



ABBS School of Management
Bangalore

Learning Beyond
Classrooms



PGDM

 **Prospectus-2021**

www.abbssm.edu.in



Welcome to ABBS School of Management

ABBS School of Management has been ranked consistently as one of top business schools at the national level by different Ranking agencies. We work towards achieving total quality, complying with Regulatory norms and accordingly this PGDM Program has been approved by AICTE. We have collaboration agreement with the various Global Management institutes to provide global exposure to our students.

Rankings

- ★ Ranked 21st Outstanding B-School of Excellence
CSR-GHRDC B-School Survey, 2019
- ★ Ranked 23rd Best B-School,
National Preferential Cluster Ranking, IIRF 2020
- ★ Ranked 16th Best B-School
National Preferential Cluster Ranking, IIRF 2021

Programs Offered

PGDM

PGDM + Global Immersion

PGDM + Business Analytics Certification



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, centres 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 endeavors.
- To create an ecosystem that supports lifelong learning.



Message from Director

Welcome to ABBS School of Management.

Over the last decade ABBSOM 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 ABBSOM. 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 as we stand at an inflection point due to the wake up call given by the COVID-19 worldwide pandemic the above mentioned values have helped us to sustain. Resilience and adaptability could be seen among all members of the ABBSOM family. The speed of change required in the design and delivery of academics and non-academic activities was available because of the commitment to excellence in all activities.

ABBSOM could quickly adapt to the "new normal." At ABBSOM we have reinforced our courses related to sustainability and responsible management to help create the awareness of the need for a circular economy by creating regenerative community based models to ensure long term responses to the socio-economic emergencies facing the globe today. Today's management graduates have to be prepared to engage with the unexpected and ambiguity in an intelligent, compassionate and creative way.

ABBSOM is committed to create this vibrant learning environment.

Dr. Madhumita Chatterji

Director, ABBS School of Management

Ph.D, MBA, MA, Program in History, Politics and Society, Oxford University, UK & Participant Based Learning, Harvard Business School

Members of Governing Body



Dr. B. Vijay Pal Reddy
Chairman
Chairman, SSST



Mr. Ajitesh Basani
Executive Member
Executive Director, ABBS



Dr. Balaveera Reddy
Member
Former Vice Chancellor, VTU



Mr. Abdul Majeed
Member
Partner, Assurance at Price Waterhouse



Dr. R. Sakthivel
Member
Assistant Director, AICTE, SWRO Region



Dr. D.M. Mahishi
Member
Dean- Academics, Acharya Bangalore B School



Dr. Madhumita Chatterji
Member-Secretary
Director, ABBS School of Management



Dr. Kamini Dhruva
Member
Professor, ABBS School of Management



Prof. Santosh Kumar G
Member
Assistant Professor, ABBS School of Management

Milestones



Faculty Members

Our faculty is a healthy blend of industry professionals and seasoned academicians from diverse backgrounds, with collective skills that span an array of domains.



Dr. Madhumita Chatterji
Director, Professor
Ph.D, MBA, MA, Program in History, Politics and Society, Oxford University, UK & Participant Based Learning, Harvard Business School



