

NSB CAMPUS, THE ARCHITECTURE (pg. 2)
~ Dr.Sridhara Murthy, President, NSB

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2019



INITIUM

Initiate Innovate Inspire

NSB campus, the perfect example of how a state of the art and infrastructure can be in synergy with the elements of nature also being put under perspective" (pg.14)

~ vaishakh & chandashini

"Management being defined, named, experimented, illustrated, in infinite ways and yet there is some error in the way - a reality check" (pg.13)
~ supriya v

"No matter how uncertain, difficult or confusing your life might seem, just remember that there is always light at the end of the tunnel. Keep your spirits high and positivity to the brim, because everybody has their place under the sun"
~Gautam nagpal (pg.6)

"If there's one person on this planet who can do everything and handle all kinds of situations with ease, that has to be a Mother" (Learn Management Modules through Mom) (pg.14)
~ Team 'Brainnaholic Bandits'

Email: mba@nsbindia.org
[fb.com/nsb.nsb.731](https://www.facebook.com/nsb.nsb.731)

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NSB CAMPUS- THE ARCHITECTURE

- Dr. SRIDHARA MURTHY, President, NSB



NSB Campus is one of the distinctive, futuristic and iconic designs, which is an outcome of out-of-the box thinking. In many ways, NSB campus is a marvel! The campus architecture has deservedly assimilated all elements of the universe – Air, Light, Water, Earth and Sky- to create a sustainable and balanced ambience that supports superior learning and development.



The National School of Business greets you with an enormous green expanse of land giving it a high-end corporate environment. The “S” shaped building design inherits the formal and futuristic exterior



and dynamic learning-oriented interior. The shape “S” stands to represent Sustainability and Success. The dynamic and seamless shape of the building cocoons the learning space away from the chaos of the city to create a world of its own.



NSB’s futuristic campus design flows along majestic entrance, which is surrounded by the lawn, zen gardens and the waterbody, giving a timeless experience altogether.



This building concept also calms down oneself both physically & emotionally before entering the building into the learning zone. We wanted to offer spaces which would make the students, faculty & staff feel close to nature thus every single room opens up widely into specially dedicated green courtyards giving them a sense of freedom with openness, along with a sense of ownership. We



subversively broke the conventions in planning and offering the students with spaces which they will enjoy living and studying. The aim is to create an academic space that wasn't just a concrete enclosed mundane structure but one that would instil a community feeling within the students by creating maximum visual connect within the academic block.



This is a campus that is the epitome of efficiency, a space that exudes an aura of knowledge as well as peace, a space that challenges the mundane design of colleges. A space created for the innovative minds of MBA students through creative architecture. This is a futuristic academic space where knowledge, intellect and creativity meet.



NATIONAL SCHOOL OF BUSINESS- 2.0 (NSB revitalised, re-engineered and re-invented)

- Prof. Vinay Rao, Editor-In-Chief

National School of Business has spread its wings and is all set to conquer the academic world. In the process of this growth, NSB decided to lay special emphasis on the infrastructure as a tool for intellectual and holistic development of its students.

For those who love to read and study, any place can be good to read and learn. They might argue that the space you are in does not matter, that knowledge is immaterial, that the physical context is secondary, and that what is important is to concentrate in what you are reading.

The NSB campus has been dreamt of, and constructed in a beautiful and serene atmosphere ideally suited for not just run-of the mill education, but instead experiential learning. The infrastructure and facilities available on campus are amongst the very best. It is a wholly self-contained campus comprising of everything that students on campus would ever require.

The uniqueness and spatial dimensions of the infrastructure permit not just classroom based learning, but additionally enable learning through experience. The award winning open amphitheatre is one such stellar example of a learning space that adds value to holistic development, situational awareness and multi-dimensional learning.

But if we transfer this reasoning to the reality of educational systems, the reality is having rooms and learning spaces in good conditions is decisive for students to achieve the expected academic results. The fact is that a good infrastructure, with green spaces, makes it possible for students to study and, in addition, tends to improve the attendance and interest of students and teachers in the learning process.

The cohort of 2017-19 were fortunate to be the first batch that have walked the halls of this temple of learning and growth. They have been privileged to watch this space bloom in front of their very eyes, like the story of the moth and the beautiful butterfly. The chrysalis of this learning space has been an enabler for growth and dedication of the cohort. Special thanks goes out to the support team from 2017-19 cohort namely Bharath.S, Divya Jyothi, Manu, Vikas Mishra and the editorial team to grow and support our fledgling newsletter Initium.

CORPORATE SPEAK



“ Students of NSB are Very Eager to learn and change ”

~ Mr. Naga Siddharth, CHRO, Vedantu

“ Students are very Interactive and have good Knowledge on the subject ”

~ Mr. Girinarayan, Senior HR Leader & OD Consultant



“ I found that Students at NSB are enthusiastic and energetic. Good Listeners. Thought Provoking Question and answer session. Very Positive attitude among students ”

~ Mr. Franklin Frank, HR Manager, BLR Labs Pvt Ltd

“ curiosity and eagerness to learn are the qualities observed in the students ”

~ Ms. Prakrithi Shetty, Head HR, ABB



“ Students are Very Eager, Curious and Open . Very cordial and professional ”

~ Mr. Shiva kumar, Mind tree

“ NSBians are active and Inquisitive ”

~ Mr. Sitaram Sastry, HRBP, Schneider Electric



“ Students are Very Eager to know the subject and very active ”

~ Mr. Prakash RM, Schneider Electric

“ Students at this institution are willing to Learn, Participative and Energetic ”

~ Mr. Robert Allenn, Bostik





“ I noticed an eager, Active and Smiling crowd at this college ”

~ Mr. GN Shekar, GM-HR, Biesse

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

~ Ms. KR Anjana, GM-HR, TCS



“ Few students are very interested in Start up environment ”

~ Mr. Rupesh, BOX 8

“ Students are quite Interactive, Very Respectable, Well Groomed. Very Good Campus Facilities ”

~ Ms. Shyamala, Café Coffee Day



“ Students are very Active and energetic Students and Lot of Participation ”

~ Mr. Ram Saravana, Co-Founder, Emproto Technologies

“ Students at this organization have the ability to solve issues , analyse and question it ”

~ Mr Rajan, Senior GM- Sales, Amul



“ Student Participation was high ”

~ Mr. P K Mohan Kumar, Taj Group

“ Students are eager to Learn, Asked Very Relevant and Industry Specific Questions that enhances learning and opens up mind ”

~ Mr. Ram M, Ex-ITC



ALUMNI SPEAK

Should I not be Grateful...?

