

# MBA PROSPECTUS 2021



## NAIPUNNYA BUSINESS SCHOOL

Managed by the Archdiocese of  
Ernakulam – Angamaly  
(Affiliated to the University of Calicut,  
Approved by AICTE  
ISO 9001 – 2015 Certified)



# NBS

NAIPUNNYA BUSINESS SCHOOL

Experience • Explore • Excel





## About NBS

Naipunnaya Business School (NBS), an off-shoot of Naipunnaya Institute of Management and Information Technology (NIMIT) was set up in 2012 for creating Business professionals who meet the standards of the present industry and culture. The college has an excellent infrastructure with all modern amenities and offers an excellent teaching and learning atmosphere. NBS is affiliated to the University of Calicut and is recognized by AICTE. NBS is an ISO 9001 2015 certified institution.

A mere two-minute walk from the NH47, NBS is a truly accessible campus. The academic blocks are well designed to complement the NBS's interactive teaching methodology with multimedia enabled classrooms, internet facility, sector specific labs for learning through practice, libraries with separate sections for journals, magazines, reference sections and modern e-resources with free-access to a large number of e-journals and e books. The Institute provides its students with world-class sports facilities which include a Football, Volley ball and Basketball courts. It also houses a gymnasium with all the modern facilities.

NBS provides an environment that is conducive to meet the needs of each student. NBS fosters in developing self-confidence and a positive self-image for Business graduates. We are committed to Transform students into Business Leaders, thought holistic development. Develop students for entrepreneurial development, through training, and make them change leaders in the community through teaching them ethics and values in business transactions.

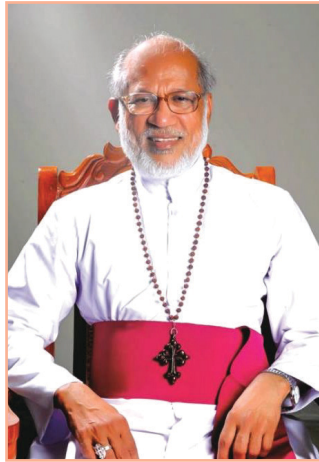
## Vision

To be a global academy, one of the world's leading institutes that moulds students for management practices, striving continuously for excellence in education and service to the society.

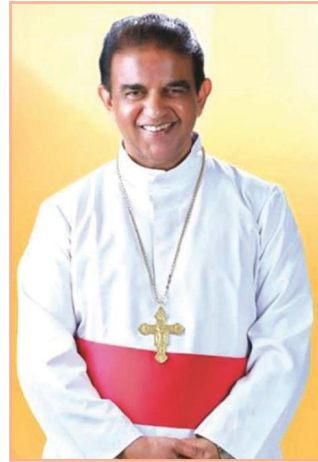
## Mission

Our mission is to equip students with management skills so that they may function efficiently and effectively in the modern world. We strive to produce leaders who have an awareness and involvement in wider societal concerns, such as the protection of the environment, conservation of energy and concern for social justice. At NBS, students will Experience the joy of learning, Explore new horizons and Excel in all fields.

## MANAGEMENT BOARD



**Cardinal Mar George Alencherry**  
Patron



**Mar Antony Kariyil**  
Co-Patron



**Fr. Dr. Paulachan K. J.**  
Exe. Director



**Fr. Varghese Assin**  
Asst. Exe. Director



**Fr. Thomas Valookaran**  
Asst. Exe. Director



**Fr. Varghese Pulickal**  
Asst. Exe. Director

## Governing Council

**Prof. (Dr.) Jacob P. M.** (Director NBS)  
**Fr. Dr. Paulachan K J** (Exe. Director, Naipunya Institutions)  
**Fr. Varghese Assin** (Asst. Exe. Director)  
**Dr. Jancy James** (Form.VC)  
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**Mr. George Thomas** (GM BPCL)  
**Prof. Dr. Joy Joseph** (Dean NIMIT)  
**Dr. Sabu Varghese** (Dir. IT NIMIT)  
**Ms. Nayana S** (NAAC Coordinator, NBS)





## Message from Executive Director

Naipunnya Business School (NBS) offers an integrated, holistic, structured and industry specific MBA programme, which gives students the vital edge for securing an excellent professional career. The mission of NBS is to groom students for taking up leadership positions in business organizations and to excel as business visionaries of tomorrow. Throughout this programme, we continually seek to achieve NBS mission by Imparting Academic excellence, Improving Corporate excellence, Instilling Character excellence and Inspiring Value excellence. Our inbound and

outbound training programmes groom students to become the most sought out leaders in the global marketplace. We also mentor and nurture them to become thorough bred professionals, who take up the challenges of the modern business world. This is done by stimulating the mind for creative and innovative thinking. Students are motivated to create businesses in the campus developing the spirit of entrepreneurship. Over the years, the research skills of faculty have facilitated in coming out with outstanding contributions in business concepts and thinking.



**Fr. Dr. Paulachan K. J.**  
**Executive Director,**  
**Naipunnya Institutions**

## Message from Director



**Dr. Jacob Mathew Pulikotil**  
**Director, NBS**

As Naipunnya Business School (NBS) enters into another year of successful advancement towards excellence in management education, we have added new feathers to our cap. All along from day one we started, NBS always aligned to the requirements of the global business markets. NBS always strived to create the right set of knowledge, skills and attitudes, not compromising the values for which it stands. We at NBS are set out on our motto "To reach the Unreachable" and we constantly nurture our students not only for the corporate opportunities, but also sensitize them to the important issues of the community around for a holistic education. As we believe that businesses are for communities. We are now in the relentless pursuit of research through our research center contributing knowledge to the business world.

We believe that our students should be groomed according to the environment in which he/she lives. We at NBS, offer comprehensive training on personality and skill development, to develop healthy and disciplined managers suited to different business environments. NBS has focused on a corporate driven course curriculum, and provides add-on courses to transform the student to a thorough-bred professional through practical labs, extra-curricular activities and major competitive events. Thus, NBS has now positioned itself as a model

in business education for developing futuristic managers for the competitive business environments.

Through our Academic Enrichment Programs (AEP's), we expose our students to the understanding of the dynamics of professional corporate culture from practicing managers and entrepreneurs. Our faculty team is kept abreast of the latest developments in the corporate by having Networking dinners. Our Governing council, consisting of renowned educationists, CEO's and practicing senior managers, gives us insights on the future trends in education and industry. This makes NBS an institution distinctive and competitive. Corporate networking and mentoring have developed our students and improved their place-ability scores by aligning their Knowledge, Skill & Attitude with the key requirements of the job market.

