

Dr. N. S. KOLLA

SCHOOL OF BUSINESS

VISAKHAPATNAM - 531 163. (A.P.)



Post Graduate Diploma in Management (PGDM)

Prospectus

Two-year full-time Programme

(Approved by AICTE, Ministry of HRD, Govt. of India, New Delhi)

www.drnsk.com

The School Advantages

Dr.N.S.Kolla School of Business is the Brain Child of Professor Emeritus K.V.Sivayya and Established in the year-1995. In a Decade of its existence, the School is being developed with a vision to impart vibrant, comprehensive and innovative global education to prepare budding business leaders and entrepreneurs with futuristic drive to stand up to global excellence. The School follows the transformative learning that combines intellectual growth with deep understanding and application of the knowledge in the real life scenario through sound business acumen judgement. The faculty-student ratio of 1:10 ensures professional career and personal growth of Students. This B-School is still maintaining its supremacy and continues to be a torchbearer in the field of Management Education.



The Location Advantages

The history and heritage behind this jewel on east coast is very interesting. Visakhapatnam is almost mid way Chennai in south and Kolkata in the north. The city derives its name from the Shrine Visakha or Kartikeya [The Hindu God]. The sea has submerged the ancient city of Visakhapatnam. It is the Industrial Capital of Andhra Pradesh and also known as 'The City of Destiny'. It is the home for Steel, Power, Pharmaceutical, Heavy Engineering, Automobile, Chemical and Service Industries and has the country's largest natural harbor and the oldest Ship Building and Repair Unit. There is wide scope for employment opportunities for younger generation, since number of KPOs, BPOs, Software Concerns are upcoming in and around the Visakhapatnam city.

Post Graduate Diploma in Management[PGDM] Programme

PGDM is two year full time programme designed to equip students with the current and emerging theories, techniques and practices of management. The Programme is meant to offer quality management education to aspiring managers of tomorrow. The course aims at preparing students to face the complex and dynamic business environment and developing necessary analytical and problem solving skills to run business smoothly.

INFRASTRUCTURAL FACILITIES

The 30,000sft campus houses rich library, air conditioned Computer Lab, well ventilated Class rooms, Individual faculty cabins, administrative office, student lounges, service outlets, Conference Hall with a seating capacity of more than 300 and Seminar Hall. The communication network on campus provides instant global connectivity.

COMPUTER LAB



Computer Lab equipped with State-of-the-art 60 P4 Computers and dual core mother boards. All Systems are net worked using Win NT and Win 2003 servers with Modern Application Software. All the Computers are linked with high speed broad-band internet connectivity based on latest technology.

The Library is the back bone of the School, Well stacked with the wide range of books and these learning resources provide the students with good literature and information in various fields of Management and Information Technology. The School is engaging Research activity and acquainted with latest developments in Management science. The Institute is regularly subscribing for various Journals and Periodicals.

LIBRARY



AUDIO-VISUAL SECTION

Audio-Visual Section with CDs in large number related to Management and Japanese Language, Laptops, LCD Projectors, Pan Boards, Video and necessary software available.

Placements Record

Since, date of Inception, all successful students, who were eligible for placement, have been placed in reputed companies all over India. The salient features of placements in the current Year are given below ; Few of the Top recruiters are [a partial list]

Professor Emeritus K.V.Sivayya, MBA [Bradley]., PhD. [Illinois Tech], USA is an eminent Scholar and legend Personality in Management Education, Research and Consultancy. He leads the dedicated and inspirational teachers. He taught in USA and India. He is known as “Professor of Professors”, his external personality and excellent temperament distinguishes him from the rest. It is his dream and endeavor to provide quality education of international standards with greater sense of morality and ethics.

Prof. C.Sreenivasulu Reddi, MBA., PhD. is the Director of Dr.N.S.Kolla School of Business. He is an able Administrator and Academician in the field of Management.

Faculty is our core strength

The School of Business has a large pool of well qualified and highly accomplished core faculty members with sound conceptual knowledge in their respective areas. The list of visiting faculty is too long and is drawn from academia and industry. Many of the faculty members bring with them the professional and industrial experience which is disseminated through an interactive multimedia methodology.

1. Prof. K. V. Sivayya, MBA [Bradley], PhD [Illinois Tech],USA
2. Prof. C. Sreenivasulu Reddi, MBA., PhD.
3. Prof. K. M. Lakshman Rao, BA [Hons.], MA [Eco]
4. Dr. M. Aravind, M.Com., M.Phil, PhD.
5. Mr. G. N. Raj Kumar Reddy, MBA., M.Phil, [PhD]
6. Mr. Raja Gopal Panigrahi, M.Com., MBA, [PhD]
7. Ms. G. Venkata Lakshmi, MBA., M.Phil, [PhD]
8. Mr. V .Bangaru Babu, M.Com., MBA, M.Phil, [PhD]
9. Mrs. P. Nagamani, M.Sc., M. Phil, [Ph.D]
10. Mr. K. Murali Kishore, PGDBA
11. Mr. U. Ramu, PGDBM
12. Mr. Y. Prasadu, PGDBM
13. Mr. Selvan krishnan (Japanese)

Dr. NSK Curriculum

Our curriculum offers a range of learning modules – Core and elective – interweaving theory, analysis and current best practices into a unique teaching methodology. A proactive curriculum design that prepares the students for higher-order thinking while being connected to the real world gives our program an edge over other B-Schools. Progress of the students is continuously monitored by the designated mentors. Students undergo a rigorous Summer Project Work under the guidance of functional managers at some of the leading companies in India, with a focus under the guidance of a faculty member.