~ GAUTAM NAGPAL



As a part of the 2016-2018 Cohort of National School of Business, I was one of the fortunate 12 students who studied at ESCPAU Business School, France as part of International MBA course from September 2017 to June 2018. Now, after 6 months of having completed the course, when I look back, I think – *Should I not be grateful for everything?*

Frankly, choosing this course was a complete leap of faith for me. I was pursuing the domestic MBA course culminating into an MBA degree from University of Mysore. There was an announcement about an International MBA course, post which we would be granted the degree from ESCPAU Business School and not NSB or University of Mysore. To be honest, it was a very difficult decision to make, as my future

employability depended on it. After few sleep deprived nights and discussing it with my parents if we could afford it, I finally took the leap and went on to study at Pau. I did not have the answers to almost a million questions with which we are often confronted while starting the new course; but just believed that it would open a new page in my life and stepped ahead. I was reaffirmed when my parents supported me and said, if I really wanted to do it then I should go for it. When questioned by others, I was often left silent in response to the question “*what after this?*”.

“
Thanks to the system and format of imparting education here, I was exposed to many different philosophies, ideologies, subject matters, and plethora of knowledge which made me realize and feel confident about my
”
future endeavours

And to that I used to reply just one thing, “*I had not planned for this and so, I have not planned anything*

after this”. But that was not a very convincing answer for many. As relaxed as I seemed, I was almost opposite to it; constantly in an intrinsic conversation with myself; asking repeatedly – “*Am I right in taking such a risky step in my career*”. Well, I chose it and after a few weeks I made peace with this decision and silenced all the upheaval inside me with a self-assurance, that come what may, I will try my best to discover my meaning out of this course and make it worthwhile.

All said and done, after a major family reshuffling of our finances, luckily, I made it through and was onboard. The journey that I had just stepped on was a big thing in my family, as neither my father nor my mother had ever travelled across the Indian borders, not even my sister. It felt, as the saying goes – “*Too good to be true*”, with one difference, it was very much true. We were sitting in the airplane and just before it was about to take off, I was just thinking to myself about the journey to this plane seat –

how far I have come. Was I even for once, grateful for where I have reached?

The journey progressed, and I was in France. It was like a dream, because until this day, I had just dreamt about it or read about it or heard about it through various sources. Although, I had come a long way from home, but was constantly reminded of the reason why I was here. I tried to be true to the cause for which I was in France, right from the first day. And was always humble and cognizant about my roots in India. Finally, time passed, seasons changed and things around me along with me; progressed at their own sweet pace. During the course, I constantly reminded myself that there was a reason why I stumbled on this course and subsequently was pursuing it; which obviously I was unaware of at that moment. After I started to attend classes in France, I started to discover that very reason of my being. The two semesters went by like the wind. Though, I could feel the distance between me and my loved ones, I was also realising

an important fact – I enjoyed doing Research and could do it comfortably and without getting bored for the rest of my life.

“
No matter how uncertain,
difficult or confusing your
life might seem, just
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the tunnel. Keep your
spirits high and positivity
to the brim, because
everybody has their place
under the sun”

At that instant I was grateful that I chose this course and came to France. Thanks to the system and format of imparting education here, I was exposed to many different philosophies, ideologies, subject matters, and plethora of knowledge which made me realize and feel confident about my future endeavours. Although, I could not say this personally to Dr. Sridhara Murthy and

Dr. Srinidhi K. Parthasarathy and to all those academicians and teachers with whom I came in contact and who guided me throughout – but I am very grateful and thankful to them for demystifying the route and encouraging me towards self-belief. As it turns out, this complete leap of faith opened new avenues and opportunities for me and I am now pursuing a Phd. in Strategy and Management from the University of Pau and Pays de l'Adour (UPPA) in France. No matter how uncertain, difficult or confusing your life might seem, just remember that there is always light at the end of the tunnel. Keep your spirits high and positivity to the brim, because everybody has their place under the sun. Always be grateful for what you have and where you have reached because there is always a silver lining...always. "Acknowledging the good that you already have in your life is the foundation for all abundance."

- Eckhart Tolle

NEWS & EVENTS

Industrial Visit ~ Krishnapatnam Port

- BHARATH S (Cohort 2017-19)

The visit to Krishnapatnam Port was scheduled on 5th Jan 2019. The visit started with a warm welcome and presentation related to the introduction and some of the unique features of the port. Once the presentation is done, the journey started towards the port area where the loading and unloading takes place.



The port had different areas for different set of activities and the land was divided based on the type of material which is loaded. Some of the information regarding the port are as follows,

- It comes under the Vijayawada division of railways. The port has its inbound rail to load large capacity of materials.
- It has greater connectivity of road, rail and water ways which is very special.
- The capacity is 30 – 35 containers per hour.
- It is pioneer in introducing the Train Trailers.
- The technology is studied, updated and incorporated as soon as possible and this is the main reason for the success.
- RFID technology is incorporated to the trucks and the trucks can be tracked anywhere, anytime.
- It is a Green Channel Seaport
- Some of the major systems are integrated with the IOT.
- Customer wastages are sent back to them so that the waste management becomes less.
- New jobs are created wherever possible.

