

# Global BBA+CIP

FREE One Semester Study  
Abroad in France/UAE/Spain



Approved by AICTE  
Ministry of Education-GOI



Affiliated to Bangalore University  
NAAC Rated 'A++'



Recognized by Govt. of Karnataka





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# Vision & Mission

## Vision

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

## Mission

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

## Quality Policy

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

## Core Values

Scholastic Excellence  
Impactful Outcomes  
Collaborative  
Diversity and Inclusiveness  
Respect and Integrity  
Responsibility and Accountability



# Governing Council

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

## Chairman



### Dr. S.R Sridharamurthy

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

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

## Member Secretary



### Dr. Srinidhi k Parthasarathi

BE., PGDM., Ph.D., D Litt.

- Director at NSB
- Academician in Quality Management and workplace Spirituality.
- Former COO of Indian Academy, Registrar at S-VYASA
- Holds a Ph.D. focused on Bhagavad Gita's influence on Quality Management.

## Members



### Mr. Chella Pandian Pitchai

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



### Prof. Sriram Devanathan

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



### Dr. Muralidhara B.L.

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



### Mr. Naganagouda S J

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



### Mr. V S Ganesh

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



### Mr. P B Kotur

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



# President's Message

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

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

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

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

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

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

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

**Dr. S.R. Sridharamurthy**

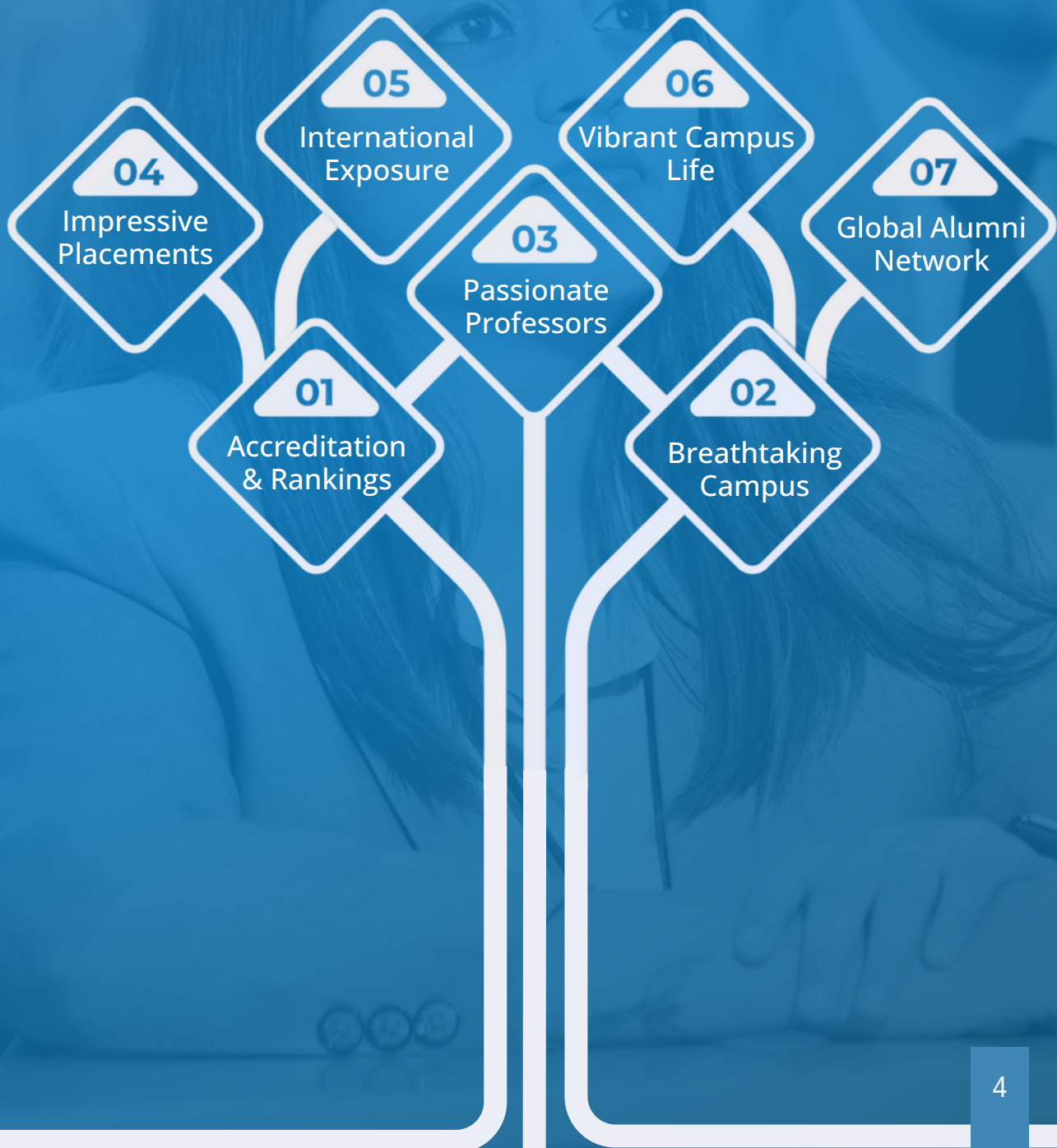
MVSc, PGDBA, MBA (USA), PhD, AMP (IIM-I), FDP (IIM-A)

