

ABBS School of Management
Bangalore

PGDM

MANAGEMENT WITH PURPOSE



PGDM | RECRUITERS'
HAND BOOK

OVERVIEW

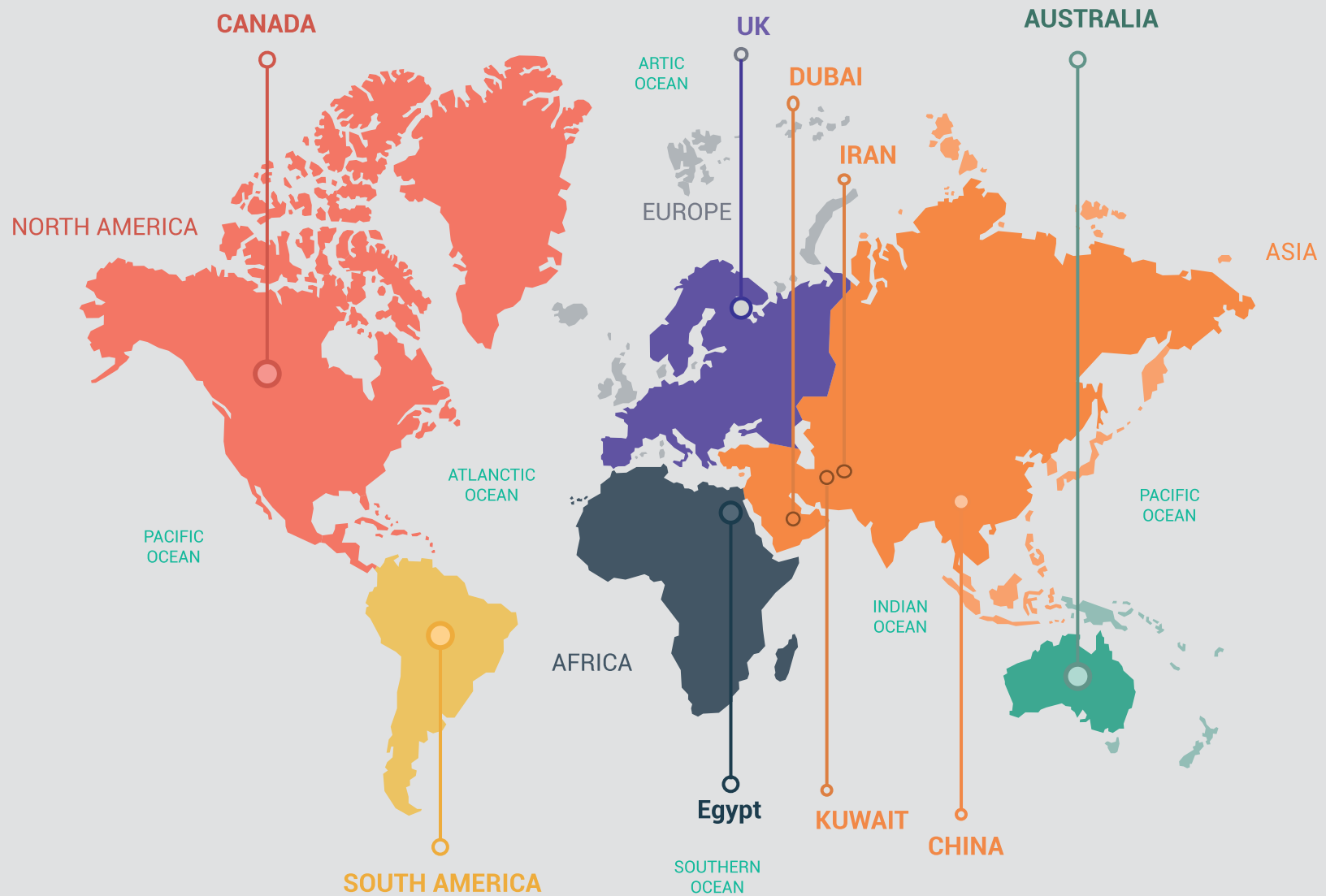


ABBS School of Management is an autonomous Business School, that was established in 2009 under Samagra Shikshana Samithi Trust (SSST) that offers Post Graduate Diploma in Management. The program is of two-years duration and duly approved by AICTE (All India Council for Technical Education). ABBS School of Management encourages admission of meritorious students from different disciplines and across different states of India. ABBS School of Management features world-class infrastructure and facilities, faculty with rich industry and research backgrounds as well as diversity in student backgrounds.

