

**School of Management**  
Yelahanka, Bangalore  
Presents

**INDUSTRY-ORIENTED MBA PROGRAM**  
Master of Business Administration



Recognised by the  
Government of Karnataka



Affiliated to  
Bengaluru City University



Approved By  
AICTE, New Delhi

**Ramagondanahalli, Yelahanka, Bangalore – 560064**

## VISION

Leadership and Excellence in Education

## Mission

To fulfil the vision by imparting total quality education replete with the philosophy of blending human values and academic professionalism.

## About NGI

Higher education involves infinitely more than the acquisition of mere qualifications. Nagarjuna Group of Institutions recognises this and works continuously towards the holistic growth and development of students.

While providing our students with a higher quality of academic instruction and state-of-the-art infrastructure which keeps abreast of the latest in science and technology, we also lay emphasis on the formation of their personal conscience, on the development of a strong code of ethics and values as well as openness of mind which has a thirst to know and learn from "the best that is known and taught in the world."

## School Of Management - Nagarjuna Degree College

Established in 2013, the School of Management at Nagarjuna Degree College is stepping into a new decade this year with a rich history of year-on-year growth with respect to overall student welfare.

Our faculty is an exemplary group that comprises Alumni members from prestigious institutions like **IIMs, IITs and Indian Defence Forces**, thus **discipline** goes hand-in-hand with the **highest quality of education**. They are not only scholarly but also come with rich experience and so, they enable students with all possible opportunities in the turf of life.

Scientifically designed and strategically executed campus of Nagarjuna Degree College with facilities like **Amphitheatre, Gallerized Classrooms, Seminar Halls, Labs and Digital Libraries** with **subscriptions to various Research Publications and News Repositories** encourages students to actively participate in both academics and extra-curricular activities.

All this put together with **industry involvement** makes **Master of Business Administration** at School of Management, Nagarjuna Degree College a unique program which is well planned and designed based on methodical analysis and research with emphasis on knowledge assimilation, practical approach, hands-on application and global exposure that enables students to achieve their personal and professional goals with ease.

## Director's Message

Our college is recognized as a platform for students to build their wings and fly beyond the horizon. The college emphasises on developing and maintaining positive relationships meaning that we know each student as an individual, we learn to provide more personal support and greater access to opportunities in each student's chosen field of interest. Our approach involves working with parents to meet the individual need of every student and support them in fulfilling their academic and co-curricular goals and dream.

### Dr. Harish Babu S

MBA., M.Com., M.Phil., Ph.D

Certified Six Sigma Black Belt

Certified Lead Auditor for QMS IMO

Principal - NDC & Director of

Management Studies, NGI



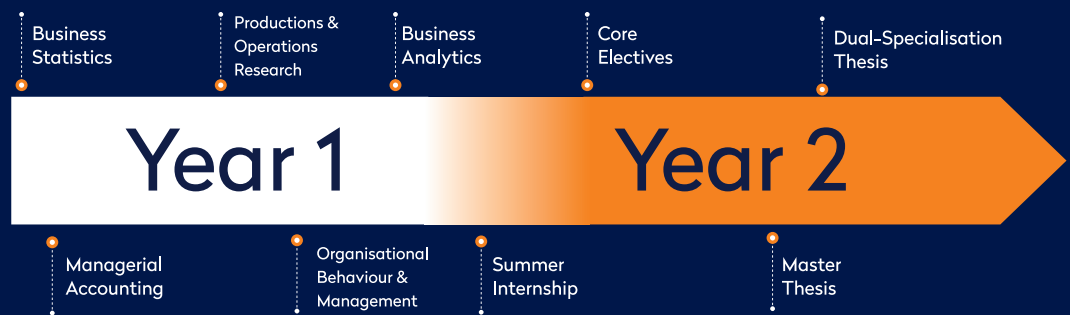
# Why choose School Of Management at NDC?

