



**Hearty Felicitation to Prof. N R Shetty  
on the occasion of Kannada Rajyotsava celebration.**

**@ NITTE School Of Management, Bangalore.**

## FOUNDER



**Justice K.S. Hegde**  
(1909-1990)

Justice K S Hegde, former Judge of Supreme Court of India and former speaker of Lok Sabha established Nitte Education Trust way back in 1979 with the sole objective of serving the cause of education and rendering services to society. What was started in the form of one school at Nitte in 1979 has grown into a conglomerate of leading educational institutions of world class. Nitte Education Trust has under its aegis Nitte (Deemed to be University) and more than forty institutions in the arena of medicine, dentistry, nursing, Para-medical, engineering, management, pharmacy, fashion technology, first grade colleges, P U colleges, International schools and so on. Nitte group of institutions have a student strength of 2500 and faculty members of more than 4500.



## CHANCELLOR'S MESSAGE



### **Shri. N V Hegde**

Chancellor

NITTE (Deemed to be University)

President, NITTE Education Trust

I am happy that Nitte School of Management, Bangaluru, is bringing forth a bi-monthly magazine namely 'The NSOM Times' beginning from the year 2021. It will be a welcome augury for a management institute of excellence. Sharing of thoughts, ideas on current domain and management arena must be a ceaseless endeavour on the part of teachers, students and staff members. I prevail upon students of management in particular to make best use of this opportunity. The present times of technology and massive use of digital mode may have made a dent on our writing frequencies and capabilities. Yet it is time we brushed our thoughts, read more, discussed a lot and of course wrote as frequently as we must and made use of forums like this one.

For each one of us writing is a need and it should become a passion. I am reminded of a line by Graham Greene, English writer and leading novelist of 20th century, 'Writing is a therapy. Sometimes I wonder how all those who do not write, compose or paint can escape the madness which is inherent in the human condition'. It is obvious that each one has the urge to express oneself in many a ways. Let our students find their feet in this world of writing and creative expression. I urge the teachers and mentors to guide the students in this endeavour. I look forward to seeing a few articles from our students and teachers appearing in leading English dailies and magazines sooner than later.

## **CHAIRMAN'S MESSAGE**



**Prof. Dr. N.R. Shetty**  
Chairman,  
NITTE School of Management, Bangalore

Creativity, problem solving mindset and innovativeness are the key elements of successful education, and a college magazine is the perfect forum and opportunity for faculty members and students to express themselves. It harnesses the creative energies of the academic community and distills the essence of their inspired imagination in best possible way. It is a matter of pride that the NSOM college magazine committee has put in their best efforts to bring out the Bimonthly magazine-The NOSM Times. The magazine, I feel, will mirror the creative and innovative ideas of both the faculty members and the students. The news, articles, poems published in it, I hope, will be of contemporary relevance. I am also confident that it will serve as a source of inspiration for the faculty members and students to contribute articles regularly to the magazine in future. I congratulate the Director and his team on this occasion and for this publication.

## PRO-CHANCELLOR'S MESSAGE



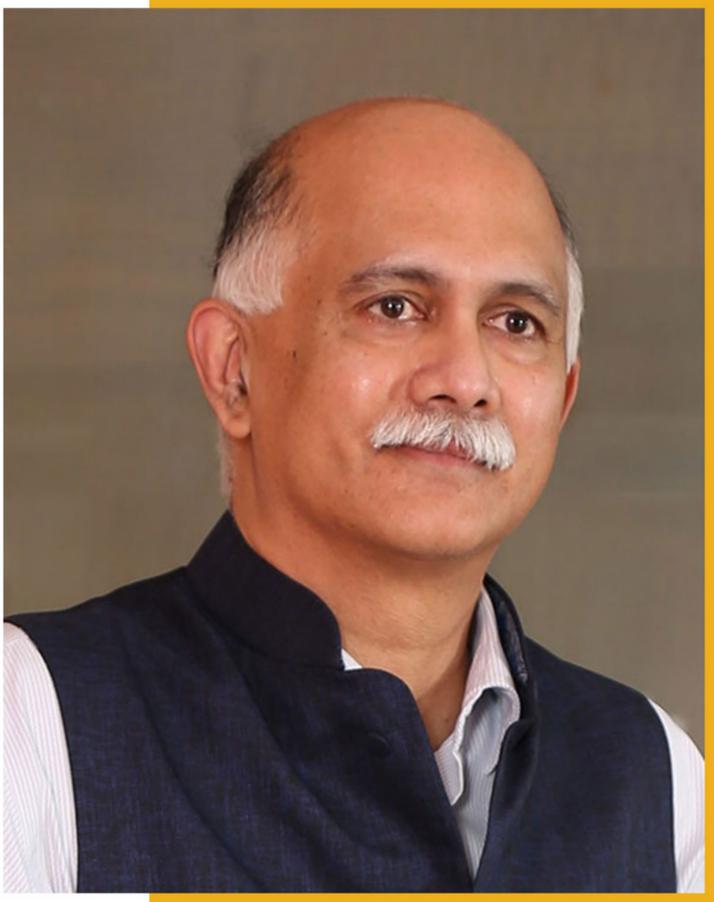
### **Shri. Vishal Hegde**

Trustee, Nitte Education Trust  
Pro-Chancellor (Administration)  
Nitte (Deemed to be University)

It is so appropriate a thing that a management institute must have its own medium of expression and communication of thoughts on contemporary matters on business, industry, man power and a host of other areas. Management students are future business captains and thought leaders. Preparing them for that onerous position is a challenge to meet squarely. Among other things, ability to write, present and get along with others is quintessential. It is in this regard that the decision to publish a bi-monthly magazine deserves appreciation. It will greatly help students try their hands in writing and hone it to levels of acceptance with proper and timely motivation from teachers. As the saying goes thousand mile journey starts from the first step, let this experiment pave the way for many such creative interventions by the institute. If students were to listen to lessons with intent to get clue and source to their articles, I think, both the purposes would be well served – first as students and then as future writers!

I am happy that the director of the institute and his teacher colleagues thought on the right line and made this happen. May the magazine serve the purpose of spreading knowledge and earn a good readership in course of time.

## ADMINISTRATOR'S MESSAGE



### **Shri. Rohit Punja**

Administrator,  
NITTE Education Trust, Bangalore

Abraham Maslow, great management writer once said, 'If you have hammer on hand, you will find every object as a nail'. On the same line, students and faculty of an institution may make use of a publication if there is one. Bringing out a periodical house magazine is another welcome addition to many new things happening at Nitte School of management, Bengaluru. Knowledge is meant for sharing among interested stake holders and even general public. A good book or an article is capable of turning even an uninitiated into active participant. Management Institute is a part of business world for reasons more than one. Students and teachers must make it a point to share thoughts on variety of domain areas.

I wish that 'NSOM Times' will live up to such expectations. A publication is truly a voice of an institution. Its sharing of thoughts must ideally resonate the aspirations and ethos of the institution. I request the teachers to guide their students on how to choose themes and keep writing. I wish the venture success and look forward to seeing it growing from level to level in terms of quality, context and value addition.