Dr. Kamini Dhruva
Professor
Ph.D, M.Phil, M.Com



Dr. Subhash R Kulkarni
Professor
Ph.D, M.Phil, M.Sc



Dr. Sheela Antony
Professor
Ph.D, M.Phil, MBA, M.Ed



Dr. Anindita Chakrabarti
Associate Professor
FPM (Fellow Program in Mangt.), MBA



Dr. S. Nagarajan
Associate Professor
Ph.D, M.Phil, MCA



Prof. Kavitha. S
Assistant Professor
M.Phil, MBA, M.Com



Prof. Kalai Selvi
Assistant Professor
MBA



Dr. E. M. Naresh Babu
Professor
Ph.D., MBA, M.Sc, UGC-NET



Dr. Kshitiz Sharma
Professor
Ph.D, MBA, MA, UGC-NET



Prof. Pala Suriyakala
Associate Professor
MBA, JRF-UGC-NET



Prof. Santosh Kumar G
Associate Professor
MBA, UGC-NET, SLET



Prof. Nayana N
Assistant Professor
MBA



Prof. Niveditha Devadiga
Assistant Professor
M.Com



Prof. Madhumathi V B
Assistant Professor
M.Com



Prof. Muralidhar L B
Assistant Professor
MBA, BDS



Prof. C.B.Gopinath
Assistant Professor
M.Phil, MBA, M.Com, UGC-NET, KSET



Prof. Gopinath B S
Assistant Professor
M.Phil, M.Com, MBA, ICWA- Final

Adjunct Faculty



Prof. Rishi Raj
Adjunct Faculty
PGDM (IIM Calcutta), BE



Prof. Padmini V
Adjunct Faculty
CA



Prof. Arun B N
Adjunct Faculty
CA, MBA, M.Com

ABBSSOM EDGE



World Class Faculty

Since its inception, ABBS SOM has upheld a tradition of employing and collaborating with only the best faculty in the industry. Our professors are highly qualified and have proven functional expertise in delivering excellent course content.



Student Clubs

ABBS students have several clubs to cater to the diverse student population of the management program. The clubs are essentially a core element in building the student's competencies, confidence and creativity. The unique clubs at ABBS provide a rich, well rounded experience to the PGDM student. Rotract Club, Finance Club, HR Club, Marketing Club, SEA (Student Entrepreneurship Activity Club), M Club (Management Club), Debate club



Industry Internship Program

The students of PGDM course are required to prepare a dissertation on a live/latest business/management/organization problem/issue as a partial fulfilment of the course. This dissertation is equivalent to 9 credits course. Students are expected to carry out their work with commitment, quality and integrity.



Campus to Community

A unique pedagogy to connect students to the local community where impact can be made. Students work on relevant projects that add real value to people and the community.



Business Analytics Certification from VT

ABBS is one of the first to collaborate with Virginia Tech to provide a complete online mode business analytics certification from some of the best experts in the field of AI and ML.



International Gandhi Centre for conflict prevention and management

ABBS SOM is home to the coveted Mahatma Gandhi Centre. Previously held in Western Sydney University, the center focuses on disaster management, spirituality, conflict prevention, peace economics, peace science and many more.



Centre of Excellence in Supply Chain

ABBS SOM prepares students to stay ahead of developments and skill base needed for success in the fiercely competitive world of business. CRIMM, the research arm of IIMM, have an industry-Institute collaboration in the field of supply chain management, conduct advanced research in the field of supply chain management and innovation, create a platform for dissemination of advanced knowledge in the field of supply chain management through conduct of joint Management Development Programmes and industry consulting work, promote academic research in the field of supply chain management.



Blockchain Certification powered by TRAK Labs

A certification course that helps the user to learn various blockchain technologies in the most practical manner and helps to build the business-related skill sets around Blockchain. It covers Bitcoin, Ethereum and Hyper-ledger end-to-end with case studies and practical assignments.



Student Research Incubation

Students work on research papers with the help of mentors to publish in quality journals. The end-to-end process requires the student to go from introduction to research, Topic Crystallization, Literature Review/Model Building, data collection, analysis, Internal Review to journal communication.



Strong Recruiter Network

Over the years, ABBS has built a strong network of recruiters from some of the top companies in Bangalore and across India. Companies such as Amazon, PwC, HDFC Bank, Federal Bank, ICICI Securities, InfoEdge, Byju's, Asian Paints, etc.



ICT enabled learning

Covid-19 has accelerated digital transformation at ABBS SOM, and has enabled the interaction with students beyond classroom hours. ICT at ABBS is advanced and measures student progress and outcome throughout the course duration



Case Based Learning

Case based learning enhances student skills at delineating the critical decision dilemmas faced by organizations. This helps in applying concepts, principles and analytical skills to solve the delineated problems and develops effective templates for business problem solving. In fact, Case Method of teaching could be harnessed as a critical learning tool.