NBS also has initiated the student exchange program with colleges in India. Our students visited leading universities in India and it provided them an opportunity to explore the cultural & operational differences.

As we strive to become a full-fledged Business school, we are also in the process of empowering the young generation of the country with competence to build a strong skillful and talented nation which will bring in pride to our Nation and to the world.



## Why MBA at NBS?

The MBA programme at NBS aims at a holistic development of every student which enables to explore the realms of professional life. The MBA programme at NBS is approved by All India Council for Technical Education (AICTE) and is affiliated to the University of Calicut. The programme spans for two years in four semesters with dual specializations

We believe that life takes a full turn only when our attitude blends seamlessly with our action. The way of life in NBS seeks to build partnerships with professionals, globally, for learning and sharing knowledge. We aim to create universalism and humanism in business transactions thereby enhancing the

quality of relationships amongst people of all countries, races and religions. We at NBS practice the art of cheerful living. The soul of MBA at NBS is to:

- Train the youth with personal integrity, professional creativity and social commitment.
- Promote facilities for acquisition and dissemination of knowledge through teaching, creating enquiry and learning.
- Provide knowledge-based services to enhance the society in meaningful ways.
- Provide help for pursuing careers related to management.
- Train students with soft skills and life skills to instil a holistic personality

## Highlights of NBS

Naipunnaya Business School (NBS), an offshoot of Naipunnaya Institute of Management and Information Technology (NIMIT) was set up in 2012 for creating Business professionals who meet the standards of the present industry and culture.

- Transform students into business leaders.
- Committed Holistic development of students
- Immersive & Experiential Learning Process.
- Regular winners in National Business Plan & Management fests
- Student-cantered Teaching
- Global Exposure Program (GEP)
- Eco-friendly green campus.

## Objectives of MBA Programme

- To develop students into business leaders ready to tackle the challenges of today's global business environment.
- To prepare students for a career in entrepreneurial skills.
- To instil human, cultural and social values be a part of the community through volunteering.
- To prepare students to become active members of a global society.
- To provide opportunities to participate in activities outside the academic programme.

- To offer an efficient mentoring support.
- To be a change leader in changing the economic and social and scape of the century.

## Placements and Careers

The MBA programme at NBS is a buzz word among the recruiters of the business world. The placement endeavours are broadly categorized as

1. The recruiters' conclave branded it as the annual Job Fair
2. The in-campus recruitment campaigns

3. The off-campus recruitment campaigns

The impressive recruitment record of the institute makes us one among the most sought after academic programmes in the state. To coordinate minor and major projects, and final placements, NBS has a dedicated team of strong Placement Cell consisting of students and faculty. The Cell is engaged with activities right from data collection of students, placement brochure preparation, arranging for GD's, Interviews, handling the list of companies to approach for placements and making necessary arrangements so as to ensure smooth coordination of interviews on and off the campus



## OUR MAJOR RECRUITERS





## Faculty Members



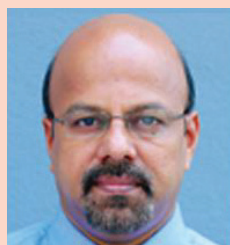
**Dr. Jacob P. M.**  
Director &  
Professor

A corporate trainer and sales manager, Prof. Dr. Jacob is a seasoned professional with 20 years of experience in the corporate sector and 13 years in academics. A true professional with a passion for excellence, Prof. Dr. Jacob started off his career as a sales executive in Glaxo Smith Kline India Ltd. During his career he has served in various positions in Sales, Marketing, and training. After his long stint in the corporate sector, Prof. Dr. Jacob took up studies in the prestigious Assumption University of Thailand and graduated in Psychology. Later he worked as a counsellor in students department. Returning to India he pursued, MBA and PhD in Human Resource Management from Annamalai University. He has published 32 papers in various areas of management. He has also participated in various conferences and seminars and organized workshops and conferences in India and abroad. Apart from being a faculty, he is a trainer in soft skills, career, and psychological inventories. His areas of interest include Social networking sites, Performance Management, Organizational Behavior, Psychological testing and corporate social responsibility. Prof. Jacob has also been involved in career counselling and has been associated with admissions, and placement. Dr. Jacob has worked with Karunya University, Coimbatore and in colleges under University of Calicut. He has also travelled widely across the globe to several countries in Europe, South East Asia, Middle East and Australia.



**Fr. Dr. Paulachan K. J.**  
Professor

Fr. Dr. Paulachan K Joseph is a Catholic priest ordained for the Archdiocese of Ernakulam-Angamaly whose passion for learning and teaching has earned accolades and acceptance across the country. After completing his BA (Economics, Sociology and History) programme from University of Mysore, Fr. Dr. Paulachan studied Theology at St Joseph's Seminary, Mangalore, certified by Urbaniana University, Rome. However, his interests in Economics and Marketing led him to pursue the MBA programme at Rajagiri Centre for Business Studies during 2000-2002. It was his desire to master the intricacies and nuances of Economics and Marketing that made him pursue M.Phil. from Bharathidasan University in 2007, and Ph.D. in Marketing from D. Y. Patil University, Navi Mumbai in 2014. He has a deep passion for organizational culture, organizational performance, cross-cultural buying behavior, social change, advertising, and strategic communication. He completed his Faculty Development Programme (FDP) from IIM, Ahmedabad in 2006 and was a faculty with D. Y. Patil University



**Dr. Sabu Varghese**  
Associate Professor

Dr. Sabu Varghese has approximately 20 years of industry experience and 11 years in academics. His accomplished management career reflects more than 10 years of experience in operational leadership and organizational development. He is an innovative training and development professional with experience in training employees for supervisory skills and organizational effectiveness. He is a resource person for many training and development programmes. He has presented and published papers in national and international level journals. He completed his Ph.D. in Organizational Behavior domain from Kerala University of Fisheries and Ocean Studies, Panagad. Dr. Sabu's academic qualifications include M.Sc., MBA and Ph.D. His interested areas are organizational development, leadership, training and development and sustainable development.



