



PGDM CHRONICLE

NEWS OF APRIL AND MAY 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



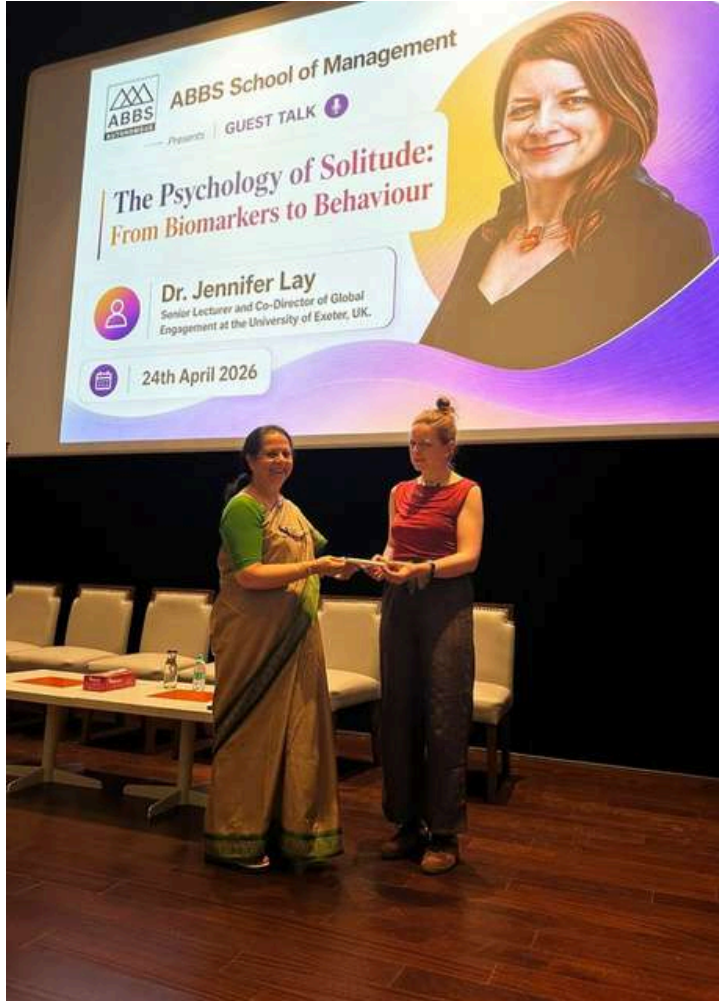
Prof. Bhagyamma V

Professor

Finance & Operations

Academic- The Psychology of Solitude: From Biomarkers to Behaviour

Date:-24-04-2026



Academic- The Psychology of Solitude: From Biomarkers to Behaviour

Date:-24-04-2026

The session provided students with a deeper understanding of solitude from a psychological and biological perspective, bridging the gap between biomarkers and human behaviour. Dr. Lay shared valuable insights on how solitude influences mental well-being, decision-making, and behavioural patterns, making the session highly engaging and thought-provoking.

The interactive nature of the session encouraged students to reflect on the role of solitude in their personal and professional lives. The discussion also highlighted the importance of self-awareness and emotional resilience in today's fast-paced world.

The event concluded with a token of appreciation presented to the speaker, acknowledging her valuable contribution. The session was well-received by students and faculty alike, adding significant academic and practical value to their learning experience.

Academic -Guest Talk on Disaster Management and Water

Date:-29-04-2026



Current sustainability framework

Positive decision space

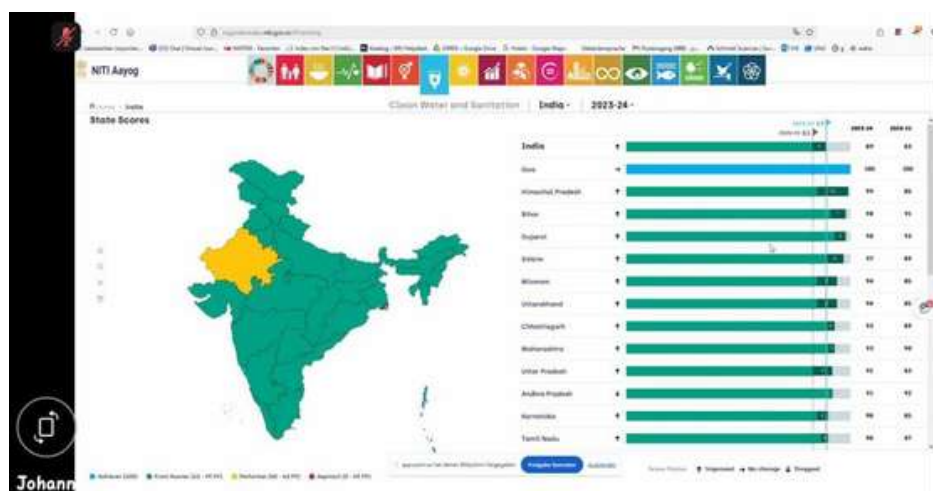


Combinatorics:
355 687 426 096 000

30% negative externalities in investments in water security
-> how can this support new thinking?

What are solutions that create benefit for political/societal contexts?

