



ABBS School of Management

AUTONOMOUS

Approved by AICTE, Ministry of Education, New Delhi

NEWS OF MARCH 2025



CHRONICLE



ABOUT INSTITUE

It was founded in 2008 as a management institute within the framework of SAMAGARA SIKSHANA SAMITHI TRUST. ABBS have been ranked 5th best private B school in Karnataka, and it offers diverse courses across management, commerce, life science and communication. ABBS surrounded by 5 sprawling acres of greenery and sunshine.



ABOUT DEPARTMENT

ABBSSM-PGDM is a highly respected 2-year program designed to develop leadership and business management skills it focuses on practical industry relevant education that prepares student for a successful career and its was approved by AICTE. ABBSSM stands in top 10 PGDM colleges in India.



Director's Piece Of Message

Over the last decade ABBSSM 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.

Today's management graduates must be prepared to engage with the Unexpected and ambiguity in an intelligent, compassionate and creative way. ABBSSM is committed to create this vibrant learning environment.

VISION

- To develop contemporary management education necessary to adopt to a continuously changing business environment.

MISSION

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



Dr. Madhumita Chatterji

Director

HR, Ethics, CSR & SM



Dr. Kshitiz Sharma

Professor

Entrepreneurship & Marketing



Dr. Vijaya Bhaskar Kolar

Professor

Finance



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Dr. Santhosh Kumar G

Professor

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Prof. Bhagyamma V

Professor

Finance & Operations

Cos Sphere 2025

A National Celebration of Business, Innovation & Financial Brilliance

Organised by: ABBS Group in collaboration with the Institute of Cost Accountants of India (ICMAI, Bangalore Chapter)

Date: March 1, 2025

Venue: ABBS Campus, Bengaluru

A Grand Opening

Cos Sphere 2025 kicked off in style at the BMR Auditorium, ABBS Campus. The event was graced by esteemed dignitaries, including:

- CMA G.N. Venkataraman, Former President, ICMAI (Chief Guest)
- CMA Vishwanath Bhat, Chairman, SIRC (Chief Guest)
- CMA Govada Chalapathi Rao, Vice Chairman (Guest of Honor)
- CMA Suresh R. Gunjalli, CCM, ICMAI (Guest of Honor)
- CMA Dr. Abhijeet S. Jain, Chairman, ICMAI Bengaluru Chapter
- CMA Girish Kambadaraya, Convener, RC Member, SIRC
- Leadership from ABBS including Mr. Ajitesh Basani, Dr. D.M. Mahishi, and Dr. Madhumita Chatterji

Their inspiring words set the tone for a day filled with intellectual excitement and student-driven excellence.



Finctuality

A thrilling four-round contest to test financial acumen:

Finctuality emerged as a major highlight, testing students' financial knowledge and strategic thinking across four challenging rounds, including MCQs, crosswords, case studies, and mock stock trading. Participants from UG, PG, and CMA backgrounds showcased commendable skills. The team from ICMAI Coimbatore clinched the top position in the PG/CMA category, while ABBS students dominated the UG segment.

- Winners (PG/CMA):
 - Rindhya S, Vishnu Vardhan V, Monika Sri N – ICMAI Coimbatore
 - Shubam Kumar, Prateek Chourasia, Ayan Mishra – ABBS SoM
 - Divine Thomas, Abran Yohan, Shanid NS – ICMAI Cochin
- Winners (UG):
 - Gorle Harika, P Sreeram Mohan, Shrishail Shirur – ABBS
 - Sujal Murgod, Chirag SL, Nishanth R – Chanakya University
 - Anusha M, Chandana G, Akshatha R – DSASC



Best Manager

The Best Manager event attracted over 30 participants and was a test of leadership, presence of mind, and multi-tasking. After multiple intense rounds including group discussions, stress interviews, and product pitching

Winner: Naveen Kumar D (MBA, ABBS SoM)
 Runner-up: Gowtham (CMA Coimbatore Chapter)



Case Study Challenge

The Case Study event challenged students to analyze real-world scenarios, with undergraduate participants working on Nykaa's marketing strategy and postgraduates presenting equity research on Tata Motors. Judged by Mr. Rahul Singh, Co-Founder of Tycho Investing, the competition highlighted the participants' analytical acumen and business insight.