**2** Years  
Full-Time  
Course

**4** Industry  
Oriented  
Semesters

**4** Weeks  
Internship  
Program

## Course Life Cycle



## Unique Features of School of Management, Nagarjuna Degree College

Industry Immersion Through  
Guided Internships

Student Exchange Programs across  
International Universities

Skill Development through  
Value Added Certification Courses

Curriculum Integrated with  
Industry Requirements

20+ Courses  
10,000+ Students  
850+ Faculty

- > Holistic Development
- > Personal Mentoring
- > Corporate Interface
- > Industry-Specific Skill Development
- > Professional Add-On Courses
- > Real-Time Projects and Case Studies
- > Best-In-Class Infrastructure
- > Wi-Fi enabled Campus
- > Industrial Visits with Strong HR Connections
- > International Student Exchange Programs  
& Foreign Trips\*
- > 100% Placement Opportunities\*
- > Funding for Start-Ups and Ideas
- > Signed MOU with ICAR



# Specialisations Offered

Both Core and Dual Specialisations available

## Finance

We are witnessing a rapid wave of innovation and technological disruption in the financial ecosystem in the name of Block-Chain, Cryptocurrency and other Digital Currencies. With an in-depth knowledge of Financial topics like Accountancy, Auditing, Budgeting, Taxation and Investments, one can easily fit into the emerging Fintech markets.

## Human Resources

The HR Department is an inseparable part of any organisation irrespective of its size and style. Be it a public or a private firm, HR Department is an ever-functioning stream. The students opting for MBA in Human Resources will learn the fundamental laws of industrial relations, advanced concepts in human resource management, improving employee performance, leadership management, and grievance handling management.

## Productions and Operations Management

Effective management and planning is the most critical part of any company, be it the manufacturing or service sector. A Post Graduate Degree with a specialisation in Operations helps make informed decisions to optimise the profitability of the organisations by minimising costs.

## Marketing

In a competitive world with global exposure, marketing becomes an inevitable skill for the day-to-day survival and existence of a company. It not only deals with selling products and services but also gives an edge in negotiations. MBA students with a specialisation in Marketing excel in concepts like marketing planning, marketing research, sales management, marketing audit, consumer behaviour, branding, marketing ethics and much more.

## Business Analytics

Today's economy is mostly driven by Data Analytics and Information Science. Attain Core Management Skills and application of Analytics in - Finance, Marketing, Economics, Human Resources, Operations and Supply Chain, Machine Learning, and Big Data Technologies with Business Analytics as an elective.

## Entrepreneurship and Start-Up Management

Bangalore is famously known to be the start-up capital of India, housing around 7,000+ start-ups. Start-up culture is growing exponentially across the globe with rapid growth in technology and advancement in Fintech. Be a part of this start-up revolution by studying the concepts of Entrepreneurship with a recognised Post Graduation Degree.

