



ABBS School of Management
Bangalore

 **PGDM** | RECRUITERS'
HAND BOOK

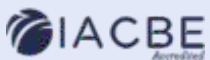
Preparing Leaders of Tomorrow



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OVERVIEW

ABBS School of Management is an autonomous Business School, that was established in 2009 under Samagra Shikshana Samithi Trust (SSST) that offers Post Graduate Diploma in Management. The program is of two-years duration and duly approved by AICTE (All India Council for Technical Education). ABBS School of Management encourages admission of meritorious students from different disciplines and across different states of India. ABBS School of Management features world-class infrastructure and facilities, faculty with rich industry and research backgrounds as well as diversity in student backgrounds.

The vision of the institute is to Develop Contemporary Management Education necessary to adapt to a continuously changing business environment.

ABBS School of Management is located in Bangalore, the capital of the state of Karnataka in India. Bangalore, commonly known as the Silicon Valley of India, is a truly cosmopolitan city with the population consisting from all the parts of India.



BOARD OF STUDIES

The Eminent Panel of External and Internal Members:



Dr. Madhumita Chatterji
Director, ABBSSM,
Chairperson



Prof. (Dr.) Santanu Ray
Advisor to V.C of
Sister Nivedita University,
Member



Mr. Abdul Majeed
Partner, Assurance at
Price Waterhouse,
Member



Mr. Sumant Sood
Head- Innovation,
Titan Company Ltd.,
Member



Dr. S. Chandrasekhar
Senior Professor,
IFIM Business School,
Member



Dr. Goutam Sengupta
Vice- Chancellor,
Techno India University,
Member



Dr. H.R. Venkatesha
Director, ABBS
Member



Dr. D.M. Mahishi
Dean- Academics, ABBS
Member



ACCOLADES & ASSOCIATIONS

Accredited by



Approved by



International Collaborations



Japan



Malaysia



USA



France

Knowledge Partners



Association of Management Development Institutions in



The Institute of Cost Accountants of India



Toastmasters International



All India Management Association



National Human Resource Development



Bombay Stock Exchange



Association Of Indian Management Schools



National Entrepreneurship



Jumpmaster Learning





**“Climb the peak and
be the one to
leave the trail to let
others follow you”**

MESSAGE FROM PLACEMENTS OFFICE

At the outset I extend my warm welcome to you all who will be joining our institution in the coming semester of MBA or PGDM. The modern educational world is reverberating with waves of innovation all around the world. In this dynamic milieu, it is mandatory that the young minds of our country be nurtured, hone their skills and encouraged to be placed at the highest pinnacle of success. ABBS is one of the institutes that has evolved with time to be at par with the global educational world.

Post Covid-19, the business environment has become more complex and unpredictable than ever before. Thus, broadening horizons and enhancing skills is a key element of any teaching-learning process. To overcome increasingly multifaceted challenges, we, at ABBS, strive to develop competent managerial human resources for the Industry, who are ready to take on the challenges of the ever-changing corporate environment with elevated integrity & high degree of personal conduct.

ABBS believes in Dedication, Determination, Discipline & Efforts. We nurture our students to be emotionally intelligent through inculcating human values and professional ethics so that they surpass competition and excel better than the best. Our Syllabus, Academic inputs, Corporate Lecture series and Pre-Placement activities enable building foundation & thought process for a successful Corporate Career of a student.

The trust and the confidence of the Corporates that they have shown to our Institute has enabled us to achieve the highest degree of Placements. I strongly believe that you, choosing this Institution for shaping your career would be a wise and welcoming decision and am fully confident that you will thrive yourself to be future leader of the corporate world and a nation builder of the Young India.

At the end, I wish you all a bright prospect through interaction with your experienced teachers so as to enable you to imprint a hallmark in your career. I wish you all the very best in all your future endeavors.

BIJOY DAS, *Head-Placements & Corporate Relations, ABBSSOM*





Leading the Way for Tomorrow's Leaders.