## PRINCIPAL'S MESSAGE



**Dr. H.C. Nagaraj**  
Principal,  
NMIT, Bengaluru

Having an outlet for showcasing writing talents of students and teachers is indeed a great idea. I am pleased to know that NSOM is coming out with a bi-monthly magazine beginning from 2021. If you have a hammer in the hand, you will find everything as a nail. When a writing forum is created, many of us may want to write a thing or two. Management students need to be good in writing and presentation. They need to work on ideation, problem solution and expression at all times. Among other qualities, ability to think on 'feet' and think on 'paper' forms the core. I am sure that this magazine will be the 'home ground' for our students to test the water and flex the writing muscle.

I prevail upon the teachers to lead the students from the front. Teachers must emerge as powerful writers of reckoning. In being so, they become the model to students. Let the writing spree go unhindered and the Institute earn name among their other laurels. I wish the magazine a grand success. I congratulate the Director and the team on this new journey.

## **DIRECTOR'S NOTE**



### **Dr. M Venugopal**

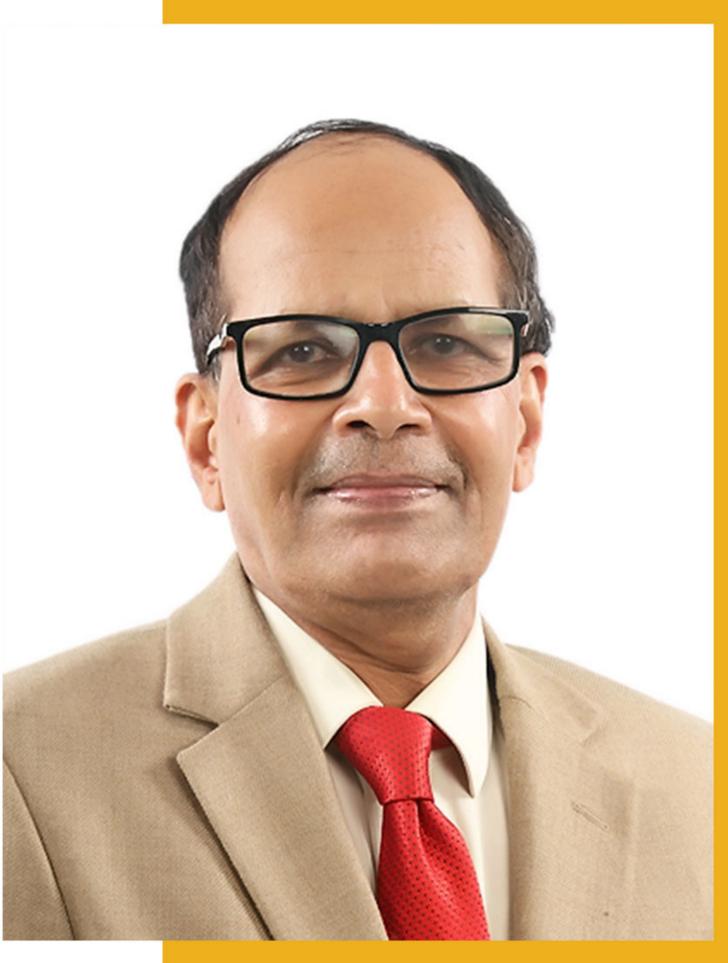
Director,  
NITTE School of Management, Bangalore

Education is a tool to enlighten students, empower individuals and thereby help society evolve in positive and progressive direction. The essence of knowledge lies in a spirit of creative thinking, expression and experimentation. In this regard the college magazine “The NSOM Times” plays a vital role as a platform for the students to think, reflect, create and innovate. The magazine is indeed a precious document that can showcase aspirations and achievements of students, teachers and others.

I congratulate the Chief Editor and his team, the designer and my beloved students for their commendable job in bringing out the 1st edition of this magazine- The NSOM Times. I feel it is worth reading and preserving with us for long to cherish the past memory. I wish all the best. The college magazine – The NSOM Times is a space for students to express their ideas, opinions, imagination, concerns, questions, and dreams.

I extend all my support to make this venture a successful one.

## EDITORIAL NOTE



**Dr. N.J. Shetty**  
Editor-In-Chief,  
NITTE School of Management, Bangalore

It is my choice privilege to be a part of this publication as Chief Editor. It was essentially the dream of Dr. M Venugopal, Director of the Institute to have a full-fledged house magazine namely '**NSOM Times**'. NSOM could get the act together in getting this magazine started at the beginning of year itself. The objective is to provide a platform for students, teachers and alumni to hone writing skills and share thoughts as an adjunct to various other learning activities happening in the Institute seamlessly. Management students in particular must write more than usual as it is one the strong soft skills to come up with. We the teachers at NSOM are committed to help our student fraternity to write on a host of areas and guide them into blossoming as responsible writers, thought leaders and catalysts.

We are indeed fortunate to have the messages for this first issue in the hands of Shri Vinaya Hegde, President, Nitte Education Trust and Chancellor, Nitte( Deemed to be University) Mangaluru, Professor Dr. N R Shetty, Chairman Nitte School of Management, Mr.Vishal Hegde, Trustee, Nitte Education Trust and Pro-Chancellor (Administration) Nitte (Deemed to be University), Mr Rohith Punja, Administrator, NET, Bangalore and Dr. H C Nagaraj, Principal, NMIT.

As Chief Editor of this publication, I must place on record the support and guidance from Dr M Venugoal, the Director and Professor Satya Sidhartha Panda the HoD. I am thankful to Faculty, staff and students for contributing articles in such a short time. Mr Chethan Shetty, Digital Marketer of the Institute shared his designing skills in full measure and I owe him the one. This is the first step like a baby step that we are taking and sooner than later we will take reach you all with longer strides. I request the students, teachers, alumni and others to bless us and with their regular reading, contribution of articles and patronage.

With Respects and Regards  
**Dr. N J Shetty**

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Contribution of articles, news, poems, photographs, drawings, cartoons, etc; is invited from PGDM Students, faculty members, employees and alumni of Nitte School of Management, Bengaluru.

# KEY IMPLICATIONS OF NEP (2020) ON QUALITY, RESEARCH AND GLOBAL ACCREDITATION OF HEIs

Higher Education (HE) is an important input both for the growth of the society as well as for the individual. NEP 2020 is a recent key policy document to transform Indian HE landscape to international standards.

The NEP guidelines and expectations are aligned with principles of global accreditations and best practices. Global accreditation is a review process to determine if educational programs meet defined standards of quality globally. Accreditation however, is not permanent—it is reviewed periodically to ensure that the quality of the educational program is maintained. In the United States, academic accreditation is voluntary, decentralized and it is carried out by many non-governmental, non-profit organizations. The process of academic accreditation typically culminates in an external quality review of self-evaluation report (SER) of HEI by a team of professional experts from academia or industry.