**Dr. Suraj Sudhakar**  
Associate Professor

Dr. Suraj has a teaching experience spanning over 15 years, which includes Christ University, SNGIST and industrial experience runs into 4 years. Security analysis and Valuation of stocks are his forte. He is an MBA Graduate from Madurai Kamaraj University and with his M. Phil (Management) from Alagappa University. He has done QIP on Development of Management Perspectives at NMIMS (Mumbai). HE is a UGC (NET) Holder in the area of Management. He took his Doctorate from Pondicherry University on "Building valuation model for Bank stocks using Artificial Neural Network". He has more than a dozen publications to his credit in National/International Journals of repute. He has presented papers in valuation of bank stocks, Value relevance of Accounting variables, Accuracy of valuation models in national and international conferences. He also handled training programmes to Kudumbasree, entrepreneurs on "Feasibility of Project reports" in tie up with Kudumbasree Mission Project. His Interest areas include Security analysis and Portfolio Management, International Finance, Behavioral Finance, Financial Management and Accounting for management

**Ms. Nayana S**

Assistant Professor

Ms. Nayana S is an Electronics and Communication Engineering graduate from National Institute of Technology, Kozhikode. She holds a post-graduate degree in Master of Business Administration from School of Management Studies, Cochin University of Science and Technology. She qualified UGC-NET in Management. She has 18 years of experience in teaching. Her teaching interests include Marketing, Brand Management and Entrepreneurship. She is the coordinator of Placement Cell. She has published papers in national journals. She is a former national badminton player.

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**Fr. Varghese Assin**

Assistant Professor

Fr. Varghese Assin Thaiparambil, was ordained as a priest of Archdiocese of Ernakulam Angamally in December 2000. He has graduated in Bachelor of Arts, Mahatma Gandhi University, Kottayam, during 1993-1996 and his Bachelor degree in Theology from Pontifical Institute, Aluva during 1997-2000. In 2009-2011, he went on to pursue his Masters in Business Administration from Rajagiri college of Business Studies (RCBS) under Mahatma Gandhi University with specialization in Marketing and operations. In 2017, he has completed the Graduate Certificate for Not-for-Profit Organizations from Australian Catholic university at North Sydney. Fr. Assin's interest lies in Marketing Management, Strategic Marketing, Rural Marketing, Product Planning and Management, Brand Management, Ethical Brand Positioning, Product Development, Social marketing and Consumer Based Business Strategy.

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**Mr. Nijo Varghese**

Assistant Professor

Mr. Nijo Varghese has his postgraduation in MBA (Marketing, Finance) from Albertian Institute of Management and has 7 years of industry experience and 7 years of academic experience. A scholar who has proved his academic aspirations in the wide array of subjects ranging from information technology to brand management. His portfolio of domains demands continuous learning and keen observation of biz world.

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**Ms. Jis Jose Koreath**

Assistant Professor

Ms. Jis Jose Koreath has Completed his post-graduation MBA (Finance and HR) from Jawaharlal College of Engineering and Technology, Lakkidi, Palakad. She is a Computer Science and Engineering graduate from Jyothi Engineering College, Thrissur. Now she is a research Scholar at Kerala University of Fisheries and Ocean Studies, Panagad. Now she has more than five year of teaching experience in different MBA institutes in Kerala. Her teaching interest includes Quantitative techniques and Human resource Development. She is enhancing her knowledge and skills by taking part in various FDPs.

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**Mr. Mohammed Jasir PV**

Assistant Professor

Mr. Mohammed Jasir PV has completed his postgraduation MBA (Finance and Marketing) from Ilahia School of Management Studies, Muvattupuzha, MG University (2016) after the BBA Graduation in Finance from Calicut University (2014). Now he is pursuing his M. Com (Finance) from Bharathiar University, Coimbatore. He has 4 years of experience in teaching in different MBA institutes in Kerala and 1-year industrial experience. He is a very focused person and is determined to work for the betterment of students in curricular and non-curricular activities. His area of interest is Financial Innovations and Economics with special tilt towards innovative topics like Crypto Currencies. He also likes to enhance his knowledge and skills by taking part in different FDPs and MDPs.

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**Ms. Lovely Joseph Pullokaran**

Assistant Professor

After completing Bachelor of Commerce from Calicut University (2008), Ms. Lovely P completed her MBA (Human Resource Management, Marketing) MG University, Kottayam (2010). She qualified UGC-NET in Management in June 2010. Now she is a research Scholar at Kerala University of Fisheries and Ocean Studies, Panagad. She has 4 years of academic experience in the field of Business Law. She has published papers in national journals.



## Course Overview

NBS offers a full time programme in Masters of Business Administration, affiliated to University of Calicut and approved by AICTE. It consists of four semesters that span across two years. It is designed to blend management theory with current business practices, to achieve the highest levels of managerial competence among business students.

NBS offers MBA with various specialization opportunities. The various programmes are

<b>Marketing Management</b>
<b>Finance Management</b>
<b>Human Resource Management</b>
<b>Operations Management</b>
<b>Tourism &amp; Hospitality</b>
<b>International Business</b>

<b>Semester 1</b>	<b>Semester 2</b>	<b>Semester 3</b>	<b>Semester 4</b>
Business Communication	Soft Skill Development	Advanced Strategic Management	Corporate Governance
Management Theory and Business Ethics	Marketing Management	Strategic Cost Management	International Business
Business Laws	Financial Management	Entrepreneurship Development & Project Management	Management Control Systems
Organizational Behaviour	Operations Management	Supply Chain Management	Functional Elective 4
Environment and Business	Human Resources Management	Investment Management	Functional Elective 5
Managerial Economics	Management Science	Functional Elective 1	Major Project
Quantitative Techniques	Management Information Systems	Functional Elective 2	Comprehensive Viva Voce
Accounting for Managers	Business Research Methods for Management	Functional Elective 3	

## Infrastructure Facilities @ NBS

**1 Location:** Naipunnnya Business School (NBS) is strategically located on the NH47 in Pongam, Koratty east, the border of Thrissur district.

**2 Affiliations & Accreditations:** NBS is affiliated to the Calicut University and accredited by AICTE. NBS is also certified with ISO 9001:2015.

**3 Green Campus:** Naipunnnya believes in learning from nature and sustaining it for posterity. The eco-friendly campus helps in inculcating a love for the color green. As schools go green, their students and employees will learn how to incorporate green ideas into their everyday lives. The trend of going green is becoming a way of life on college campuses and beyond.

**4 Class rooms:** NBS is equipped with state-of-the-art infrastructural facilities, which combines the best of technology with modern facilities. The campus is Wi-Fi enabled. The institute has airy, well-ventilated class rooms with spacious and comfortable seating facilities. All modern audio-visual teaching aids like Audio Visual Aids, Intelligent Interactive Panels, LCD Projector, and TV, are employed while taking classes so as to make the classes more productive, informative and interesting.

**5 Library:** The learning resource center is well equipped with the latest books, journals and subscriptions. While offering a host of books related to the subjects being taught, the library also has recreational materials too. NBS has a spacious reading room and a collection of the best books pertaining to the fields of Management, Law, Commerce, Accounting, Economics, and Encyclopedias. The Library has a wide repository of books, journals, CDs, newspapers, e-resources, previous years question papers etc. Currently, the number of books now in stock is 11,798 in addition to 26 journals and 39 periodicals, 10 newspapers. Special services such as Information Notification, photocopying facility, Reservation of books, DELNET, JGate, e-PG Pathshala, Digital Repositories etc. The library provides open access to students through their class hours.