PGDM - CURRICULUM

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 Applications
- 107 Managerial Economics
- 108 Foreign Language : Japanese

SEMESTER - III

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

ELECTIVES

FINANCIAL MANAGEMENT

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

MARKETING MANAGEMENT

- 521 Marketing of Services
- 522 Sales and Advertising Mgt

HUMAN RESOURCES MANAGEMENT

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

SYSTEMS MANAGEMENT

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

VIVA - VOCE : Viva is based on :

- The generalities of the course work done
- Industrial visits
- Project Report
- Global Business Issues

SEMESTER - II

- 201 Business Policy & Strategic Management
- 202 Production Management
- 203 Marketing Management
- 204 Financial Management
- 205 Human Resource Management
- 206 Organizational Behavior
- 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

- 523 Business Marketing Management
- 524 Global Marketing

HUMAN RESOURCES MANAGEMENT

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

SYSTEMS MANAGEMENT

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

Project Work and Via Voce

PGDM Programme Objectives

The Programme objectives are instilling in young managers skills and capabilities indispensable in today's changing global environment by nurturing the students with:

- ❖ Interpersonal and communication competencies.
- ❖ Commitment to ethical and legal business practices.
- ❖ Leadership and team building qualities.
- ❖ Capabilities to anticipate and manage change through practical business exposure.
- ❖ Ability to take decisions under dynamic and uncertain situations.

Eligibility Criteria And Selection Procedure

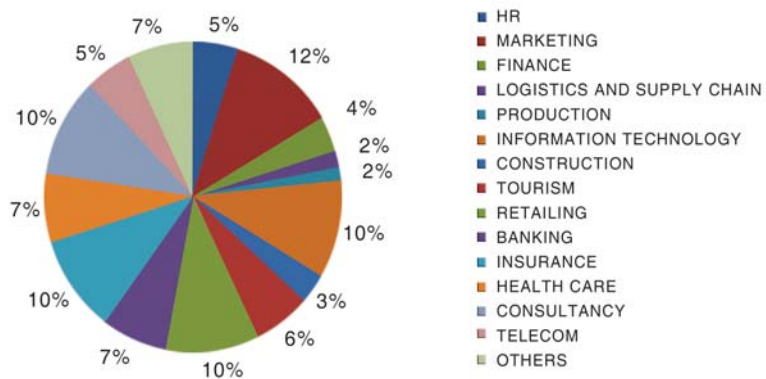
- ❖ Applicants should be Graduates in any discipline of a recognized University/Institution. Those who are appearing final year examinations also eligible.
- ❖ Candidates must have valid score in any one of the following entrance tests : MAT/ATMA/XAT/ GMAT/ CAT/ICET/JMET/ National or State level entrance test.
- ❖ Candidates who have not attended any of these tests must write the entrance test conducted by the School.
- ❖ Short- listed candidates have to participate in Group Discussion and Personal Interview. However, a few seats are open for Foreign Nationals.

The Salient Features of the Business School

- 1 100% Placement Assistance and Highly Experienced Faculty with strong Industry and Academic back Ground. Guest/Visiting Faculty from Universities and Industries.
- 2 Dual Specialization from Human Resource, Finance, Marketing and Systems Management and the Industry Benchmarked Curriculum.
- 3 Hi-Tech AC Computer Lab with Multimedia and Internet facility, Well-Stacked library with latest books and journals.
- 4 Foreign language is made compulsory. Currently Japanese Language is being offered.
- 5 Well Furnished Class Rooms, Green lush Pollution free Campus, Play Ground and Recreation Centre.
- 6 Emphasis on Global Mindset and all-round Personality Development.
- 7 Available at an affordable fee
- 8 Loan Facility is available from Leading Nationalized Banks

MRF	Axis Bank	HSL	SBI
PEPSI	XEROX	ING VYSYA	AIRTEL
CONCOR	RANBAXY	INDIAN OIL	ICICI
VOLTAS	HDFC	HPCL	HSBC
ITC	KINETIC	BHPV	Dr. Reddy's Lab
WIPRO	SATYAM	NESTLE	HUL
SPMCIL	C F Ltd	LIC	DGP
IRCON	N F Ltd	CARE-INDIA	TRSE Ltd.,
GIC	SAIL	APITCO	FCI
BASIX	VSP	APPM Ltd	TNPL

PLACEMENT SEGMENT-WISE



Industry Interface



The Institute Leadership forum invites eminent speakers from academia on regular basis. 20% of sessions in each semester are ear-marked for Industry Professionals for interaction with the students to enhance their industry interface.

How to Apply:

Application and Prospectus are available on Payment of Rs. 500/- by Cash or Demand Draft in favor of "Dr. N. S. Kolla School of Business" payable at Visakhapatnam or application can be downloaded from our website www.drnsk.com

Contact :

Dr. N.S. KOLLA SCHOOL OF BUSINESS
 Gambheeram, Boyipalem,
 Visakhapatnam - 531 163. [AP] India.
 Mobile : 91-9703193682 / 9949482965
 : 91-9866014415
 E-Mail ID : dr-sivayya@usa.com



Estd : 1995



Quality Education at an affordable Fee

For further information please contact:

Prof. C. SREENIVASULU REDDI

M.B.A., Ph.D.
Director

Prof. K.V. SIVAYYA

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

Dr. N.S. KOLLA SCHOOL OF BUSINESS

Gambheeram, Boyipalem
Visakhapatnam - 531 163

Tel : 08933-200257 / 200258 / 200513, Fax : 08933-200111

Mobile : 91-9703193682 / 91-9949482965 / 91-9866014415

Email : dr-sivayya@usa.com / drnsk@email.com