WOW – Wealth out of Waste

The 'Wealth Out of Waste' (WOW) event combined sustainability with creativity, encouraging students to craft useful products from waste materials. Teams from Dayananda Sagar Business Academy and ABBS SoM won in the UG and PG categories respectively, with unique and impactful ideas

- Judged by: Ms. Shalini (Startup Mentor, ABBS)
- Winning Team (UG): Dayananda Sagar Business Academy
- Winning Team (PG): ABBS School of Management



Paper Presentation

Paper Presentation competition, where 14 teams presented original research and critical insights. The PG category saw S. Krishna and M. Sneha from ABBS SoM emerge as winners, while Bishop Cotton Women's Christian College secured the top spot among UG participants. The Business Quiz, branded as Quantum Sphere, tested participants on current affairs, financial literacy, and business knowledge through a fast-paced and dynamic setup. ABBS students showcased a dominant performance, securing the top prize.

- Winner (UG): Bishop Cotton Women's Christian College
- Winner (PG): S. Krishna and M. Sneha (ABBS SoM)



Venture Summit

The Venture Summit offered students a platform to pitch entrepreneurial ideas, simulating a real startup environment. Ideas were evaluated on feasibility, originality, and presentation, fostering a strong entrepreneurial spirit among young minds.



Quantum Sphere – Business Quiz

Quiz focused on current business events, finance, and general awareness
Fast-paced and high-energy event

Winners:

Harika G, P Sreeram Mohan, Shrishail Shirur – ABBS
Sujal Murgod, Chirag SL, Nishanth R – Chanakya



AD Wars

Ad Wars added a touch of creativity and humor to the fest, as teams created compelling advertisements for randomly assigned products. Judged on innovation, entertainment, and marketing relevance, the event captured the fun side of business



Valedictory ceremony

The fest culminated in a grand valedictory ceremony that celebrated every participant's efforts and spirit. The ICMAI Cochin Chapter emerged as the overall champions, earning the prestigious Rolling Trophy for 2025. The day was filled with high energy, mutual learning, and celebration of excellence, as students, faculty, and guests alike appreciated the seamless organization and vibrant participation.

Cos Sphere 2025 successfully set a new benchmark in student-led business and finance events. With its commitment to nurturing young talent and fostering collaborative learning, ABBS Group and ICMAI reaffirmed their mission to inspire students to Aspire, Accelerate, and Achieve. This fest not only empowered participants with knowledge and experience but also laid the foundation for future leaders in business and finance. As the curtains close on this year's fest, the anticipation for Cos Sphere 2026 begins—with a promise of being even bigger, brighter, and more impactful.



Pre-Placement Training Week: Shaping Campus Talent for Corporate Success

An immersive learning experience for the third-term cohort at ABBS

As our students embarked on their third term, they were greeted not just by fresh academic goals—but by an intensive and transformative one-week Pre-Placement Training Program designed to bridge the gap between campus life and corporate realities. This hands-on, highly interactive training series was thoughtfully curated to equip students with critical professional competencies, enhance their personal branding, and prepare them for the next big leap in their careers.

Day 1

The program opened with Day 1, led by Nikitta Anand, focusing on the art of Public Speaking. Students learned to harness the power of confident, bold, and impactful communication—skills that form the bedrock of leadership and professional influence. Through interactive activities and individual feedback, they began to shed inhibitions and discover their authentic voice.