PGDM PROGRAM

Keeping in mind the best practices followed by B-Schools across the country and the globe, ABBS School of Management follows a trimester module. The PGDM program is designed to increase the 'employability factor' of all students with a specialized focus on communication, community impact and student driven research. Internationalization is key in bringing out new perspectives and bridging cultures. Students visit our partner universities across Europe and Asia for an enriched learning outcome.

The academic governance is very transparent and provides for total autonomy and innovation in making the learning more meaningful and useful. The industry and academic interface is very close and continuous in the overall activities. ABBS endeavors to not only to teach management education by aligning different andragogy and continuous assessment techniques but also to assure effective learning by students.





CURRICULUM

YEAR-I

Organizational Behavior
Business Economics
Accounting for Managers
Statistics for Managers
Legal Aspects of Business
Communication

Human Capital Management
Corporate Finance
Marketing Management
Operations Management
Business Research
Business Communication
Campus to Community

Business Analytics
Global Business
Corporate Spiritual & Social Responsibilities
Leadership and Organization Development
Entrepreneurship & Innovation Management
Technology and Management
Value Addition Program Certification

01 TERM-I

02 TERM-II

03 TERM-III

YEAR-II

Strategic Management
Personality Enhancement Level-I

Students Choose Five Elective from Below

Marketing Elective -6 Courses
Finance Electives -6 Courses
Operations Electives -6 Courses
Human Resource Elective -6 Courses
Advanced Business Analytics -6 courses
Certification Program

**The student will choose any 5 Papers in their choice of specialization totaling to 20 credits*

Personality Enhancement Level-II

Students Choose Five Elective from Below

Marketing Elective -5 Courses
Finance Electives -5 Courses
Operations Electives -5 Courses
Human Resource Elective -5 Courses
Advanced Business Analytics - 5 Courses

Capstone Project in Chosen Specialisation
Research and Publication in Chosen Specialisation
Industry Internship Program

01 TERM-IV

02 TERM-V

03 TERM-VI



CAMPUS TO COMMUNITY



"Campus to Community" is a community engaged learning program that combines hands-on service work with reflection. Through service work, students challenge social issues, build skills and gain practical experience. Students then reflect to learn about themselves and the communities they work in. C2C is an internship program that offers hands-on experience to students on issues pertaining to the environment. The motto is to create intellectual ambassadors. C2C is a platform which strives to quest solutions or alternatives to the existing problems.

Students will be assigned tasks on projects related to development in various sectors including urban and rural development, water and power supply, sanitation and waste management, women and child issues, and more. Students are expected to work on ground to understand the issues at their very depth before attempting to address the problems on hand. This will create the foundation for informed and experienced young leadership which our country needs.

Bangalore is no alien to issues. Once a garden city, now a garbage city. Once a city that was admired for its beauty now that has lost its charm. The city has lost its eco-balance. To overcome these issues, Campus to community, an internship program was initiated by Students for Development aiming to engage students from campuses in community activities.

ABBS students will be used as resources to conduct surveys in the city. This would help the students to give them a hands-on experience and knowledge of the BBMP functions and ward offices. Team Leaders lead Campus to Community participants through their engaged-learning experience - connecting both ABBS students and local change-making organizations. Non-profit organizations, social service organizations and government service offices will partner with ABBS Campus to Community Programs.



INDUSTRY INTERNSHIP PROJECT(IIP)

PGDM students complete their core and electives courses and then they are required to undertake IIP for a minimum period of 3 to 4 months in an Industry. IIP is a part of well- designed academic curriculum architecture and it is a mandatory academic practical course. This IIP will carry nine credits and each student has to undergo and secure the minimum prescribed marks to be eligible to obtain the PGDM degree. It is a compulsory and mandatory course leading to the culmination of completion of PGDM academic program. The objective of this course is to provide practical and applied experience to the students in here al- industry situation. They get an opportunity to apply the core and conceptual learning in solving some of the actual issues concerning the business in an experiential manner. IIP course is normally scheduled after completion of five terms and it is tentatively in the MID/END of January. IIP is treated as sixth term. The students can continue to undergo two more courses in the last sixth term along with the IIP. The students will undergo IIP under the guidance of two Guides; one from the Faculty and another one from the Industry mentor of the concerned industry where they are pursuing IIP.

