



ABBS School of Management

AUTONOMOUS Approved by AICTE, Ministry of Education, New Delhi

CHRONICLE

▶▶▶▶▶ NEWS OF JULY 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



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Professor

Finance



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Professor

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Dr. Purushotham CV

Professor

Finance



Dr. Santhosh Kumar G

Professor

Marketing & Operation



Prof. Bhagyamma V

Professor

Finance & Operations

Campus To Community

As PGDM students, our academic journey was enriched by a field visit to Kamadhenu Natural Farms, an organic agricultural venture located in Kolar, Karnataka.

We had the opportunity to observe key aspects of farm operations from crop harvesting to storage and dispatch and understand the importance of hygiene, efficiency, and time management in post-harvest handling.

This experiential learning helped us appreciate the complexities involved in running an organic supply chain and the significance of streamlined processes in meeting growing consumer demands.

It was a valuable opportunity to apply management thinking in a real-world agri-business context and reflect on how rural enterprises can scale sustainably while preserving their core values.



Global Event

TEDx ABBS 2025 Countdown Event:

The TEDxABBS Countdown event brought together passionate minds to spark meaningful conversations around climate change and sustainability. As part of the global TED Countdown initiative, the event focused on actionable ideas that drive environmental responsibility and conscious living.

What made the event even more impactful was the active involvement of PGDM students along with MBA and UG who played key roles across various teams

The event not only showcased thought-provoking talks by environmental leaders and innovators but also reflected the values of leadership, responsibility, and sustainability that are deeply embedded in our academic environment. It was a true example of learning beyond the classroom — where ideas met action.



Industrial Visit to The Coca-Cola Company:

PGDM students of Acharya Bangalore B-School recently had the opportunity to visit The Coca-Cola Company's plant in Bidadi, gaining firsthand exposure to one of the world's most recognized beverage production systems. The visit provided valuable insights into the manufacturing process, including sugar measurement using BRIX standards, quality control of Returnable Glass Bottles (RGB), and a close look at the Water Treatment Plant (WTP) and quality assurance procedures.

Coca-Cola integrates operational efficiency with a strong emphasis on safety and employee engagement. From automated machine scheduling to rigorous quality checks, the plant tour offered a comprehensive understanding of how large-scale operations are managed with precision and care.

For many students, it was a moment of realization as they saw academic concepts like Pareto Analysis, ABC Classification, and Inventory Management come alive in real time



Editorial Board - Faculty



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PGDM 2024-2026



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PGDM 2024-2026