



NITTE

CREATING INNOVATIVE LEADERS



SCHOOL OF MANAGEMENT



NITTE

THE PGDM WITH A CORPORATE EDGE



THE WIND BENEATH YOUR WINGS



Dr.N.R. Shetty
Advisor-NITTE School of Management

Dear Students,

I would like to extend to all of you a hearty welcome to NITTE School of Management. In today's world, the need is more for leaders than managers, as the world economy goes through upheavals and as the pace of change ever-quickens. As the world gets flatter, the demand for innovative leaders has never been greater.

At NITTE we have designed our PGDM program to achieve that goal. With more than 30 years of experience in running several quality educational institutions, the NITTE Group is uniquely positioned to deliver on that promise. Innovation and leadership runs in our DNA and we know what it takes to make thinkers and leaders out of young men and women.

Youth is a strength of India and our curriculum reflects that. Our courses on digital marketing, analytics, and IFRS have no equivalent among other B schools in India. We will not only offer contemporary courses, but also prepare you to capitalize on the opportunities that present themselves in the future. Our faculty is drawn from the best in the country and they bring the best of both academia and industry experience to the classroom.

And what is life like at NITTE? I assure you that you are about to embark upon the adventure of a lifetime and you will look back on the next few years as the best years of your life! We have the right balance of work and fun. Our students actively participate in sports, competitions, conferences, industry visits, internships and student fairs. At NITTE we believe that students must learn by doing and students will have to balance academics with extra-curricular activities throughout their stay here.

So come join us, and let us help you realize your dreams.

BRIEF PROFILE OF DR. N. R. SHETTY

Dr. N. R. Shetty is a renowned academician with more than 35 years of teaching experience.

He holds a Ph.D from IIT, Bombay. He was the Vice-Chancellor of Bangalore University for 2 terms. He has also been the Chairman of South West Regional Committee, AICTE, Bangalore. He was the Principal of Karnataka Regional Engineering College (KREC), Surathkal between 1988 and 1993.

Some prominent positions he currently holds include -

1. President - Indian Society of Technical Education, New Delhi.
2. Chairman - National Advisory Committee on Entrepreneurship in Education, Department of Science and Technology, Government of India.
3. Member - National Science & Technology Entrepreneurship Development Board, Department of Science & Technology, Government of India, New Delhi.
4. Chairman - Project Advisory Committee, ISTE - Working Professionals Learning Project (AICTE Project), Project Advisory Committee, Bangalore.



NITTE School of Management

NITTE EDUCATION TRUST

NITTE Education Trust was established in 1979 under the leadership and guidance of Justice K.S.Hegde who strongly believed that education is pivotal to the overall progress of the community. As a first step in this journey, the Trust established a school in the village of Nitte in Karnataka (near Mangalore).

From its humble beginnings, today the NITTE Education Trust is comprised of medical, dental, pharmaceutical colleges, a 720-bed Specialty Hospital, 2 Engineering Colleges, 2 MBA Institutes, a PGDM Institute, 2 MCA Institutes, a Hotel Management College, 2 Technical Training Institutes, 2 First grade Colleges, 2 Pre-university colleges, and 5 Schools - totalling nearly 30 Institutions with more than 10,000 students currently enrolled, 3,500 staff and over 50,000 Alumni.

MISSION

To develop NITTE Education Trust as a Centre for Excellence, imparting quality education, generating competent, skilled and humane manpower to face the scientific, technological, managerial and social challenges in the fast evolving global scenario, with a high degree of credibility, integrity, ethical standards and social concern.

CORE VALUES

- Believing in the power of ideas and the intellect
- Striving for excellence in everything
- Acting with integrity
- Exhibiting compassion and respect for others
- Taking ownership of one's actions
- Imbibing the spirit of life-long learning; developing the skills to take on any challenge, any time, anywhere and be a global citizen



"Life at NITTE can be summarized into one single phrase - 'challenging but enriching'" - Alumni statement



A class in session

THE NEED OF THE HOUR

Business today is becoming increasingly complex as technology, finance, social and market forces have become increasingly intertwined in a globalized marketplace. Today's business manager has to take decisions at a dizzying pace based on incomplete information. To stand apart from the crowd and be heard, (s)he must not only lead, but also be able to offer innovative solutions to complex business problems as they arise.

NITTE SCHOOL OF MANAGEMENT - COMMITTED TO CREATING INNOVATIVE LEADERS

NITTE School of Management is an AICTE approved autonomous institute. NITTE School of Management adheres to the core belief that it exists to create innovative leaders; leaders who will not only run existing businesses, but who will shape and create the businesses of tomorrow.

