



ABBS School of Management
Bangalore



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EFMD
GLOBAL
MEMBER

PGDM | RECRUITERS'
HAND BOOK

CONTENTS

- ③ *Rankings*
- ④ *Overview*
- ⑤ *Vision and Mission*
- ⑥ *Board of Studies*
- ⑦ *Accolades & Associations*
- ⑧ *Message from Director*
- ⑨ *Message from Placements Office*
- ⑩ *Leading the way for Tomorrow's Leaders*
- ⑪ *Curriculum*
- ⑫ *Campus to Community*
- ⑬ *Industry Internship Project(IIP)*
- ⑭ *The ABBS Advantage*
- ⑮ *Graduation/Specialization Analysis*
- ⑯ *Placement Process*
- ⑰ *Phases of Training*
- ⑱ *Pre-Placement Training*
- ⑲ *Pre-Placement Training*
- ⑳ *Recruiters' Testimonials*
- ㉑ *Major Recruiters*
- ㉒ *Student Testimonials*



B206



Lecture Hall - 5

B207



Lecture Hall - 6

CHANGE EVOLVE SUCCEED



Amongst the Institutes for Research and Innovation
CEO Insights



13th Best B-School in Karnataka
CSR-GHRDC B-School Survey



21st Outstanding B-School of Excellence
Times B-School Survey 2020



23rd Best B-School
IIR Framework



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



Vision & Mission

Vision

To Develop Contemporary Management Education
Necessary to Adapt to a Continuously Changing
Business Environment.

Mission

- | | |
|--|---|
| M1 Developing a technology driven dynamic andragogy that is relevant to today's businesses. | M2 To develop alliances and strategic partnerships with industry, centres of higher learning, social groups and governments. |
| M3 To empower students to take ethical and socially responsible leadership roles in their endeavours. | M4 Integrate diversity and inclusion into the fabric of campus life, curriculum and administrative areas of the Institution. |
| | M5 To create an ecosystem that supports lifelong learning. |

PROGRAM EDUCATIONAL OBJECTIVES

PEO1 To equip students with critical and integrated thinking by applying management concepts to arrive at relevant business decisions.

PEO2 To impart effective communication skills and prepare students for personal and professional growth.

PEO3 To understand diversity and inclusiveness in the complex and interdependent global environment.

PEO4 To train students to work in a digital environment and manage a diverse workforce.

PEO5 To inculcate ethical values to create socially responsible corporate citizens.



Board of Studies

The eminent panel of external and internal members

	Dr. Madhumita Chatterji <i>Director, ABBSSM</i> Chairperson		Mr. Ajitesh Basani <i>Secretary, SSS Trust Management</i> Member		Mr. Abdul Majeed <i>Partner, Assurance, PWC</i> Member
	Mr. Sumant Sood <i>Head- Innovation, Titan Company Ltd.</i> Member		Mr. Edwin Moses <i>President and COO, Sasken, Technologies LTD.</i> Member		Dr. Goutam Sengupta <i>Vice-Chancellor, Techno India University</i> Member
	Mr. Vasant M Cavale <i>Industry Consultant</i> Member		Dr. Sapna Popli <i>IMT Ghaziabad, Professor</i> Member		Dr. S. Chandrasekhar <i>Senior Professor, Jagdish Seth School of Management</i> Member
	Prof. Sunil Parameswaran <i>Chief Executive Officer Tarheel Consultancy Services</i> Member		Dr. D.M. Mahishi <i>Academic Head, ABBS</i> Member		Dr. H.R. Venkatesha <i>Director, ABBS</i> 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





MESSAGE FROM DIRECTOR

Welcome to ABBS School of Management. Over the last decade ABBS-SM has seen remarkable progress in promoting creativity among our students, faculty members and all our stakeholders. To achieve this we are committed to excellence in everything we do. We believe that teaching should be infused with eagerness and enthusiasm to create the passionate lifelong learner. Research should draw inspiration from the surrounding community and an attitude of service should be the basis of all activities undertaken at ABBSSM. The spirit of discovery and collaboration is promoted through a commitment to diversity and opportunities for advancement for people from all walks of life.

