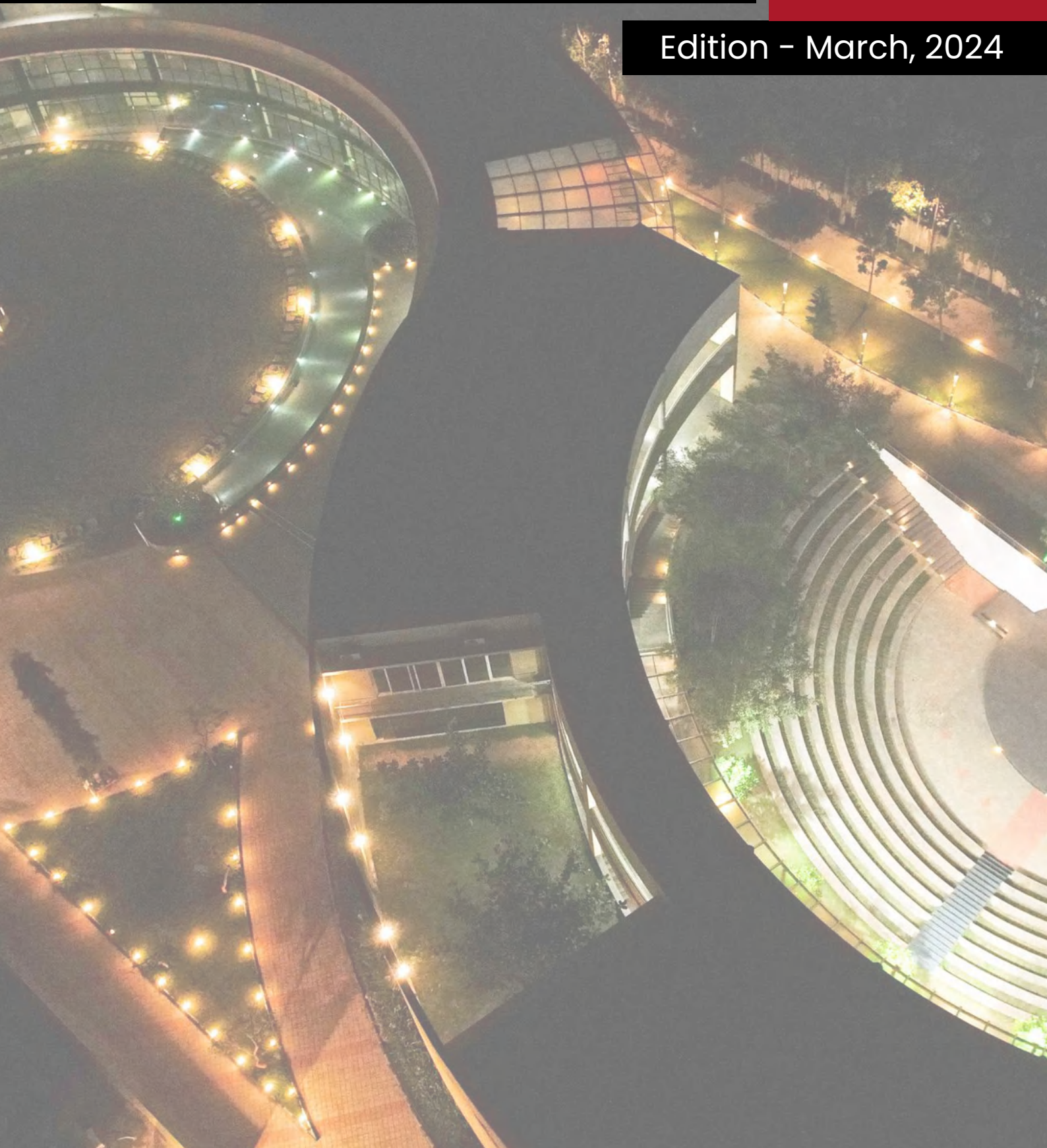


Campus Buzz



Edition – March, 2024



Approved by AICTE



Affiliated to Bangalore University

www.nsb.edu.in

CAMPUS BUZZ

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BEYOND TEXTBOOKS



March, 2024

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"450+ students participated"