The curriculum at NITTE has been crafted by the best minds in industry and academia to enable the student to transition into an innovative leader, capable of making decisions and offering insightful solutions. The pedagogy is centred on the premise that to lead and innovate, students must learn experientially. From outbound activities, to internships, and courses covering the latest in the business world, students will continuously be exposed to real world scenarios that will enable them to practice and hone their skills in leadership and innovation.

NITTE offers courses that are seldom seen in any other PGDM program: digital marketing, analytics, personality development, IFRS etc

PROGRAMS OFFERED

NITTE School of Management currently offers a PGDM in General Management with specializations in HRM, Financial Management, Marketing Management, Information Technology Management, IB, Operations and Logistics Management

OTHER PROGRAMS OFFERED

NSM also offers an AICTE approved 15 months Executive PGDM for working professionals with 5 years of experience. Diploma holders can opt for a 12 months Post Diploma Program in Management (PDPM). Fresh working graduates can opt for the 12 month Post Graduate Program in Management.



Gym Facilities



Volleyball Court

FUN & INTERACTIVE

PROGRAM OVERVIEW

- Autonomous AICTE approved PGDM Institute
- 2-year feature-rich program designed to create leaders
- 6 months of intensive guided internship leading to placements
- Career training, Professional Certifications and Personality Development are integrated into the course
- Expert guidance on setting-up entrepreneurial ventures, technical know-how and funding options
- Syllabus framed by a high-level committee drawn from the Industry, the IIM and well known academicians
- Faculty are drawn from the Industry and come with rich, real-time experience and exposure
- An Industry visit every month, for the tenure of the program for students to understand corporate practices
- Access to courses, projects and faculty in the larger NITTE Group of Institutions
- Support to students to participate in seminars/symposiums of other Institutions

INTERNATIONAL TIE-UPS

NITTE School of Management has a tie-up with the University of Bedfordshire in the U.K. Students from NITTE have the option of spending time abroad, gaining valuable insights and experience.

INFRASTRUCTURE

- Comfortable, modern and spacious classrooms
- Hi-tech computing facilities with 24/7 internet connectivity
- Laptops upon admission (optional)
- State-of-the-art seminar halls with audio-visual equipment
- A well-stocked library with national and international journals
- Gymnasium, indoor and outdoor sports facilities
- Transport facilities to all parts of Bangalore
- Active Placement Cell to support placement efforts
- World-class hostel facilities
- Excellent dining facilities

INDUSTRIAL TIE-UPS

- Federation of Karnataka Chambers of Commerce & Industry (FKCCI) – Karnataka's premier Industries and commerce body
- Peenya Industries Association (PIA) – Asia's largest of its' kind Industrial Area
- The above tie-ups are exclusive and help our students get better internships, exposure and jobs
- NSM is the training partner to the members of both the above bodies



"The learning has been a blend of practical and theoretical knowledge which is much appreciated in industries these days." - Alumni statement

CURRICULUM

*COURSES & ELECTIVES

TRIMESTER 1

- Business Communication
- Managerial Economics
- Statistics for Management
- Managing Organization
- Information Technology In Business
- " Financial Accounting

TRIMESTER 3

- Services Marketing
- Personal Growth & Interpersonal Effectiveness
- International Business Management
- Business Research Methods
- Operations Management
- Cost Accounting & Analysis for Financial Statements

TRIMESTER 5

- Corporate Governance and Ethics
- TQM
- + 4 Elective subjects

ACADEMIC RIGOR

- Each Trimester is for a duration of 14 weeks
- Each subject will be taught for a duration of 30 hours
- A student can opt for dual specialization
- Speakers are invited, at regular intervals, from across the industry to share their experiences
- All students undergo a Business Soft Skills Development program
- Students go on short Industry tours organized by the Institute at regular intervals to accustom them to the practices of the Corporate world
- A major Industry tour is undertaken as part of the curriculum for a period of one week
- Students are encouraged to participate in seminars, symposiums, workshops, management fests, sports events, cultural events etc. All such initiatives are sponsored by the Institute
- All graduates will be eligible for further studies (including Doctoral programs) as also for Government employment, the Public Sector and Nationalized Banking jobs.

* The course curriculum may change in line with the emerging trends in the Industry. Visit www.nsom.ac.in for details on the subjects and electives offered. An elective will be offered, provided a minimum of 5 students opt for the same.