At ABBS-SM we believe in developing essential capacities in knowledge, skills and the habits of mind to venture on to this lead out journey. Management education is all encompassing ranging from quantitative reasoning, social and scientific inquiry, historical and philosophical interpretations, civic engagement to global citizenship. We encourage everyone to go forth in a spirit of exploration and adventure. Our talented faculty members are the guides and partners in this journey of exploration. They challenge, guide and open doors to new possibilities. The ABBS-SM family strongly believes in keeping the spark of our life shining always by providing the environment of guarding this spark from storms of frustration, disappointment, loneliness and unfairness.

Today as we stand at an inflection point due to the wake up call given by the Covid-19 worldwide pandemic ABBS-SM could quickly adapt to the "new normal." Resilience and adaptability could be seen among all members of the ABBS-SM family. As an Autonomous Institution we have the privilege of introducing new and relevant courses to meet the corporate expectations. Therefore we continuously revamp our curriculum and our pedagogy. This enhances the learning experience. New initiatives in co-curricular and extra-curricular activities like "Theatre in Management", "Campus to Community Projects", International Immersion and Four and Half month Internships and other similar innovative practices have helped ABBS-SM to create a niche for itself in the management education arena. At ABBS-SM we have reinforced our courses related to sustainability and responsible management to help create the awareness of the need for a circular economy and ensure long term responses to the socio economic emergencies facing the globe. Today's management graduates have to be prepared to engage with the unexpected and the ambiguous in an intelligent, compassionate and creative way. ABBS-SM is committed to create this vibrant learning environment.

Dr. Madhumita Chatterji
Director, ABBS School of Management





MESSAGE FROM PLACEMENT 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, ABBS School of Management



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)



