



NITTE
EDUCATION TRUST

NITTE School of Management
AUTONOMOUS, APPROVED BY AICTE, NEW DELHI

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) PROSPECTUS

2020-2022

www.nsom.ac.in



**“EDUCATION
IS THE
KEY
TO UNLOCK
THE
GOLDEN
DOOR OF
OPPORTUNITY”**



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NITTE SCHOOL OF MANAGEMENT



Bengaluru's preeminent Business School

We develop business pioneers who think globally, act strategically, and contribute to the societies in which they operate

We are an autonomous B-School approved by AICTE, offering two-year full time Post Graduation Diploma in Management. Being a proud constituent of NITTE Group, we have carved a name for ourselves in the firmament of management education since 2009. We have earned appreciation and patronage purely on account of our teaching standards, student services, placement records and affinity towards quality education and society concerns.

Nitte Group of Institutions: A name to reckon with

Late Justice K S Hegde, former Justice of Supreme Court of India and Speaker, Lok Sabha laid the foundation for the edifice of Nitte Group of Institutions in 1979. What was started as a high school in 1979 in a village called Nitte, is today a conglomerate of more than 40 educational institutions of repute under the aegis of Nitte Education Trust and Nitte (Deemed to be University). Shri N V Hegde, President Nitte Education Trust and Chancellor, Nitte (Deemed to be University) and Professor Dr. N R Shetty are at the helm of our hierarchy guiding and inspiring us all.



OUR FOUNDER



Late. Justice K S Hegde

form of Nitte (Deemed to be University) which is ranked 70th by NIRF in the whole country. The mantle of stewardship is ably shouldered by his son Sri Vinaya Hegde who is the Chancellor of this young and upcoming University.

Nitte Education Trust®, head quartered in Mangaluru, Karnataka, was founded by late Justice K S Hegde in 1979. Justice K S Hegde had an illustrious career first as Judge of Supreme Court of India and later Speaker of Lok Sabha. Upon retirement in late eighties Justice Hegde returned to his native place Nitte (Udupi) and dedicated himself to the cause of spreading literacy and education among rural populace. What was started as one high school in 1979 is today a mighty conglomerate of 36 institutions varying from medical, engineering, architecture, management, nursing, pharmacy, fashion designing, degree colleges, international school and a host of others. Justice Hedge's farsightedness has fructified itself in the



CHAIRMAN'S MESSAGE

I am happy to note that NITTE School Of Management, a proud constituent of our group, is in the forefront in offering a highly customised and industry relevant PGDM. The Institute has a strong line-up of visiting faculty with robust corporate leadership exposure along with highly competent internal faculty with extensive teaching experience and doctoral background. The Institute has dedicated placement team which prepares the students for well paid positions.

I wish the NSOM team every success and prevail on them to take forward the legacy of excellent teaching, research, student mentoring and other interventions.



Prof. N R Shetty, Chairman, NSOM

Our PGDM: A differentiator

Two- year PGDM Course has been unique for reasons more than one. Since 2009, we have distinguished ourselves among peer group in the area of course design, sessions delivery, topicality of the subjects, student exposure to industries, robust internship, fruitful placement and above all converting students into responsible corporate managers and responsive citizens.

We do not rest on laurels. We look up and become relevant every day and every way. Keeping our ears close to ground realities, beginning from academic term 2019-2021, we have switched over to four wholesome Semesters in place of six trimesters. This change-over, enables us to introduce four power-packed, all-relevant, industry oriented and job intensive specializations.

We are offering an all- new PGDM program with unique specializations.

- General Management (Finance/ Marketing/ HR/ Operations/ Supply Chain Management/ International Business)
- Management Consulting
- Health Care Management
- Business Analytics
- Retail Management
- Agri Business Management



OUR PIVOTAL FORCE

Right mix of faculty- both Internal and Visiting- forms the Pivotal Force of NSOM. More than half of our faculty team are drawn from corporates with world class exposure and teaching prowess. These reputed visiting faculty are capable of bringing corporate nuances into classroom.

Our internal faculty members have rich teaching and research background. The entire team of faculty enjoys the robust Doctoral background. This fine blend of teachers are committed to enhance the value of students in terms of real world exposure.

Among other initiatives, we have put in place Dual-Mentoring wherein each student will have two mentors by their side '24/7'- One from the Institute and the other from the business-world. These mentors are meant for moulding the students as a best fit for the employers.

In addition to strong line up of course inputs, we offer several non-proctored, non-credit subjects such as Digital Marketing, Advanced Excel, Six Sigma, IFRS, Stock Trading, Entrepreneurship, Start-ups and such other contemporary domains.

We have also introduced add on inputs on areas like Resume Writing, Technical Report Writing, Corporate Analysis and so on. As a part of this, we would require the students to spend atleast 30 minutes in the library every morning and make a presentation on the news items at the end of the day.

PLACEMENTS

We enjoy a unique advantage of having close rapport with leading corporates, business houses and industry associations. Added to this, our own guest faculty and their network will be by our side. We are committed to place all students by the time they progress to third semester. NSOM Placement Cell also takes care of Training and Development requirement in tune with employee expectations and industry needs.

Our 24/7 placement services will be at the beck and call of the students for their dream jobs at all times. So much so, we can place students at their second and third request as well. In this regard, we have introduced what is known as '5- Year Golden Card' which will take care of job requirement of students for next 5 years.

As a strategy, we have linked Internship assignments in consonance with future job requirements in such a way that either the Internship itself will fructify into jobs or such Internship will empower them for jobs of higher packages either in India or abroad.

DIRECTOR'S NOTE



Dr. M Venugopal

I am privileged to lead NITTE School Of Management at a time when there are challenges and opportunities to encounter and get ahead. I am blessed to have a team which is highly energized and self motivated. This time the institute could seek admissions for our PGDM Program from as many as 15 states. The students in this campus are excited about their future career which is quite safe in our hands. I am delighted to have an extremely contributing compliment of visiting faculty who are willing to go all the way to help the students in particular and the Institute in general.

I look forward to taking the Institute to higher levels of visibility, grading and teaching standards. I must thank NITTE Education Trust, Management, Governing Council, Board of Studies, Industry Advisor Council and faculty team for being my inspirers and enablers.

ELIGIBILITY CRITERIA

Any graduate with 50% and above marks and national level management entrance test clearance can apply for our PGDM.

FOR ADMISSION PROCESS PLEASE CONTACT:

Mr. Sanjib Jha, Admission Manager- +91 70706 77070
Mr. Alfred Wilson, Placement Officer- +91 95350 67927

Application forms can be downloaded from the Website.



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