PRESIDENT



# WHY CHOOSE NSB?

NSB Bangalore is one of India's leading management institutions, recognized for its high academic standards and exceptional international exposure. Located in the bustling technology hub of Bangalore, NSB has carved a niche for itself in the competitive field of business education, standing out due to its innovative curriculum, global partnerships and commitment to developing future business leaders.





# BBA + CIP Program

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

↗ CIP - Certificate in Industry Practice

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

Specializations:

1 Finance

2 Marketing

3 Human  
Resources

4 Business  
Analytics

5 Logistics &  
Supply Chain  
Mangement



# CIP - Certificate in Industrial Practice

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

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



## Advanced Certification Courses





# Program Features



These features add value to our program and make it more vibrant, dynamic and industry compliant.





MAKE THE  
WORLD YOUR  
CLASSROOM

# International Academic Partners

NSB Bangalore has signed **MOUs** with numerous industry bodies and prestigious universities, both in India and internationally. These partnerships aim to provide students with a world-class learning experience, incorporating cutting-edge industry insights and fostering global perspectives through international exposure.



# Learning from the Best

As on date, more than

**700+**

students and many professors from India have taken advantage of this program.



## International Academic Partners



France



Malaysia



UAE



Russia



Indonesia



Kosovo



Spain



Indonesia



France



USA



Turkey



# Students Speak



**Annceline Peterson**

Excited to share that I've started my journey as a Marketing Intern at The Walking Parrot, **France**. Here's to new beginnings and learning opportunities!



**Prajakta Patil**

I'm happy to share that I'm starting a new position as Inventory Auditor at **RGIS - France**



**Adarsh Varanasi**

I'm happy to share that I'm starting a new position as Revenue programmer & and data analytics coordinator at Catalunya Casas, **France!**



**Padma B**

NSB provided me with this opportunity to study in International Exchange Program. It has been almost three months since I have been in Ajman University, 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.



**Supreeth N**

my sincere thanks for the wonderful opportunity to take part in the student exchange program in the University of Deusto, **Spain**.

This experience has been transforming and enriching, providing priceless insights and learning opportunities that have been extremely helpful in my academic and personal development.



