

Dr. N. S. KOLLA

SCHOOL OF BUSINESS

VISAKHAPATNAM - 531 163.



Post Graduate Diploma in Management

PGDM

&

PGDM - Marketing

Two-year full-time programmes - at par with **MBA**
(Approved by AICTE, Govt. of India, New Delhi)

www.drnsk.com

Dr. N. S. KOLLA SCHOOL OF BUSINESS

(A Centre for Academic Excellence and Relevance)

The Post Graduate Diploma in Management (PGDM) (MBA) & PGDM - Marketing (MBA) Programmes offered by Dr. N. S. KOLLA SCHOOL OF BUSINESS is conceived by academic and Management Professionals who had Management Education, Teaching, Research, Consultancy and Business Experience in USA and INDIA.

The School aims at promoting professional business education with distinctive features that could fill the needs and requirements of various organisations in a global competitive environment.

Towards this goal, the School would strive itself to become a unique centre for academic excellence and relevance.

The Two-Year Full-Time P. G. Diploma in Management Programmes are designed:

- ❖ To fill the needs and requirements of industrial/business/service/government organisations in India and abroad by developing capabilities of the participants. To specifically provide a very good curriculum with an International orientation to meet the needs of ever changing Business Environment.
- ❖ To follow an integrated approach not only to impart theoretical knowledge but also develop analytical, evaluative and decision making skills, which would enable the students to relate theory to practical situations.
- ❖ To involve the students in training, research and consultancy activities, which will strengthen the teaching programme.
- ❖ To organize various professional business fraternities (functional areas) which deliberate on topical issues and incidentally provide knowledge of democratic parliamentary procedure which is a very desirable pre-requisite for success as executives.



LOCATION

Dr. N.S. Kolla School of Business has a locational advantage with its campus at Visakhapatnam, the Industrial Capital of Andhra Pradesh. This City has a cluster of more than 15 Public & Private large-scale industries including a world class Steel-plant. Visakhapatnam a City of destiny is endowed with a natural Harbour and is a major port in India, added to this, it is supported by a rich heritage of historical and religious back-drop. Further it has the ideal ambience for higher studies with Andhra University a diamond jubilee temple of learning on the pedestal.

INTELLECTUAL CAPITAL

Prof. K.V. SIVAYYA, Director - Emeritus and Chairman who leads the dedicated inspirational teachers has taught in U.S.A. and India. Prof. K.V. Sivayya is a Professor Emeritus of Clarkson University U.S.A. and Hony. Professor of Andhra University. He is listed in "**who is who in the World**". He is a "Professor of Professors" published in The Hindu.



CHAIRMAN



DIRECTOR

Prof. C. SREENIVASULU REDDI, M.B.A., Ph.D. is the Director of Dr. N.S. Kolla School of Business. He is well qualified and experienced both in teaching as well as in industry.

ACADEMIC DISTINCTION

The School will strive to distinguish its programme in terms of content, quality, relevance and practical exposure by interacting with industries. The curriculum is designed in such a way that after completing the PGDM/PGDM - Marketing, the student will graduate with an overall personality development required for the executive positions.



In order to continuously upgrade the academic content and pedagogy, the school plans to have collaboration with Business Schools, Institutes offering similar programmes in India and abroad.

The "**Research Centre**" services are being offered by a group, comprising of experts with varied and rich experience in different academic and business activities. The main emphasis is on doing research on topical & critical issues.

So far 30 research studies have been conducted by the School

ELIGIBILITY

Applicants seeking admission to the two-year full-time PGDM (MBA)/ PGDM - Marketing (MBA) programmes must have a Bachelor's Degree in any discipline from a recognised University or an equivalent qualification recognised by this School.

Admission is open to qualified applicants from all over India. However, a few seats are opened for Foreign Nationals.

ADMISSION PROCEDURE

The School strives to select the best motivated applicants who could be well prepared for entry level business executive positions. As such a rigorous admission procedure is laid down to ensure careful selection of the right kind of students.

1. Valid score of Entrance Tests like CAT /MAT (AIMA) / ATMA (AIMS) / ICET (A. P. State Entrance Test) or any National Level / State Level Tests for Management Education.
2. Group Discussion
3. Personal Interview

The School may exempt the above procedure in the case of NRIs/Foreign Nationals who are otherwise qualified and cleared by the concerned agencies. However, they have to appear for GD & Personal Interview.

SYLLABUS

Syllabus of these programmes consist of the following which includes non - credit courses. The syllabus / course structure may be modified by the school, keeping in tune with latest trends in various fields.