The vision of the institute is to Develop Contemporary Management Education necessary to adapt to a continuously changing business environment.

ABBS School of Management is located in Bangalore, the capital of the state of Karnataka in India. Bangalore, commonly known as the Silicon Valley of India, is a truly cosmopolitan city with the population consisting from all the parts of India.

ABBS ALUMNI ACROSS GLOBE



BOARD OF STUDIES



The Eminent Panel of External and Internal Members:

Dr. Madhumita Chatterji, *Director, Strategy & Academic Advancement, ABBS*

Dr. Manas Chatterji, *Professor Emeritus- Binghamton University, USA*

Dr. Chaithanya Bandi, *Associate Professor- Kellogg School of Management, USA*

Mr. Venu Madhav, *CEO at Cafe Coffee Day*

Mr. Vinay Kumar Pabba, *MD and CEO in Brookfield's Renewable Group*

Prof. Mathew J Manimala, *Retired Professor, IIM-B*

Mr. Raveendranath Kaushik, *Chairman, ICAI*

Dr. Ummer Beejadakatte, *Executive VP - HR, Pharmed Limited*

Prof. Latha Chakravarthy, *Visiting Professor, IIM-B*

Mr. Manivannan, *VP, ICICI Securities*

Mr. Ratish, *General Manager Operations, Biocon*

Dr. Jeevanand, *Director, Christ University*

Mr. Umesh Rao, *General Manager, Neovin Logistics*

Dr. Arcot Purna Prasad, *Associate Professor, Christ University*

Dr. S. Baskaran, *Industry Expert & Academician*

Dr. H. R. Venkatesha, *Director, Acharya Bangalore B-School*

ACCOLADES & ASSOCIATIONS



Accredited by _____



Approved by _____



International Collaborations



Japan



Malaysia



USA



France

Knowledge Partners



Association of Management Development Institutions in



The Institute of Cost Accountants of India



Toastmasters International



All India Management Association



National Human Resource Development



Bombay Stock Exchange



Association Of Indian Management Schools



National Entrepreneurship



Jumpmaster Learning

MESSAGE FROM

HEAD -CORPORATE RELATIONS & PLACEMENTS



I am happy to extend a hearty welcome once again to the corporate community for talent hunting in our campus!

Over the last 10 years, ABBS has evolved into a mature, responsible business school of repute with its multi-skilled students nurtured and shaped by dedicated and experienced faculty members, to suit the varied requirements of industry.

Leading Industry Practitioners are teaching at ABBS. We give Industry Compliant soft-skills programs to our students. We put a lot of emphasis on the need to balance in-class and out class activities.

ABBS is committed to offering enthusiastic students to the industry who not only excel in knowledge, skills and attitude, but also are responsible citizens. Our vision is to provide relevant education, consistent with the changing world, by integrating the best faculties and infrastructure to enable students to compete and be of utmost benefit to the society.

I take immense pleasure in inviting you to visit our State of Art campus at Andhrahalli, Off Magadi Road, Bangalore. We are confident that your visit will be worthwhile.

Mr. Arun Rajput

M.Phil, MBA

Head-Corporate Relations & Placements

PLACEMENT PROCESS



CAREER PREPARATION

- ✓ Identify Students Aspirations
- ✓ Aptitude/Attitude Tests Conducted & FAQs Implemented
- ✓ Career Counseling
- ✓ Students Assessments
- ✓ Training Needs Identified
- ✓ Pre-placement Training (Soft skill training 2nd & 3rd Sem)
- ✓ Creating Career Road Map
- ✓ Choosing Specializations
- ✓ Coaching for Competitive Exams/ Higher Studies



PLACEMENT PROCESS

- ✓ Forming Students Placement Committee
- ✓ Sharing Placement Policies/Presentation
- ✓ Conducting Photo Session
- ✓ Resume Building
- ✓ Recruiter's Guide Preparation
- ✓ Guide Distribution
- ✓ Placement Training/Specialisation 4th & 6th Sem
- ✓ Placement Committee
- ✓ Inviting Companies In/Off Campus
- ✓ Building Alumni Relationship