Though the port is small in area-wise and age-wise, it is giving a very strong competition to the major ports of India. The visit

was followed by a meeting with the CEO, Mr. Anil Yendluri. We had a question and answer session where we got to know in depth knowledge about the logistics. Mr. Anil shared his growth story and we were really motivated by his thoughts.

Totally the visit became a pack of knowledge and motivation for the students. I thank NSB for providing this opportunity.

Industrial Visit ~ Schneider Electric

- MANU (Cohort 2017-19)



Schneider Electric is a French MNC that specializes in energy management, automation solutions, spanning hardware, software and services. We had the opportunity to visit the Capacitor manufacturing facility of Schneider Electric in Bangalore. We had a glance at how the manufacturing process is designed. As well as how Warehousing is managed. We were explained how the Information systems are used to track/monitor/manage the manufacturing and distribution of orders. We were also exposed to how HR/Marketing/Finance support the organization to grow. It was an eye opening learning experience that allowed us to see concepts that we study in books, applied in real time.

INDUSTRIAL VISIT- BEML

A Peek Into Bharath Earth Movers Limited

~ PRAVEEN HEGDE (COHORT 2018-2020)

“The value of experience is not in seeing much, but in seeing wisely.” -William Osler

Bharath earth movers limited famously known as BEML is a government and public owned company. Started in 1964, BEML has a pivotal role in india's core sectors like defence, mining, rail, power and infrastructure. Large marketing networks, nationwide network of sales, full fledged service centers, parts depots, in-house active R&D and tie-ups with global players has made BEML one of the most profiteering companies of Govt of India with 3500cr turnover.

We, the students of National School of Business, along with our esteemed faculty Prof. Vinay Rao and Prof. Jhansi Rani got a chance to visit one of the factories of BEML on 23rd November, 2018. BEML works in three verticals viz. DEFENCE, MINING and RAIL&METRO. The one which we visited was under the 3rd vertical.

As one of the current projects of BEML is Bengaluru metro, we had a privilege to go through every process that makes a metro rail. The process is divided into two, one is manufacturing and the other is attachment. In the first process we have machines like planer machine, boring machine, shaper, radical drill machine, lathe machine, milling machine, cutting machine, vertical lathe machine, scrap recycling machine. These machines give shape, stability, strength and needed security to the metro parts that we see. Then we moved onto 2nd process. This process of attachment includes attachment of wheels, coaches, air suspension, braking systems and motors.

As we observed the work environment it was machiavellian, not the usual “Govt factory” per say, they have an argot slogan that goes like this ‘seiri, seitons, seiso, seiketso and shitsuke’ meaning sort, set in order, shine, standardize and sustain. That’s what good business does, so is BEML.

It was a pleasure to see a PSU working with such high standards.

On the whole it was “EXQUISITE”



INDUSTRIAL VISIT- ITC

The students of the cohort 2018-20 were exposed to the operations, Quality management and other managerial processes at ITC Yipee noodle factory.

PRE-PLACEMENT LAB 2019

- SUMUKHI S MURTHY (cohort 2017-19)

I take the privilege to share my experience about Pre-Placement lab 2019.



First time in National School of Business Pre-placement Lab has been introduced for Cohort 2017-19. Pre-Placement Lab was a training programme from 28th January 2019 till 15th February 2019 where industrialists from companies like ITC, Schneider Electric, WIPRO, BLR Labs, BAJAJ FINCORP, Aditya Birla Capital, HICAL Industries, ABB, ING-VYSYA, TCS, Café Coffee Day, AMUL, Mind-tree Consulting, Taj group etc., have initiated to train and guide the students of NSB. Pre-Placement Lab was divided into three parts:

Part-1: We got an opportunity to gain conceptual as well as practical knowledge in Marketing, HR and Finance domain where we were asked to solve few case studies which gave us an idea about how to analyze the situation and find the solution for it with the help of conceptual skills and practical knowledge.



Part-2: We got an opportunity to get guidance regarding- Current Business Scenario and Expectations from MBAs by Mr. Shashi Kiran, Importance of Group Discussion by D.R.Nagaraju, Importance of CVs by Ms. Chetna Tilak, How to Attend

the interviews by Mr. Frank, and Professional Grooming by Mr. Ashoka Thammaiah.



Part-3: We got an opportunity to get guidance regarding E-mail Etiquette and negotiating salary by Mr. Girinarayan, Personal Grooming before interview by Mr. Naga Siddharth and Mrs. Prakriti Shetty, Mock interviews conducted by Bajaj Fincorp and Aditya Birla Capital.

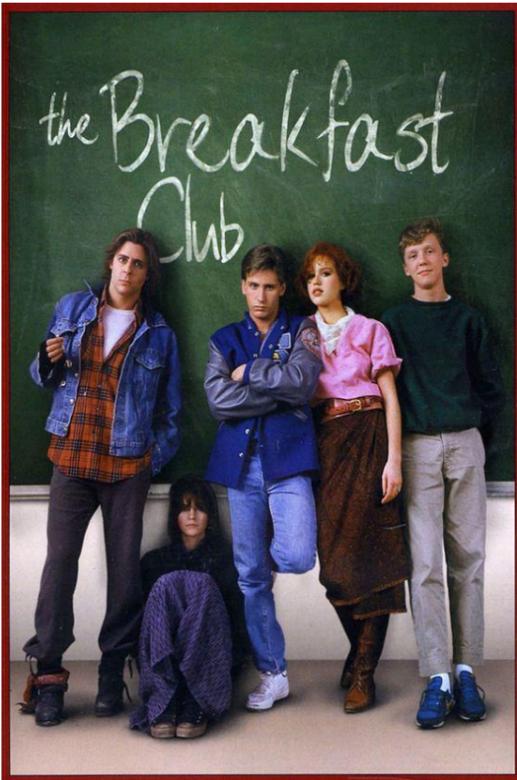
I would be thankful to the Management of NSB and Placement department for introducing such a training program which helped us to get prepared for our placements and also to face the corporate world with confidence and courage.