### Selection Criteria

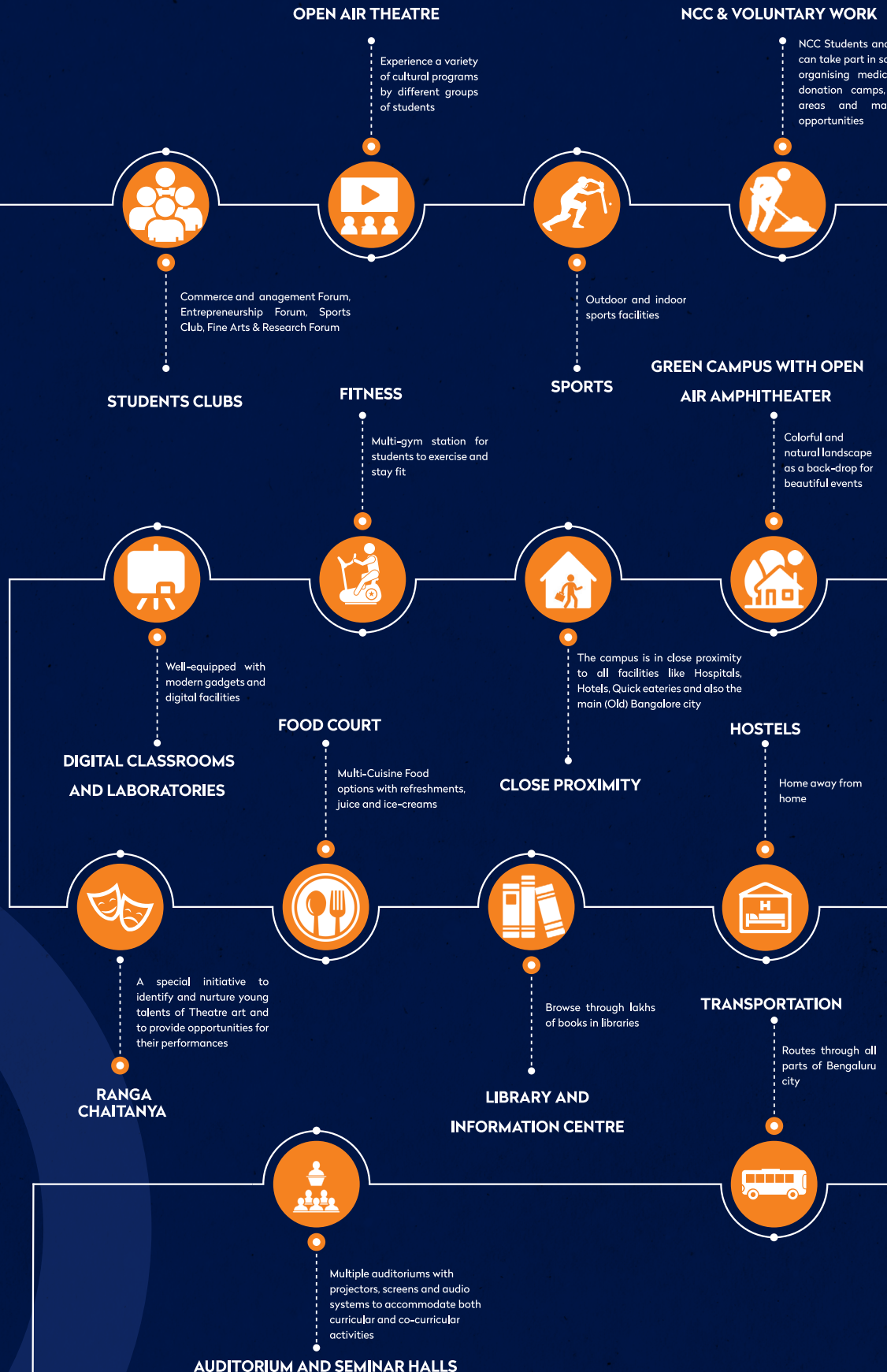
- > Any Under-Graduate Degree with a Minimum of 60% marks
- > Minimum Score of 70% or 70 percentile in exams like MAT/CAT/CMAT
- > Ranked below 10,000 in K-MAT Exams
- > Preferable Rank in PG-CET Exams

### Admission Process

- > Academic Performance of Class X, XII & UG Degree
- > Group Discussion (GD)
- > Personal Interview (PI)
- > Admission Counselling

# Life at Nagarjuna Degree College

Any course at Nagarjuna Degree College is complimented with various extra-curricular programs that are carefully designed to foster and nurture every student's individual talent. Various clubs and forums that are managed by students help them attain managerial skills and cultivate a sense of belongingness and togetherness which are of high social significance.





## Career Advancement Center At NDC

Our Career Advancement Centre looks at the future horizons of career opportunities for our students. The Centre aims at grooming the students perfectly for their careers ahead.

## Recruitment And Internship Opportunity

- |                         |                             |
|-------------------------|-----------------------------|
| 100% Placements*        | Career Recruitment Training |
| Industry Collaborations | Real-Time Projects          |
| Industrial Visits       | Skill Enhancement           |
| Foreign Tours*          |                             |



## Value Added Programs – Professional Certification Courses

Customized value added programme to tap the innate talent of each student at campus catering to professional and personal grooming based on specific requirements of the individual or industry.

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|--|--|
| 1. Logistics and Supply Chain Certification Course | 2. Project Management Certification                        |
| 3. Retail Management Program                       | 4. International Financial Reporting Standards (IFRS)      |
| 5. Human Resource Information System (HRIS)        | 6. Digital Marketing from Global Certification from Google |
| 7. NISM Certification in Financial Market from NSE | 8. CMA – Certified by ICMA, USA                            |
| 9. Indian Banking Personal Selection Exam (IBPS)   | 10. Stress Management Programs, Yoga and Meditation        |

\*Conditions Apply

## Corporate Placements



## Academic Partners

School of Management at Nagarjuna Degree College has signed MOUs with various academic partners enabling students with extended opportunities







# NAGARJUNA

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## DEGREE COLLEGE

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Bangalore – 560064

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