DATABASE MAINTENANCE

- ✓ Sourcing/Identifying New Companies (sector-wise)
- ✓ Short Listing Prospective Companies
- ✓ Building Industry/Institute Relationship with Existing & Prospective Companies
- ✓ Visiting Companies
- ✓ Liaison/Invite industry Experts to Seminars & EDP Workshops for Career Guidance
- ✓ Building Company Leads through Alumni Interaction
- ✓ Exploring Job Requirements



FINAL PLACEMENT

- ✓ Following up with Companies and Students
- ✓ Building Prospective Companies' Database Listing of Students with Job Offers
- ✓ Students' Joining Dates
- ✓ Collecting Students Feedback
- ✓ Issuing Copy of Offer Letter
- ✓ Collecting Employers Feedback

PGDM PROGRAM



Leading the Way for Tomorrow's Leaders.

Keeping in mind the best practices followed by B-Schools across the country and the globe, ABBS School of Management follows a trimester module. The PGDM program is designed to increase the 'employability factor' of all students with a specialized focus on communication, community impact and student driven research. Internationalization is key in bringing out new perspectives and bridging cultures. Students visit our partner universities across Europe and Asia for an enriched learning outcome.

The academic governance is very transparent and provides for total autonomy and innovation in making the learning more meaningful and useful. The industry and academic interface is very close and continuous in the overall activities. ABBS endeavors to not only to teach management education by aligning different andragogy and continuous assessment techniques but also to assure effective learning by students.



TERM-I	Organizational Behaviour Business Economics Accounting for Managers Statistics for Managers Legal and Business Environment Business Communication – I Oral
TERM-II	Human Capital Management Corporate Finance Marketing Management Operations Management Business Research Business Communication II Campus to Community
TERM-III	Business Analytics Global Business Corporate Governance, Ethics, Spiritual and Social Responsibility Leadership & Organization Development Entrepreneurship & Innovation Management Technology & Management Value Addition Program – Certification I

TERM-IV	Core Courses Strategic Management Personality Enhancement : Level I Electives/Specialization Finance Electives - 5 Courses Operations Electives – 5 Courses Human Resources Electives – 5 Courses Advanced Business Analytics – 5 Courses Marketing Electives – 5 Courses
TERM-V	Core Courses Personality Enhancement : Level II Electives/Specialization Marketing Electives – 5 Courses Finance Electives - 5 Courses Operations Electives – 5 Courses Human Resources Electives – 5 Courses Advanced Business Analytics – 5 Courses

TERM-VI	Capstone Project (on Chosen specialization) Research & Publication (on Chosen specialization) Industry Internship Program
----------------	---

CREDIT SYSTEM- SUMMARY

TERM	CREDITS
I	17
II	18
III	19
IV	24
V	21
VI	15
TOTAL	114

CAMPUS TO COMMUNITY



"Campus to Community" is a community engaged learning program that combines hands-on service work with reflection. Through service work, students challenge social issues, build skills and gain practical experience. Students then reflect to learn about themselves and the communities they work in. C2C is an internship program that offers hands-on experience to students on issues pertaining to the environment. The motto is to create intellectual ambassadors. C2C is a platform which strives to quest solutions or alternatives to the existing problems.

Students will be assigned tasks on projects related to development in various sectors including urban and rural development, water and power supply, sanitation and waste management, women and child issues, and more. Students are expected to work on ground to understand the issues at their very depth before attempting to address the problems on hand. This will create the foundation for informed and experienced young leadership which our country needs.

Bangalore is no alien to issues. Once a garden city, now a garbage city. Once a city that was admired for its beauty now that has lost its charm. The city has lost its eco-balance. To overcome these issues, Campus to community, an internship program was initiated by Students for Development aiming to engage students from campuses in community activities.

ABBS students will be used as resources to conduct surveys in the city. This would help the students to give them a hands-on experience and knowledge of the BBMP functions and ward offices. Team Leaders lead Campus to Community participants through their engaged-learning experience - connecting both ABBS students and local change-making organizations. Non-profit organizations, social service organizations and government service offices will partner with ABBS Campus to Community Programs.