**Dr. Ananth Rao**  
*Emiritus Professor- Finance*

In other countries, including India, it is mandatory for every HEI to be accredited nationally, but global accreditation is voluntary. Specialized Accreditations (like AACSB, ABET.....) are way of assuring a program's excellence. Only the best HEIs in the world have earned these Specialized Accreditations. They are forward thinking, innovative, and acutely aware of the challenges facing the world today. They consistently deliver on their promise to prepare the next generation of leaders. In India, their numbers are currently about 15, but 50+ more are in the process. The features of Global accreditations in general and AACSB in particular are:

- 1. Engagement:** it means HEI,
  - achieves both academic and professional engagement by students and faculty;
  - Identifies desired characteristics of engagement, aligned with the HEI's mission;
  - maintains and fosters an appropriate interaction with academic and professionals
- 2. Innovation:** where HEI,
  - pursues continuous improvement;
  - is entrepreneurial and is involved in experiments
- 3. is innovative and is risk taking towards achieving objectives**
- 4. Impact:** where HEI:
  - focuses on high quality inputs and outcomes and delivers high values
  - produces intellectual contributions that have a positive impact on theory, teaching and practice;
  - has strategic plan with specific resources and KPIs.
- 5. Collegiate Environment:** where HEI:
  - focuses fosters scholarship and advanced learning
  - provides supporting environment for interaction among students, faculty, administrators, and practitioners, faculty development and institutional governance
  - focuses on having an 'inclusive community'
- 6. Continuous Improvement:** It is based on HEI's self-evaluation and independent peer reviews.

NEP 2020 gets deeper into each of the above five features. Transitioning into NEP 2020 in full measure itself helps HEIs helps meet seek global accreditation requirements. I wish the HEIs in India will embed this implementation as a KPI in their strategic plan for 2021-2025. For any help required in this regard, please contact me on [arao@ud.ac.ae](mailto:arao@ud.ac.ae)

# CREATE AN ENVIRONMENT TO DISCOVER THE JOY OF LEARNING FOR LEARNERS

***Love what you do and feel that it matters. What else could be of more fun in life?***

It's necessary for you as parents to know the kind of interaction your child prefers while learning at home. You should also know the kind of learner your child is. I was talking to a group of parents regarding how kids motivated themselves to learn at home. I observed that 9 out of 10 parents faced challenges to sustain interest and attention of their kids to learn at home. Most of the parents of LKG kids shared their experiences that their kids were not doing well in dictation writing and they got feedback from the school to practice dictation writing at home regularly. But the problem seems to be that kids are busy with mobile phones or TV at home. They don't have interests to study at home after coming from school.

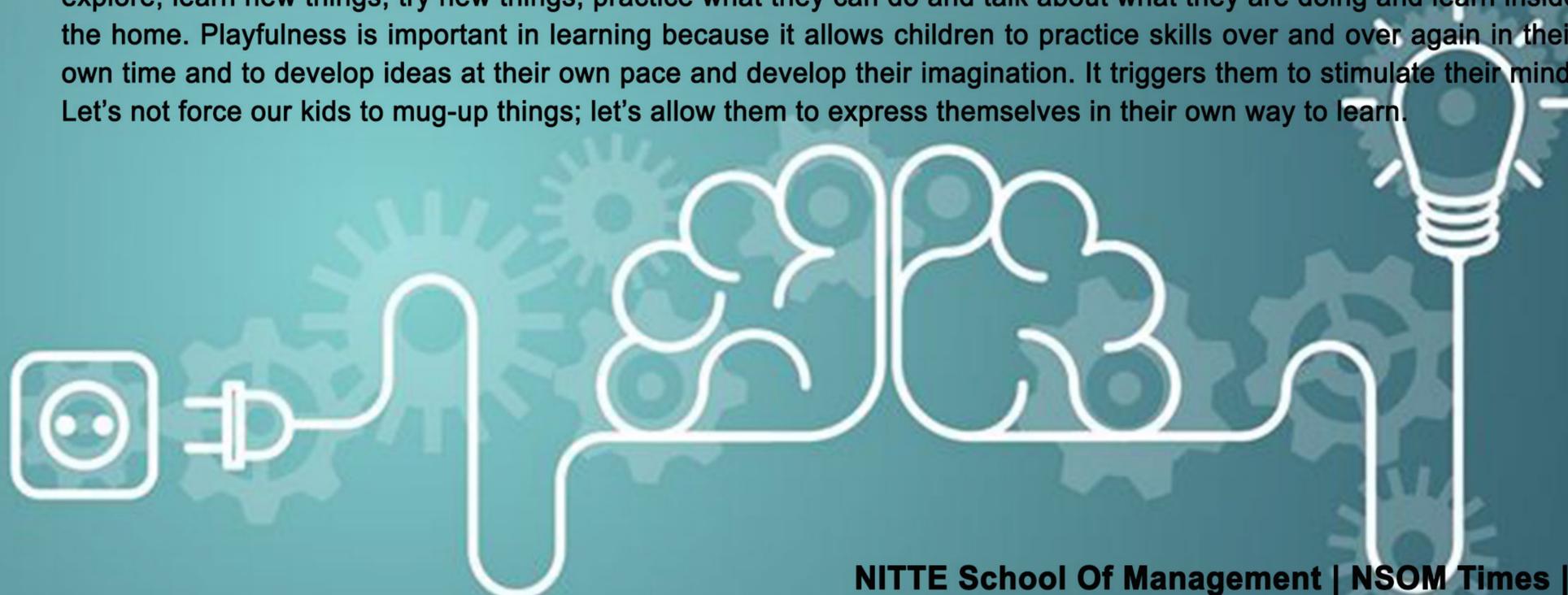


**Prof. Satya Sidhartha Panda**  
*Certified Life skills trainer*  
*HoD- NSOM, Bengaluru*

Let me share my small experiment and observation with my son. I asked him to pick the colour paper sheets with letters of the alphabet and then I asked him to play the game. I could make out that he was curious and excited to play the game inside the home. Then I told him that I would explain to him the rules of the game and would give him 2 minutes to match the colour cards with the letters of the alphabet thereby forming words. He was supposed to match these to form different words. But he practiced dictation through playing games rather than writing words. I didn't ask him to mug-up and write 20 times in front of me. It's the learning place, also called PBE or Place-Based Learning, which makes a difference to him and more importantly his mood, energy, interest, enjoyment, behavior towards learning. This is referred to as human environment. I observed that he was actively involved in the task and was enjoying it thoroughly. His mood was also completely different from that of others. I asked him, "Have you learnt now how to write these words?" I also asked him, "How do you feel?" He replied with a smile, "Papa I am enjoying and learning through games." He further asked me if he could do it the following day.

As per the contract, I conducted a test on dictation the following morning and he scored 10/10. You know 10/10. You know the best part is that when my son went to his school the very next day, he shared shared this experience with his friends who were also facing similar problem. He also asked them to try this and it worked! I loved such attitude for it helps people grow! It's not about number games in the form of increase in scores; it is about how the child can create his own learning space or environment at home. My take is: parents need to act as a facilitator and a coach to involve their kids to learn the way the kids want and not the way the parents want.