“ THE CULTURE, CUISINE, AND SIGHTS OF THIS VIBRANT CITIES WHILE GAINING VALUABLE INSIGHTS INTO INTERNATIONAL BUSINESS PRACTICES. OUR MBA STUDENTS OF COHORT 2021-2023 HAD AN AMAZING TIME EXPLORING DUBAI AND MALAYSIA ”

Group 1



Group 2



Group 3



Group 4



Group 5



Group 6



One Semester Study Abroad



Edition – March, 2024

Ajman University , UAE



جامعة عجمان
AJMAN UNIVERSITY



PADMA B
(2021-23)



Student Testimonial

I'm currently pursuing my second semester at Ajman University, UAE. NSB provided me with this opportunity to study in International Exchange Program. It has been almost three months since I have been in Ajman, and studying and enjoying life in UAE is fantastic. The student life at NSB is fascinating, they provide suitable facilities, and the beauty of NSB's Infrastructure is another best part. NSB Academy is the best choice for MBA students. They give their best to support and develop students. From orientation to placement, everything they provide is the best they can offer their students.

ESC-Pau, France



ESC-Pau, France



AKASH SHEKHAR
(2021-23)



Student Testimonial

All the professors and doctors are well-classified. As I am enrolled in a student exchange programme, I got the opportunity to explore the French education system and its culture. The current subject I am studying at ESC, Pau, France is Global Sustainability Strategies, which gives a broad view of the present scenario about renewable & non-renewable resources, how to develop the sustainable development process, adapt it and spread it among the world to have a more excellent vision towards human life and planet-the mother Earth.

INTERNATIONAL STUDENT EXCHANGE PARTNERS





OUR RECENT ACADEMIC PARTNERSHIP WITH EXCELIA BUSINESS SCHOOL, A PRESTIGIOUS INSTITUTION IN FRANCE, HAS GARNERED INTERNATIONAL ACCLAIM. FEATURED IN LEADING MEDIA OUTLETS, THIS COLLABORATION SIGNIFIES OUR COMMITMENT TO ACADEMIC EXCELLENCE AND GLOBAL OPPORTUNITIES.

NSB STUDENTS @ STUDENT EXCHANGE PROGRAMME TO EXCELIA BUSINESS SCHOOL, FRANCE



➤ Business and Cultural Immersion Program at NSB BANGALORE!

We enthusiastically welcomed a talented group of students from the **University of Deusto, Spain** as they embarked on an enriching journey with us. Our campus buzzed with life, vibrant exchanges, and cross-cultural understanding. These bright minds delved into Indian business practices, engaging in discussions that bridged continents.



Universidad de Deusto
University of Deusto

Deusto



➤ Global Learning at NSB Bangalore: A Fusion of Cultures

In a vibrant exchange of wisdom and cultural richness, students from Mercer University, USA recently embarked on an enlightening journey to NSB Bangalore. From March 2nd to 9th, 2024, they delved into a comprehensive international immersion program, bridging the gap between continents and fostering connections that transcended borders. NSB Bangalore had become more than a destination; it was a bridge connecting hearts and minds, leaving an indelible mark on their global journey.



Students Achievements

Edition – March, 2024



➤ Empowering Minds: Yukti-HR Inter-College Debate Competition at NSB !

The Yukti-HR Inter-College Debate Competition, held at the NSB Academy Seminar Hall, Bangalore, was a resounding success. Participants from 13 prestigious institutions across Karnataka engaged in spirited debates, fostering insightful discussions and intellectual exchange. Let's continue empowering minds!



➤ YUKTI's Best Manager Competition: A Thrilling Battle of Minds!

On November 22, 2023, NSB's HR Club (YUKTI) orchestrated the "Best Manager Competition"—a riveting clash of wits. Over 70 competitors from both semesters engaged in fierce rounds, showcasing their intensity and passion. From the engrossing Quiz Mania to the challenging Stress Interview, it was a battle where minds collided and excellence prevailed. Let the spirit of competition thrive!