INSTITUTE INDUSTRY PROJECT(IIP)

PGDM students complete their core and electives courses and then they are required to undertake IIP for a minimum period of 3 to 4 months in an Industry. IIP is a part of well- designed academic curriculum architecture and it is a mandatory academic practical course. This IIP will carry nine credits and each student has to undergo and secure the minimum prescribed marks to be eligible to obtain the PGDM degree. It is a compulsory and mandatory course leading to the culmination of completion of PGDM academic program. The objective of this course is to provide practical and applied experience to the students in here al- industry situation. They get an opportunity to apply the core and conceptual learning in solving some of the actual issues concerning the business in an experiential manner. IIP course is normally scheduled after completion of five terms and it is tentatively in the MID/END of January. IIP is treated as sixth term. The students can continue to undergo two more courses in the last sixth term along with the IIP. The students will undergo IIP under the guidance of two Guides; one from the Faculty and another one from the Industry mentor of the concerned industry where they are pursuing IIP.

IIP AND PRE-PLACEMENT

IIP has been designed to achieve two main purposes and to meet the objectives of all the stakeholders. It is a primary and main academic requirement. Further, Industry is looking for competent and capable candidates to join their organization. The students are also looking for a suitable placement and hence this scheme meets the dual purpose to the mutual benefit of both the students and the business organizations. The students are therefore advised and encouraged to do an effective IIP and try to convert the same to a pre-placement offer.



THE ABBS ADVANTAGE

In addition to our comprehensive curriculum, there are several methods/approaches ABBS follows for shaping up its students from end-to-end.

- *Case Based Learning*
- *Experiential/Live Projects*
- *Global Virtual Teams*
- *Global Classrooms*
- *Leadership Building*
- *Mentoring*
- *Career Guidance*
- *Mock Interview*
- *Outbound Training (OBT)*
- *Toastmasters International*
- *Alumni Network*
- *Clubs*
- *Partnership with NGOs*
- *International Study programs*
- *Students Research Program*



BATCH PROFILE

2018-2020



Name	Languages Known	PGDM Specialization	Work Experience
Aitha Dileep Kumar	Telugu, Hindi, English	Marketing & Operations	Fresher
Ankit Shrivastava	Hindi, English	Marketing & Operations	Fresher
Attuluri Yugeswara Lakshmi Abhiram	Telugu, Hindi, English	Marketing & Finance	Fresher
Avalamanda Naveen	Telugu, English	Marketing & Finance	Fresher
Bharadwaj Pentapati	English, Hindi, Telugu	Marketing & Finance	Fresher
Bhavya R	Tamil, Telugu, English	Marketing & HR	Fresher
Bhimanadam Akhilandeswari	English, Telugu, Hindi	Marketing & Operations	Fresher
Bhogiseti Ganga Raju	Telugu, English	Marketing & Finance	Fresher
Bodedla Naga Vardhan	Telugu, English	Marketing & Finance	Fresher
Bodireddy Ganesh Reddy	Telugu, Kannada, English, Hindi	Marketing & Operations	Fresher
Bollineni Bhavya Sri	Telugu, English	Marketing & Finance	Fresher
Busireddy Sowmya	Telugu, English	Marketing & Operations	Fresher
Challa Kavya	English, Telugu, Hindi	Marketing & HR	Fresher
Challa Sravya	English, Telugu, Hindi	Marketing & Operations	Fresher
Chilamakuru Tharaka Narasimha	Telugu, English	Marketing & Operations	Fresher
Dalli Yaswanth Reddy	Telugu, English	Marketing & Operations	Fresher
G Supriya	English, Telugu, Hindi	Marketing & Finance	Fresher
Hirak Choudhury	English, Hindi, Bengali, Assamese	Marketing & Finance	Fresher
J V Sai Teja	Telugu, English	Marketing & Finance	Fresher
Jettiboina Prashanth	English, Telugu, Hindi	Marketing & Finance	Fresher
Kambhampati Yamini	English, Telugu, Hindi	Marketing & Operations	Fresher
Kanagarla Phanindra	Telugu, English	Marketing & Finance	Fresher
Karnati Sudhir Reddy	English, Telugu, Hindi	Marketing & Finance	Fresher