Parents: let's accept the fact that every child is unique and she or he wants to learn in her or his own way, not the way you ask them to learn. Let's provide them an environment (which is not only place to learn but create an environment inside their minds where the joy of discovering the unknown begins.) Let our kids discover the joy of learning. Kids can explore, learn new things, try new things, practice what they can do and talk about what they are doing and learn inside the home. Playfulness is important in learning because it allows children to practice skills over and over again in their own time and to develop ideas at their own pace and develop their imagination. It triggers them to stimulate their mind. Let's not force our kids to mug-up things; let's allow them to express themselves in their own way to learn.



# INNOVATIVE DISRUPTION: IS COVID19 A PAUSE FOR NEW BEGINNING

## *New problems, new approaches to deal with.*

On March 11, 2020 World Health Organization (WHO) declared Covid-19 as a pandemic. Covid-19 has affected more than 4.5 million peoples worldwide (WHO). The COVID-19 pandemic has created the largest disruption of education systems in history, affecting nearly 1.6 billion learners in more than 190 countries and all continents. Closures of schools and other learning spaces have impacted 94 per cent of the world's student population, up to 99 per cent in low and lower-middle income countries. Most of the Governments around the world have temporarily closed educational institutions in an attempt to control the spread of the pandemic Covid-19.



**Ms. Richa Tiwari,**  
*Assistant Professor, NSOM*

According to a survey report of the Ministry of Human Resource Development (MHRD), Government of India, conducted on higher education it was observed that there are 993 universities, 39931 Colleges and 10725 standalone institutions listed on their portal, which contribute to education (DNS Kumar, 2020). Even though the country has been adapting to the new-age learning, but there still lies an obstacle in achieving entire success as only 45 crore people of our total population of the country have access to the internet/e-learning. The people residing in rural areas are still very much deprived of the technologies and therefore hampering the cause of online education. The Covid-19 pandemic taught the entire society on how necessity is the mother of invention by allowing educational institutions to adopt online learning and introduce a virtual learning culture. This initiative has taken a shape of learning curve to create an effective virtual environment of teaching learning and to create motivation among students for online activities. The teachers and students.

improved the use of electronic media by sharing information by making use of WhatsApp, Google drive, Telegram, Twitter etc. (Pravat, 2020b). They have been sharing important documents with the group members and creating online local repository also. Students are advised to submit the scanned copies of the assignments to the institution through email. Institutions have also started receiving internship reports and projects through email during the lockdown for Covid-19. There were many online portals for disseminating knowledge for higher educational institutes (HEIs). New technologies will certainly challenge the traditional paradigms such as classroom lectures, modes of learning and modes of assessment. The new trends will allow the education sector to imagine new ways of teaching and learning. A new age with new paradigm.



# BASICS OF LEARNING: KEY TO PROGRESSION

*What we learn after we know all matters for a lifetime.*

There are essentially four ways in which people learn. They are

1. Trial and Error
2. Being Told
3. Imitation or Emulation
4. Thinking

The Trial and Error method is the simplest and easiest. It is a practical activity and hence will be highly suitable for learning skills. The method simply consists in making the trainees to do something. The most important feature of this method is the knowledge gained of the outcome of the activity undertaken. The trainer should take care to avoid learning events that will result in probable failure as this may demotivate learning. The activities designed for trial and error should bring out positive results. In the event of an uncertain activity, the trainee should be mentally prepared to take the result as it emerges and should be made to feel confident that failure to produce the desired result will only lead to a friendly advice and nothing more.



**Prof. G Koteswara Rao**  
Assistant Professor-NSOM

Being told consists in the trainees receiving some information from the trainer in the form of words, symbols and figures. The trainees receive the information on a ready-made form and are not required to perform any independent discovery. When the information to be given to the trainees is small, orally telling the trainees will suffice. Written notes are preferable when the amount of information to be delivered is large. Complex information may be told supported with effective visual aids. Being Told method assumes that the trainees have no information on the subject and that the trainer knows the information. In this case, the trainer needs to be highly credible.

In an imitation process, the trainees get an opportunity to observe another person performing a task and then they try to emulate the performance. The learning process is exercised through what the trainees observe and not through what they are told. Care should be taken to ensure a positive model performance as otherwise it may induce negative influence after observing incorrect methods/procedures.

Thinking as a learning method is useful in situations where the trainees have to evaluate various options, draw conclusions, weigh results/consequences etc. Thinking is a personal activity and the time consumed to reach a solution may vary from trainee to trainee. Further, what is complex to a trainee may be simple to another. The maturity and experience of the trainees are of different degrees. The trainer, therefore, has to act tactfully by adopting varying methods of training and empowerment.



# ABC OF BUSINESS E-MAIL ETIQUETTES

***Sending e-mail is quick and convenient but know that you may hurt someone, lose contact, spoil the environ as quickly!***

Corporate employees spend an average of 4.1 hours a day checking work email, according to a survey conducted by The Washington Post. That means workers log a whopping 47,000 hours in their inbox over the course of a career.

Why do we need email etiquette?

Research shows making errors seriously impacts how people see you. In one study, participants who read an email with grammatical errors thought the writer was less conscientious, intelligent, and trustworthy than those who read the same email without errors. In fact, because of the sheer volume of messages we're reading and writing each day, we may be more prone to making embarrassing errors--and those mistakes can have serious professional consequences.



**Mr. Ravi Gobbinar,**  
*Assistant Professor, NSOM*

A well-crafted email can make the difference between a successful working relationship or potential confusion, insult or conflict – all of which can be heightened if your employees aren't working from the same place.

**The basics of modern email etiquette** **The Essentials of Business Etiquette, following are the most essential rules you need to know.**

- **Include a clear, direct subject line-** Examples of a good subject line include "Meeting date changed, "Quick question about your presentation", or "Suggestions for the proposal". "People often decide whether to open an email based on the subject line, choose one that lets readers know you are addressing their concerns or business issues".
- **Use professional salutations-** Don't use laid-back, colloquial expressions like "Hey you guys," "Yo," or "Hi folks." "The relaxed nature of our writings should not affect the salutation in an email, such as "Hey" is a very informal salutation and generally it should not be used in the workplace. And "Yo" is not okay either. Use Dear, Hi or Hello instead". Don't shorten anyone's name. Say "Hi Michael," unless you're certain he prefers to be called "Mike".
- **Be cautious with humour-** Humor can easily get lost in translation without the right tone or facial expressions. In a professional exchange, it's better to leave humor out of emails unless you know the recipient well. Also, something that you think is funny might not be funny to someone else."Something perceived as funny when spoken may come across very differently when written. When in doubt, leave it out".
- **Proof read every message-** Your mistakes won't go unnoticed by the recipients of your email. "And, depending upon the recipient, you may be judged for making them". Don't rely on spell-checkers. Read and reread your email a few times, preferably aloud, before sending it off.  
"One supervisor intended to write 'Sorry for the inconvenience', But he relied on his spell-check and ended up writing 'Sorry for the incontinence'".
- **Add the email address last-** "You don't want to send an email accidentally before you have finished writing and proofing the message. "Even when you are replying to a message, it's a good precaution to delete the recipient's address and insert it only when you are sure the message is ready to be sent".
- **Always include a signature and identify yourself.**

