



# PGDM CHRONICLE

NEWS OF FEBRUARY 2026





## 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-PGD Mis 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.



**Dr. Madhumita Chatterji**

Director

HR, Ethics, CSR & SM



**Dr. Rama L**  
Professor

Decision Science & Analytics

Decision Science & Analytics



**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



**The Theatre Management classes concluded on 09-03-2026. The sessions were highly engaging, enjoyable, and provided students with a valuable learning experience.**

**Throughout the course, students actively participated in various activities that helped them understand the importance of teamwork, communication, creativity, and coordination.**

**The classes also helped students develop confidence, presentation abilities, and leadership qualities. These experiences will be extremely valuable for students in the corporate world as well as in public interactions, where communication, coordination, and confidence play a crucial role. Overall, the Theatre Management classes were both fun and educational, leaving students with memorable experiences and practical skills that will benefit them in their future careers.**



The Gamification Session was successfully conducted and concluded by SUJITESH (Extrapreneur , Concurrent CXO, Startup Gigstar and Fractional Faculty) on 26-02-2026. The session provided students with valuable insights into the concept of gamification and its growing importance in today's digital and business environments. Participants learned how game elements such as points, rewards, challenges, and leaderboards can be used to increase engagement, motivation, and participation in various activities.

During the session, students explored how gamification can be applied in areas such as education, marketing, employee training, and customer engagement. The discussion also highlighted real-world examples where organizations use gamification strategies to improve user experience and encourage better performance. Overall, the session was highly informative and interactive, helping students understand how creative game-based techniques can be effectively used to solve real-world problems and make processes more engaging and enjoyable.



**Vaidyanathan Ramachandran — Bengaluru-based entrepreneur and founder of Appglide Solutions focused on AI and emerging technologies.**





**Mr. James Pearl –  
Working Professional  
at Accenture &  
Entrepreneur**



**Selva Lakshmi – FMCG  
entrepreneur and  
motivational speaker.**

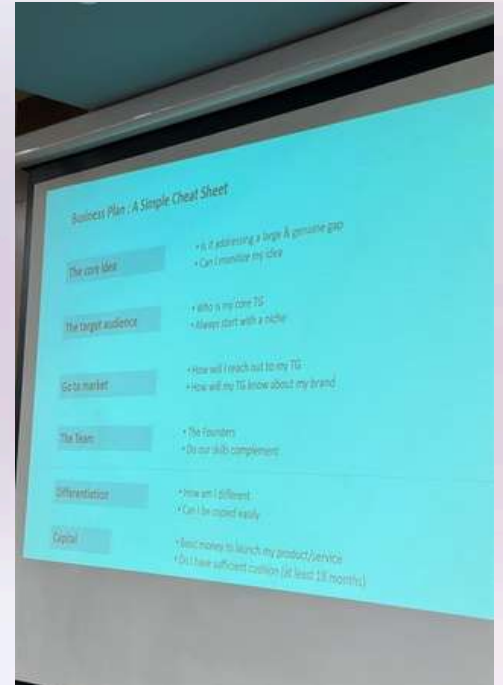


The Ideation Event was successfully conducted in the college, where students from various colleges participated to present their innovative business ideas. The event provided a platform for young entrepreneurs to showcase their creativity, problem-solving abilities, and entrepreneurial thinking.

On Day 1, the participating teams presented posters explaining their business ideas and provided a brief overview of their concepts. Students interacted with the audience and judges, giving insights into the purpose of their ideas, the problems they aim to solve, and the value they could create.

On Day 2, the teams delivered detailed pitches of their business ideas through formal presentations.

They explained their business models, target markets, and potential impact of their ideas. The session was highly engaging and gave participants an opportunity to demonstrate their presentation skills, innovation, and strategic thinking. Overall, the event encouraged creativity, entrepreneurship, and knowledge sharing among students from different institutions.



The CEO of Auntie Fung visited the college and shared his valuable business experiences with the students. During the session, he spoke about his journey in entrepreneurship and the challenges he faced while building and managing his business.

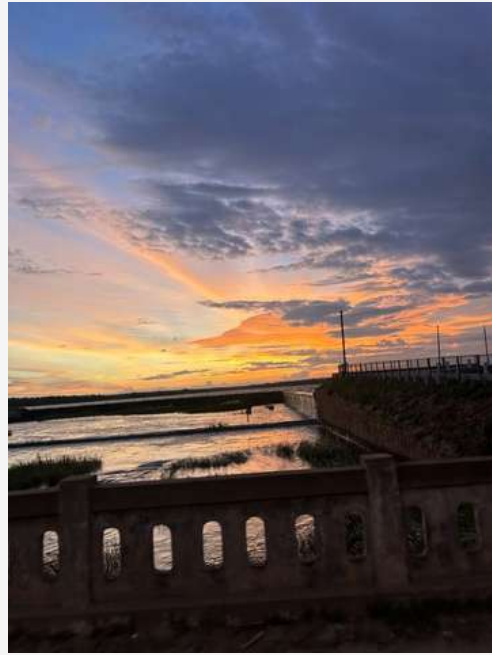
He also explained how the company handled operations during the COVID-19 pandemic and the strategies used to overcome those challenges. The session was interactive, and students asked several questions about entrepreneurship and business management, making the discussion both insightful and inspiring.