IIP AND PRE-PLACEMENT

IIP has been designed to achieve two main purposes and to meet the objectives of all the stakeholders. It is a primary and main academic requirement. Further, Industry is looking for competent and capable candidates to join their organization. The students are also looking for a suitable placement and hence this scheme meets the dual purpose to the mutual benefit of both the students and the business organizations. The students are therefore advised and encouraged to do an effective IIP and try to convert the same to a pre-placement offer.

Students visit industries and attend workshops in Dubai (February 2021)



THE ABBS ADVANTAGE

In addition to our comprehensive curriculum, there are several methods/approaches ABBS follows for shaping up its students from end-to-end.

- *Case Based Learning*
- *Experiential/Live Projects*
- *Global Virtual Teams*
- *Global Classrooms*
- *Leadership Building*
- *Mentoring*
- *Career Guidance*
- *Mock Interview*
- *Outbound Training (OBT)*
- *Toastmasters International*
- *Alumni Network*
- *Clubs*
- *Partnership with NGOs*
- *International Study programs*
- *Students Research Program*



Batch Profile 2021



Student Name:
Rahul Katike

PGDM Specialization:
BIFAS (FINANCE)



Student Name:
Gadiparthi Vinod

PGDM Specialization:
BIFAS (FINANCE)



Student Name:
Suraj K S

PGDM Specialization:
BIFAS (FINANCE)



Student Name:
Ashish Sen

PGDM Specialization:
BIFAS (FINANCE)



Student Name:
Yaswanth Sai Kumar
Varikuti

PGDM Specialization:
BIFAS (FINANCE)



Student Name:
Vallepu Ankarao

PGDM Specialization:
BIFAS (FINANCE)



Student Name:
Praveen Kumar Varikuti

PGDM Specialization:
BIFAS (FINANCE)



Student Name:
Christy Biby Cherian

PGDM Specialization:
BIFAS (FINANCE)



Student Name:
Chuda Arun Kumar

PGDM Specialization:
BIFAS (FINANCE)



Student Name:
Kevin George Eapen

PGDM Specialization:
BIFAS (FINANCE)