Member of Case Centre

Case Centre is the world's largest and most diverse collection of management cases, articles, book chapters and teaching materials, including the collections of leading business schools across the globe.



Campus life



Hostel

Hostel facilities are provided to all boys and girls. They are shared accommodation (double and triple occupancy) equipped with common areas for meeting guests/guardians and a TV room and Wi-Fi access. Strict security personnel are deployed at the hostels with the support of vigilant wardens.

The food provided at the hostels are managed by well-trained chefs who focus on the hygiene and quality of food that caters to various people. Menu is changed seasonally.



Yoga & Meditation

One of the unique practices adopted at ABBS School of Management is the morning yoga classes. These are conducted for interested students who wish to de-stress and improve their flexibility.



Gym

A great way for students to stay in shape with their busy schedules is for student to train their bodies. The gym offers a cardio section with functional equipment and a weights room with various machines. The gym is monitored by a trainer who guides students with their training. The Campus gym is open from 6:30am to 7pm daily (excluding Sundays and public holidays).



Outdoor Sports

The campus holds a badminton court, a volleyball court and a basketball court.



Indoor Games

ABBS offers several indoor games such as Table-Tennis, Carrom, Chess, Football, and Billiards.





PGDM with Global Immersion takes a comprehensive approach in developing management skills in the context of the global business environment.

With the main focus on various economies and industrial practices, this program acts as a stepping stone to a successful career. That said, the program aims to bring together cross-cultural experiences, which would acclimatise the students to work in different regions of the world.



The international partnership of ABBSSM with Rennes School of Business, France ("Triple Crown School"- AACSB, EQUIS and AMBA Accreditation) has given this program the advantage of a world-class experiential learning.

**International
Collaborations**

International Collaborations

VT Online Business Analytics certification is taught by industry experts in the domain of analytics and AI. The certification covers areas such as:

- Data Intensive Systems and Predictive Analytics Using Statistics
- Classification and Clustering Methods
- Managing Big Data Applications
- Neural Networks and Deep Learning
- Natural Language Processing and Image Recognition
- Applications of Machine Learning: An Industry Perspective



International Collaboration with



Center for Advanced Research and Education

Recruiters & Industry Connect

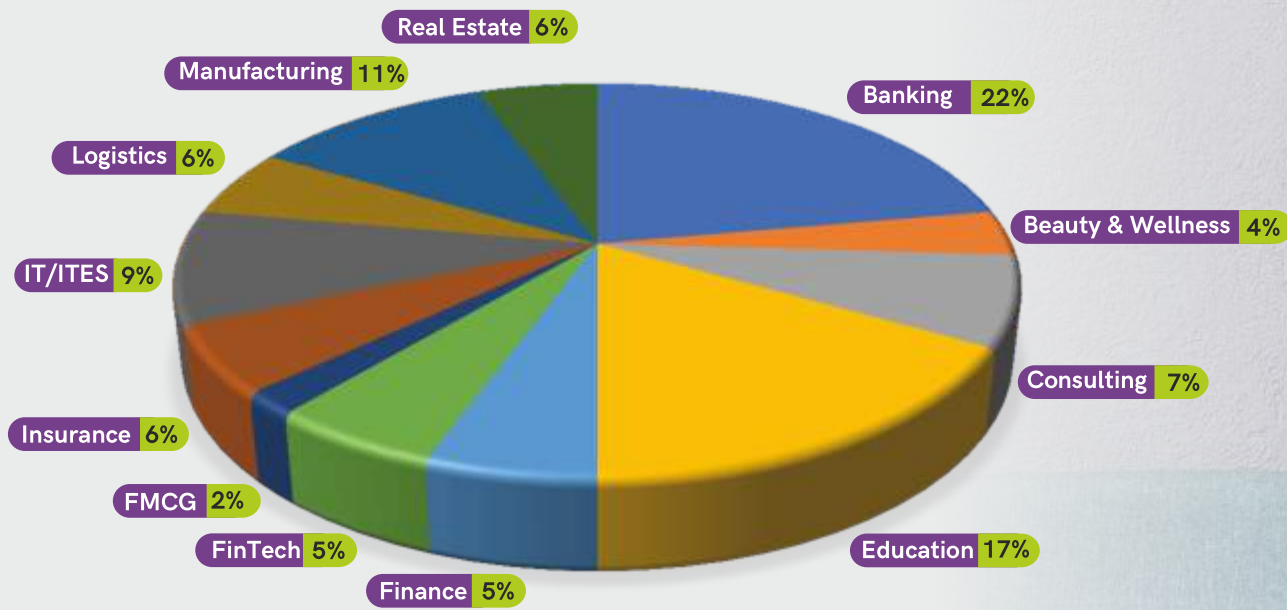
For almost a decade, ABBS has been playing a prominent role in meeting the ever-changing needs of the corporate sector and imparting premium management education in India. Be it the faculty or the students, ABBSSOM has always attracted the best of minds since its inception.