➤ NSB Football Team Triumphs in Inter-Collegiate Tournament!

Our students displayed exceptional skill and determination throughout the tournament, defeating 40 teams to reach the final. In a nail-biting tie-breaker, they emerged victorious with a final score of 6-5. We are incredibly proud of our team's hard work and dedication in winning the Inter-Collegiate Tournament conducted by Bangalore University.

➤ Celebrating Student Excellence: MIP Certificates Awarded!

NSB Bangalore recently recognized the remarkable achievements of students from Cohort 2022-2024 and Cohort 2023-2025 (Orientation). Their unwavering commitment, including 100% attendance in both the First semester and the MIP course, not only showcases their academic excellence but also underscores their preparedness for future challenges. Dr. S. R. Sridharamurthy, President, and Dr. Srinidhi K Parthasarathi, Director, personally distributed the certificates and awards to the deserving winners. Congratulations to these exceptional students for their dedication!



➤ MBA Triumphs: Celebrating Our Inter-College Stars!



➤ Celebrating Student Triumphs: NSB Bangalore's Recent Wins!



➤ Unraveling Enigma: Sahiti Literary Club's 'Anveshana' Treasure Hunt



➤ NSB Bangalore Shines at Inter-College Management Fest!



➤ DHL's Campus Visit Sparks Excitement: Remarkable Opportunities Await!

DHL recently graced our campus with their presence, conducting a placement drive that opened up remarkable opportunities for our talented students. We extend our heartfelt kudos to all participants who showcased their skills during this event.



Corporate Testimonial



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

MS. K R ANJANA
(HEAD HR, TATA CONSULTANCY SERVICES)



Corporate Testimonial



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

Govardhan M
(Former HR, Google India)



Corporate Testimonial



STUDENTS ARE QUITE INTERACTIVE, RESPECTABLE AND WELL GROOMED. VERY GOOD CAMPUS FACILITIES

MS. SHYAMKAMA DESOAN
(HEAD HR, TATA CONSULTANCY SERVICES)



International Conference & Guest Lectures

Edition – March, 2024



➤ International conference on Realigning Dynamics at Work space for Workforce on 19 & 20 may 2023

NSB organized international conference on Realigning Dynamics at Workspace for Workforce. The conference witness many renowned academicians & industrialist from around the globe.



NSB-NIPM Student Chapter was inaugurated on February 07, 2023 at the NSB Campus

NIPM Student Chapter inaugurated at NSB Campus with guests including Mr. Robert Cutinha. Keynote address highlighted the significance of practical experience in HR industry. Valuable session for students with various speakers.



Exploring HR Horizons: Highlights from NSB-NIPM Student Chapter Seminar Talk!

The seminar on “HR Challenges and Opportunities” held at NSB Campus in the Convention Hall provided valuable insights into industry-specific HR dynamics. Attendees gained a deeper understanding of the critical role talented resources play in driving innovation and maintaining a competitive edge for organizations. Let’s collectively navigate these horizons!



➤ International Conference on Services Marketing: Digitization and Management

The prestigious "International Conference on Services Marketing: Digitization and Management" was a resounding success, held on June 22nd and 23rd, 2023 at NSB Bangalore. Experts, researchers, and industry leaders from around the world convened to explore the evolving landscape of service marketing in the digital age. Over two days, attendees participated in captivating presentations, shared best practices, and fostered valuable connections. Don't miss future conferences like this one!



➤ Unlocking Startup Capital: Insights from Mr. D Venkatanarayana's Guest Lecture

We had the honor of hosting Mr. D Venkatanarayana, Former CFO of Qness OAM business, for an enlightening guest lecture on "Fund Raising in Startups" on February 29, 2024. His expertise in navigating the fundraising landscape and securing capital proved invaluable to our Marketing & Finance specialization students. This session enriched our curriculum, equipping students with practical knowledge and industry best practices.