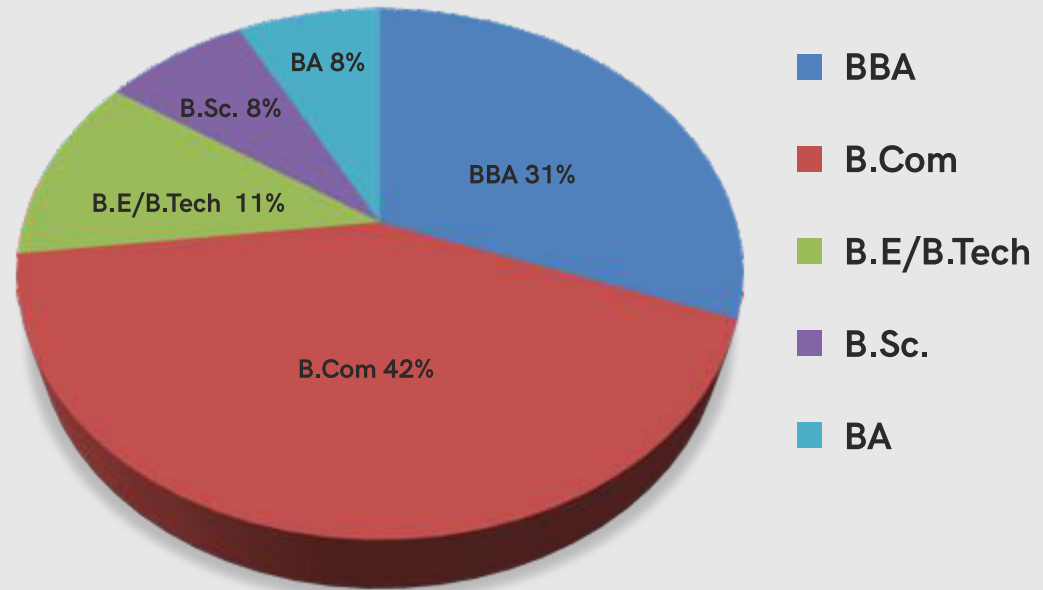
THE ABBS ADVANTAGE

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

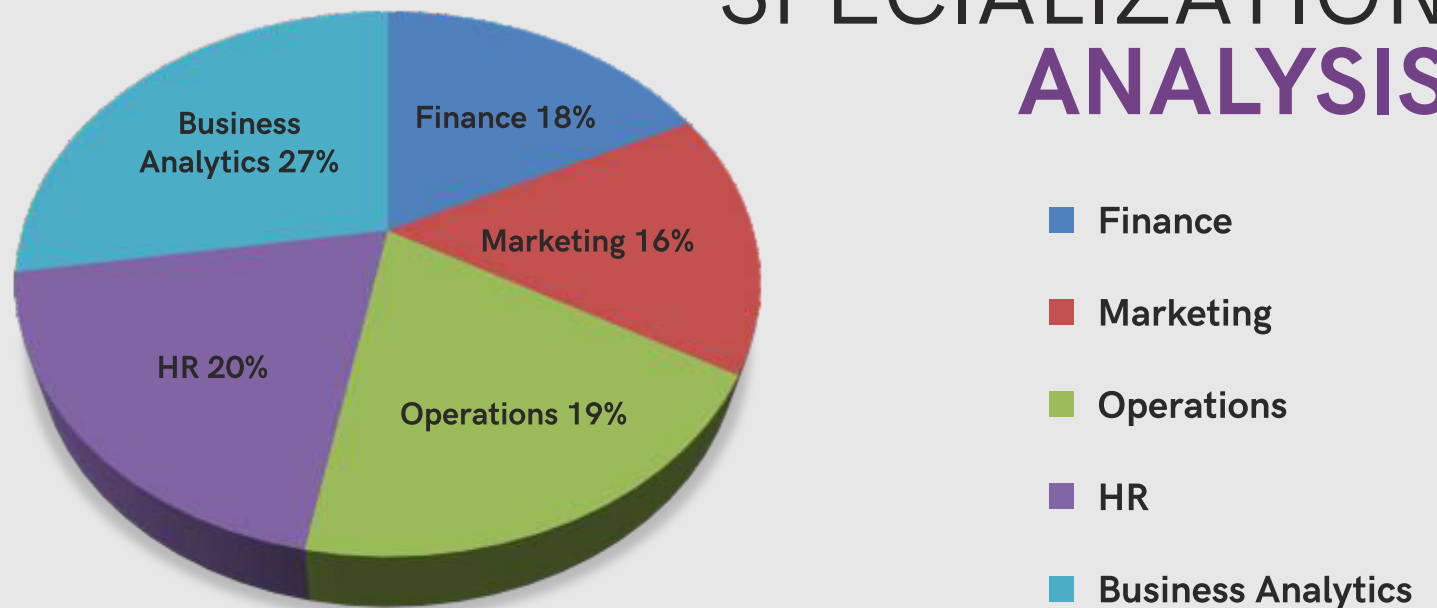
- *Case Based Learning*
- *Experiential/Live Projects*
- *Global Virtual Teams*
- *Global Classrooms*
- *Leadership Building*
- *Mentoring*
- *Career Guidance*
- *Mock Interview*
- *Outbound Training (OBT)*
- *Toastmasters International*
- *Alumni Network*
- *Clubs*
- *Partnership with NGOs*
- *International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