TRIMESTER 2

- Marketing Management
- Human Resource Management
- Organizational Behavior
- Quantitative Techniques
- Financial Management
- Business Environment & Legal Policy

TRIMESTER 4

- Strategic Management
- Entrepreneurship Development
- Change Management
- + 4 Elective Subjects

TRIMESTER 6

- Supply Chain Management
- Risk Management
- + 4 Elective subjects

INTERNSHIP - 6 MONTHS

EDUCATION AT ITS BEST



FACULTY PROFILES

PROF. MANJUNATH VS:

A Mechanical Engineer, he holds an M.Tech in Operations Management, Masters in Human Resource Management and Masters in Foreign Trade. He will be shortly completing his Ph.D in Human Resource Management. He has trained over 500 industry executives in the areas of Total Quality Management, Supply Chain Management, Supervisory Development and Personality Development. He has also conducted several Faculty Development programs. He has presented more than 20 papers in International and National conferences organized by reputed Institutions like IIM-K, IIT-Kanpur, IIT-Bombay, University of Delhi, amongst others. He has published 8 books with leading publishers like Pearson Education and Excel Books. Some of his books are text books for Gujarat Technical University, Calcutta University and JNTU. He was actively involved in curriculum development for the VTU-MBA program in the last three syllabus revisions.

PROF. NANDEESH:

Prof. Nandeesh brings his corporate experience to NITTE School of Management. He is a postgraduate from Bangalore University and holds a Masters Degree in Social Work and Law. He has worked for more than 3 decades in reputed Private and Public sector organizations. He has held several top positions in the field of HR and till recently he was General Manager-HR with HMT Limited. He was heading Corporate HR covering 6 divisions of HMT Machine Tools Ltd. He has been an active member for HR forums like NIPM, NHRD, ISTD etc. He was Chairman of NIPM, Karnataka Chapter. Prof. Nandeesh, with his strong network of HR Managers, takes care of training and placements at the Institute.

PROF. N KIRAN KUMAR:

An MBA with a specialization in Marketing Management and HR, an MA in Sociology and an M.Phil in Business Administration, he also holds a degree in Law. At present he is pursuing a PhD in Management. For more than 4 years he worked in reputed organizations like Reliance Infocom and Standard Chartered Bank and brings his experience to teaching Marketing courses like Integrated Marketing Communications, Business Marketing, Brand Management, Sales and Distribution Management etc. He has published and presented several papers and a book on The Indian Constitution and Professional Ethics. He is an active Rotarian. and member of forums like NIPM, NHRD, ISTD and BMA.

PROF. SITHARA:

An MBA in HR with distinction from VTU, she has more than 3 years of teaching experience. She is persuing her Ph.D from Mysore University. She is also an active researcher and has several publications. Her teaching experience, apart from HR subjects, are in the areas of General Management like Business Communication, Entrepreneurship Development, Business Research Methodology, Management & Organization Behavior etc.

PROF. RAGHVENDRA:

A PGDM graduate, he comes with more than 6 years of corporate experience in Marketing in the IT Industry. His core areas are subjects like Sales and Distribution, Business Marketing, Strategic Marketing, etc. He has also attended various conferences.

GUEST FACULTY:

DR. MANU N KULAKARNI:

An Economist with a Ph.D in Economics, he was former faculty at IIM-Ahmedabad. He worked in UNICEF for more than 3 decades and is widely travelled. He is a fellow in Leadership from Harvard University and was on the Governing Council of IIM, Bangalore.

MR. VINAYAK PAI:

A CA with a PGDM in IFRS from the UK, he has worked with Infosys for more than a decade where he was Vice President-Finance. Currently he is a leading consultant and trainer in the field of IFRS. He was given the Infosys Excellence award for his contribution to the successful implementation of IFRS at Infosys Ltd.

MR. ASHOK KUMAR:

A Masters in Mechanical Engineering, he has more than 25 years of experience in several multinational companies like Volvo, ABB etc., with rich experience in the areas of operations, quality and Supply Chain Management. He is also an active corporate trainer and consultant and a lead auditor for ISO and CMM, PCMM, etc.

MR. PRAMOD:

With a Masters in Journalism, he has more than 15 years of experience in academics and industry. He is the CEO of Digital Marketing Systems Limited, Mysore. He is a leading consultant on Digital Marketing.

DR. NAGENDRA:

A senior HR Professional with more than 3 decades of corporate experience, he has 7 years of teaching experience. An MBA from Mysore University and a Ph.D from Bangalore University, he has worked in public and private sector companies at top level positions. He was past-chairman of NIPM-Karnataka chapter. He is currently a Rotary District Governor of Rotary District-3190. He has published a book on Management and Entrepreneurship`.