TALENTS OF NSB

THE BREAKFAST CLUB – REVIEW

~ Kiran Kumari (cohort 2018-20)



Director: John Wilder Hughes

Cast:

John Bend- A Criminal

Andrew Clark – An Athlete

Brian Johnson- A Brain

Allison Reynolds – A Basket Case

Claire Standish – A Princess

Richard Vernon – Deputy Principal

Carl – Janitor

Overview of the movie

Five high school students meet in a Saturday detention at 'Shermer High School' under the direction of Mr. Vernon who is the deputy principal of the

school. He advises that they shouldn't speak, move or sleep. They are told to write an essay on 'Who they think they are?' Belonging from different social groups and different backgrounds they discover who they really are and get to know each other very well and they discover how they have a lot more in common than they thought. The movie revolves around five different characters namely John Bender, Andrew Clark, Brian Johnson, Allison Reynolds and Claire Standish.

Character or Personality Analysis

1) **John Bender** – He is termed as the criminal untamed appearance, his aggressive attitude is shown when he initiated the fight with Andrew, he carries a knife, a packet of drugs in his locker, he is sarcastic yet honest when he speaks. He isn't afraid to say what he really wants to say and he will stick to his point. He expresses himself very less and has a very impulsive behaviour.

According to **Psychodynamic theory by Sigmund Freud**, on the basis of our childhood experience the defence mechanism in our personality gets affected. It emphasis on

unconscious determinants of behaviour (Id, Ego, Superego). Id: cares about himself only, his wants and desire, harasses Claire, does drugs, breaks rules etc. Ego- Although there were differences between him and Claire, he gives advices to her, gets himself into trouble so that everyone else don't have to. Superego – realizes right from wrong, doesn't want to be like his parents. John is an extrovert according to **big 5 Trait Theory**. Throughout the film, Bender has no sense of authority and seems to thrive on rule breaking. He always misbehaves with the principal during detention. It was clearly depicted in the beginning of the movie when he removed the screws from the doors so that he doesn't have to see Mr. Vernon. He thinks if he is not seen doing the mischievous work, it's to him or her

2) **Andrew Clarke** – He is termed as an athlete in the movie, a sporty person, being protective towards Claire, he is a person who is emotionally complex and is very caring and loyal. Andrew's accountability, reflectiveness and empathy reveals his personality. He just followed everyone else's ideas

and actions. Agreeableness as in somewhat lenient character he has as shown in the context of the movie. Talking about the psychoanalytic theory:- Id: wants to impress father regardless of the consequences. Superego: self-control was shown when he doesn't fight with Bender. Ego: wants to quit wrestling but also wants to impress father.

3) **Allison Reynolds** – 'Basket Case' of the group. She is a person who keeps quiet and has shown an introvert personality who doesn't fit in and weird. Her personality somewhat changed when everyone was sitting and talking after taking drugs. She tends to lie in order to prevent people from knowing who she really is as shown in the movie 'when she bites her nails and Bender tries to stop her she didn't bother to talk to him'. Ignored at home, develops character through experience, she craves attention in the detention when she tries to steal things or when she showed the things she carries in her bag. She came to detention for no reason as she isn't use to getting love and attention at home and also she was bored.

4) **Claire Standish** – She is referred as 'The Princess', she is the kind of person who believes in self-love and is very much in love with fashion and ongoing trends. She sees herself superior to everyone, she sees herself above everyone else and thinks everyone knows her as she is

very popular and depicts immature behaviour, she is a soft hearted girl and has an emotional personality. She was easily manipulated as it was clear when Allison asked her whether she was virgin or not? Claire accepts and supports Brian because she knows from experience what this sort of peer pressure feels like. She has a selective perception, ignores Bender when he was making fun of her diamond earrings. She avoids talking about her personal issues. She represents ego because she lives life by satisfying her desire in a way that is acceptable according to the society.

5) **Brian Johnson** – He always seeks acceptance from the crowd that he is unable to get. Termed as "The Brain". He doesn't like conflict, he is a peacekeeper. He lacks self-confidence, attempts to be cool but isn't. He wants to fit in and be accepted by everyone, withholds truth by lying about being a virgin.

According to psychoanalytic theory:- Id: attempted suicide, smoked with everyone for pleasure. Super ego: good person, follows rules in detention and school, listens to mom, doesn't think what others think of him. Ego: ego is shown as he intervenes arguments in detention, respecting and appreciating everybody's differences which he writes in the essay at the end.

6) **Principal Vernon** – He is a strict person and wants everyone to be scared of him. He has a very backward thinking attitude and is also dishonest and according to the big 5 theory he has a Judging Character. He represent Id as he doesn't care about student's feelings, enjoys being superior. "Don't mess with the bull, young man. You'll get the horns"

7) **Carl, the janitor** – Carl is the eye and ear of "Shermer High School" he catches Mr.Vernon viewing the confidential records of the school staff, Carl then blackmails him. He has a very good relationship with the students. He is an adult character but not as Mr. Vernon, he is a very flexible person. "But we found out that each of us is a brain, an athlete, a basket case, a princess, and a criminal. Does that answer your question?"

Sincerely yours, The Breakfast Club"

A masterpiece of classic cinemas which beautifully depicts the scenario and circumstances what teenagers go through and how a personality form in that age will be with them forever.

A TRIP TO THE STATES OF DESERT

~ MANU (COHORT 2017-19)

Cont.

In the previous edition we went through our journey to Dubai. Next stop was Abu Dhabi, the Capital of United Arab Emirates. It sits off the mainland on an island in the Persian (Arabian) Gulf. Its focus on oil exports and commerce is reflected by the skyline's modern towers and shopping megacenters such as Abu Dhabi and Marina malls. Beneath white-marble domes, the vast Sheikh Zayed Grand Mosque which we will discuss in detail ahead.

At Abu Dhabi we visited three organizations: NMC Royal Hospital, UAE Exchange and Cambridge Educational Institute.