GRADUATION ANALYSIS



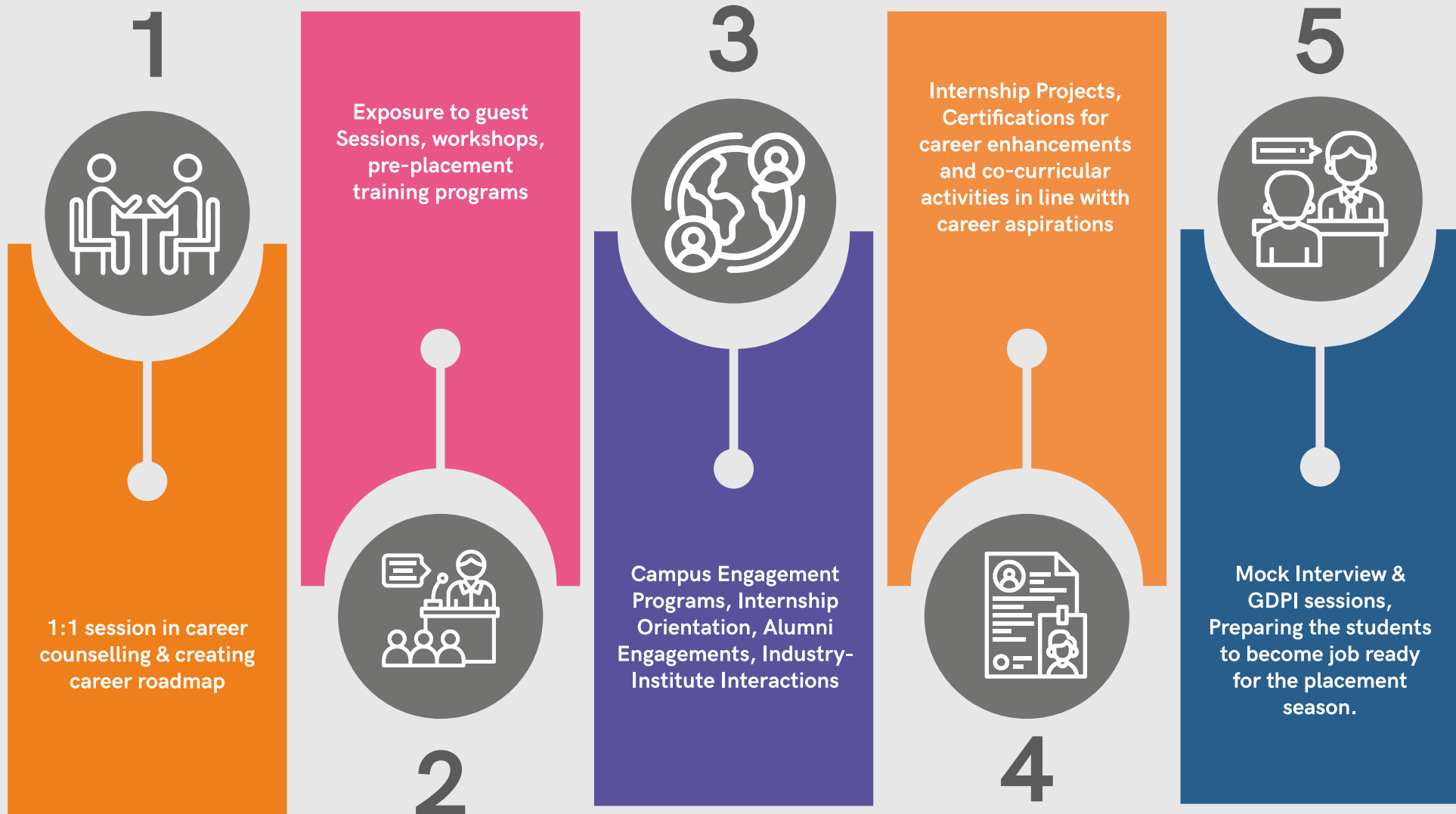
SPECIALIZATION ANALYSIS



PLACEMENT PROCESS



PHASES OF TRAINING & PLACEMENT PROGRAM



PRE-PLACEMENT TRAINING

The ABBS School of Management offers a comprehensive pre-placement training system for all students with a systemic approach towards being job-ready. International training partner Seikora (Based in United Kingdom) guides students towards aptitude testing, domain segregation, individual assessment and counselling, 360 degrees performance and SWOT analysis. Some of the training activities that ABBS School of Management endorses mandatorily are the following:

Self-Assessment Test

Before the students start placements, we ask them to complete a self-assessment test based on the requirements suggested by Industry experts in various parameters such as General Knowledge, Communication, Presentations, Technical Abilities & Psychometric (Attitude) in order to understand what exactly should be given to them to fine tune their skill sets.

Individual Career Counselling

Throughout the journey of their PGDM program, students are given the most experienced career mentors to work "one-on-one" in every course of career development program commencing from Self-Assessment through job search and way beyond guiding them to find best of their own career management competences.



Career Centric Program

ABBS School of Management equips its students with following programs from the first year itself:

Industry Institute Interface:

Live Projects, Workshops & Seminars from industry experts on Domain Specific, Leadership Skills, Team Building, Hard Facts on Corporate Life, Personality Development, Work profiling & Industrial Visits.

Finishing School:

Includes Presentation, Resume Building, Business Communication, Crisis Management, Role Plays, Social & Cultural Co-Curricular Activities, News Analysis, Harvard Business Review, Aptitude, Terminology, Dining Etiquettes, Grooming & Soft Skills facilitations.

Value Added Courses:

Scrum and Agile, 6-sigma green belt certification, Microsoft Excel Certification, Business Analytics, Project Management, Research Methodology, Theatre in Management (communication focussed).

Internship Opportunities:

4.5 months of internship (capstone project) to ensure students have an immersive and impactful learning experience in the corporate world.



Career Opportunities & Review

Prior to the formal recruiting process commencing, students will undergo a "Career Meet" with the respective alumni, where a brief career discussion will be held to understand Industry Requirements & Trends.



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



Preparation is the
key to success!





Aspire. Accelerate.
Achieve.



ABBS School of Management
Bangalore

*Andrahalli Main Road, Off Magadi Road,
Bengaluru - 560 091, Karnataka, India.*

+91 8023245516

corpinitiatives@abbs.edu.in

www.abbsm.edu.in