Student Name:
Monoranjan Pator

PGDM Specialization:
Major: Marketing
Minor: Operations



Student Name:
Kunal Gupta

PGDM Specialization:
Major: Marketing
Minor: HR



Student Name:
Akhil Nair





























PGDM Specialization:
Major: Marketing
Minor: Operations





























Student Name:
Challa Sai Priya

PGDM Specialization:
Major: Operations
Minor: Marketing



	Student Name: Supriya Rengaswamy PGDM Specialization: Major: Marketing Minor: Operations		Student Name: Deepak Biswas PGDM Specialization: Major: Marketing Minor: Operations		Student Name: Sayan Sen PGDM Specialization: Major: Marketing Minor: Operations		Student Name: Vinay Pasuloti PGDM Specialization: Major: Analytics Minor: Marketing
	Student Name: Karanam Santhu Vamsikrishna PGDM Specialization: Major: Marketing Minor: Operations		Student Name: Suhail Arshad Shaik PGDM Specialization: Major: Marketing Minor: Finance		Student Name: Snehil Kumar PGDM Specialization: Major: Operations Minor: Analytics		Student Name: Sam Nirmal J PGDM Specialization: Major: Marketing Minor: Operations
	Student Name: Kommiri Koteswara Rao PGDM Specialization: Major: Finance Minor: Marketing		Student Name: Praveen Kumar Rajoriya PGDM Specialization: Major: Marketing Minor: Operations		Student Name: Pentapati Jai Pavan Manikanta PGDM Specialization: Major: Analytics Minor: Marketing		Student Name: Challagulla Harika PGDM Specialization: Major: Marketing Minor: HR
	Student Name: Sachin Kumar PGDM Specialization: Major: Finance Minor: Marketing		Student Name: Jitesh Kumar Tiwari PGDM Specialization: Major: Marketing Minor: Operations		Student Name: Nambaru Venkata Manikanta PGDM Specialization: Major: Marketing Minor: Operations		Student Name: Addala Venkata Durga Prasad PGDM Specialization: Major: Marketing Minor: Operations
	Student Name: Bollam Siddhartha Prasad PGDM Specialization: Major: Analytics Minor: Operations		Student Name: Meda Rajesh PGDM Specialization: Major: Marketing Minor: HR		Student Name: Adada Krishna Vamsy PGDM Specialization: Major: Operations Minor: Marketing		Student Name: Puja Kumari PGDM Specialization: Major: Marketing Minor: Finance
	Student Name: Anusri Pulamarasetti PGDM Specialization: Major: Marketing Minor: Analytics		Student Name: Kavya S R PGDM Specialization: Major: Marketing Minor: Operations		Student Name: M Parvath Reddy PGDM Specialization: Major: Marketing Minor: Analytics		Student Name: Durga Prasad Unnamatla PGDM Specialization: Major: Marketing Minor: Operations
	Student Name: Swathi A PGDM Specialization: Major: Finance Minor: Marketing		Student Name: Shreyasi Ray PGDM Specialization: Major: Marketing Minor: Operations		Student Name: Sirikonda Sai Kumar PGDM Specialization: Major: Finance Minor: Operations		Student Name: Akhil Sai Narina PGDM Specialization: Major: Marketing Minor: Operations



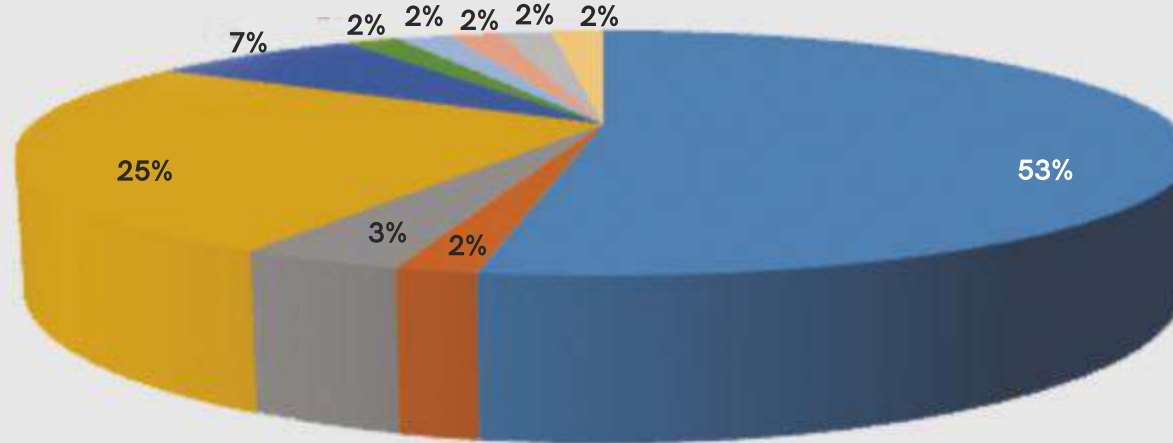
	Student Name: Avija Vijay Kumar Reddy		Student Name: Justin Joy		Student Name: Srinivasu Inti		Student Name: Yekambaram Srikanth
	Student Name: Akhil Nair		Student Name: Rupali Sharma		Student Name: Prakash Injeti		Student Name: Sasipriya Cherukuri
	Student Name: Fiza Naaz		Student Name: Aravind K.N		Student Name: Harish Suriyanarayanan		Student Name: Prasad Nimmanapalli
	Student Name: Nayakanti Mani Sankara Reddy		Student Name: Shubham Kumar		Student Name: Kothapalli Srima		Student Name: Mutha Naga Siva Sai Teja
	Student Name: Kuruve Leelakrishna Prasad		Student Name: Shubham Sethi		Student Name: Pillala Venkata Laxmi Sunayana		Student Name: Anindya Mondal
	Student Name: Ramisetty Saikavya		Student Name: Jaison George Jose		Student Name: Nellore Sai Ram		Student Name: Chintalapudi Satya Nikilesh
	Student Name: Chaitra Raghavendra Kulkarni		Student Name: Sparsh Agrawal				