First place we visited in Abu Dhabi was the Ferrari World Abu Dhabi. Ferrari World Abu Dhabi is a mostly indoors amusement park on Yas Island in Abu Dhabi, United Arab Emirates. It is the first Ferrari-branded theme park and has the record for the largest space frame structure ever built. Main attraction at Ferrari World are the four roller coaster rides: Fiorano GT Challenge, Formula Rossa, Flying Aces and Turbo Track. In 2019 a new Roller Coaster ride has been introduced at Ferrari world called Mission Ferrari. These Roller Coaster rides are some of the world's fastest roller coaster rides to experience. There are other rides to experience as well which can be broadly classified into Thrill rides, Family rides and Children's rides. There are different shows as well, one featuring Enzo Ferrari (Cinema Maranello) and the other showing two mechanics whose lifelong dream is to be pit crew members for Scuderia Ferrari (Tyre Change Show). However, the main attraction to Ferrari world remain the roller coaster experience.

Our next industrial visit was to NMC Royal Hospital in Abu Dhabi. It is a hospital constructed to specially treat Royal families. They cater to the common population as well but the main objective is to serve the Royal/premium crowd who can afford their expensive services. NMC hospital provides state-of-the art, world class health care experience to all the patients. At the hospital we visited the testing lab, the VIP and the royal suits and the special care center that had spa facilities. We observed the assembly line method of testing at the hospital. We also saw the MRI room which was designed in a way that the patient would be calm and relaxed before going in for MRI, with automated lights and music facility to control the anxiety of the patient. From what we saw, I think it is safe to say that they provide the best health care facility in the country.

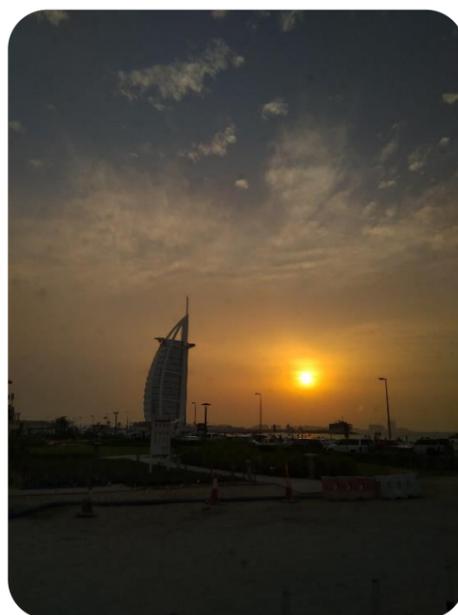
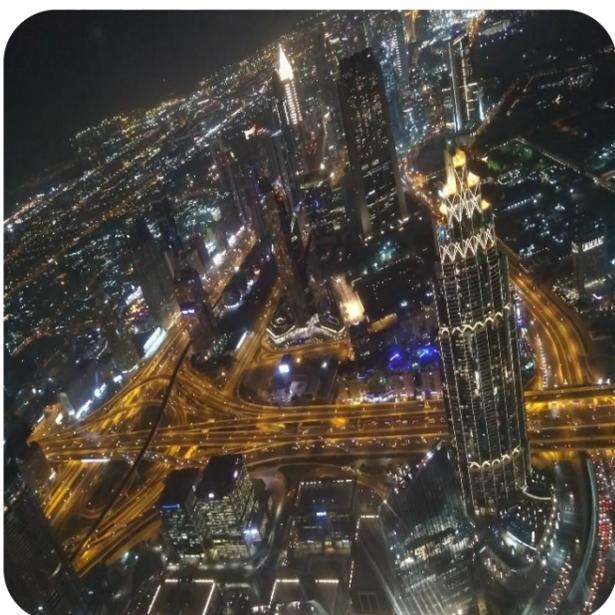
In modern tech-driven world every job requires professional and technical skills. The executives with such skills have a distinct advantage in the competitive job-market. Our next stop was Cambridge Education that assists the aspirants to validate their skills through a wide range of specialized training courses and leading to globally recognized certification. Cambridge education, one of the renowned institutions in the middle-east, head quartered in UAE and has a long legacy of 31 years in the field of management training. Since its group inception in 1987, Cambridge education has been the leader in imparting executive management education and professional certified training in varied areas.

We were given an introductory session on Project management and also a certificate for the same. The smooth functioning and consistent growth of Cambridge education has been facilitated by the visionary leadership as well as competent and highly experienced staff. The training programs at Cambridge Education are designed for corporate and individuals.

Our last stop was UAE Exchange. We got a basic understanding of how the money market works and how it has evolved. We were also demonstrated futuristic development in this market. A lesson we learnt here was that taking risk is the only way of innovation. UAE Exchange was founded in 1980. The 35 plus year young financial institution has today grown into one of the leading global remittance, foreign exchange and payment solutions brands in the world. Headquartered in Abu Dhabi, the brand has spread its footprint across 31 countries in 5 continents with close to 800 branches. The brand has a dominant presence in the UAE, with close to 150 branches spread across the seven Emirates and 17 branches in Dubai metro stations.

Overall, Global mindset training program was an eye opening learning experience that exposed us to the global business environment. I would like to thank our college management on behalf of the students who participated in this training program for having provided us with this opportunity.

THANK YOU



MANAGEMENT IS BEYOND THE PICTURE!

~ Article by Supriya V (cohort 2018-20)

Numerous definitions - en numerous ways to explain them, a call for a perfect management is today's urge!

Management being defined, named, experimented, illustrated, in infinite ways and yet there is some error in the way - a reality check.

EVER WONDERED? Why even after such perfect planning, sometimes management fails or is not that accurate as planned. "POSDCORB" (....) is one foundation on which the whole management is standing, despite a strong foundation there are times where management has no answer for its failure.

UNCERTAINTY is a self-explanatory word that might fit here for the above said criteria. But yet how do we resolve it? How do we have the control in our hands which obviously is not at all in our hands, uncertainties are just not our cup of tea.