Business schools needed to provide possible decision spaces



Academic -Guest Talk on Disaster Date:-29-04-2026
Management and Water

The session conducted by wastewater treatment expert Johannes focused on global water management practices, sanitation challenges, and sustainable wastewater treatment systems. The session provided valuable insights into how different countries are addressing water quality issues and improving sanitation infrastructure through effective environmental policies and technologies.

The session highlighted the importance of responsible water usage, wastewater recycling, and pollution control for environmental sustainability. It also emphasized that protecting water resources requires collective responsibility and greater public awareness.



An engaging and interactive Art Appreciation session was conducted to help students understand different perspectives and creative expression. The session began with discussions on colours and the emotions and opinions they evoke in individuals.

Students were then divided into groups and assigned famous paintings to analyze and present their interpretations. Later, participants worked in pairs, creating paintings and exchanging them midway to continue each other's artwork. This unique activity highlighted how different people think, interpret, and express ideas differently.

The session was both fun and insightful, encouraging creativity, teamwork, and appreciation for diverse perspectives.

Academic- Industrial Visit to Dell Technologies

Date: 30-04-2026



Academic- Industrial Visit to Dell Technologies

Date: 30-04-2026



Objectives of the Visit

The industrial visit to Dell Technologies was organized to provide students with practical exposure to the corporate environment and modern business practices. The main objectives were:

To understand corporate culture and workplace practices

To learn about Artificial Intelligence,

Microsoft Copilot, and prompt engineering

To improve knowledge of personal branding and professional image building

To develop resume-building and interview preparation skills

To gain leadership and career guidance from industry experts

Brief About the Visit

On 30th April 2026, PGDM students visited Dell Technologies as part of an industrial exposure program. The visit provided students with first-hand experience of a global corporate environment and insights into emerging technologies shaping modern businesses. The students completed the security and badging process upon arrival and were welcomed at the Dell campus. The visit was well organized and included multiple interactive sessions conducted by experienced professionals from Dell Technologies.

Sessions and Observations

The day began with a networking session over breakfast, which helped students become comfortable with the professional environment. The first session on AI, Microsoft Copilot, and Prompt Engineering, conducted by Jason and his team, explained how AI tools are used to improve productivity, decision-making, and problem-solving in organizations. Students also learned the importance of giving clear and effective prompts to AI systems.

The next session on Personal Branding, conducted by Biju Mathew, highlighted the importance of building a strong professional identity. Students learned how to present themselves effectively in both online and offline professional platforms.

After lunch, Chandrakala conducted a session on Resume Building and Interview Preparation. The session focused on creating professional resumes, presenting achievements effectively, and preparing for interviews according to industry expectations.

The final session was a Leadership Interaction with Nishant Banthia, Vice President – Client Services. He shared valuable insights about leadership, adaptability, continuous learning, and career growth in the corporate world. The visit concluded with a high tea session and student dispersal.

Learning Outcomes

**Through this industrial visit, students were able to:
Understand the practical application of AI tools and
prompt engineering in business**

**Improve their professional branding and
communication skills**

**Learn effective resume preparation and interview
techniques**

**Gain knowledge about leadership qualities and
career development**

**Understand workplace etiquette, communication,
and corporate culture**

**Connect classroom learning with real-world
business practices**

Conclusion

**The industrial visit to Dell Technologies was an
enriching experience for the PGDM students. It
provided valuable exposure to corporate culture,
emerging technologies, leadership, and career
development. The visit successfully enhanced
students' professional knowledge and industry
readiness.**

Academic-Session on Diversity Equity Inclusion

Date: 02-05-2026



Academic-Session on Diversity Equity Inclusion

Date: 02-05-2026



An interactive and engaging session on Diversity, Equity, and Inclusion (DEI) was conducted by Mr. Prashant, Mrs. Rajeshwari, Ms. Neeta Baindur, and Ms. Astha Dwivedi. The session highlighted the importance of creating a workplace where every individual is treated equally, respected, and given equal opportunities regardless of their background.

The speakers emphasized the value of listening to different perspectives and ensuring that every opinion is heard and appreciated. Through interactive discussions and fun activities, the session encouraged participants to understand the importance of inclusivity, mutual respect, and positive workplace culture.

The session was informative, enjoyable, and inspired everyone to contribute towards building a more inclusive and supportive environment.

Faculty Achievements



Faculty Achievements

Dr. Madhumita Chatterji, Director of PGDM, participated in the 17th South Asian Management Forum (SAMF) 2026, organized by AMDISA and hosted by the Royal Institute of Management (RIM), Bhutan. The forum brought together academicians, policymakers, researchers, and management professionals from across South Asia.

The sessions focused on the theme “Resilient Leadership and Innovation: Navigating South Asia’s Dynamic Governance Landscape” and explored topics such as leadership, innovation, sustainability, artificial intelligence, digital transformation, and the future of management education. Participants gained valuable insights into emerging technologies, governance, and regional collaboration for sustainable development. The forum concluded with a renewed commitment to fostering innovation, resilience, and stronger partnerships across South Asia.

Dr. Madhumita Chatterji
Director



Editorial Board - Faculty



Dr. Madhumathy K

Chief Editors - Students



Vaibhav K.B
PGDM 2025-2026



Khaspa Venkata Sai Meghana
PGDM 2025-2026