➤ NHRD workshop @ NSB, Bangalore

The **"Industry Readiness"** workshop, organized by the NHRD Bangalore Chapter in collaboration with the NSB Academy, was a resounding success. Held on January 21, 2023, the workshop provided valuable insights into industry expectations, emphasized technical proficiency, and fostered networking opportunities. Participants left equipped with the skills and mindset necessary to excel in their professional journeys.



➤ Unlocking Wealth Management Insights: A Recap of Mr. CSP Shukla's Guest Lecture!

On February 13, 2024, Mr. CSP Shukla, Chief Financial Planner at Wealth Bees, graced our MBA finance batch (2022-24) with a wealth of knowledge. His enlightening lecture centered around Wealth Management and the critical role it plays in achieving financial goals. One key takeaway? Diversifying funds is essential for optimizing returns.



➤ HR conclave @ NSB, Bangalore



➤ NSB Bangalore's MDP: Decoding Finance for Non-Finance Leaders

On February 11, 2023, the NSB Academy hosted an enlightening Management Development Program (MDP) focused on **"Finance for Non-Finance Executives."** Distinguished speakers shared insights on financial basics, decision-making, interpreting reports, and risk management. Executives actively engaged, fostering collaboration and deeper understanding.



➤ International Womens Day 2023

On March 10, 2023, NSB Academy celebrated International Women's Day with the theme "Embrace Equity." Chief Guest CA Nidhi Tatia shared insights on women's equity.



➤ NSB's Grand Convocation: Celebrating Excellence

On **June 24, 2023**, NSB's campus buzzed with excitement as we celebrated the graduation of yet another remarkable batch. Distinguished guests, including Prof. N.V.H. Krishnan, Registrar of Jain University, and Sri. Anand Nayak, Independent Director of ITC, graced the occasion. These bright NSBians are now poised to make their mark in the corporate realm, armed with knowledge, passion, and determination. We wish them a future filled with success and meaningful contributions!



➤ Ganesha Festival celebration

Our Ganesha Festival celebration overflowed with colors, music, and cultural vibrancy! The artistic talents of our NSB family shone brightly, with breathtaking exhibitions and creative displays that left everyone in awe. With hearts full of devotion and joy, we bid a resplendent farewell to Lord Ganesha after 3 days of vibrant celebration and spiritual connection. We extend our heartfelt gratitude to our students, faculty, and staff for their wholehearted participation and contributions that made our Ganesha Festival celebration a truly memorable and colorful event.



➤ Onam Day Celebration At NSB, Bangalore

Onam, the festival of joy, unity, and abundance, lit up NSB on August 30th, 2023! Our campus bloomed with vibrant colors and mesmerizing pookalams. The rhythmic beats of classical and folk dances infused tradition into our celebrations. At NSB, we're not just an institution; we're a close-knit family that cherishes our heritage and togetherness. Let's eagerly await more such joyful moments!



➤ NSB Bangalore's Grand Inauguration: Welcoming the 2023-25 Cohort!

On August 14, 2023, NSB Bangalore proudly inaugurated the latest batch of MBA & PGDM students. Esteemed guests, including Sri Gagan Sehgal, Senior President and COO of Page Industries Ltd., shared invaluable insights. Dr. S.R. Sridharamurthy, Prof. K.V. Raghaviah, Prof. D.R. Nagaraj, and Dr. Srinidhi K Parthasarathi set the stage for an enriching academic journey.



➤ A New Era Unveiled: NSB's Logo and Anthem!

On November 17, 2023, NSB embarked on a fresh journey with the unveiling of our new logo and anthem. These emblems reflect our unwavering commitment to originality and quality. President Dr. S.R. Sridharamurthy and Director Dr. Srinidhi K. Parthasarathi proudly revealed these symbols, and we extend heartfelt gratitude to everyone who joined us in marking this significant occasion.



➤ Independence Day Celebration at NSB, Bangalore – August 15, 2023!

On this glorious occasion of our nation's 77th Independence Day, NSB Bangalore brimmed with the spirit of patriotism, unity, and pride. Dr. Srinidhi K Parthasarathy, Director of NSB graced the event with an inspiring Independence Day speech, leaving an indelible mark on all in attendance.