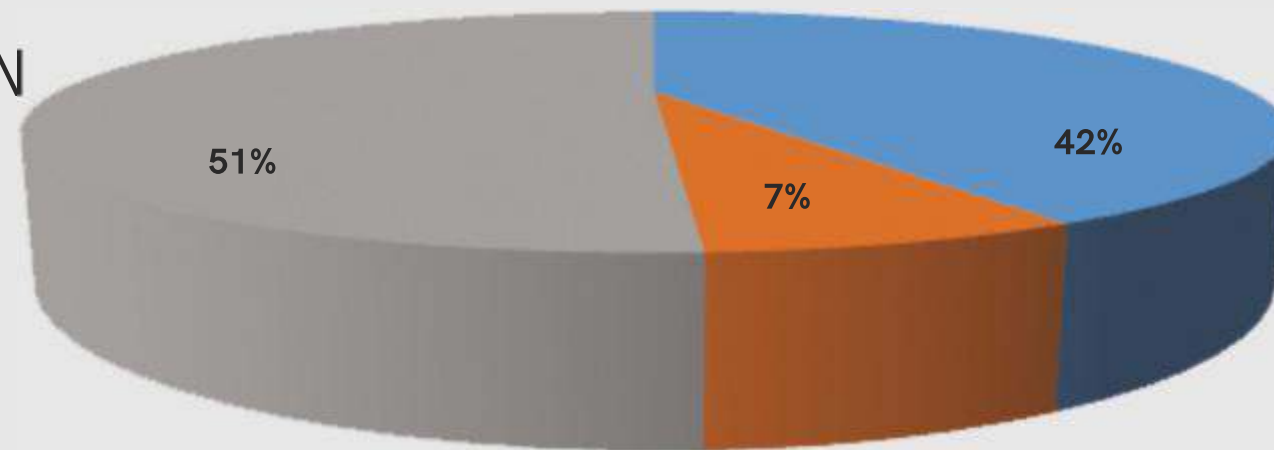
ABBS School of Management
Bangalore

GRADUATION ANALYSIS



B.Com	53%
B.E	02%
B.Sc.	03%
B.Tech	25%
BBA	07%
Tourism and Travel Management	02%
B.D.S	02%
Dentist	02%
BA	02%
Food & Beverage Service	02%