# Glimpses of One Semester Study Abroad



NSB Students at Éklore B-School(ESC Pau), France



NSB Students at Infrastructure University, Malaysia



France Students at NSB Campus, Bangalore



NSB Students in France



France Students at NSB Campus, Bangalore

## Our Global Community

1288+

NSB Students  
Worldwide

44+

Countries Where  
NSB Alumni Live

450+

Companies Where  
NSB Alumni Placed



President-NSB at Excelia Business School, France



# Glimpses of One Semester Study Abroad



Beryl's Chocolate Factory, Selangor, Malaysia



Petronas Twin Tower, KL, Malaysia



Universal Studio, Singapore



Burj-Al-Arab, Dubai, UAE



Ferrari World Yas Island, Abu Dhabi, UAE



# All India Industrial Tour

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

## Featherlite Furniture India

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



Featherlite, Bangalore, Karnataka

## VRL Logistics

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



VRL Logistics, Bengaluru, Karnataka

## Brandix Apparel Limited

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



Brandix Apparel India, Andhra Pradesh

## NSE, Mumbai

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



NSE, Mumbai, Maharashtra

## Ramoji Filmcity

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



Ramoji Filmcity, Hyderabad, Telengana

## Chennai Metro Rail Limited

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



Chennai Metro Rail Ltd, Chennai, Tamil Nadu



Hindustan Shipyard Limited, Visakhapatnam

## Hindustan Shipyard Limited

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



# Passionate Professors

## A GOOD TEAM OF FACULTY ESSENTIAL FOR YOUR SUCCESS

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



**Dr. S.R. Sridharamurthy**

MVSc, PGDBA, MBA (USA),  
Ph.D., AMP (IIM-I), FDP (IIM-A)



**Dr. Srinidhi K. Parthasarathi**

BE., PGDM, Ph.D., D.Litt.



**Dr. AV Rao**

MBA, GDMM, Ph.D



**Prof. Shalini R Nayak**

MBA, MA (Eco), M.Phil, (Ph.D)



**Dr. B N Sivakumar**

MBA, MA., M.Phil, Ph.D,  
FDPM IIM-A



**Dr. K.R. Kumar**

MBA, MSW, M.Phil, Ph.D



**Dr. Vijaya Kumar Thota**

MBA, M.Phil, Ph.D



**Prof. B R Keshava**

ICWA



**Dr. V. Venkata Rao**

MBA(HR), Ph.D



**Dr. Nagendrakumar T**

MBA, LL.M, Ph.D



**Dr. K. Raghu Ram**

MBA, Ph.D



**Dr. R. Savitha**

MBA, M.Com, M.Phil,  
MBA(Executive), Ph.D



**Dr. Sridharan**

MA, M.COM, M PHIL, PGDBM,  
PGDMM, Ph.D



**Dr. Dinesh Mahajan**

M.Com, B.Ed, Ph.D



**Dr. Siny Philip**

MBA, Ph.D



**Prof. Divya Mathur**

M.Com, PGDSM, MBA, (Ph.D)