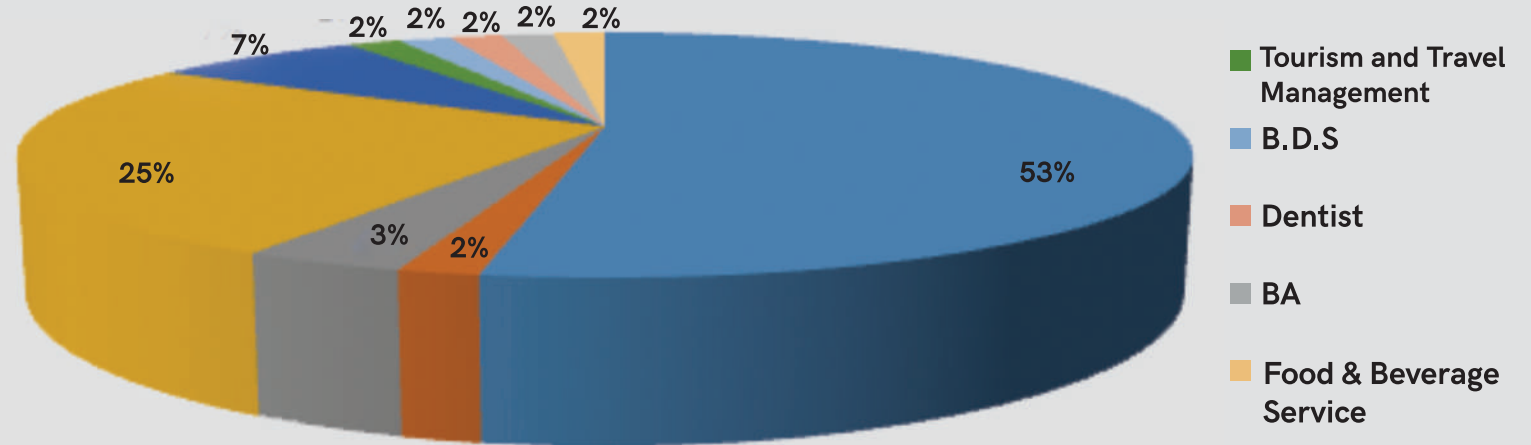
Name	Languages Known	PGDM Specialization	Work Experience
Karri Sunil Kumar	Telugu, English	Marketing & Operations	Fresher
Kodati Prathyusha	Telugu, English, Hindi-	Marketing & Operations	Fresher
Korivi Niharika	Telugu, English	Marketing & Operations	Fresher
Korlana Jitendra	Telugu, English	Marketing & Operations	Fresher
Korukonda Charan Teja	Hindi & English	Marketing & Operations	Fresher
Kundrapu Venkata Sivasankar	Telugu, English	Marketing & Operations	Exp.
Laghumavarapu Lakshmi Bhargavi	English, Hindi, Telugu	Marketing & Finance	Fresher
M Sai Kishore	English, Hindi, Telugu	Marketing & Operations	Fresher
Mandadi Sasi Kiran	Telugu, English	Marketing & Finance	Fresher
Manoj B	Kannada, English, Telugu, Tamil	Marketing & Operations	Fresher
Meda Prudhvi Kumar	English, Telugu, Hindi	Marketing & HR	Fresher
Megha J	Kannada, English, Hindi	Marketing & Finance	Fresher
Monica Kumari	Hindi, English	Marketing & Finance	Fresher
Monsumi Goswami	English, Hindi, Assamese, Bengali	Marketing & Operations	Fresher
Nukala Vinila	English, Hindi, Telugu	Marketing & Operations	Fresher
Yenduri Satya NVS Krishna Ravi Teja	English, Telugu	Marketing & Operations	Fresher