MR. SOUMYADEEP:

A consultant in retailing, he heads his own retail consultancy company. He has more than a decade of experience in industry. He is a visiting faculty at various B-Schools which includes Wellingkar Institute, Bangalore.

LIFE AT NSM, BANGALORE

"Life at NITTE can be summarized into one single phrase - 'challenging but enriching'. The system here is such that you are challenged everyday to come out of your comfort zone and every time you think you've finally adapted to the system, it puts forth a whole new challenge. And that's the beauty of the system. It teaches to prioritize one's obligations. It has taught me to stand up, dust myself and move every time I stumble. The curriculum here is such that I learn how to deal with people from diverse backgrounds and to work in teams. The case study discussions held in class require not only a reading of the case but also doing background research on the company and the industry.

The level of competition is intense. It demands excellence and makes me a graduate who is not only well-versed with management concepts but also someone who can apply that knowledge for critical reasoning and decision making with confidence. NITTE has refined me into a person who is confident of facing any of the challenges of corporate life. I have grown as a person with strong analytical ability and to face any situation ethically.

The weekends at NITTE are really pleasant. Some people hang around in the campus, while others venture to the city and some remain indoors making up for the sleep lost during the weekdays. It is all about striking a balance between work and fun. After all it is rightly said, "Work hard and party harder". There is no doubt that NSM, Bangalore is an unforgettable part of my life".

- Raghvendra (Batch of 2009 – 2011)

LOOKING BACK AT NSM



MY EXPERIENCE AT NSM, BANGALORE

"Having chosen to study at NSM, Bangalore, I have to submit that it has been an inspiring journey. The learning has been a blend of practical and theoretical knowledge which is much appreciated in industries these days. The session on "Retail Management" by the CEO of Mantri Mall, Mr. James, a workshop course on "Business Communication", a seminar at SIT, Tumkur and Hosur, the "Leadership Training on Retail" at the Bharthi Wal-Mart training centre are worthy of a mention. The visit to Bharthi Wal-Mart was an eyeopener regarding the current retail scenario including the much publicized FDI in retail. It was a memorable experience to attend a seminar on "Business Marketing" and gain insights on how agents, brokers and OEM work. The registration fee and conveyance for all these events was provided by the Institute which shows the interest it has taken in developing the overall skills of the student. I attended all these seminars in the very 1st year which has enriched my knowledge and has helped me in the interviews I have faced so far. I am sure that I will have a chance to attend many more such events in the the 2nd year as well.

The icing on the cake was the industrial visit to many companies in Bangalore, Mumbai and Pune like HMT, BEML, Crompton Greeves, Mapro, Exide Batteries and Parle.

Though I still have another trimester to complete, Placements are happening in full swing already! Thanks to the committed and able management, I am sure that NSM, Bangalore will reach new heights in the years to come".

-Kiran.V.B (Batch of 2010-12)

PLACEMENTS AT NITTE SCHOOL OF MANAGEMENT

NSM, Bangalore provides 100% placement assistance to all the students. NSM has achieved 100% placement for earlier batches. Students are well placed in organizations like Vijaya Bank, Canara Bank, ANZ Bank, Global Multi Vista Limited, Anderson Limited, ICICI Bank, Lakshmi Vilas Bank, Oracle, E&Y, Shopper's Stop etc. NSM, Bangalore is proud to know that the employers are highly satisfied with the performance of these students.

NSM, Bangalore has entered into an MoU with several organizations and industry associations for student internships and placements. This will further improve the placement opportunities for students in the future. The faculty at NSM is actively involved and works closely with students to ensure high quality internships. NSM, Bangalore also constantly explores the possibility of placing students in the same organizations where they carry out their internships.

ADMISSION INFORMATION

We are looking for the best and brightest, so if you feel you fit the bill to be a creative and innovative leader, apply to us. We will work with you to make you succeed. You require a minimum of 50% marks in aggregate from a University or its equivalent, valid score from any of the entrance examinations (CAT/MAT/XAT), or any other entrance tests conducted at the National level including tests conducted by deemed Universities for PG courses in Management. Candidates appearing for their final year Degree exams are also eligible to apply. Filled up application form (available from the website or upon inquiry) and notification to appear for Group Discussion and Personal Interview followed by a Counseling session at Bangalore.



NITTE School of Management, Govindapura, Gollahalli, Yelahanka, Bangalore-560064

Ph: 080-2216 7952 Fax: 080-2865 5149

For Admission related queries call: 080-2216 7888

E-mail: admissions@nsom.ac.in