# Passionate Professors



**Dr. Rajni Gupta**  
PGDBM, M.Phil, Ph.D



**Dr. P. Mathivanan**  
B.E, MBA, Ph.D



**Dr. Sreeja**  
MBA, M.Phil, Ph.D



**Dr. Anitha B**  
MSW, PGDHRM, Ph.D



**Dr. Chaitanya Kittur**  
MBA, M.Com, Ph.D



**Dr. Santosh N C**  
M.Com, Ph.D



**Dr. Nandita Farhad Frögren**  
MBA, M.Sc, M.Phil,  
Ph.D. Post-Doctorate



**Dr. Sanjeev Kumar**  
M.A, M.Phil, Ph.D, PDF(c)



**Prof. Shreedhar Deshmukh**  
M.Tech, M.Sc, PGDSCM, (Ph.D)



**Dr. Manali Agrawal**  
MBA, PGDEMM, Ph.D



**Dr. Priyanka Pegu**  
MBA, Ph.D.



**Dr. Shipra Shukla**  
M.Com, Ph.D



**Dr. Shloka Singh**  
M.Com, Ph.D



**Dr. Meenakshi**  
MA, Ph.D



**Prof. S. Mohanasundaram**  
MBA, (Ph.D)



**Prof. Raamkhumar MH**  
MBA, LL.M, (Ph.D)



**Prof. Swarnadeep Maity**  
MBA, PGPM, (Ph.D)



**Prof. Abishek Santhosh Raj**  
MBA, (Ph.D)



**Prof. Aradhita Deb**  
B.Tech, MBA, PGPM,  
EPDMD, (Ph.D)



**Prof. Sridhar M.**  
MBA, M.Tech, PGPC



# Students Clubs

## SURABHI - CULTURAL CLUB

NSB's Cultural Club promotes cultural pride, connecting students across diverse backgrounds. Through regular competitions, it encourages participation in inter-collegiate and inter-state cultural events.



NSB's sports club, EKALAVYA, fosters sportsmanship through regular events. It offers students chances to represent the college and university in inter-collegiate and inter-university sports competitions.

## EKALAVYA - SPORTS CLUB

## DRISHYAM - MOVIE CLUB

NSB's Movie Club, founded by passionate film enthusiasts, introduces students to insightful films with weekly screenings. It has become a favorite among NSB students, boasting the highest membership compared to other clubs.

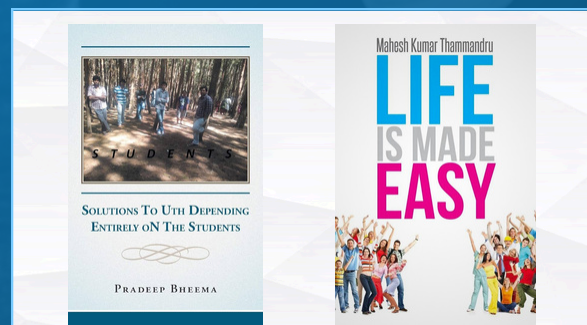


'DISHA,' NSB's Entrepreneurship Cell, drives India's entrepreneurial ecosystem by connecting students, professionals, and investors. Through interactive sessions, it nurtures ideas, helps develop business models, and facilitates connections with venture capitalists for funding.

## DISHA - ENTREPRENEURSHIP CELL

## SAHITHI - LITERARY CLUB

The club promotes literary activities among students, focusing on poetry, writing, and reading. Literature enhances understanding and communication skills by offering insights into others' thoughts and emotions through characters created by writers.





# Students Clubs

## NSB HERITAGE CLUB

NSB Heritage Club celebrates India's rich history and traditions, connecting students with cultural heritage through workshops, excursions and events. It inspires pride in our past while fostering meaningful connections across diverse backgrounds.



Logi Leads - NSB's Logistics Club drives student engagement in the dynamic field of logistics and supply chain management. Through hands-on workshops, industry visits and competitions, it offers practical insights and fosters skills essential for future leaders in logistics.

## LOGI LEADS - LOGISTICS CLUB

## NSBUZZ - SOCIAL MEDIA CLUB

NSBuzz - Social Media Club empowers students to master the digital landscape, fostering creativity and innovation in content creation. Through workshops, trend analysis, and collaborative projects, NSBuzz sharpens skills for impactful online engagement and brand building.



Vaniyya - NSB's Finance Club deepens financial knowledge and analytical skills among students. Through guest lectures, simulations and competitions, it provides practical exposure to finance, equipping members to navigate the complexities of the financial world confidently.

## VANIYYA - FINANCE CLUB

## SAHAAY - CSR CLUB

Sahaay - NSB's CSR Club fosters a sense of social responsibility among students, encouraging them to make a positive impact in the community. Through outreach programs, volunteering, and awareness drives, Sahaay inspires a commitment to meaningful change and social well-being.





EXPERIENCE  
NSB CAMPUS....