**6 Language Lab:** Communication plays a pivotal role in today's business environment. Recognizing this, a Communication lab has been set up which extends special courses in areas of organizational behavior, communications, individual and group behavior, presentation skill and interview training. Naipunnnya has a well-equipped language lab to enhance the communication skills of students thereby helping them to boldly face the professional world. The Language Lab has internet facility and is used as an aid in language teaching as well as for training students on communication skills. This very useful for students to learn English effortlessly and communicate eloquently.

**7 Cafeteria:** Students can catch up with their friends at the coffee shop or enjoy a wholesome meal at the cafeteria. Measures are undertaken to ensure that the food is nutritious, while being delicious and being prepared in the most hygienic conditions. The cafeteria offers exact replicas of restaurants in hotels creating a simulated effect with furniture and fixtures. The cafeteria provides respite from the day's hectic schedule. It is a zone of informal interactions.





**8 Computer Lab:** The Computer Centre which has an elaborate network of 60 workstations is coupled with a 100 MBPS internet connection. The Computer Centre is equipped with computing facility with Dual Core computers connected through the Local Area Network. All students have free access to the Laptops to do their work any time of the day. The high-speed internet connectivity of 16 m bps (24\*7) to access vast intellectual resources. These facilities are an integral part of the curriculum. Students are expected to use computers in their day-to-day study in order to meet the challenges of modern learning and to keep pace with global scenario. Students are provided training on MS Office-2013 and Internet. We also offer British English, NSE & NCFM certifications.

**9 AC Conference Halls:** The AC conference room provides an excellent setting for business meetings, conferences, presentations and corporate retreats. The conference room is technologically equipped with data, video and networking capability, Wi-Fi, large conference table, and comfortable seating. It is well-furnished, and air conditioned designed for academic meetings as well as for presentations and interviews. A board room in the ground floor caters to group discussions and interviews.

**10 Gymnasium:** The NBS campus features a gymnasium and facilities for handball, basketball, volleyball, and net ball matches. Everyone can practice the sport they love: over 20 sporting disciplines are on offer, including weekly training sessions led by qualified teachers. These facilities are open to the students and also to staff, who can therefore take part in their favorite sport as a leisure activity outside lecture hours.

**11 Incubation Center:** Naipunnya as the name means proficiency or mastery in skills encourage and felicitate entrepreneurial skills and Ideas across all disciplines and establish collaborations with Industries and entrepreneurs. The core of the Incubation center lies with the Entrepreneurial club (ED). The club conducts regular programs to guide students and use Incubation Center services to develop and customized products for commercialization. The incubation center won laurels when the Naipunnya Business School students bagged the second prize in the 6th Hykon-TMA Business plan competition. The ED club of NBS also hosted the 8th Hykon-TMA business plan competition where 44 colleges all over India participated in the competition. The incubation center has been motivating students to mold them as future entrepreneurs.

**12. Community Entrepreneurship program (CEP)**  
CEP's vision is to "Mould Entrepreneurs for the Indian economy". The mission of Naipunnya Business School to equip students with management skills so that they may function efficiently and effectively by integrating academic excellence and involvement in wider societal concerns. Thus, the purpose of the Community Entrepreneurship Program of NBS is to develop entrepreneurs outside the campus and grow business ventures. Thus the team of faculty and students within NBS, recognizes an opportunity to train the community in social entrepreneurship so that they develop, and implement solutions to social, cultural, or environmental issues at the same time contribute to the development of the country's economy.





## Activities and Events at NBS

### 1. Students Council

The Student Council is the main interface between the MBA student body, the faculty and administration. Its goal is to represent the student body in making the NBS experience as rewarding and enjoyable as possible. This includes student feedback, planning social and academic events, inter and intra Management games and placement.

### 2. Rural Camp (Hastham)

Students are introduced to a rural setting for a week where they are exposed to a society, which lives in deprivation and need. Deprived of the comforts and convenience of daily living, the students come in contact with the society which struggles to find means for daily living. Students have to plan, coordinate and organize activities for helping the community to find solutions for the problems faced by the community. As they find solutions, they learn to manage resource constraints. The camp combines rigorous work schedules and social gatherings. Hastham is a community development program organized by NH to foster team and leadership skills of the management students. Hastham is unique in nature and scope and is implemented by the students under the guidance of the faculty members.

### 3. Academic-Corporate Integration

NBS has an academic schedule that creates a strong knowledge base and at the same time offers opportunities to apply them in the class rooms. Our future managers are equipped with essential skills through games, case studies and role play, which give them an in-depth understanding of the current environment. Keeping this in mind, the students are given training throughout the week in a variety of managerial skills that they develop through activities and thorough instruction.

### 4. Communication Training

An intensive communication programme that focuses on developing language skills, oral communication, presentation skills, group discussions, debates and interviews are offered throughout the programme.

### 5. Microsoft Office Specialist Certification

NBS offers training on Microsoft Office Specialist Program giving students real-world exercises to appraise their understanding of Microsoft Office through project-based testing. Microsoft certification gives students the power to chart their own course, fulfill their ambition, and realize their potential for future academic or workforce opportunities. This guarantees that every student of NBS has demonstrated the ability to command the full features and functionality of Microsoft Office. This certification gives our students to build a brighter future and prepare themselves for a successful career.

### 6. GST Certification

NBS students are trained by “GST CENTRE” is India’s Best Trainers for GST. Students are trained by Chartered Accountants and Tax Experts by providing knowledge and skills to develop knowledge & tax-literacy, improve the employability





of the budding professionals besides exploring opportunities & providing for their gainful employment. GST in Business Management training involves, costing analysis, invoicing methodology as well as accounting software & documentation.

## 7. Outbound Training Program

Outbound training programs through a variety of outdoor activities enable students to face testing situations as individuals and teams. This will help them see the significance of communicate, leadership, teamwork, planning and delegation. Many reflect on outbound training as one of the best platforms for personality development, confidence building and team building. The debriefing sessions at the end of each activity helps in reflection, retention and internalizing of concepts.

## 8. nEdge

nEdge is a biannual newsletter for alumni and friends of Naipunya Business School. It features engaging stories about our alumni, news of developments at NBS. The editorial team consists of an editor-in-chief who is a faculty member from NBS and a team of editors from the student community.