Management is just like this picture of scenery. As a scenery has the blue sky, mountains, trees, river, shrubs, a house and a human; Management has its goals, founders who want to reach the goal, top level managers, employees on a flow, low level workers, the firm or company and the YOU, respectively. Imagine there's no river or no mountains or no house, no blue sky will it be called a scenery? So is

the management without any one of it. Is the scenery in picture is all that our nature has? No, there are things beyond the picture, the depth of the river, the day and night, trees falling by in difficult times, the mountains and length of river which are not depicted in the picture, the animals, those people who visit, those people who use the water, and countless other things and so is the Management no matter how much we picturize, plan it with the POSDCORB there are a lot of things beyond the picture.

MANAGEMENT IS BEYOND THE PICTURE... but the ability, ideology, to imagine, to see and deal with what's beyond the picture is what MANAGEMENT is all about. More than what's in the picture, it's about what's not, what we have to figure it out to make it more accurate as shown in the picture.

It's all about - how we manage everything within the picture!! Just like a scenery!

Conclusion: Management is beyond the picture, but we have to manage everything within the picture!

Father's Love

~ Chandashini (Cohort 2018-20)

It was a sword or a gift
It was a blood or a shead
Have you offer me a sword
Even thou holding a sword,
My hands were bond in yours,
You told me it can never be,
I loose and you win and my victory
will never be mine,
If you never let me to loose

NSB, THE ARCHITECTURE

~ Article By Vaishakh & Chandashini (Cohort 2018-20)

As children, whose parents are in a profession, owing to which the whole platoon of family members are to be transferred to a new station, to a new culture, to a new premise where the word "NEW" becomes a part of the past in a couple of days and becomes a part of one's heart, a part which can be called home.

With reference to this so called 'HOME' we NSBians share a common place, a place where once in august, our parents and relatives left us in work in progress building, I see myself and many others like our semi-constructed college building, where bricks and cement from different places have made the person who entered the campus half a year ago and as the foundation of the campus is coming up with the

shell and core, so are we being designed, formulated, fabricated, polished and fine-tuned to make ourselves a better version of us in this endless journey, this work that is being done upon us by NSB, will come up toward the end of two years as a beautiful finished product just like the breathtaking structure of our campus

Words remain to be in deficit when we talk about the beauty of our campus being in a place like Bangalore, the compact and polluting atmosphere is very well known to everybody. In these terms, our campus is in a contrary. It is the perfect example of how a state of the art infrastructure can be in synergy with the elements of nature also being put under perspective. The lush green surrounding the campus, simplicity and affable nature of the villagers, the train chooing at the distance, birds chirping all which provides a perfect learning atmosphere as to how it was for our forefathers where the learning ground also felt like home, with the classes being so well ventilated with nature giving a gurukul like feel. The structure of the whole building is like an 'S' shaped figure, but even better that its shape is like that of an infinity curve which is only half completed, the other half is being all the people that live and belong here, the gardener, security guard, workers, students, professors and every other person that make this place colourful, radiant and full of life. The combination make up the infinity, which essentially is the endless journey towards excellence, striving to become a better person by skill and by nature, towards significantly contributing to one's family, society and the country and make a positive difference wherever it is possible as it's our life's purpose.

TEAM CONTEST

MANAGEMENT MODULES BY MOM!! ~ TEAM BRAINNAHOLIC BANDITS

“Life doesn't come with a manual, it comes with a mother”



If there's one person on this planet who can do everything and handle all kinds of situations with ease, that has to be a Mother. Mom, Ma, Mother is an epitome of a good leader. While we are going through grind of management concepts and corporate learning, we realize how amazingly good she is in management.

At home, mom knows the likes and dislikes of everyone. Whenever she cooks something, she takes care of health, likes and dislikes of every member of the family in her mind. She prepares a

dish that consists of everyone's favorite ingredients. Then she smartly markets the dish by mentioning the favorite veggies. This way she makes sure that everyone is happy about the food they intake and eat it peacefully.

Management teachings 1: In corporate world, it is called as customer or stakeholder analysis. Here, the stakeholder's interests, needs, likes, dislikes are analyzed and make it look appealing to them.

Whenever we tell our mom that we will top the next exam, she would say that, long term vision is good but to achieve it proper planning has to be made and one has to follow that plan on a regular basis. One should first analyze where they stand and how long they should walk to achieve success.

Management teachings 2:

In corporate terms, it is called as gap analysis. Apart from these, she teaches us many things like choice management, positive communication, risk

management and goal driven management, these management teachings start right from our childhood but we understand them now.

TREES AND ROOTS: GROWTH AND STRENGTHS

~ TEAM PANCHARATNA

We often ask what is the root cause of the problem? Well here we are not going to discuss

about any problem instead we can learn many things in



life and apply them in managerial function. Roots are the most important parts of the tree and so are the managers of any organization. If roots are weak there is no growth of the tree similarly if management is weak, there is no good result for an organization.

Characteristics of roots that can be applied –

1. Embrace the Humble

Beginning : Beginnings are quite often a bit untidy where we all are little nuts; but it is the humble and messy beginning from which we evolve as illimitable superior spirits with the genuine desire to grow up in the face of overpowering might of the adversary. Trees tell us to have a 'NEVER GIVE UP' attitude. It is important for a manager to have broad vision and to see each small beginning in the great success. A manager should take failure as another opportunity to complete work in a better way. A manager should always be confident in most unexpected and chaotic times; indulge in the quest for wisdom to stick to the truth; have courage to fight against the harshest hit; and develop a valiant heart, ready to strive and stumble but get up and win.

