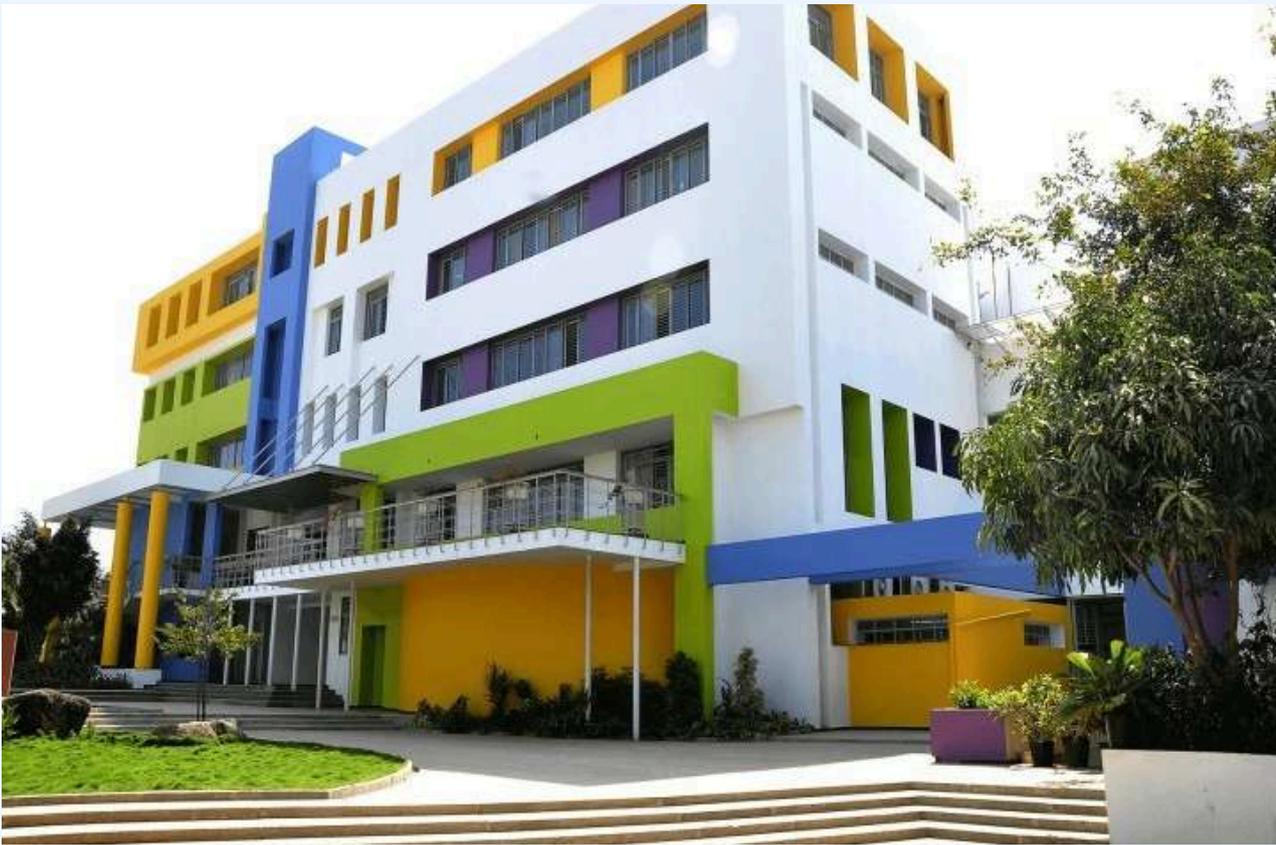




# CHRONICLE

NEWS OF OCTOBER 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 transform lives through contemporary management education rooted in integrity, sustainability and holistic leadership.

## Mission

To empower ethical, inclusive and purpose driven leaders who make a positive impact on their organizations and communities. We aspire to achieve this by leveraging a global curriculum, international exposure, embedding technology, industry interface, experiential learning and state of the art infrastructure.





## 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



**Dr. Kshitiz Sharma**

Professor

Entrepreneurship & Marketing



**Dr. Vijaya Bhaskar Kolar**

Professor

Finance



**Dr. E.M. Naresh Babu**

Professor

Finance & Operations



**Dr. Madhumathy K**

Professor

HR & Marketing



**Dr. Kamini Dhruva**

Professor

Marketing & HR



**Dr. Purushotham CV**

Professor

Finance



**Dr. Santosh Kumar G**

Professor

Marketing & Operation



**Prof. Bhagyamma V**

Professor

Finance & Operations

## Academic - International

### Orientation on Dubai Global Immersion Program – 7th October 2025

An orientation session for the Dubai Global Immersion Program was held on 7th October 2025 for 2nd-year PGDM students. The session introduced students to the purpose and scope of the international immersion, highlighting corporate visits, university interactions, and cultural exposure planned in Dubai. Faculty members briefed students on travel guidelines, documentation, and safety protocols. The orientation helped students understand the learning outcomes and expectations of the program, preparing them for a valuable global learning experience.

## Academic Event

### E-Cell Sankalp Inauguration & Logo Competition – 8th October 2025.

The E-Cell Sankalp was formally inaugurated on 8th October 2025, marking the beginning of a new platform to encourage innovation and entrepreneurial thinking among PGDM students. The event introduced the vision and objectives of the cell, focusing on nurturing creativity, leadership, and startup culture on campus. As part of the inauguration, a Logo Design Competition was conducted to engage students and showcase their creative skills. Participants presented unique logo concepts representing the spirit of entrepreneurship. The event successfully motivated students to explore their ideas and contribute actively to upcoming E-Cell initiatives.

## Academic -Placement Training



**Placement Training Program – 14th to 17th October 2025**  
A comprehensive Placement Training Program was conducted from 14th to 17th October 2025 for the 2nd-year PGDM students. The training was facilitated by Emerge Finishing School, focusing on enhancing employability skills through resume building, aptitude sessions, group discussions, and mock interviews. Industry experts and faculty mentors guided students on corporate expectations, communication skills, and interview strategies. The program boosted students' confidence and prepared them effectively for the upcoming placement season. Overall, the sessions provided valuable insights and practical exposure to help students become industry-ready.

## Student Participation



### CII Karnataka Annual CFO Conclave 2025 – Student Participation

Five PGDM students had the opportunity to attend the CII Karnataka Annual CFO Conclave 2025 held on 28th October 2025 at ITC Windsor, Bangalore. The conclave brought together leading CFOs, financial strategists, and industry experts to discuss crucial topics such as global tariffs, inflation trends, dollar performance, equity and gold market movements, and evolving regulatory frameworks. Students gained meaningful insights into financial incentives, the significance of the KLEMS database, and the increasing emphasis on digital literacy and financial inclusion for sustainable economic growth.

The event served as a valuable learning platform, allowing students to interact with visionary leaders and understand real-world financial challenges shaping the global economy.



### **Freshers' Day Cultural Event – Welcoming the New Batch**

The campus hosted a vibrant Freshers' Day Cultural Event to welcome the 1st-year students with energy and excitement. The celebration featured a series of lively dance performances by both juniors and seniors, showcasing their enthusiasm and talent. One of the highlights of the evening was the Mr. Fresher and Ms. Fresher contest, where students displayed confidence, creativity, and personality on stage. The event created a warm, festive atmosphere, helping the new batch feel connected and celebrated as they begin their journey at the institute.

## Editorial Board - Faculty



**Dr. Madhumathy K**

## Chief Editors - Students



**Kishan Hugar**  
PGDM 2024-2026



**Reena S**  
PGDM 2024-2026