## 9. Newspaper Analysis

News analysis conducted on a daily basis; in economic, political and social

areas help the students' awareness of the present business and political scenario. This helps keep them abreast of the latest developments in the corporate world.

## 10. Industrial Interaction

Corporate heads from Indian and Multi-National Corporations regularly interact with the students and enlighten them on the tried and tested avenues of modern business.

## 11. Placement Cell

To coordinate minor and major projects and final placements, NBS has a dedicated Placement Cell comprising of students and faculty. The Cell is engaged in a plethora of activities right from data collection of student profiles, placement brochure preparation, arranging GD's interviews, handling the list of companies for placements, making necessary arrangements, so as to ensure smooth coordination of interviews.

## 12. Mentoring

Professional mentoring at NBS helps in the transformation of business graduates into responsible business professionals. NBS students consult one-on-one with a faculty who will guide him/her to obtain insights from professionals in the industry.

## 13. Student Association

The Student Association is the main interface between the MBA student

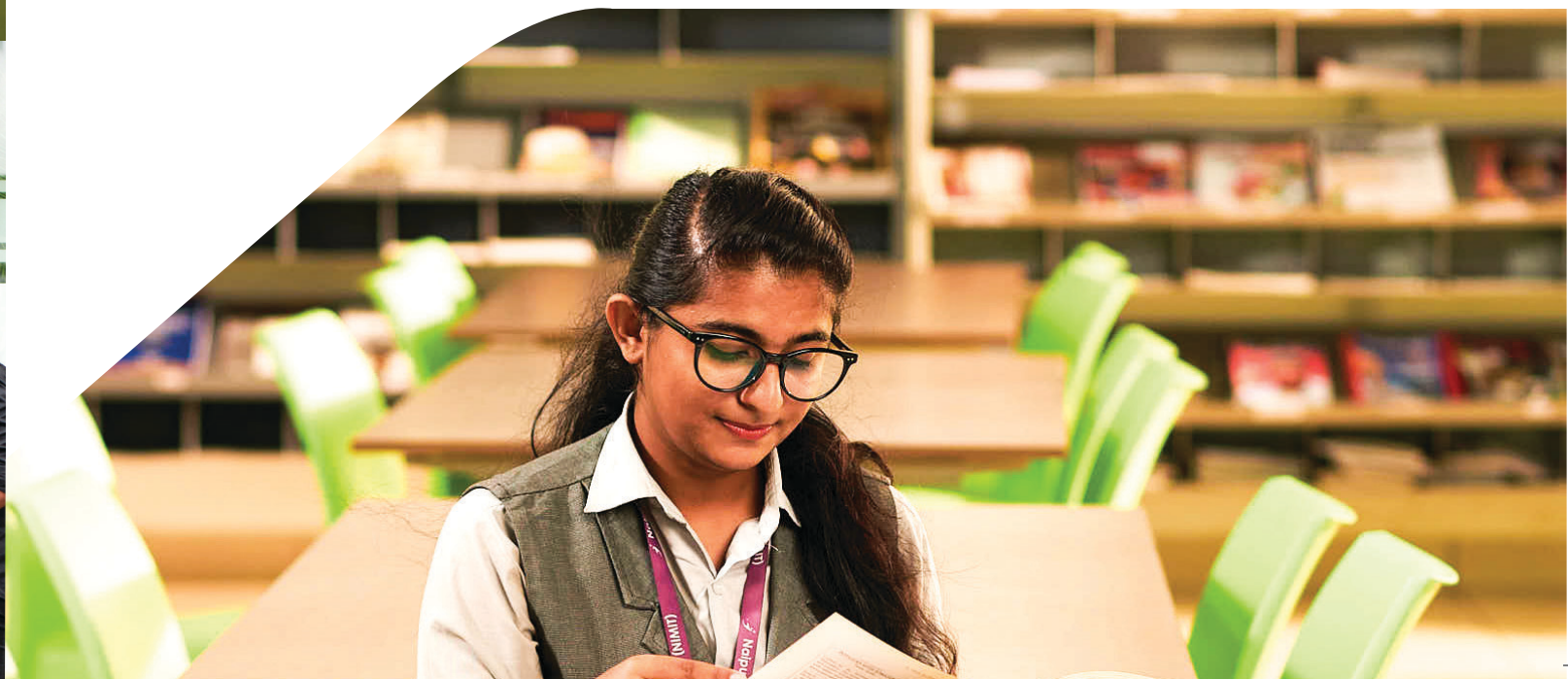
body, the faculty and administration. Its goal is to represent the student body in making the NBS experience as rewarding and enjoyable as possible. This includes student feedback, planning social and academic events, Inter and Intra Management games, and placement. All student of NBS are members of student association which is a member of the Thrissur Management Association TMA).

## 14. Clubs

Student Clubs are a vital part of the NBS-MBA Community experience that support the B school's mission to educate leaders who make a difference in the world. Clubs conduct a variety of events such as workshops, guest lectures, and seminars that provide distinct opportunities for learning, networking, and socializing with corporate entities outside of the classroom. The various clubs are HR, Marketing, and Finance. Each student club offers activities like management games, quiz competitions, industry interactions and training programs.

## 15. Talent Incubator

Launched to nurture talents of students in different areas of management practices, this forum brings in discussions and presentations of current relevance. Programs include book reviews, news reading and group discussions.





### 16. NBS - Center for Community and Business Research (NBS - CCBR)

(NBS - CCBR) is newly formed department for supporting PhD Scholars in their academic pursuits. NBS – CCBR is formed in line with the motto of Naipunnya “to reach the unreachable”. The center is designed in such a way that it will offer support and guidance for upcoming researchers to excel in their academic and research work

### 17. Add-On Courses

NBS providing 4 add on course in 2 years of MBA along with their normal syllabus. It's the student's choice to select the add on course based on their field of interest. NBS normally provide add on courses in the field of Finance (Securities market in India & Derivatives), Marketing (Channel sales management & Marketing Research) and Human Resource (Managing self and others & Talent sourcing and acquisition), Apart from the specific areas NBS providing add-on course in the area of GST and Microsoft office management.