2. Keep growing in any situation:

Trees grow up solitarily even in the most deserted areas to live one gifted life to the fullest. They grow in the deepest down of the ocean, in desert, on the highest peak of a mountain, and in extreme weather

conditions. An organisation should always be growing even with the limited resources because every single step counts. Trees tell us to have faith in ourselves and keep growing with whatever we have with us. It says, "Nothing can defeat you if you don't shrink at the time of trouble; instead, gather enthusiasm from miseries, your conscience will only approve of the positive conducts and all these will be reflected in your courageous-self and you will keep growing." Grow regardless of intense difficulties, roughest weather, hardest places and heartless circumstances. Even in the worst situation, a manager should remain positive and think of overcoming the barrier to achieve the goal.

3. Don't let the extremity win over you:

Trees have to fight against the storms and enemies throughout their lives; storms break their branches, hurt their roots and different parts, snatch their leaves and push to death; yet they grow older and grow riper; yet they remain green in heart, stunning in the peace and wise in silence. They are exposed to be badly hurt for

lifetime. They fight with the drought, diseases, and thousands of tempests, wild storms and floods by standing still. They show a strengthening essence to live and teach us strategies to fight against the tyrants and win. In corporate world there will be people jealous of your success, they will try to drag you down, create trouble for you, create hurdles, distract you in every possible way but a manager should always be focused and only look towards the desired target.

4. Have a heart like trees and learn how to be grateful:

Trees love us selflessly, they grow, fight against adversaries and dedicate their whole life serving mankind who planted them. But instead of expressing our gratitude, we cut them down insensibly. We don't feel their pain when we tear their leaves, no one can hear the scream when we chop them down, no one hear the part of their joy when the wind is high- which leads us to accomplish the most shameful acts such as deforestation and our own destruction. It's a manager's duty to be grateful towards employees, staff and colleagues. And to understand their problem,

help them and try to solve them in every possible way.

5. Learn how to enjoy every moment of life: Trees are magnificent when it comes to rob the joy of life. They rob the spills of sunshine, drench in the heart-felt silver drops of rain, tremble when the wind sweeps through them, dance the in remarkable summer and swirl, weave, and toss their branches in glorious courage in spring. Their happiness is never ceased in front of lifetime difficulties and the songs of life never end.

6. How strong is your root and value system? Trees have very strong and broad root systems. Our success and wisdom of life depends on how extensive is your root system and how solid your principles are? Are they firmly embedded in your values that guide and show you the light when most significant decisions are made?

7. Short trees with weaker roots are destined to die: Some trees grow fast with the providence of nature and never grow with strong desire. Neither can they stretch their branches towards the essence of life – sunshine – nor grow their roots extensively deep down

the earth. As a consequence, they die sooner without making a mark. Young and small trees grow by taking inspiration from the taller, stronger and old trees. This is one of the main reason why lot of company shuts down or face bankruptcy because of their weaker management skills. If roots are weak there is no growth.

8. Grow so tall and big that you can offer shelter to several people : Have you ever experienced taking shelter under a tree? It not only offers a peaceful rest but also sets everything for our delightful state of mind entertains and serves its guests. It provides cold breeze with leaves, sweet fragrances from flowers, quiet hours to have.

“A Manager learns from trees and roots to grow stronger.”

SUMMER DRINK RECIPE



BE HYDRATED!!!

INGREDIENTS:

- *Lemon – ½ slice
- *Water – 1 GLASS
- *Basil seeds – 1 table spoon
- *Almond gum
- *Nannari Syrup – 2table spoon
- *Ice cubes (as per your requirement)

PROCEDURE

1. Take some Almond gum & Basil seeds, soak in water overnight separately. The almond gum turns into a transparent jelly like texture. Drain the remaining water.



2. Add water and lemon juice in a vessel

3. Mix Nannari syrup, soaked basil seeds and almond gum in the vessel



4. Add Ice cubes, mix well and serve

MANAGEMENT LESSONS FROM PLANTS

~ TEAM BRAHMASTRA

We all like to see greenery around us. These green plants make us feel good. Trees and plants always look like the people they live with, somehow. We might think we are nurturing our garden, but of course it's our garden that is really nurturing us. Here some of the lessons we could learn from trees and plants.

Plants don't set limits for their growth, they grow as much they can. Likewise, we do not hold our thoughts. Limiting belief is one of the greatest destroyer of the human potential. Once we succeed in one thing we should not stop, think next step and go ahead. Trees directly expose to wind and weather, and struggle for their existence. But they respond by growing thick roots and trunks. This makes them stronger and stable. Likewise, we may have difficulties, but we should not fed up with them. Instead, we should struggle against them and find a solution for the problems.

Trees and plants adapt to the changing seasons. We have to build the ability to adapt to the changing environment. We should act according to our situation wisely.

Trees and plants do not let their surrounding circumstances define them. Their mission is to thrive and grow as much they can regardless of where they had been planted as seed. They will not accept the



fact there is no enough water available for them to survive, they will grow their roots deep down and find water for them. Likewise, we should not give reasons for our incompetence. Whatever happens, we should focus in our work and get succeeded in it.

By their very existence, plants are constantly providing a benefit in one way or another for someone or something else. The endless benefits of plants would be difficult to list, but some are the calming beauty of plants, medicinal value, nutrition, shelter, the air purification and their role in keeping the earth's ecosystem in balance. Likewise, we should create something of values to others also.

Plants do not needlessly suck all the resources out of the soil in which they are planted. They take out only what they need to grow, survive and thrive. Likewise, we have to use our resources very carefully.

Thus, by sitting in our garden or seeing the trees on the roadside, we could learn these things which we could imply in our life. Enjoy the greenery and learn from them.