Day 2

Day 2 brought a dynamic session on Teamwork, conducted by Venal Castelino, where students delved into the essence of collaboration, synergy, and team coordination. Real-world simulations helped participants understand the importance of trust, role clarity, and communication in achieving shared goals



Day 3

On Day 3, Mohammad Ashfak took students on a journey of self-discovery, helping them unlock their inner potential through the session “Discovering Our Superpower.” The session explored personal strengths, leadership challenges, belief systems, and introduced the powerful ACT Framework—Acknowledge, Challenge, Take Action—encouraging students to confront their limitations and channel their strengths with intent.

Day 4

Day 4 continued the self-reflection theme with “Self-Exploration and Career Roadmap”, again facilitated by Venal Castelino. Students assessed their interests, strengths, and career aspirations while learning to craft a compelling 30-second elevator pitch. The session culminated with each participant creating a strategic 5-year career plan, enabling focused and actionable professional development.



Day 5

Day 5 shifted gears toward digital professionalism with LinkedIn Optimization and Resume Building, again led by Mohammad Ashfak. The session dissected personal branding strategies and helped students enhance their digital presence. Participants walked away with sharper, more impactful resumes and LinkedIn profiles—positioning them as polished, job-ready candidates.



Day 6

The final day, Day 6, focused on Internship and Workplace Readiness, delivered by Meghana M Hanumesh. In this energizing session, students explored the 4 M's of Personal Effectiveness—Mastering Time, Focus, Quality, and Ownership. The session encouraged a mindset of purposeful action over passive activity, and introduced the STAY ON mantra: Show up strong, Take initiative, Amplify visibility, Deliver, Own your growth, and Network with purpose.



This pre-placement training week was nothing short of transformational. It provided clarity, confidence, and a toolkit of professional behaviours that will serve our students long after graduation. It was a true launchpad into the corporate world—where preparation meets opportunity.

Prayaas 2.0 – Inter-College Business Quiz Contest

Acharya Bangalore B-School (ABBS) is proud to share the enthusiastic participation of our students in "Prayaas 2.0 – Inter-College Business Quiz Contest", held under the vibrant banner of Bharat Entrepreneurship Week. The event was organized by Young Indians (Yi) in collaboration with Yuva and Bharat Entrepreneurship, aiming to foster entrepreneurial spirit and business awareness among youth across institutions.

The contest brought together bright minds from various colleges, creating a dynamic platform where knowledge, strategy, and speed came together in a competitive yet collaborative spirit. Representing ABBS with great zeal, our students immersed themselves in the thrill of the quiz while gaining insightful perspectives into the world of business and entrepreneurship.

Participation in events like Prayaas 2.0 reflects ABBS's commitment to holistic learning, offering students opportunities beyond the classroom to grow, network, and challenge themselves in real-world scenarios.



Poem**KEEP HOPE ALIVE!**

Through life's journey with twists and bends Somewhere sometimes in this
chaos of life
When you feel so down and low
When the situation are just not right
When everything doesnot seem to be bright
When you feel the fright
When things don't move as you expect
When paths grow dark and dreams seem lost
There is one word that keeps you going
It's hope, because it makes you strong Hope is a whisper in the darkest
night
Through trials and storms,
it guides our way
It blooms like a flower
amidst the storm
Hope uplifts our spirit, come what may
It paints the skies with colours bright So hold on to hope with all your might
through every struggle every fight
Keep the flame of hope
always bright and strong
Let hope be your anchor
your guiding star
So do not lose hope in life
Just keep your hope alive



Shristy Dubey
PGDM 24-26

We are pleased to highlight "Foundations of Statistics", a comprehensive academic resource tailored specifically for students embarking on their journey into the world of basic statistics. This insightful book is co-authored by three esteemed academicians—Dr. Debdulal Dutta Roy from the Rabindrik Psychotherapy Research Institute Trust, Kolkata, and our PGDM faculties Dr. E.M. NareshBabu and Dr. Kshitiz Sharma from ABBS School of Management, Bengaluru. It is designed to demystify statistical concepts and equip learners with the analytical tools essential for academic research, management studies, and data-driven decision-making.



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PGDM 2024-2026



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