### 18. Virtual Debates and Webinars

Due to the crucial situation created by the Covid-19 the opportunity of the direct classes is reduced and started another era of online teaching and mentoring. To improve the student technical knowledge and making them proactive for their better future NBS provided different webinars and virtual activities. These programs provided

them a great opportunity to become audience of great personalities

### 19. Peer Learning Workshops

Peer learning is the use of teaching and learning strategies in which students learn with and from each other without any direct intervention by a teacher. In view with NBS some students are very good in technical knowledge, NBS offering a chance for sharing their knowledge to their peers and encouraging them to reaching high

### 20. Vihaan

The formal function of NBS to welcome the new batch of students with their parents. Vihaan, has been designed to benefit the students to adapt to the management domain with ease. The programs also aim to install the true spirit and culture of the institution, enabling them to seamlessly experience the new phase of life

### 21. Bridge Course and Orientation

The starting point of transforming the incoming students to get immersed themselves into learning culture of Naipunnya and make them ready to kick-start their MBA curriculum. Bridge course is a wonderful program for the students those who come from different educational background, to learn & get introduce subjects of Accounting, Quantitative Techniques, Communicative English, Business etiquettes & grooming standards in Management.

### 22. Vaidakthya - National Conference

Vaidakthya is the national conference conducted by NBS every year since 2016. Vaidakthya has been able to get papers on business and allied subjects year after year. This is due to the quality of the papers published in its proceedings. Vaidakthya is attended by faculty members and students of NBS as well as other colleges. Vaidakthya offers an excellent platform for discussion between students and faculty on various themes in management. The paper presentations have enabled several budding researchers to present their topics to a panel attended by experts, from academics and industry.

### 23. Twilight Flame

Twilight Flame is a dawn to dusk event which normally includes sports and cultural competitions among different houses of the B school. This event's prime objective is to equip the students in non-academic arena, which is essential for the students to showcase and explore their talents.

### 24. PRAYAN

Prayaan, the annual B-School Conclave of NBS, is a platform where Business Leaders of the industry across sectors deliberate upon the dynamically changing trends of the industry. This is a flagship program of NBS, an intellectual dialogue between delegates of the industry on various management disciplines.



## 25. Aagneya

A podium to correlate the theory learned in the classroom to be connected with simulated managerial issues and thereby gaining a hands-on experience of learning domains. Management games provide a pedagogical tool of immense potential to present the principles and procedures necessary to improve the managerial process. Management games are an effective methodology in management education, especially when the simulation's focus is on the human interaction that creates a framework of opportunities for people to learn from other people. NBS has custom designed management games to train future managers in their specific skill set. It acts as an integration mechanism across the MBA programme by bridging the segmented knowledge of all courses to make students better at solving cross-functional, dynamic, and unstructured problems.

## 26. CAZADORZ

CAZADORZ is the inter collegiate management fest which offer a platform for students to identify avenues in management areas that have potential for 'tomorrow's world'. Spanning a whole day, this competition requires teams to conceptualize and implement their skills and talents over the four events.

## 27. Indictio

The Course completion Ceremony is the celebration of our student's achievement where students, friends and parents are all invited to participate in this event. During the Ceremony, students will receive the transcript of their internal records. The course completion ceremony will begin with the official welcome speech, followed by the presentation of awards to graduating students. It will conclude with an occasional address and congratulatory speech.

## 28. Student Ambassador Program (NBS SAP)

It's an initiative from the Alumni Cell

that to offer a program as an alumni experience sharing program for both first- and second-year students. This will help the students aware about the corporate scenario and also it will generate or make aware about placement opportunities. The basic aim of the program is to improve the interaction and relationship with alumni.

## 29. Shilpam (Orientation program for MBA)

The Student Induction Program Shilpam, engages the new students as soon as they come into the institution; regular classes start only after that. At the start of the induction, the incumbents learn about the institutional policies, processes, practices, culture and values, and their mentor groups are formed. Then the different activities start, including those which are daily. The time during the Induction Program is also used to rectify some critical lacunas, for example, English background, for those students who have deficiency in it, Accounting and Quantitative Techniques, Management, and Economics. These are included under Proficiency Modules. There will be a 2-week long induction program for the MBA students before entering the institution, right at the start. Normal classes start only after the induction program is over. Its purpose is to make the students feel comfortable in their new environment, open them up, set a healthy daily routine, create bonding in the batch as well as between faculty and students, develop awareness, sensitivity and understanding of the self, people around them, society at large, and nature.

## 30. International Yoga Day

To celebrate physical, mental and spiritual knowledge of India. Yoga and mindfulness can support effective integration and function. NBS students are offered. Yoga training to connect to themselves and their community. Yoga provides students the access to calming power of their breath, develop focus & concentration, feel strong and confident through physical

movement, and learn how to nurture themselves through relaxation. This training is very valuable for academics and for their future work places.

## 31. Freshers' Day / Talents Day

Fresher' Day / Talent Day is a program jointly organized by the seniors and juniors for showcasing & recognizing the talents of freshers and to create a initial bond in between each other's.

## 32. Aazadi

"Aazadi" is the yearly patriotic occasion to celebrate our nation's independence. Every year with the guidance from the faculty's NBS students conduct and coordinatethis program.

## 33. Keraleeyam

This is an event of NBS for observing 'Kerala Piravi' & Celebration of rich culture and tradition of the Kerala state. The program includes various events connected with Kerala tradition and it's a platform to showcase students' skills

## 34. Mizhiv (Avani)

'Onam' – The signature celebration of the campus with vivid colors and cuisine to welcome the yesteryear king of Kerala. Mizhiv (Previously Avani) is the Onam Celebration of NBS with all the level of enjoyment.

## 35. Union Budget Analysis

There are many things to learn from a budget analysis, a yearly event normally collaborated with leading economists and financial experts. Students also will be given a chance to express their views and interact with experts.

## 36. Global Exposure Program (GEP)

NBS believes in creating business leaders for the world community. To realize this mission, we have introduced the Global Exposure Program (GEP). Students of NBS are sent for a Foreign Tour during the Second Academic Year for a duration of 4-5 days.

## NBS Pedagogy

NBS practices its pedagogy based on AICTE guidelines

**1. Case Based Learning:** Case based learning enhances student skills at delineating the critical decision dilemmas faced by organizations, helps in applying concepts, principles and analytical skills to solve the delineated problems and develops effective templates for business problem solving.

**2. Experiential/Live Projects:** The learning is driven by the students who take up experiential projects in companies, where senior executives with a stake in teaching guide them. Also, every student has to undergo a rural camp which offers opportunities for study and practice.

**3. Leadership Building:** In addition to developing a strong background in the functional areas of business, focuses on developing essential leadership capabilities in its graduates. Encouraging leadership building through the Leadership Initiative of student council/clubs/Business Thought Leadership (BTL) Series and or experiential learning programs. Also fostering entrepreneurship through Innovation Labs.

**4. Compulsory Internship/ field work:** In order to encourage practical thinking and application of management knowledge six credits internship /field work is mandatory to award the degree. In addition, summer internships are advised.