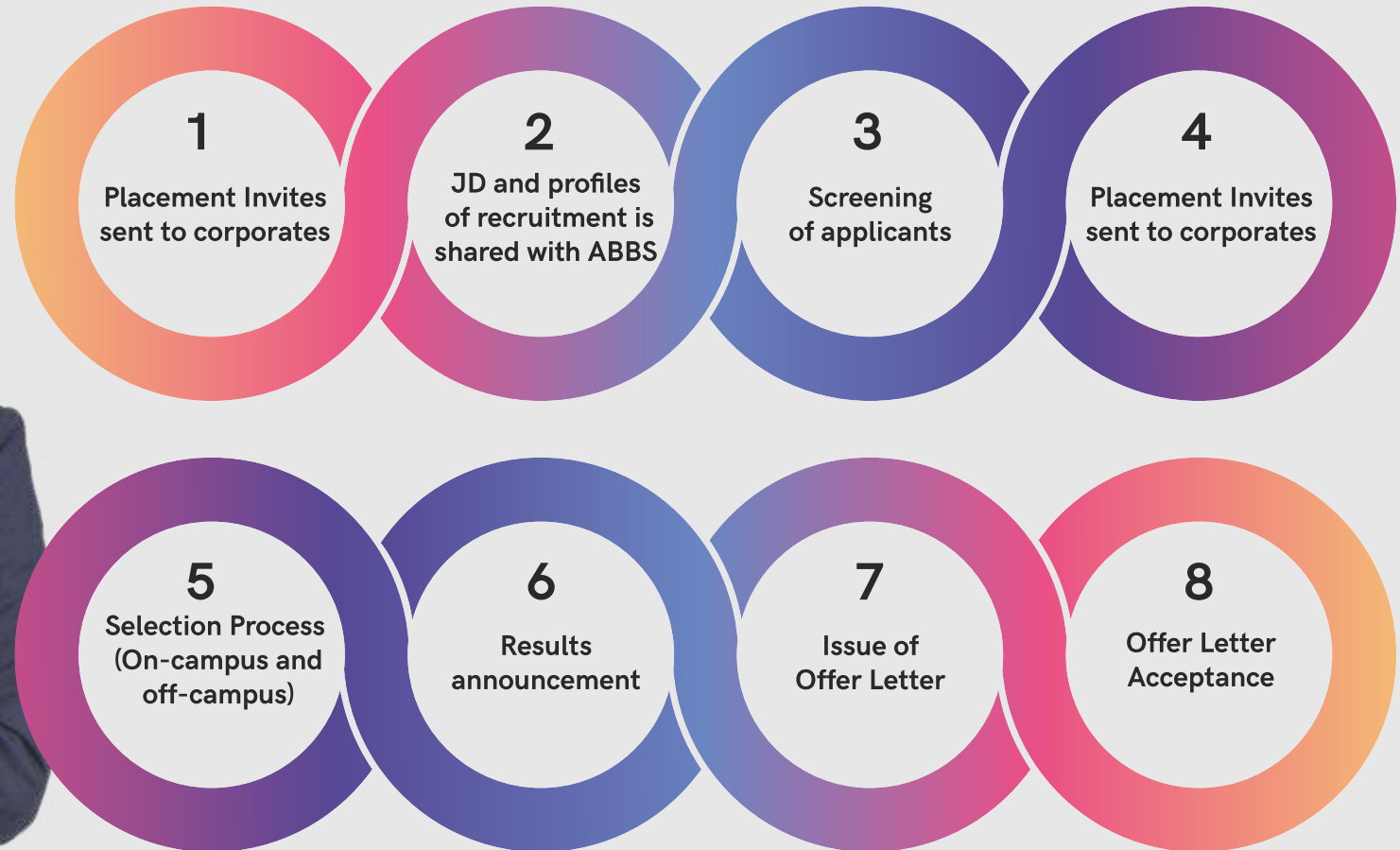
SPECIALIZATION ANALYSIS



Marketing & Finance	42%	Marketing & HR	07%	Marketing & Operations	51%
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PLACEMENT PROCESS



OUR STAR ALUMNI



Ashish Pandey (2010 -12)
Manager
IndiaMart Intermesh Limited



Gaurav Nath Pandey (2010-12)
Tax Consultant
Deloitte



Shashank Dube (2010-12)
Strategic Accounts
Magicbricks.com (The Times Of India)



Amit Kumawat (2011-13)
Team Leader
JP Morgan Chase & Co.