➤ Celebrating Gandhi Jayanti and Lal Bahadur Shastri Jayanti at NSB, Bangalore!

On this special day, NSB, Bangalore came together to honor the legacies of two remarkable leaders who have shaped the destiny of our nation. Mahatma Gandhi, the Father of the Nation, showed us the path of non-violence and truth. His teachings of peace and equality continue to inspire us to be better humans and citizens. Lal Bahadur Shastri, our second Prime Minister, exemplified simplicity and humility. His "Jai Jawan, Jai Kisan" slogan reminds us to value and support our soldiers and farmers. The celebration was filled with meaningful discussions, tributes, bhajans, and reflections on their contributions. As we remember these great leaders, let's pledge to carry forward their principles and work towards a more harmonious and prosperous India.



➤ Blood Donation Camp @ NSB, Bangalore

NSB's Blood Donation Camp, held on October 6th, 2023, was a resounding success! Our heartfelt gratitude goes out to the incredible donors, volunteers, and supporters who made this event possible. Your generosity and compassion truly shine. Together, we've made a significant impact on our community's health. Let's continue this noble endeavor and spread awareness about the importance of blood donation.



➤ Unveiling Brilliance: NSB's Symposium on Critical Thinking and Ideation

NSB's symposium, a collaboration between the NSB and the Rotary Club of Bangalore, was an exhilarating exploration of critical thinking, problem-solving, and ideation. Tailored exclusively for our MBA students, this dynamic session ignited our minds as we delved into ingenious solutions and honed our problem-solving prowess. Our esteemed speakers and interactive activities encouraged us to challenge norms, embark on exploratory journeys, and nurture creativity. Equipped with innovative approaches, we confidently navigate any hurdles that come our way. Stay tuned for more intellectually stimulating sessions as we continue to broaden our horizons!



➤ Ayudha Puja Grandeur: Crafting a Future with Knowledge and Tools!

In this vibrant tapestry of innovation, we intertwine threads of wisdom and empathy. Our tools represent more than mere technology; they embody the promise of a brighter tomorrow. Let's collaboratively sculpt a world where intellect and compassion seamlessly blend, shaping destinies and inspiring generations.



➤ Karnataka Rajyotsava Celebration at NSB Bangalore!

On November 17, 2023, NSB Bangalore brimmed with the lively spirit of **Karnataka Rajyotsava**! Our esteemed Chief Guest, Prof. Niranjana Vanalli, Vice Chancellor of Bengaluru North University, graced the occasion, adding to the delight. The air was charged with national pride, uniting people in celebration. Facilitated by our beloved President-NSB, Dr. S.R. Sridharamurthy, and Director-NSB, Dr. Srinidhi K Parthasarathi, deep conversations left a lasting impact, igniting reflections on Karnataka's rich history. Heartfelt gratitude to all for making this day joyful, enlightening, and deeply connected. Let's continue fostering collaboration and honoring Karnataka's diverse heritage!



Our Top Recruiters



➤ Heartwarming Reunion: Alumni Homecoming 2023

The Alumni Homecoming 2023 exceeded all expectations, as 90+ remarkable alumni graced the event with their presence. This heartwarming reunion was filled with laughter, nostalgia, and the sheer joy of reconnecting with old friends. To everyone who attended, we extend our heartfelt gratitude for making this Homecoming truly unforgettable.



➤ Vibrant Memories: Makar Sankranti Rangoli Celebration!



➤ A Historic Moment: Ram Mandir Pran Pratishtha at NSB Bangalore!

On January 22, the NSB Bangalore campus reverberated with the joyous spirit of Ram Mandir Pran Pratishtha. Amidst devotional chants, vibrant rangolis, and radiant faces, we bore witness to history in the making. Beyond mere celebration, this event served as a powerful reaffirmation of faith, a beacon of hope, and a reminder that unity and love can indeed conquer all.





Innovative Sparks Fly at Brainstorm to the Boardroom Event!