Name	Languages Known	PGDM Specialization	Work Experience
Paladugu Gowtham	English, Hindi, Telugu	Marketing & Finance	Fresher
Parimi Vamsi Krishna	English, Hindi, Telugu	Marketing & Finance	Fresher
Prabhash Kumar Jha	English, Hindi, Maithli	Marketing & Finance	Exp.
Punith	Telugu, English	Marketing & Operations	Fresher
Rahul Jha	English, Hindi and 7 more languages	Marketing & Finance	Fresher
Rahul Kumar Yadav	Hindi, English, Bengali, Odiya	Marketing & Operations	Fresher
Ravella Sravya	English, Telugu, Tamil	Marketing & Finance	Fresher
Repuri Gopala Krishna	English, Hindi, Telugu	Marketing & Finance	Fresher
S Suma	Telugu, English	Marketing & Operations	Fresher
S Venkata Sai Krishna	Telugu, English	Marketing & HR	Fresher
Sutapa Acharjee	English, Hindi, Bengali, Assamese	Marketing & Operations	Fresher
Thainala Praveen	English, Telugu, Hindi	Marketing & Operations	Fresher
Tinu S Thomas	English, Hindi, Kannada, Malayalam	Marketing & Operations	Exp.
Tummala Harika	Telugu, English	Marketing & Operations	Fresher
Upasita Das	English, Hindi, Bengali	Marketing & Finance	Fresher
Vytla Venkata Raghava Rao	Telugu, English	Marketing & Operations	Fresher

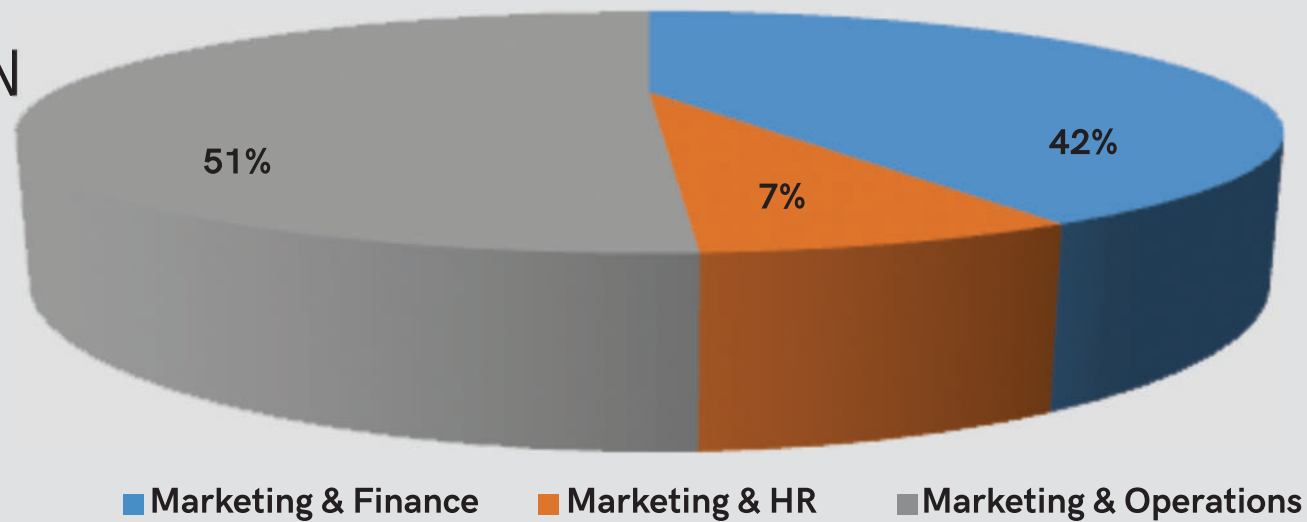


ABBS School of Management
Bangalore

GRADUATION ANALYSIS



SPECIALIZATION ANALYSIS



MAJOR RECRUITERS



OUR STAR ALUMNI



Ashish Pandey (2010 -12)
Manager
IndiaMart Intermesh Limited



Gaurav Nath Pandey (2010-12)
Tax Consultant
Deloitte



Shashank Dube (2010-12)
Strategic Accounts
Magicbricks.com (The Times Of India)



Amit Kumawat (2011-13)
Team Leader
JP Morgan Chase & Co.



