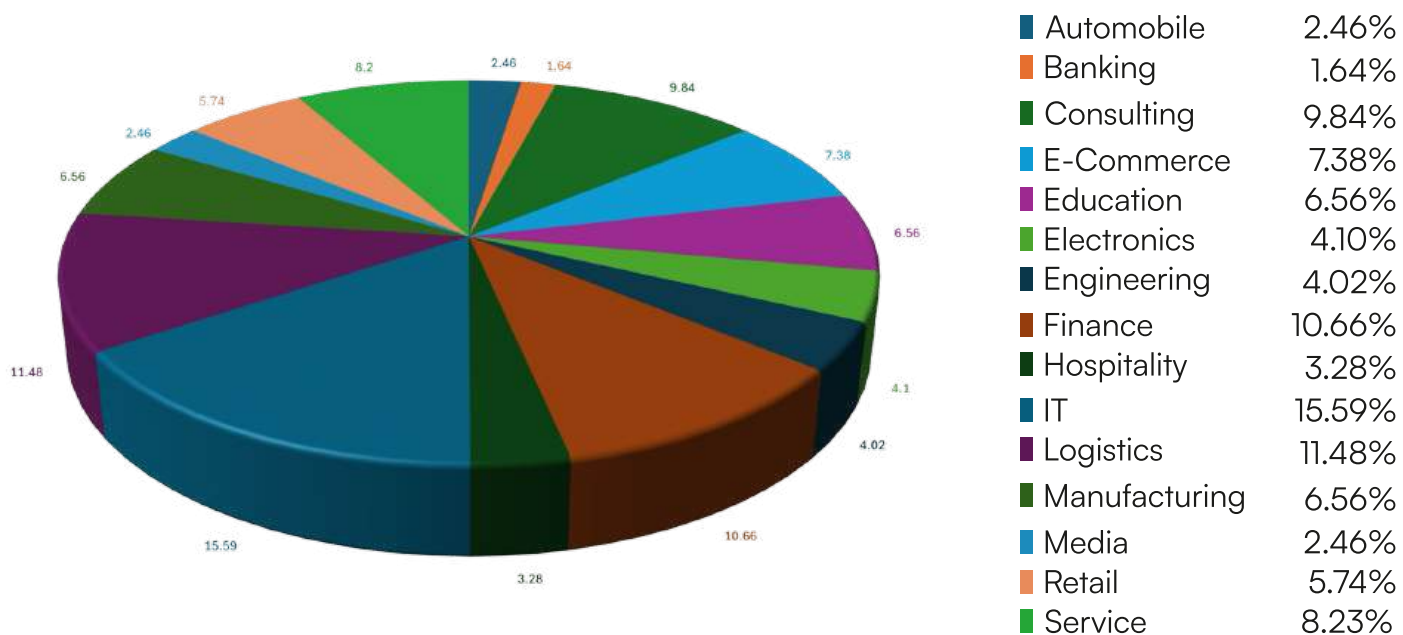
## Top Recruiters



## Latest Placement Highlights



## Sector-Wise Placements



## Educational Qualification:

A recognized bachelor's degree. Final-year students may apply with provisional admission.

## Interview:

Selection is based on academic record, test score, NSB online test, personal/telephonic interview, work experience (if any), and overall profile.

## A Test Score

Valid CAT/GMAT/XAT/MAT/ATMA/CMAT/KMAT score as per AICTE/MHRD-approved entrance tests.

## Application Procedure

Step 1: Apply online at [www.nsb.edu.in](http://www.nsb.edu.in) or submit the application form.

Step 2: Online Test

Step 3: Telephonic Interview.

Step 4: Document Verification.

## Program and Fee Information

Program Name	Particulars	Program Fees (₹)
<b>PGDM</b> (AICTE Approved)	Admission Fee	30,000/-
	I Installment	1,90,000/-
	II Installment	1,90,000/-
	III Installment	1,90,000/-
	IV Installment	1,90,000/-
	<b>Total</b>	<b>7,90,000/-</b>
<b>PGDM + INTERNATIONAL INTERNSHIP</b> (In Middle East / South East Asia for 2 months)	Admission Fee	30,000/-
	I Installment	3,50,000/-
	II Installment	2,50,000/-
	III Installment	2,50,000/-
	IV Installment	2,50,000/-
	<b>Total</b>	<b>11,30,000/-</b>
<b>PGDM + GLOBAL IMMERSION</b> (In Malaysia, Indonesia & Singapore for 2 weeks)	Admission Fee	30,000/-
	I Installment	2,25,000/-
	II Installment	2,25,000/-
	III Installment	2,25,000/-
	IV Installment	2,25,000/-
	<b>Total</b>	<b>9,30,000/-</b>

## Scholarship Criteria

		Amount (₹)
<b>DEGREE</b>	75% and above	15,000/-
	85% and above	25,000/-
	95% and above	35,000/-
<b>Sports</b>	National	25,000/-
	International	35,000/-
<b>DEFENCE</b>		25,000/-
<b>Entrance Exam</b>	75% and above	15,000/-
	85% and above	25,000/-
	95% and above	35,000/-
<b>Work Experience</b>	1 Year and Above	15,000/-
	3 Years and Above	25,000/-
	5 Years and Above	35,000/-

## Hostel Fees

₹1,62,000/- (3 Sharing) for 1 year  
₹1,92,000/- (2 Sharing) for 1 year

The fees include 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



📍 Sy.No.85, Singena Agrahara, Huskur Post, Anekal Taluk,  
Near Electronic City Phase II, Bengaluru, Karnataka 560 099

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🌐 [www.nsb.edu.in](http://www.nsb.edu.in)



Scan for  
Website



Scan for  
Location