COURSE STRUCTURE - PGDM PROGRAMME

SEMESTER - I

- 101 Perspectives of Management
- 102 Accounting for Managers
- 103 Indian Business Environment
- 104 Quantitative Techniques for Decision Making
- 105 Effective Communication
- 106 Information Systems & Computer Application
- 107 Managerial Economics
- 108 Foreign Language :
Japanese / French (Non-Credit)

SEMESTER - III

- 301 Business Legislation
- 302 Retail Management
- 303 Entrepreneurship Development

ELECTIVES

FINANCIAL MANAGEMENT

- 511 Security Analysis & Portfolio Mgt.
- 512 Financial Markets, Institutions & Derivatives

SEMESTER - II

- 201 Business Policy & Strategic Management
- 202 Production Management
- 203 Marketing Management
- 204 Financial Management
- 205 Human Resource Management
- 206 Organisational Behaviour
- 207 Research Methods & Operations Research

SEMESTER - IV

- 401 Customer Relationship Mgt.
- 402 International Business
- 403 Principles of Insurance

ELECTIVES

FINANCIAL MANAGEMENT

- 513 Strategic Financial Management
- 514 Financial Services & Merchant Banking

MARKETING MANAGEMENT

- 521 Marketing of Services
- 522 Sales and Advertising Mgt.

HUMAN RESOURCE MANAGEMENT

- 531 Human Resource Planning & Development
- 532 Legal Framework in HR

SYSTEMS MANAGEMENT

- 541 Advanced Computer Programming : C++ & Java
- 542 Database Technologies : Oracle & VB

MARKETING MANAGEMENT

- 523 Business Marketing Management
- 524 Global Marketing

HUMAN RESOURCE MANAGEMENT

- 533 Compensation & Benefits Mgt.
- 534 Industrial Relations & Democracy

SYSTEMS MANAGEMENT

- 543 Enterprise Resource Planning (ERP) Systems
- 544 MIS - Design & Development

COURSE STRUCTURE - PGDM-MARKETING PROGRAMME

SEMESTER - I

- 101 Perspectives of Management
- 102 Managerial Economics
- 103 Quantitative Techniques for Decision Making
- 104 Accounting for Managers
- 105 Business Environment
- 106 Organizational Behavior
- 107 Managerial Skill Development
- 108 Soft Skills(Non-Credit)

SEMESTER - III

- 301 Business Policy and Strategic Management
- 302 Consumer Behaviour and Marketing Research
- 303 Customer Relationship Management
- 304 Services Marketing
- 305 Advertising and Brand Management
- 306 Sales Management
- 307 Rural Marketing Management
- 308 Business Ethics and Corporate Governance

PROJECT WORK

Knowledge of the real world situations in various business units is sought to be provided through 8 weeks Final Project Work with a focus, under the guidance of a faculty member.

VIVA - VOCE : Viva is based on :

- The generalities of the course work done
- Industrial visits
- Project Report
- Topical issues of the day/period.

SEMESTER - II

- 201 Marketing Management
- 202 Financial Management
- 203 Human Resource Management
- 204 Business Laws
- 205 Operations Management
- 206 Operation Research & Research Methods
- 207 Management Information Systems
- 208 Foreign Language-Japanese/ French (Non-Credit)

SEMESTER -IV

- 401 Supply Chain Management
- 402 Retail Management
- 403 E-Marketing
- 404 Organizational Marketing
- 405 Global Marketing
- 406 Marketing of High-Technology & Innovation
- 407 Project Work &
- 408 Comprehensive Viva-voce

INFRASTRUCTURAL FACILITIES

COMPUTER LAB



The school is equipped with a state-of-the-art Computer Lab. All the latest Versions of Software are made available in the Lab for the students to get the maximum benefit out of them. The students are expected to learn from the Lab a number of software packages ranging from the basics such as MS-office, Accounting packages, etc., to advanced applications such as RDBMS & statistical packages.

LIBRARY

The School has a well-equipped library with a wide collection of classic and latest books on business management and allied subjects which are updated continuously. The School subscribes to over 40 periodicals and journals of business management and information technology.



SEMINAR - HALL



An exclusive Seminar & Conference Hall well equipped with OHP, Projectors, LCD, TV, DVD to felicitate the students for updating them and taking technology as their strength.

PLACEMENT

The Placement Cell of Dr. N. S. KOLLA SCHOOL OF BUSINESS works under the guidance of the Placement Officer and is supported by a team of HRD Professionals, who help in career planning and placement of the students.

Near 100% Placement record, some of them are employed or studying in U.S.A., U.K., Canada, Singapore, New Zealand, Australia etc. and a few of them have their own business.



Some of the Organizations where our students are currently working.

MRF	UTI Bank	COCA COLA	SBI
PEPSI	XEROX	ING Vysya	AIRTEL
BPL	RANBAXY	TIMES OF INDIA	COROMANDAL FERTILIZERS
ICICI	VOLTAS	ZEE INTERNATIONAL	RELIANCE MONEY
HDFC	ITC	PANACEA BIOTECH	MAX NEWYORK
HSBC	KINETIC	COLGATE PALMOLIVE	INDIA INFOLINE

INDUSTRY INTERACTION



The School maintains a close interaction with the industries in and around Visakhapatnam for facilitating the students to have live experience of industrial atmosphere and activity to match the theory with industrial pragmatism.



Estd : 1995



Quality Education at an affordable Fee

For further information please contact:

Prof. C. SREENIVASULU REDDI

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Director

Prof. K.V. SIVAYYA

M.B.A., (Bradley), Ph.D. (Illinois Tech), USA
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