## SET YOUR GOALS TO BE ALL-IN-ALL

*In 'inside-in' approach to goal setting we bring our latent capabilities and resources to bear on the final results, quality of life and leadership.*

Goethe once said, 'Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. Two ways of goal setting are a) Outside in approach and b) Inside-out approach. In the first one, goal achievement is looked at in terms of what is out there to see, hear and touch. This is the traditional approach which goes to say, 'If you can do this, you will be considered like this'. Only tangible results do not make up for our goals. There should be a sense of spirit and mission behind what is turned out as a result. In the second type of goal achievement, there is missionary zeal, purpose and direction. Though, task based goal setting is what we see all around, it is not the end-all and be-all. Mission based goals are far more desirable as they are more enduring and satisfying at the end. In the second type of goal setting, the person's energy emanates from inside. He will be able to see the actions as part of goals, more meaningfully. Mission which is from within creates meaningful action. Steven Spielberg's deep seated desire to make movies is quoted as leading to ultimate outcome.



**Dr. N Jayarama Shetty**  
*Professor, Certified NLP Practitioner, Certified Life Coach, Certified OD Coach, NSOM*

Mission must be such that it creates powerful roles that meet with goals in a desired way. If someone is a reader and he reads a lot, his role ends with being just that. On the contrary, if a reader is also a passionate writer, his very reading styles, approach and intensity would be in consonance with the requirements of a writer. In other words, he would read with the added responsibility of having to be a successful writer too. He therefore reads in terms of what he needs to know as a writer. Likewise, each one of us needs to question our present role in the backdrop of our responsibility to outside world. As a teacher, if I start visualizing my role as a writer, mentor, guide, counselor, change agent, reformer etc my role gets bigger, better and brighter.

The role that we play as an 'Individual' is the key to other roles such as work role, citizen role, societal role, spiritual role and such other. In every role, it must be possible to 'identify' ourselves and the values we are aligned with. For instance, in work role, one can appreciate the value of time spent, activities generated, learning that has taken place and so on. Focus on 'current role' shapes us up to future pursuits. The goals that we pursue must be engaging enough to put us in resourceful state more often than not. It is our responsibility to see that we are not turned to vulnerable states at any cost. Alongside, we need to make an 'ecology check' to see that we do not lose track of what we must do to people around us. Any goal which is bereft of ecology check and accountability is not worth pursuing.

Goals that we seek and form must be of the following:

- Goal to be well-formed and well articulated
- Goal to compel us to walk into future with assurance and focus
- Goal to be based on well formulated plan
- Goal to motivate us to go for frequent rehearsals lest we lose the grip over it
- Goals to be pursued in terms of actions.

# FACULTY: SOURCE OF SUPPORT AND INSPIRATION

*The real teacher is always before us, behind us and within us.*

I like having conversations with my teachers. If I'm having a hard day or something where I could open up to them and share my feelings, it would be great indeed.

We would work with each other so we would get to know other people in our class, and then we'd get to work on the same problems together. That would make us more engaged and we can learn from each other [as well as] the professor. Real teaching takes place not in terms of what the teacher talk about but what he engages the students in. Action is more important than activities.

**“Six success factors” that contribute to students’ achievement.**

**Directed:** Students have a goal and know how to achieve it.

**Focused:** Students stay on track— keeping their eyes on the prize.

**Nurtured:** Students feel somebody wants and helps them to succeed.

**Engaged:** Students actively participate in class and extracurricular activities.

**Connected:** Students feel like they are part of the college community.

**Valued:** Students’ skills, talents, abilities and experiences are recognized; they have opportunities to contribute on campus and feel their contributions are appreciated.

1. Ask students about their educational and career goals (directed).
2. Integrate career and educational goal exploration into course assignments (directed, focused, engaged).
3. Provide regular and meaningful feedback to students about their performance and progress (focused, engaged).
4. Regularly ask students if they understand the course material and direct them to avail of assistance when needed (nurtured, engaged).
5. Learn your students’ names and ask them how they are doing (nurtured, connected).
6. Create opportunities for students to provide feedback on their experience in your course throughout the term (engaged, valued).
7. Show students that you are proud to work at your institution and that they should be proud to be enrolled at your community college (connected).
8. Provide opportunities and encourage students to connect with and support each other (connected, nurtured, engaged).
9. Incorporate opportunities for students to share their personal and family history and culture in class assignments (valued, engaged).
10. Connect or provide students with opportunities to help their peers (valued, engaged).



**Ms. Mamatha M R,**  
Student, NSOM





## TEACHERS AND STUDENTS: BEAUTY OF TOGETHERNESS

The relationship between teachers and students is essentially fiduciary and interdependent. The goal for both is one of excellence and fulfillment. In building students' persona and position, role of a teacher cannot be overemphasized. Quality of student performance and their transition to higher levels depends on how well a teacher inspires and motivates the students and how diligently students take the lessons and grow in the path shown. A positive teacher student relationship could be imbibed by creating an ideal environment of teaching and learning.

A teacher-student relationship evolves with time. When in primary school the teacher usually acts as a guardian for students and guides them about every little thing. At secondary level, the approach of the teachers becomes more professional and focused in terms of teaching students what's there in Syllabus and books and working around it. In post secondary the teachers becomes more flexible and allows the students to reach out to different tools of learning.

In general, students spend more time

with teachers and learning resources than their parents and relatives. Teachers and students develop a better relationship when there is mutual effort and empathetic understanding. A teacher who teaches well and students who work on such benefits generally go together and do better at various points of time.

Great teachers are held in high esteem for what they do to their students. Such teachers enjoy reputation in the eyes of management, colleagues, parents and other stakeholders. In the society, teachers occupy a special position for what they give and leave behind as legacy. Each one of us grew in the space teacher's guidance, wisdom and handholding. In Indian ethos, teacher is comes first even before God. That is the value we have attached to teachers. As students it should be our endeavour to come up to best expectations of our teachers. The way we grow and excel in life's journey could be the best gift to them.

***Great teachers focus not on compliance, but on connections and relationships.***



**Mr. Abdul Shaheem**  
Student, NSOM

TogetherNESS is a great sense of warmth, cohesiveness and happiness. Perhaps, as is else where, in campus student teacher proximity, relationship and mutuality may help create such happy vibes.

Research also proves that happiness is directly related to productivity. Happier the students higher is the spiral of learning.

Teacher is seen more as an inspirer than anyone else. He needs to be responsible in the way he thinks, speaks and acts.

# THE WAY YOU WRITE TELLS WHO YOU ARE

***Communication is the live wire of an organization. We need to be responsible about what we write today and tomorrow.***

The ability to communicate clearly in writing is one of the key factors of time management. It is a skill one has to learn and practice.