Students from both the 2022-24 and 2023-25 cohorts dazzled us with their A-game during our recent product pitch showdown. Their mind-blowing new product and service ideas epitomized collaboration, innovation, and the entrepreneurial spirit. We're immensely proud of all the participants and eagerly await the exciting future these incredible ideas will shape!



Igniting Insights: NSB's HR Club Analyzes and Visualizes!

On January 27th, 2024, the NSB's HR Club (YUKTI) sparked a day of learning and collaboration. The 2023-25 and 2022-2024 cohorts synergized to delve into compelling case studies, going beyond mere analysis—they visualized! Their presentations breathed life into insightful interpretations, accompanied by impactful visuals. With 40 minds converging, sharing diverse perspectives and practical experiences, this dynamic exchange nurtured critical thinking and interpretation skills, crucial for navigating today's ever-evolving business landscape.



➤ Beroe Consulting India Pvt Ltd: NSB Bangalore's Stellar Placements!

Our talented students at NSB College, Bangalore, have reached a significant milestone with successful placements during Beroe Consulting India Pvt Ltd's recent campus drive. We extend heartfelt congratulations to these brilliant individuals who secured stellar job offers!



➤ Empowering Insights: NSB Bangalore's 'One Nation One Tax' Seminar

The Finance Club of NSB Bangalore orchestrated an insightful seminar on "One Nation One Tax" on February 15, 2024. Esteemed industry veterans, including Mr. B.T. MANOHAR, Chairman of the State Taxes and GST Committee at FKCCI, CA Venugopal Gella, and Mr. L.R. Ashwin Sharma, shared their expertise. This knowledge-packed session equipped participants to navigate the ever-evolving tax landscape with confidence.



➤ Welcoming PGCET MBA Cohort 2023-2025!

On February 21, 2024, NSB Bangalore proudly embraced the new batch of PGCET MBA students. Esteemed dignitaries graced the inauguration event, setting a positive tone for the academic journey ahead. Congratulations to the fresh batch, and may success accompany their studies!



➤ Celebrating HOOPOCALYPSE 2023-2024: NSB Basketball Triumphs!

Our heartfelt gratitude goes out to all participants and organizers who contributed to the resounding success of the NSB Inter-College Basketball Tournament. Congratulations to the Men's Category winners, Jain University, and the Women's Category champions, St. Joseph's College of Commerce! Kudos to all teams from NSB and other colleges for their commendable sportsmanship and spirited participation throughout the tournament.



➤ Industrial visit to the port of Vishakhapatnam

An industrial visit was organized for the students of MBA-Logistics and Supply Chain Management to visit the port of Visakhapatnam & surrounding harbour companies during Jan, 30th to Feb, 08th 2023.



➤ Nestle's Chai Pe Charcha: A Day of Coffee Magic and Real-World Insights!

The PGDM 2023 batch at NSB Bangalore traded textbooks for a day, immersing themselves in the intricacies of coffee production at Nestle. From brewing up serious coffee magic to understanding the journey of creamy milk to their cups, our students gained valuable real-world knowledge. They even picked up some sustainable production tricks, proving they're future-ready leaders!



➤ Exploring IKEA: MBA Cohort 2023's Insights

Our MBA Cohort of 2023 embarked on a knowledge-packed trip to IKEA during the first week of February 2024! They delved into the company's innovative business model, smart supply chain, and green practices.



➤ Exploring Titan Company: MBA-HR Students Gain Real-World Insights!

Our Cohort 2022 MBA-HR students embarked on an enlightening journey to Titan Company in Hosur, Tamil Nadu. From witnessing cutting-edge manufacturing processes to delving into dynamic HR practices, they gained invaluable insights into the intricate world of Human Resources Management.



➤ Bridging Theory and Practice: Insights from Our ITC Food Division Visit

Our MBA HR students recently embarked on an enriching industrial visit to ITC's Food Division in Mysore. On February 28th, 2024, they gained valuable exposure to HR practices within a leading FMCG company. The visit included interactive sessions with HR professionals, providing practical insights and bridging the gap between theoretical knowledge and real-world HR dynamics.