Ravi Pareek (2011-13)
Business Analyst
Capgemini



Vaishali Agarwal (2011-13)
Operation Executive
Amazon



Mukesh Ranjan (2012-14)
Data Analyst
YsecIT India Pvt Ltd



Sridhar Reddy R (2012-14)
Senior Relationship Manager
ICICI Securities



Abhilash Mashetty (2013-15)
Sales Manager
Zee Entertainment Enterprises Limited



Devi Naidu A (2013-15)
Financial Analyst
Wells Fargo



Bhargav Rachamadugu (2014-16)
Sr. Financial Analyst
Northern Trust Corporation



Govind Tagore Tunuguntla (2014-16)
Senior Officer
Standard Chartered Global Business Services



Prabhakararao Yelchuri (2014-16)
Senior Relationship Manager
ICICI Securities



Jyoti Sahani (2016 -18)
Relationship Manager
Purvankara Projects Limited



Nikhil Sharma (2016 -18)
Relationship Manager
Home First Finance Company (HFFC)



Namita Rose Anderson (2016 -18)
Commercial - Sales & Leasing
Brigade Group



RECRUITERS' TESTIMONIALS



"Candidates were very flexible and were able to establish a good wavelength with the interviewers. Appreciate their positive attitude."

Vikranth Sharma
DGM,
Ceasefire Industries Ltd.



"Impressed by the Students' enthusiasm and the drive they exhibited during the selection process. Also, during the Group Discussions, the students were highly charged and motivated!"

Geetanjal G
Regional HR Manager-
Karnataka
ICICI Securities Ltd.



THOMSON REUTERS

"Acharya Bangalore B School is one of the preferred colleges for recruiting Post Graduates. We're really glad to inform that the Students who were recruited have been significantly performing well and contributing to the success of Thomson Reuters."

Priyanka Konwar
Partner - Talent Acquisition
Thomson Reuters



"Overall, very pleased with the potential of the students; they exceeded my expectations with their knowledge and capability."

Sreya Mazumdar
HR Manager-
Amazon India



"It was great to see a good mix of candidates at the ABBS Campus. The students were very good, and keenly interested in learning. With their methodical and analytical approach, I'm sure they're capable of adding value to the organizations they join."

Raksha Sriram
Senior Manager
Human Resources
Info Edge India Ltd.



MAJOR RECRUITERS



STUDENT TESTIMONIALS



ABBSSM, propelled my thought process and skills to the next level. I thank the institute for providing me with strong base for not only in professional growth but also in personal and integrated growth.



Pareek Maya Gangadhar

Batch of 2017-19
Junior Social Media Consultant
Unicef



The faculty members of ABBS-SM are very helpful. They took time to explain course subjects and were very supportive of the students, like me, who needed extra help. This helped me excel in my first job.



Nathala Santhosh Reddy

Batch of 2016-18
Relationship Manager
HFFC



The biggest thing for each management student is to get an opportunity to start their career with known brands and a good salary package. I was lucky enough to get placed with Accenture with a good salary. The live- projects undertaken as a part of the co-curricular activities in ABBSSM helped me realize my potential.



Patel Reena Gangji

Batch of 2017-19
Business Operations Associate
Accenture



How to make profit is what every business school will teach, but, at ABBS-SM, I learned how to create an impact. The campus to community course, tilted my perspective of how I should behave as a manager, as a team leader, but above all, as a human being, who should be kind, benevolent and be grateful for what they have. A small gesture of help can go a long way and that was my learning.



Mehul Galhotra

Batch of 2017-19
Asst. Manager - Marketing
Sudarshan Chemicals Ltd.



Amidst the state-of-the-art infrastructure, accompanied by experienced and intellectual faculty members, I was fortunate enough to see the pinnacle of our skills and competence. The learner centric environment not only trained me in academic curriculum but also motivated me. An exposure to a host of international and national academic and corporate practitioners, expanded my horizon of knowledge and made me curious to learn something new each day.



Ammu Krishna Poosari

Batch of 2016-18
Executive - Sales
Brigade Group





Aspire.

Accelerate.

Achieve.

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