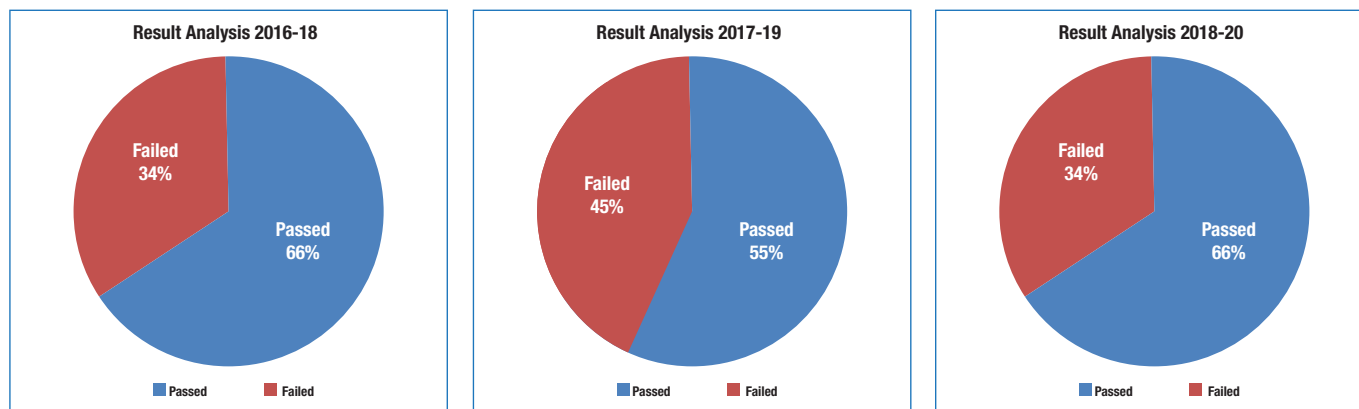
**5. Incubation center:** NBS encourages its students to create business plans for competitions, and also for developing the entrepreneurial skills. Business plans are created and student groups compete inside and outside the college and are then taken to the outside environment for development into organizations.

**6. Academic Enrichment Program (AEP):** AEP lecture series of NBS is an integral part of the pedagogy of NBS. AEP is a platform where Professors of renowned business schools are invited to share their ideas, latest trends and technologies in business management to our students. As Professionals from the academia share their valuable insights from their rich experience about contemporary business issues, students will get to know about the different dimensions of handling modern day business challenges. This lecture series provides an opportunity for cogitation and knowledge sharing.



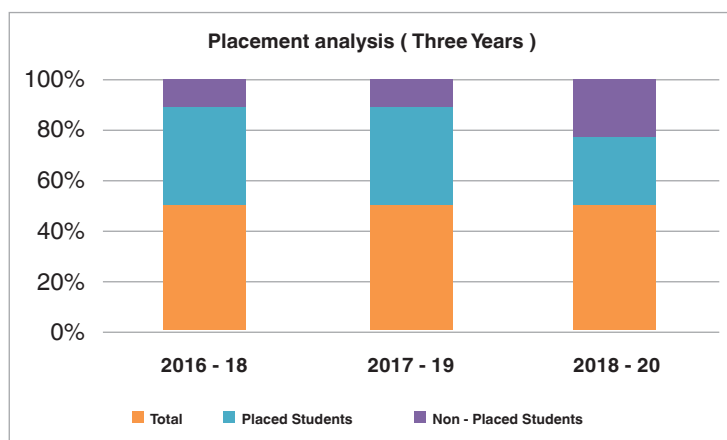


## Result Analysis



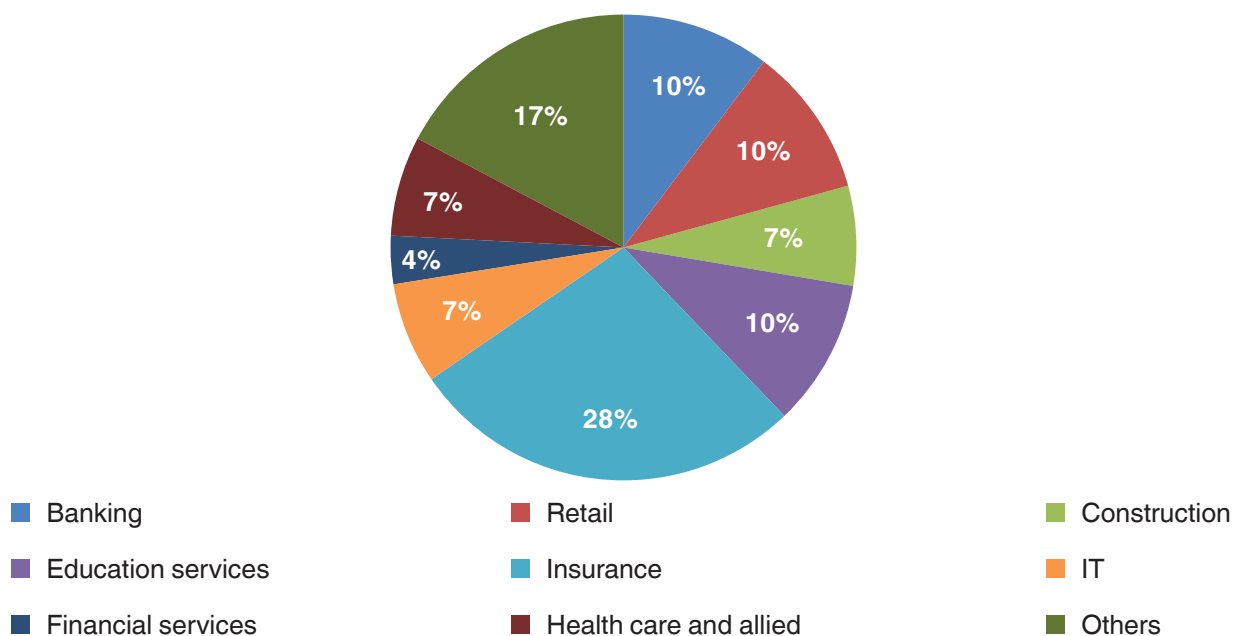
## Placement Details

### Placement analysis for last three years



## Placement MBA 2018-20 Batch

### Placement Industry wise MBA 2018 - 20



## Industry Interaction Program

Industry-Institutional connect that gives opportunity to keep in touch with experts from the Industry and learn from expert's experiences. NBS is geared up to providing an Industry Curriculum, exposure to the budding managers by bridging the gap between industry and the Business School. Our Industry-Institute integration facilitates the process by actively promoting fresh avenues for the same. Industry Interaction Program at NBS strives to enhance industry interaction with students and managers to bridge the gap between academia and corporate world. NBS invites thought-leaders, entrepreneurs, executives and policy makers to address students thereby facilitating practical learning. Major Events organized by IIPs are:

- Guest lecture Series
- Industry Visits
- Personality Development and Grooming Sessions
- Placement Sessions
- Summer Internships
- Networking dinner
- Academic Enrichment programs
- Conferences and Seminars, and Consultancy

Our distinguished faculty - comprising of experienced academicians & leading professionals have interacted with various Industrialist's as well as Senior managers. This relationship is then led to the class room for student interactions. NBS also has ventured into consultancy and has a student research center named, Naipunnya Business School-Center for Community and Business Research (NBS-CCBR) to mould young researchers.

