



CHRONICLE

NEWS OF AUGUST 2025

About Institute

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.

Vision

To develop contemporary management education necessary to adapt 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.





Director's 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.

Pride of ABBS



Dr. Madhumita Chatterji
Director

HR, Ethics, CSR & SM



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Professor

Entrepreneurship & Marketing



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Dr. Purushotham CV
Professor

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Dr. Santosh Kumar G
Professor

Marketing & Operation



Prof. Bhagyamma V
Professor

Finance & Operations

BSE Financial Modelling program & Business Analytics Certificate Distribution

The PGDM students received their certificates for the BSC Financial Modelling program and participated in an insightful seminar on Business Analytics.

The ceremony was graced by the Chief Guest, Mr. Harish Gudi, CIO, Optum India, who personally presented the certificates to the students.



Fresher's Inauguration



Mr. Gudi also served as the Chief Guest Speaker for the inauguration of the 1st Year PGDM batch, held on 1st August 2025 at the APJ Hall.

In his address, he emphasized the growing relevance of data-driven decision-making and the evolving landscape of financial analytics.

The event concluded with inspiring insights, motivating students to embrace innovation, analytical thinking, and industry readiness.

International YOGA Day

The PGDM students actively participated in a structured yoga session organized on the occasion of International Yoga Day on 30th Aug 2025 at Turf.

The session aimed to promote physical well-being, mindfulness, and stress management among students.

Trained instructors guided the participants through a series of asanas, breathing techniques, and relaxation practices.

The initiative highlighted the importance of integrating wellness practices into academic life for holistic development.

Students appreciated the session as a refreshing break that strengthened focus, discipline, and overall well-being.

Editorial Board - Faculty



Dr. Madhumathy K

Chief Editors - Students



Kishan Hugar
PGDM 2024-2026



Reena S
PGDM 2024-2026