Ravi Pareek (2011-13)
Business Analyst
Capgemini



Vaishali Agarwal (2011-13)
Operation Executive
Amazon



Mukesh Ranjan (2012-14)
Data Analyst
YsecIT India Pvt Ltd



Sridhar Reddy R (2012-14)
Senior Relationship Manager
ICICI Securities



Abhilash Mashetty (2013-15)
Sales Manager
Zee Entertainment Enterprises Limited



Devi Naidu A (2013-15)
Financial Analyst
Wells Fargo



Bhargav Rachamadugu (2014-16)
Sr. Financial Analyst
Northern Trust Corporation



Govind Tagore Tunuguntla (2014-16)
Senior Officer
Standard Chartered Global
Business Services



Prabhakararao Yelchuri (2014-16)
Senior Relationship Manager
ICICI Securities



Jyoti Sahani (2016 -18)
Relationship Manager
Purvankara Projects Limited



Nikhil Sharma (2016 -18)
Relationship Manager
Home First Finance Company (HFFC)



Namita Rose Anderson (2016 -18)
Commercial - Sales & Leasing
Brigade Group

RECRUITERS' TESTIMONIALS



"Candidates were very flexible and were able to establish a good wavelength with the interviewers. Appreciate their positive attitude."

Vikranth Sharma
DGM,
Ceasefire Industries Ltd.



"Impressed by the Students' enthusiasm and the drive they exhibited during the selection process. Also, during the Group Discussions, the students were highly charged and motivated!"

Geetanjal G
Regional HR Manager-
Karnataka
ICICI Securities Ltd.



THOMSON REUTERS

"Acharya Bangalore B School is one of the preferred colleges for recruiting Post Graduates. We're really glad to inform that the Students who were recruited have been significantly performing well and contributing to the success of Thomson Reuters."

Priyanka Konwar
Partner - Talent Acquisition
Thomson Reuters



"Overall, very pleased with the potential of the students; they exceeded my expectations with their knowledge and capability."

Sreya Mazumdar
HR Manager-
Amazon India



"It was great to see a good mix of candidates at the ABBS Campus. The students were very good, and keenly interested in learning. With their methodical and analytical approach, I'm sure they're capable of adding value to the organizations they join."

Raksha Sriram
Senior Manager
Human Resources
Info Edge India Ltd.

STUDENT TESTIMONIALS



I'm proud to say ABBS - School of Management has made me what I am today. Both faculty and non-teaching staff helped me grow personally and professionally. It has the best infrastructure and amenities. The exposure to different methods of teaching and learning gave me a new perspective and guided me. I thank ABBS-SM for the memories, which I'd cherish for life.

Namita Rose Anderson

Batch of 2016-18
Commercial - Sales & Leasing
Brigade Group



The professors at ABBS - School of Management are all dedicated experts and helpful in their respective subjects. I will always cherish the feeling of studying at an institute, which focused on career enhancements along with overall skill development.

Mr. T P G Tagore

Batch of 2014-16
Senior Officer
Standard Chartered GBS Pvt Ltd



What I am today, to a large extent, was shaped by ABBS - School of Management. Great faculty, helpful management, rigor and happening campus made our two years whiz past in no time. Management course provided us with practical insights that helped in smooth transition from campus to corporate. Guest lectures, internship, international immersion provided me with relevant exposure and necessary skill set. Thanks to ABBS - School of Management for providing the right guidance to be successful in life.

Mr. Prabhakar

Batch of 2014-16
Assistant Manager
ICICI Securities



No doubt I made the best choice of my career; ABBS - School of Management is one among those unique institutions which helps students in not only building their career but also enhances distinctive competencies and skill sets that help students grow their professional life in an exponential pace. Having said that, the amazing and highly qualified faculty helped me in getting in-depth knowledge about all the subjects that are most needed to become a successful entrepreneur.

Ms. Neha Jain

Batch of 2011-13
Pranic Healer
Freelancer



I am thankful to ABBS - School of Management for preparing me not just with management concepts, theories, cases but at the right time they gave us intensive training in soft skills, positive attitude, personality development and other social skills like team building, interpersonal skills and training in productivity tools like excel, and project management, amongst others. All this helped me to crack all placement interviews and negotiate to get a better placement. It is this aspect of ABBS - School of Management that prepare graduates to be employable and be successful in their careers."

Mr. Rachamadagu Bharghav

Batch of 2014-16
Senior Financial Analyst
Northern Trust



Aspire.

Accelerate.

Achieve.

Andrahalli Main Road, Off Magadi Road,
Bengaluru - 560 091, Karnataka, India.

+91 8023245516

corpinitiatives@abbs.edu.in

www.abbssm.edu.in



ABBS School of Management
Bangalore