Following are some tips that may help you to optimize the time spent on your correspondence:

1. ABC of good letter writing -Accuracy-Brevity-Clarity
2. 5 M's of letter writing-Maker, Message, Medium, Meaning, Message receiver
3. Your letter should speak –Why you are writing? What facts support your reasons for writing? What you expect the reader to do?
4. Plan your correspondence-plan to be precise and direct and easy to understand
5. Picture the people you are writing to –learn to talk reader's language
6. Write clearly and cut your writing time
7. Stop answering letters -start answering people
8. Use appropriate words-relevant to the context
9. Standardise formats
10. Keep it brief
11. Make it clear and complete
12. Keep your language lively
13. Avoid roundabout verbiage
14. Do not use letter to argue or discuss- only to confirm discussions
15. When your letter is hand written write legibly.
16. Try writing one sentence letter
17. Sort correspondence-
  - a. Those requiring immediate action
  - b. Those which require detailed examination
  - c. Those to be filed
  - d. Those which are to be destroyed
18. Learn the art of delegation –routine correspondence may be delegated to subordinates.
19. Use window envelopes for sending letters.



**Ms. Shivani Reddy,**  
*Student, NSOM*

## SELF-IMPROVEMENT: A FEW TIPS TO STUDENTS

*There is no room in this world which is bigger than room for self-improvement.*

Self-improvement relates to how we present ourselves to the world, both personally and professionally. Self-improvement is learning and adopting ways to respond to others and to life situations. This entails practicing professionalism so that you are effective in managing relationships. Self-improvement ideas for college students:

- **Join a club:** College campuses are full of clubs and groups that are always looking for interested members. There is a group for every type of hobby, so it should be easy to link up with one for specific self-improvement endeavours.
- **Read books:** There is a wealth of information to be found in the pages of books that others have written. Those who've walked the path before you can give insight and advice and help you do better.
- **Watch TEDX talks:** Ted Talks are short video lectures given by professionals of all kinds. There is one for nearly every subject you can think of that is enlightening, informative, and inspiring.
- **Find a mentor:** We often learn by the experience of others, and the more information they can pass down to us, the better off we are. College students seeking self-improvement should find a professional in their field on campus or otherwise.



**Mr. Kalyan Reddy**  
Student, NSOM



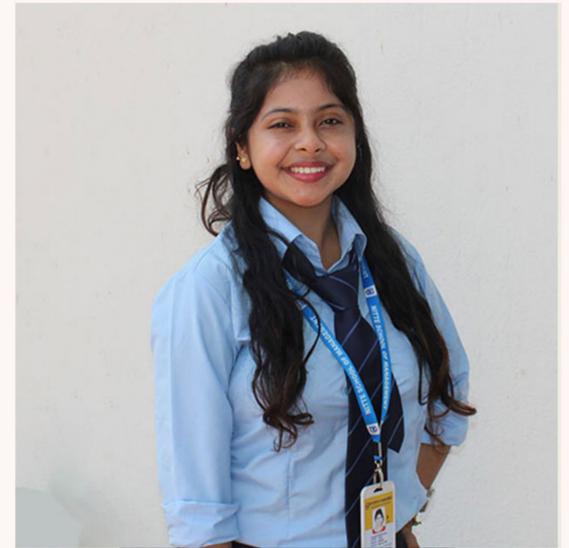
## **MEDITATION IS TO BE IN THE PRESENT!**

The first step in meditation is being mindful of what we are doing and becoming aware of what is happening to us. Meditating while doing a certain work or when on a job is found to be beneficial. Someone in the kitchen is not just cooking: he or she is actually meditating! Such meditation is a way to cook happiness and peace around. Learn to meditate while performing action, with a sense of seva and an awareness of being an instrument in the hands of a higher power. Any action of giving a feeling of joy and a sense of duty is meditation. Meditation which is part of work and which makes us work even more is possible the highest level of meditation.

Whether someone is a farmer or professor does not really matter as long as he identifies with what he does and feel that it matters. Feeling the value that someone is generating should not make him feel arrogant but humble even more. In such space of acceptance with gratitude real meditation begins and blossoms. Doing our daily duty with a sense of desire turns duty into delight. Meditation begins and blossoms in creating feelings and environment. Doing our daily duty with a sense of desire turns duty into delight. Meditation is feeling compassion, friendship, humility, and love for one principle pervading all things and objects of this world.

The highest state of meditation is at the level of just being. To reach that state of meditation, we do not have to do anything, because being is meditation. That is why we are called human beings. In this state we identify with the core or divinity in us – the Principle of consciousness and Bliss. Person in this state of joy is in a state of meditation by just being aware of the present moment. Learn from the past, plan for the future but live in the present, aware of your real self.

For peace, happiness, fulfillment, practice meditation in action , feeling , understanding and just being. To achieve the best, perform actions with complete awareness and mindfulness, combined with a sense of service. Consider yourself an instrument in the hands of a higher power. Love is divine; love is giving, not demanding. We do not fall in love; we rise in love with God. Realise with oneness with all living beings, nature, and the cosmos. Succeed in the practice of



**Ms. Anamika Bhattacharya**  
*Student, NSOM*



## STUDENTS' INTERFACE WITH MR. ROHIT PUNJA, ADMINISTRATOR, NET, BANGALORE

**Ravali:** *Good morning sir. Now that you have been in NMIT campus for 6 years in the role of an Administrator, what was your first impression or experience as you started the journey back in 2015?*

**Rohit:** I was new to the academic environment when I took the mantle of an Administrator in 2015. This was a new role for me and well outside my comfort zone. It took me at least six months to understand the dynamics of my role. I “shadowed” senior people to learn about the college and get a grip on matters related to my role. My first experience is of quiet and serene campus. The gardens, temples and birds are very refreshing especially early in the day.

**Abdul:** *Sir, you must have had your dreams and aspirations about this onerous and superior role in the hierarchy. At this point of time, what is the extent of realization of them?*

**Rohit:** Dreams are achieved in the long term. They take time to materialise. The dream for all our colleges is that they become a ‘college of choice’. If our college is established and well known, we need to take the college to the next level. For example, NMIT is a reputed college. I am happy that NMIT got a very decent enrollment during the pandemic. This clearly shows that the college is well known and is a college of choice. We have to focus our energy on making NMIT an even better institution.

Take the case of NSOM. The new leadership has done wonders for NSOM. Many new initiatives have been introduced. NSOM is now a vibrant college with good admissions, teaching and industry exposure.

**Ravali:** *Sir, you have been an advocate of management education as an enabler of industry leadership and excellence. What do you like to see NSOM as say five years from now?*

**Rohit:** A management institute worth its name must have a finest delivery system and a corporate ‘persona’. NSOM must be recognized at the state and national level and even across Asia. For that to happen, The Institute must continuously keep improving. Robust industry collaboration, rich course content, faculty excellence, ability to roll out job ready students will create an edge for NSOM. I am sure NSOM will live up to these expectations in the days to come.