Industry Mentoring & Training partner

Enhancing Employability for students. Seikor has a proprietary approach to improve placement outcomes.



SECTOR-WISE PLACEMENTS



PLACEMENT STATISTICS

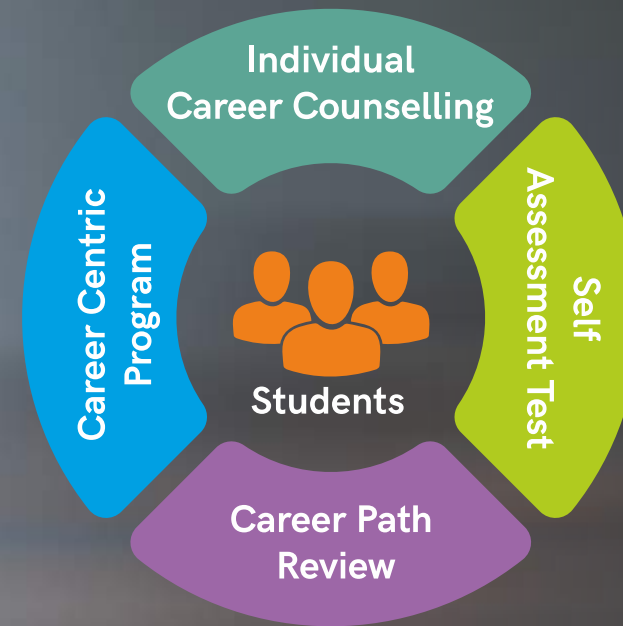
- 120 + Recruiters
- 15% New Companies Every Year
- Average CTC: 05.57 L
- Highest CTC: 10.00 L



Major Recruiters



Four Stage Development Program



Self-Assessment Test

Students are asked to complete a self-assessment test way before their arrival on campus. The test is based on the requirements suggested by Industry experts in various parameters such as G.K., Communication, Presentations, Technical Abilities and Psychometric (Attitude). Once they take the test, we use the results to analyse each student and narrow down on skill sets that require fine tuning.

Individual Career Counselling

Throughout their PGDM program, students are given the most experienced career mentors to work "one-on-one" in every course of career development program. Right from Self-Assessment through Job Search and helping to identify their own career management competences, each student is given undivided individual attention.

Career Opportunities & Review

Prior to the formal recruiting process commencing, students will undergo a "Career Meet" with the respective alumni, where a brief career discussion will be held to understand Industry Requirements & Trends.

Career Centric Program

From the first year itself, students at ABBS SOM are given the privilege of attending the below programs:

Career Centric Program



Industry Institute Interface

Live Projects, Workshops & Seminars from industry experts on Domain Specific, Leadership Skills, Team Building, Hard Facts on Corporate Life, Personality Development, Work profiling & Industrial Visits.

Finishing School

Includes Presentation, Resume Building, Business Communication, Crisis Management, Role Plays, Social & Cultural Co-Curricular Activities, News Analysis, Reading the Harvard Business Review, Aptitude, Terminology, Dining Etiquettes, Grooming & Soft Skills facilitations.