**A CAMPUS THAT BLENDS  
TRADITION WITH INNOVATION**

I ♥ NSB



# Glimpses of NSB Campus



Seminar Hall



Classroom



Amphitheater



Computer Lab



NSB Campus





# Glimpses of NSB Campus



RB Block Class Lobby



Classroom



NSB Campus Entrance



SB Block - Library & Computer Center



NSB Convocation 2023



# Life @ NSB



Alumni Homecoming 2023



Reading Park, NSB Campus



NSB Heritage Club Event



NSB Football Womens Team



Kannada Rajyostava Celebration



Kannada Rajyostava Celebration



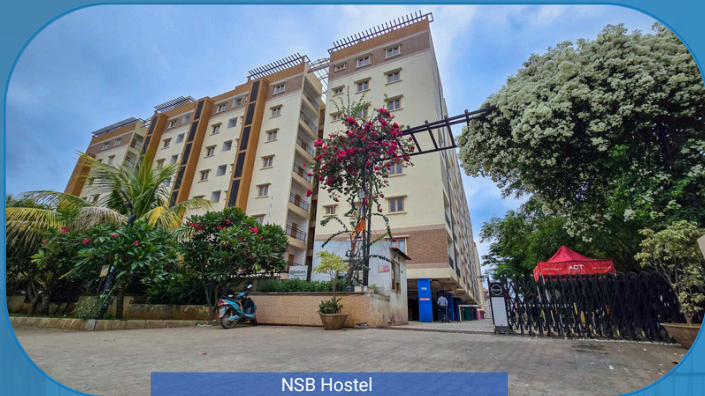
Diwali Celebration



Diwali Celebration



# Life @ NSB



NSB Hostel



NSB Hostel Room View



Onam Celebration



Ganesh Chaturthi Celebration



Uttari Betta Sunrise Trek, Tumkuru



NSB Chakravayuh Management Fest 2023



Auroville, Pondicherry



Ramoji Filmcity, Hyderabad



# Impressive Placements

NSB has always maintained an impressive placement record of 100% and ensured that its placement quality is among the best in the industry. NSB has accomplished this by giving top priority to placement activities and by building pre-placement training and career coaching right into the curriculum.

Pre-placement training takes place concurrently with the UG program and includes sharpening your communication, presentation, aptitude and analytical skills.



## Top Recruiters



## Pre-placement Training Partners

**Infosys Springboard**  
Skill Advancement and Free Certification Partner

**tcs iON**  
Digital Learning  
Empowering Learning Outcomes  
Skill Advancement and Free Certification Partner

**cognavi**  
Mock Interview Partner

**k Academy**  
HR Training Partner



# Glimpses of Placement Drive



DHL



Interview Training Session



Corporate Training by NISM leader's



DHL



Kaseya



Café Coffee Day



Ryan



Ryan



# Admission Process

## Admission Requirements ⓘ

### Eligibility Criteria:

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

### Admission Process:

Apply Online  
Telephonic Interview/Personal Interview

## Fee Structure

**Admission Fee:** ₹ 30,000/-

**Program Fee:** ₹ 1,40,000/- Per Year

**Total Fee:** ₹ 4,50,000/- For 3 Years

### HOSTEL FEES:

₹1,68,000/- (2 Sharing) for 1 year

₹1,44,000/- (3 Sharing) for 1 year

Above mentioned prices includes Food, Accommodation and unlimited Wi-Fi

## Merit Based Scholarship

SCHOLARSHIP CRITERIA	AMOUNT (In ₹)
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Above 80% In 12th	₹25,000
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Above 95% In 12th	₹50,000
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For Karnataka Students	₹25,000
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▶ + 91 937 9 244 007

▶ + 91 937 9 244 004



**APPLY NOW: [WWW.NSB.EDU.IN](http://WWW.NSB.EDU.IN)**







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

**+91-9379244004 | +91-9379244007**  
**admissions@nsb.edu.in**  
**www.nsb.edu.in**



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