## Admissions

Eligibility: Any student who has passed any degree of the University of Calicut (including degree programmes of SDE/ Open degree programme of SDE, University of Calicut) or that of any other University or institute or institution recognized by the UGC or AICTE.

Programmes of other Universities or institutions shall be in 10+ 2+ 3 pattern (or 10+ 2+4) under regular stream. In all the cases, the student should have passed the bachelor degree examination with not less than 50% marks in aggregate including the marks of languages if any (without approximation, that is, 49.9999 % is not eligible since it is less than 50%), is eligible for admission. However, SC/ST, OBC, and other eligible communities shall be given relaxation as per University rules.

## Admission Procedure

The admission to the MBA program at NBS is on the basis of the score in the entrance examination, Group Discussion and Interview. The qualifying entrance exams for 2020-21 admissions are CAT/CMAT or KMAT. In the case of KMAT, candidates who have secured 15% of the total 720 marks, i.e., 108 marks and above are qualified for admission. For SEBC category, the qualifying cut off marks is 10% of 720 marks, i.e., 72 marks. For SC/ST category, the qualifying cut off marks is 7.5 % of 720 marks, i.e., 54 marks. Candidates cut off marks for CAT and CMAT will be same and at par with the qualifying cut off marks of KMAT, given above. The ratio to be adopted during admission shall be 80:10:10 for the Entrance Examination, Group Discussion and interview respectively

The intake for the year 2021-22 is 90 seats.

## Fee Structure - MBA Programme 2021-2023

Head of Account	1 <sup>st</sup> Sem	2 <sup>nd</sup> Sem	3 <sup>rd</sup> Sem	4 <sup>th</sup> Sem
Admission Fee	1000	-	-	-
Tuition Fee	60000	60000	60000	60000
University Fee	7600	5500	2100	2500
Student Development Fee	10000	10500	10500	10000
Total	78600	76000	72600	72500

## Extras

Uniform Charges	Boys - Rs. 6000/-	Girls - Rs. 6500/-
Caution Deposit	Rs. 5,000/- (Refundable)	
Placement Processing Fee	Rs. 3000/- (3rd Semester)	



## Cells and Committee

### IQAS

The Quality Policy of NBS, encompasses in various domains to achieve excellence in teaching, research, student support, extension and consultancy with a community vision.

The IQAS, looks into various processes, procedures, systems, and financial, non-financial, human and technological resources. The IQAS is focused on providing quality education and training by performance benchmarking and strategic benchmarking. Internal Quality Assurance System is formulated on the basis of guidelines of external quality assurance agencies especially, NAAC, NIRF, ISO, UGC, Affiliating University and the State and Central Government directives on Higher Education Institutes (HEI's). Through regular internal and external audits, our Quality Assurance System has evolved quality standards over a period of time.

The active functioning of IQAS was initiated 2 years back after the School delinked from the parent institution and created, Quality Management Systems on its own, and align with policies, procedures and systems prescribed by NAAC.

### SC/ST Committee

The Scheduled Caste (SC) and Scheduled Tribes (ST) Cell in the Business School, promotes interests of SC/ST students and guides them to achieve their dreams by utilizing the benefits of the schemes offered by the Government of India. The cell adheres to the guidelines of the Government of India as communicated by the MHRD and the AICTE with regard to upliftment of the students and employees belonging to the SC/ST categories and other weaker classes. The Cell conducts remedial coaching classes, life skills, personality development programs, and interactive sessions to develop the personal, social and academic issues faced by the students belonging to SC/ST category. The cell also conducts Training Programmes for Students and Staff both Teaching and Non-Teaching.

### Minority Cell

The minority cell of the college is formed with the purpose of empowering the students of the minority communities studying in the college. The Minority Cell helps minority students including Christian, Muslim etc. The cell facilitates financial support to students from minority communities and also from government agencies. The cell also enhances equal opportunities for education of minorities, and encourages minority students to enroll for career orientation programmes like Soft skills training, Entrepreneurship training, Prayaan, and NET coaching classes, to empower and equip them with the necessary skills to choose career options.

### Grievance Redressal Cell

The Grievance Redressal Cell has been constituted to find solutions for complaints regarding classroom teaching, classroom management, completion of syllabus, teaching methods, infrastructure issues, transport issues, harassment, discipline issues, etc., if and when they arise. The cell convenes meetings periodically and takes steps to redress the grievance. The function of the cell is to look into the complaints lodged by any student of college and judge its merit. Any student with a genuine grievance may approach the cell and lodge their complaint in written format, alternatively it can be sent to the student management system as a mail or to the college mail id info@nbs.ac.in or phone at 9605078601 or 0480-2733573. In case the person is unwilling to appear in self, grievances may be dropped in writing at the letterbox/ suggestion box.

### Internal Complaints Committee

The Internal Complaints Committee of NBS was formed under the provisions of 'The Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act, 2013.' The Cell's objectives are to take care of the complaints from women and solve the problems according to guidelines given by UGC and the Hon. Supreme Court. The Cell also creates awareness on sexual harassment

redressal mechanisms along with the women's cell. The Cell organizes seminars/special talks and speeches about sexual harassment in the campus along with the women's cell.

### Anti-Ragging Cell

In view of the directions of the Hon'ble Supreme Court and UGC Regulations, NBS has taken the following preventive measures to eliminate the scourge of ragging among our students and to provide them healthy development, both physical and psychological.

1. Declaration of intent in the College Prospectus and website as per UGC guidelines
2. Constitution of Anti Ragging Committee
3. Affidavit by Students
4. Meetings with the Director and the committee
5. Sensitization programs on the menace of ragging

The committee meets twice in a year.

### OBC Cell

NBS has established an OBC cell with the purpose to empower the OBC students. The college takes special interest in providing financial support to students through scholarships from college as well as helping them to apply from government as well as Non-governmental agencies. The cell meets regularly at frequent intervals to solve the various issues faced by OBC students.

## Contact Us

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