The financial session explained how businesses achieve revenue targets using the formula:  $\text{revenue} = \text{number of orders} \times \text{average order value}$ . It highlighted key drivers like conversion rates, qualified leads, repeat orders, and the importance of balancing revenue growth with cost control and margins. The session also emphasized building strong systems so that businesses do not depend only on founders as they grow.

Through case studies, students understood real-world applications such as structured decision-making in organizations, the need for standard processes in a digital agency, and the impact of clear expectations on work culture. The 3R Framework—Role Clarity, Review Rhythm, and Recognition Mechanism—was introduced, along with the importance of converting knowledge into assets through SOPs, training manuals, and proper systems.

# Students Corner- Photography



**Anmol Subba**  
**PGDM 2025-2027**

# Students Corner- Photography



**Jyothi Chatterjee**  
**PGDM 2025-2027**

# Faculty Achievements



Dr Naresh has been Recognized as an NPTEL Motivated Learner for sustained performance and active participation across multiple NPTEL courses. This highlights his dedication to lifelong learning and academic excellence

Recognized as an NPTEL Believer (Jul–Dec 2025) for sustained participation and successful completion of multiple NPTEL courses. This appreciation reflects his continuous engagement with high-quality online education and commitment to lifelong learning

Awarded the SWAYAM–NPTEL Domain Certification in Operations (Management) for successfully completing core and elective courses offered by premier IITs. This certification reflects sustained academic commitment, strong performance, and advanced proficiency in Operations and Supply Chain Management

# Faculty Participation in Design Thinking Certification at IISc Bangalore

Dr. Madhumathy K, Assistant Professor – PGDM, ABBS School of Management, participated in and successfully completed the Design Thinking and Methodology (1-Week Module) conducted at the Indian Institute of Science, Bengaluru, from 2nd to 6th February 2026. The programme was organized by the Centre of Excellence in Design (D-CoE) and focused on structured innovation, problem-solving, and user-centered design approaches.

The certification module provided practical exposure to design thinking tools such as problem identification, ideation, concept development, and feasibility analysis through classroom sessions and group-based activities. A major highlight of the programme was participation in a live problem-solving exercise addressing thermal discomfort and ventilation challenges in the IISc campus canteen, where multiple innovative solution concepts were developed.

The programme enhanced understanding of applying design thinking principles in academic and institutional contexts and will support innovative teaching and research practices within the department. The certificate was awarded on successful completion of the module.



Dr. Madhumathy K receiving the certificate upon successful completion of the Design Thinking and Methodology module at IISc Bangalore.

# Faculty Achievements-



Dr. C V Purushotham was awarded the NPTEL Discipline Star recognition in Management for his outstanding performance during Jul-Dec 2025.



Dr. C V Purushotham received the NPTEL Star Award Certificate for participating in the interaction with NPTEL Stars held in February 2026.

# Faculty Achievements-



Dr. C V Purushotham successfully completed a Faculty Development Programme on Advanced Time Series Analysis using R.



Dr. C V Purushotham attended a Management Development Programme on Financial Derivatives at Christ University, Bengaluru.



Dr. C V Purushotham presented a research paper at SDMIMD.

## Faculty Achievements-



Young Indians (Yi) in association with Confederation of Indian Industries (CII) organised an event seeking management colleges suggestions towards converging the gap between academia and industry on February 7, 2026 at CII office, Indira Nagar, Bangalore. ABBS school of Management was one among the participants of the Event. Dr C V Purushotham (Yuva Nodal Officer – PGDM) attended the event with three students.

Dr C V Purushotham asked Yi Team to maintain centralised skill registry which boosts employment to many college graduates. He also stressed on support of Yi Team in aligning the curriculum to perfectly match with industry expectations.

## Faculty Achievements-



Acharya Bangalore B School organised Decoding the Union Budget 2026 event on February 9, 2026 at BMR Auditorium, ABBS Campus, Bangalore. Dr C V Purushotham, Associate Professor, PGDM was one of the panellists participated in the Budget session. He threw light on Budget implications on Pharma Sector growth and contribution to the Indian economy.

## Editorial Board - Faculty



**Dr. Madhumathy K**

## Chief Editors - Students



**Vaibhav K.B**  
PGDM 2025-2026



**Khaspa Venkata Sai Meghana**  
PGDM 2025-2026