Value Added Courses

Business analytics, Blockchain, Six Sigma Green Belt certification, Project Management, Supply Chain Management, Research Methodology etc.

Internship Opportunities

Campus to community projects in the first year and a 4.5 months of Internship during final term.

Selection Process

ABBS follows a strict criterion upon selecting candidates for the PGDM program. **ARE (ABBS Record Examination)** is a mandatory online entrance exam for students seeking admission. After which a student undergoes GD/PI, on campus or off-campus at various locations. Students also have the option of appearing for an online GDPI.



Qualified candidates will be invited to the Selection Process conducted at various locations. The two methods of selection process are as follows:

A In-Person

A candidate will be called to a centre for the process based on his/her proximity to the centre or at campus.

At Campus

ABBS – School of Management conducts the selection process twice every month. The dates are regularly announced on the website and other social media channels and also to applicants wishing to attend the process at campus followed by campus/ facility tours.

Various centres away from campus

In this approach, the ASP will be conducted by face-to-face meetings at various pre-decided centres within India.

B Through Video Conference

Zoom/MS teams

Candidates who have applied and who are far from any of the available centres constituted for the direct /in person selection process will be considered for the Video Conference interview. It will be facilitated at a time allotted to the applicants.

Note: Final selection of a candidate will be done based on the AICTE guidelines and by the policy set by the ABBS School of Management. No appeal or grievance procedure is available in this process, and decision of the Selection Panel based on the process outcome is final.



Scholarship Categories

The scholarships offered are in the form of tuition fee waivers:



Chairman's Scholarship

Students applying for Chairman's Scholarship should have demonstrated excellence in academic and non-academic spheres at the national/international level. Scholarship of up to 100% is given based on the student application.



Merit Scholarship

The scholarship criteria for merit students is based on the undergraduate scores as well as their performance in the entrance tests conducted. Scholarships vary from 25,000/- to 2,00,000/-.



Single Girl child

Girl students who are academically sound and have shown a good performance in the entrance test will be awarded scholarships. This is to encourage a stronger male to female ratio in the PGDM program. Scholarship varies from Rs.25,000/- to Rs.1,50,000/-



Sports

Students who have excelled in the state/national/international level in competitive sports will be given the preference in sports scholarships. Scholarship varies from Rs.25,000/- to Rs.1,50,000/-



Economically Backward

Students who are academically good but economically poor are given scholarships based on their income level and affordability. Scholarships vary from Rs.25,000 to Rs.1,00,000/-

Policy

The Scholarships scheme establishes the general rules/guidelines for the award and administration of PGDM student scholarships and awards supported by ABBS School of Management.

COVID-19 Response

At ABBS School of Management, the level of preparedness and adaptability during the Covid 19 pandemic has been as per the WHO, AICTE and Government regulations. The challenge of keeping students, faculty, and staff safe from the coronavirus disease 2019 (COVID-19) pandemic has been addressed at a war footing. Compliance with mitigation strategies, such as use of masking, social distancing, and hand hygiene have been strictly implemented. The Institute is ensuring dissemination of information related to the pandemic so that people can make more informed decisions.

At ABBSSOM, ways to promote healthy behaviors that reduce the spread of COVID-19, maintain healthy campus environments and operations, and outline what to do if someone gets sick is being shared on regular intervals.

Some of the mandatory practices include:

- Universal entry screening: Testing all students before arrival on campus;
- Phased universal screening: Pre-arrival testing paired with a follow-up test,
- Scheduled screening, and testing of the entire campus population.
- The entire infrastructure including the institute vehicles are regularly cleaned and disinfected.
- At every essential points sanitizer on foot pedal stands have been installed to reduce direct contact.
- The faculty and staff log in has been replaced with face recognition log in to reduce contact with surface
- Posters depicting essential practices are displayed across the campus to increase awareness.





Apply Now

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Accreditations