**Mr. Rohit Punja**  
Administrator, NET

Mr. Punja is a man of vibrant profile. He holds an engineering degree in Computer Science from the University of Wisconsin and an MBA from San Jose State University. Having served in versatile industries in the USA and India for more than 20 years, he carries a wide range of experiences in many sectors.

As an Administrator, Mr. Punja’s presence is felt in the Bangalore campus in terms of proactive thoughts, authentic words and focused actions. For NSOM in particular Mr. Punja, has been a guiding force behind all our endeavours, interventions and happenings. We in-turn follow his footsteps in creating successful career opportunities for our student community.

A group of four students from PGDM first semester recently met Mr Rohit Punja in his cabin and the garden area of NMIT. Students posed a few questions at him and responses they got were candid indeed. Here below is an excerpt ...



*This serene environ of the Campus, the 'music' of chirping birds, the resonating temple bells, the energy of young buddies all pleases and prompts me to be the early visitor of the campus almost everyday.*



**Kalyan:** *Sir, you have had a long and enriching experience as Corporate executive in US and elsewhere. What distinction do you see in the working and leadership styles of people in India and abroad?*

**Rohit:** There are different styles of leadership. Good leaders change their leadership style depending on the situation. I would not say that there is a distinctive or dominant style of leadership in India which is different from that of other countries.

**Mamatha:** *Sir, what is your vision of what our teachers should be as dispensers of knowledge and skills?*

**Rohit:** Our students may seek a job, an entrepreneurship role or higher studies. Teachers should be in a position to teach and provide guidance whatever may be the goal of the student. I think teachers are best equipped to teach and do research. There is more that needs to happen if teachers are to better guide students into an entrepreneurship role. If teachers better understand the industry, they will be better placed to make a student ready for the industry. To achieve this, consultancy or taking sabbaticals in the industry will help.



# QUOTE TO NOTE



**Many of Life's failures are people who did not realize how close they were to success when they gave up.**



**I am a simply a plain ordinary man highly motivated.**



**Leadership is making people do what they don't want to do and liking it.**



**What we do after we know it all matters.**



**Life is the art of drawing sufficient conclusions from insufficient premises.**



**Learning to write is learning to think.**

# MUSICAL DAY

NSOM Sings its way to the tune of encouraging Vibes from Management, Staff and Students.



NSOM has a advantage of having students from as many as 16 states. On a musical day like this, the audience was enthralled with musical tunes of ethnic value and variety. Students were at their best in keeping the day musical with their talents galore. The Top Management witnessed the day with their presence, address and blessings. In all it was Sa Re Ga Ma of different languages, tones and tenor.



# KANNADA RAJYOTSAVA

From 'Utsaha to Utsava'



November 20, 2020 was special for NSOM for yet another reason to be proud of. Students, teachers and staff wore a festive look as they came along for Kannada Raj yothsava Day. Dr. T H Anjanappa, well known surgeon, writer, speaker inaugurated the celebration followed by an eloquent discourse on language, literature and ethos. Professor Dr. N R Shetty, Chief Mentor and Advisor, Nitte group of Institutions, Dr H C Nagaraj, Principal NMIT Bengaluru and Dr. M Venugopal, Director, NSOM spoke on the occasion. Students of NSOM sang songs in Kannada in appreciation of Kannada 'Nadadevi, Bhuvaneshwari and laureates in Kannada language. Bhuvaneshwari and laureates in Kannada language.

Integrating ethos of the soil and ideals of elders should be a part of managing business, institution and governance. NITTE Group Of Institutions practice this in letter and spirit.

# FRESHERS DAY

The day students gear up to freshness.



Charlie Chaplin?

No he is our very own

Halloween!!!!



December 12, 2020 at NSOM was never the same. It was the day of glitter and mutual flatter and more of it. Students in the first semester celebrated Freshers' day in the presence of their seniors with traditional dress and of course modern mannerisms. The theme was 'Halloween'... all about ghosts and making it aghast. For a while 'ghosts' in NSOM campus and where were our PGDM students?! True, it was a challenge to recognize the humans beneath the horrific masks. Yes, our students made it big, sang, danced and even 'talked' more like ghosts in line with the day's theme. The event saw Mr Abdul Shahim and Ms. Anamika Bhattacharya emerging as Mr. Fresher and Ms. Fresher respectively.



# FOOD FEST

Good food means Taste to the Tongue and Toast to the Soul.



Our students tried their hands in culinary skills and in the process attracted a large gathering to various food counters with both vegetarian and non-vegetarian food of unique taste, style and variety. The footfall in the pendals picked up as aroma of the food prepared by our students covered the entire campus. NMIT students and staff also joined the fray and tried the mouthwatering dishes.



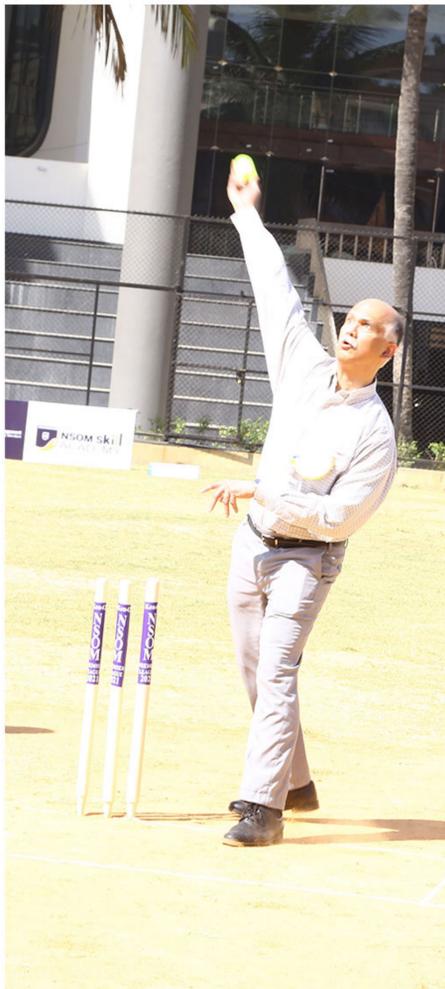
When the food is good everything else gets grand. This is what we saw during this event.

## ITS CRICKET TIME FOR NSOM TEAM!

An old saying goes, 'all work and no play makes the jack dull'. Back on the success and appreciation of last year's cricket tournament, NSOM Premier League Season - 2 cricket match was conducted for 3 days between 27-29 of January 2021. 15 matches were played among 8 groups of students and staff. The tournament was inaugurated on 27th by Sri M A Ponnappa, senior sports journalist of repute. Mr Rohit Punja, Administrator NET and Dr H C Nagaraj, Principal NMIT and Dr M Venugopal, Director, NSOM were present. The tournament was sponsored by five entities namely Ken 42 (Prime Sponsor), '42 Students' (Events Sponsor), Turbo Start (Associate Sponsor), CITO (Associate Sponsor), Pinnacle (Associate Sponsor) and NSOM Alumni (Associate Sponsor). Mr. Ganesh Raju, Founder Ken42 and Mr. Srinivas, Data Scientist- 42Students graced the inauguration.