NSB, VALUES AND THANKS THE GRADUATING MEMBERS OF TEAM
INITIUM FOR THEIR IMMENSE CONTRIBUTION TOWARDS THE
NEWSLETTER

TEAM INITIUM FROM COHORT 2017-19



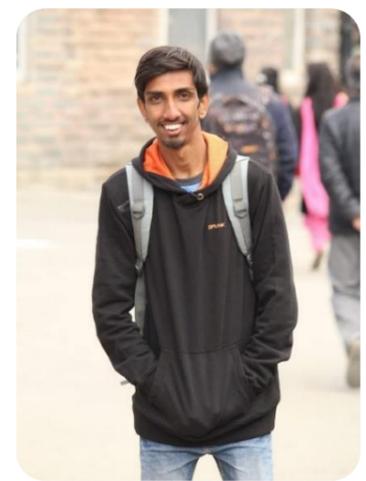
BHARATH S,
EDITOR



DIVYA JYOTHI T,
COMPILER &
DESIGNER



MANU,
PROOF READER



VIKAS MISHRA,
PHOTOGRAPHER

“ INITIUM is our college magazine. I went through the previous editions of the magazine and was very eager to be a part of it. Finally I got a chance to become the Editor of the magazine. As days passed, it became a part of my curriculum. The feel we got when we heard about the feedback from everyone is irreplaceable. I learnt many things in this journey. I feel happy when I look back to the times where we used to work together to make the magazine successful. I thank my team members and NSB for this beautiful journey “

~ BHARATH S (COHORT 2017-19)

“ It was wonderful for me to work with the team in publishing our college magazine ‘INITIUM’. While working for Initium, I learnt certain aspects, 1) Team Collaboration 2) Time Management 3) how to face challenges in the team work 4) how to design a Newsletter 5) Co-operation 6) Patience. For me, Initium was “exploring the unknown inside me” as I have never worked in designing a newsletter before. But when I started it, I was exploring myself more. Thanks to NSB for providing this opportunity ”

~ DIVYA JYOTHI T (COHORT 2017-19)

Facts on Start Ups

1. There are 3 new Startups every Second - 3 new startups launch globally every second, making up for 11,000 per hour, or 2,59,200 per day.
2. Startups get Investments from surprising places - Kickstarter has funded over 115,000 projects since its launch and Angel investors raised \$20.1 billion in capital in 2010 for 61,900 ventures, resulting in 370,000 jobs.
3. Entrepreneurs Start-Out Working for Other People - Approx 70% of investors started out by incubating their business ideas while working at a traditional job.
4. Most Aren't That Concerned with Equity Splits - Dividing up money seems like it would be a big deal, but 80% of startup founders spent less than an hour negotiating their equity split according to Noam Wasserman, author of "The Founder's Dilemma."
5. Startups with Teams Succeed - Startups with 2 or more founders, a balanced team, or who hire skilled employees to distribute work are more likely to succeed. In fact, single founders take 3.6x longer to reach scale compared to a founding team of two. Balanced teams also raise 30% more money and have an average of 2.9x more growth.

TESTIMONIALS

" The best B School of India I feel. I have got all facilities here. NSB had supported in extracurricular activities and academic improvement simultaneously. I am very much emotionally connected to this college which has given me many things. I just love this B School "

AMBIT MISHRA

" The experience here is very good! The eco-friendly and unique campus architecture, the ambience, support from the faculty and the students are very good. The initiatives taken by the college to shape the students is remarkable. The pre-placement labs and guest lectures on various topics helps students in shaping there career to a greater extent. Good to see those happy and satisfied faces moving out of college everyday. Happy to be a part of NSB "

BHARATH S

" Education is not preparation for life; education is life itself. The function of education is to teach one to think intensively and to think critically and I think we get it all at NSB. One best institute to pursue you goal and career with all the extra-curriculars along with education gaining immense knowledge.

Thanks NSB "

KIRUTHIKA IYER

" National School of Business is the best you can ever get. I took the best decision of choosing NSB. The faculty and students are extremely good. The quality of exposure u get here is very warming. I have immense love n respect for this institution "

PAYAL DEY

" An outstanding Business School with quality education. The efforts of management are amazing. NSB is doing excellent service in the field of management education. The different industrial visits organised by NSB are helpful in understanding the Industries in a better way. All the value added programs given are very useful for students when they enter corporate sectors "

LATHA SRINATH

" NSB is one of the best business school with a beautiful infrastructure and a team which works towards the students progress by moulding him or her with more of good values and discipline in their life and I am very proud to be a part of NSB "

USHA RK

" NSB gives a very special attention and care to those in need and it's 24*7. Being in national school of business in very less time span The way Dr. Sridhar Murthy, Srinidhi Parthasarathy, and all other faculty teach us is like experiencing the corporate world and life in corporates "

JENNY SMITH

" National School of Business is a B school which gives more value and discipline to its students in the field Management education and I am one of the proud student of NSB to have such an experienced faculty or teachers. It is one of the top management institution in Bangalore and also in India and truly it is the best B- School... Here I am Not marketing or Advertising my institution. I am experiencing and giving a prompt feedback about the college which I feel to be the best of rest.. Till now and also in future the college has provided world class facilities to its students. It may be in college hostel, Canteen, library and most important the delivery of quality education to the students of NSB. I believe NSB is the Best management institution in the city.. Proud to be NSbian.... "

BALAJI

" NSB is one of the finest college in Bangalore for management education. It was a wonderful experience being a part of NSB. The PGPM Program provided by National School of Business helped me to improve the core skills needed for a manager (Listening, Presentation, Communication, Email etiquette and Leadership) "

MITHUN

" National school of business is one of the innovative B-school when it comes to education and experiences. Those who have the feeling to breakthrough and realize your true potential you are in the right place. Its truly a journey of life long experience and learning. Blessed to be a part "

ANJAN

" I am a student of National School of Business 2016-2018 batch. Joining National School of Business has been one of the best decisions i have ever taken. No institute i have come across till now that focuses on development of each and every student. I have never been so confident and motivated ever. I have been able to overcome my fears be it stage fear public speaking etc.I am proud of my this decision and proudly call myself an NSBian "

VAISHU DENGTA

" Being a part of National School of Business it brings a great privilege. In this institute we are not only confined to the bookish language but we also get all the management insight. I have been able to come out of my fears and the faculty here always helps no matter at what time we ask them "

JAYASRI J