➤ Navigating Traffic Dynamics: Business Analytics Students' Eye-Opening Visit!

The 2022-24 batch of Business Analytics students embarked on an incredible industrial visit to the integrated Traffic Command Center and Control Room in Bangalore. On February 21, 2024, they witnessed firsthand how technology and the dedicated efforts of traffic police keep the city's traffic running smoothly and safely. With a network of 750+ cameras, the center monitors incidents in real-time and makes prompt decisions to automate traffic signals, prevent accidents, and ensure compliance with road safety rules. Our students were inspired by the impact of these advanced systems in managing traffic effectively.



➤ Exploring Social Impact: PGDM Students Visit Amogh Trust NGO

On February 27th, 2024, our PGDM students embarked on a transformative journey to the Amogh Trust NGO in Bengaluru. This eye-opening visit allowed them to witness firsthand the critical work undertaken by NGOs in the social sector. Engaging in interactive sessions with the staff and volunteers, they delved into the organization's mission, the challenges they tackle, and the profound impact they create within the community. Our heartfelt gratitude goes to Amogh Trust for their warm hospitality!



➤ Brewing Insights: MBA HR Students' Visit to Carlsberg India Pvt Ltd.

Our MBA HR specialization students embarked on an invaluable industrial visit to Carlsberg India Pvt Ltd. in Mysore on February 26, 2024. There, they delved into real-world HR practices, toured the facility, and engaged with industry professionals. This hands-on experience not only solidified classroom concepts but also offered a unique perspective on the fascinating world of brewing.



➤ Jockey Industrial Visit: HR Insights Unveiled

On February 27, 2024, our MBA HR specialization students embarked on an enlightening journey to JOCKEY (Page Industries Ltd.) for an industrial visit. This immersive experience offered a window into the intricate HR practices of a prominent apparel manufacturing company. During their time at Jockey, students engaged with seasoned HR professionals, delving into recruitment strategies, training methodologies, and organizational culture.

➤ Navigating Logistics Realities: Insights from Our DB Schenker Visit

On February 21, 2024, our MBA students specializing in Logistics and Supply Chain Management embarked on an enriching journey to DB Schenker's Bangalore facility. This industrial visit provided a firsthand glimpse into the intricate operations of a leading global logistics provider. Students gained deeper insights into warehouse management, supply chain integration, optimization, and logistics technology.



➤ Empowering Media Literacy: Our MBA Visit to Praja TV

On February 29th, 2024, our MBA students embarked on an enlightening journey to Praja TV, a prominent regional news channel. This visit was designed to unravel the technical intricacies of television media and underscore the individual role in bolstering media credibility. During their time at Praja TV, students delved into the nuts and bolts of television production—exploring equipment operations, studio setups, and broadcasting processes.



➤ Navigating HR Realities: Insights from Our TVS Motors Visit

Our MBA students specializing in Human Resources recently explored TVS Motors in Hosur, Tamil Nadu—an enriching industrial visit that unveiled the inner workings of a leading two-wheeler manufacturer in India. Beyond textbooks, students engaged with TVS Management, gaining valuable perspectives on contemporary HR challenges and innovative solutions within the manufacturing sector. This practical complement to their theoretical knowledge equips them for the dynamic world of HR.



➤ MBA Triumphs: Celebrating Our Inter-College Stars!

On March 1st, 2024, our PGDM students embarked on an enlightening journey to the “8th International Exhibition & Conference on Agri-machinery & Equipment – EIMA Agrimach India 2024” in Bangalore. This exhibition served as a fertile ground for learning, especially within the context of their marketing studies. This practical exposure beautifully complements their academic understanding of marketing principles, equipping them to effectively engage target audiences and achieve marketing success.



➤ Inside the RBI & NSE : Our MBA Finance Students' Journey



RECAP OF PLACEMENT 2021-23

43.50 LPA

Highest Package
(International)

21.00 LPA

Highest Package
(Domestic)

7 LPA

Average Package
(Domestic)

200+

Companies
Visited

45%

Pre-Placement
Offers

99.6%

Students
Placed



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