As a prelude to league matches, a friendly match took place between NSOM team and Ken 42. NSOM team won the match with Mr Chethan Kumar Shetty, Captain of NSOM team, emerging as 'Man of the Match'. On the back of this event, regular matches took off. Day 1, 2 and 3 saw 5, 7 and 3 matches played respectively. Finally, the team

'Nitte Phoenix' lifted the glittering trophy of four feet high and Prof. Satya Sidhartha Panda was awarded as Man Of the Series and Man Of the Match in the finals. The cricket match caught the fancy of students, teachers and others in the campus. Girl students were part of each team and they earned special applause for every ball bowled and run earned. Commentary by our own teachers, staff and students in as many as 9 languages was also a highlight.





## LABS AND SOFTWARES

NSOM under its 'NSOM Skill Academy' took a revolutionary step of introducing multiple Labs with high value and high end softwares, which is used in the Corporate world on real-time basis.

These softwares are meant to support educational delivery and practice in niche areas such as Finance/Banking, Marketing, HR, Business Analytics & Intelligence, SAP, People Analytics, Health Care Management, Agri Business Management, English Language, Operations and Supply Chain Management, and such other.

In this regard we are geared to use the softwares such as Bloomberg, Microsoft, GreyHR, Python, Zoho, MySQL, SAP, SPS, R, Orange People Soft, Azure, Tableau and such other.

The whole idea behind these interventions is to enhance and mould the student abilities in the sphere of analysis, critical thinking, decision making, negotiation and replicating real world experiences towards value enhancement to help them achieve their goals of landing in dream companies or starting projects of their own independently.

We also have in place Design Thinking Lab which is first of its kind in Karnataka in Management domain. This will surely attract Corporate leaders and business magnats to our campus which inturn helps the cause of Internship and employment opportunities for our students.

It should be possible for the resource persons as above to discuss and demonstrate real-time cases hands-on. We hope this initiatives will help us reachout students and stakeholders PAN India.



Keeping the emerging prospectives in mind, a separate standalone NSOM Skill Academy has been established. This will enable us to branch out into field based, project oriented, industry relevant activities alongside regular curriculum delivery. This forum is available to outside world by way of several certification programs and interface with Corporate executives and Industry leaders.



Our partnership with SAP enables us to issues Licensed Certification in collaboration with them. Importantly, NSOM is offering 15-Months Executive PGDM Program in SAP which is unique by itself.



Incidentally the Agri Business Softwares that we have in the lab is also first of its kind in the country. Infact, many a corporate may not have either skilled employees in this domain or this kind of new age softwares. This is for sure create umpteen job opportunity to our students both in India and abroad.

# EXPERIENTIAL LEARNING: YET ANOTHER NSOM TEACHING PEDAGOGY

*Two Days Live Project on 'Ideation and Product Development' and 'Sectoral Analysis'.*



Between October 2020 and January 2021, NSOM organized two live marketing projects involving the first semester students. The first one was on 'Ideation and Product Development' while the second event focused on global business environment. During these programs, our students could witness and understand dynamics of marketing and strategizing the same. In the second event, students were exposed to techniques of analyzing marketing interventions globally and sectorally. It was a good learning exposure to our students. Prof. Satya Siddhartha Panda, our marketing Professor coordinated the events.

Inspired by the content and context of these 2 marketing programs, our students could move out in the campus and sell products with hands on experience on what it takes to make a grade in personal selling, advertisement and branding. Students in turn liked programs of this kind as they could see a direct link between textual knowledge and contextual insights. This event also helped inculcate a few entrepreneurial skills for product initiation, selling and brand building.



## STAFF ACCOMPLISHMENTS

Dr M Venugopal (Director-NSOM) & Prof.Satya Sidhartha Panda (HoD-NSOM) Published a Book chapter on **“Women Leadership: Impact of leadership and effective capabilities in design change”** in a Book : Managing Human Resource in Cross-Cultural Organizations by K.G.Publications.

Research work of Prof Satya Sidhartha Panda on “Effect of Goal orientation, and academic self-efficacy on student engagement among Management students” has been **accepted** after double blind peer review by the Scientific Committee of **2nd International Conference on Teaching and Education, which will be held in Vienna, Austria in 2021.**

Prof.Satya Sidhartha Panda, HoD at NSOM published a paper on **“Identifying the factors of goal orientation, student engagement and Academic self efficacy as perceived by Management students”** in UGC Care listed approved Journal.

<http://pimtjr.in/wp-content/uploads/2020/07/VOL-12-NO-3-only-abstract.pdf>

Prof. Satya Sidhartha Panda has received the **Rashtriya Shiksha Ratan Award 2020 for his outstanding contribution in the field of Teaching ,Mentoring & Research** from His excellence Hon. Padmashri, Dr Vijakumar Shah.

Prof Richa Tiwari, Assistant Professor at NSOM published a paper on **“The Role of Training and Work Environment on Retention and Job Satisfaction as a Mediator at Startups, Bangalore”** in International Journal of Management, Volume 11, Issue 9, 2020 ,ISSN print :0976-6502 ,ISSN , DOI: 10.34218/IJM.11.9.2020.112

Dr. N Jayarama Shetty, Professor at NSOM **contributed 70+ Blogs** and the same received good review across the globe.

Dr. N Jayarama Shetty, Professor at NSOM was **Certified as NLP Practioner, OD Coach and Life Coach by American Board of NLP.**

Mr. Ravi Gobbiner, Assistant Professor and Mr. Sanjib Kumar Jha, Admissions Manager cleared PhD entrance exam of VTU, Belagavi.



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**Dr. H.C. Nagaraj**, Vice-Chairman, Principal, NMIT

**Dr. M. Venugopal**, Secretary, Director, NSOM

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**Mr. Kamal Bali**, MD, Volvo Group(India)

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**Regional Director**, AICTE

**Prof. Girinarayan**, Senior Partner- Your HR Buddy, OD Consultant and HR Advisor – CEO HR Consultancy, Fellow – NIPM and Past Chairman, Karnataka Chapter

**Mr. Vishwanath**, Chief Finance Officer, Randstad India

**Mr. Madhusudan Murthy**, Digital Transformation Leader, Global Head of Digital Delivery, Service Delivery Head, Wipro Digital

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# NSOM PROFESSIONAL CERTIFICATION COURSES

*Every Industry needs Career-Ready professional Every day, Let's start a Revolution!*

Multi-skilling the students is the need of the hour. NSOM in this regard has set up a dedicated NSOM Skill Academy. The thrust area of this entity is to offer dynamic, Industry relevant and job specific short term Certification courses so as to enable the students, entrepreneurs and corporate professionals for cross skilling and professional excellence. The Institute has planned for 100 plus programs in association with SAP, MSME Department and industry associations such as CII, NASSCOM and so on. These programs can be broadly classified under the following groups:

- Digital Marketing
- Health Care Management
- Agri-Business Management
- International Pay Roll Management ( of Asia Pacific, Europe, USA and Canada, UAE)
- Finance and Banking
- Artificial Intelligence and Machine Learning
- Supply Chain Management



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