

Dr. N. S. KOLLA SCHOOL OF BUSINESS

(A Centre for Academic Excellence and Relevance)

The Post Graduate Diploma in Business Management (PGDBM) Programme 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.

MISSION

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.

OBJECTIVES

The Two-Year Full-Time P. G. Diploma in Business Management is 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 help develop a well-rounded personality and to strengthen personal selling skills, and an ability to work within a group; and
- 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.

LOCATIONAL ADVANTAGE

The School has a very good locational advantage by having its campus on the East Coast at Visakhapatnam, The City of Destiny, which is the second fastest growing city in India, with a natural major port and many public and private sectors, heavy and light industries representing many fields. The headquarters of the Eastern Naval Command is located here. Special Economic Zone has come up adjacent to the Visakhapatnam Steel Plant. The district has a rich historical and religious background and is a tourist attraction. Thus, with locational, industrial, strategic, economic and cultural advantages, Visakhapatnam is all set to provide a good urban industrial setting for educating prospective

business executives. The spacious building of the school has a large parking place & good public transport facilities.

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 PGDBM, the student will graduate with an overall personality development required for the executive positions. Besides covering the core courses suggested by the AICTE, the syllabus is made quite comprehensive and distinctive by including subjects like Foreign Languages (Japanese / French), Indian Ethos and Culture, as well as Cross Cultural Issues in Management. It has also taken care to include the recent economic development in India and abroad. Courses like Geo-Economic, Political Environment, International Business, Technology Management., Business Marketing Management, Entrepreneurship, Knowledge Management etc., with an emphasis on International Orientation have been included. Since every student has to sell himself/herself to the recruiting firms, it is proposed to impart these skills through indepth training, practical knowledge and exposure to various situations.

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 PGDBM (MBA) programme 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 open 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.

FEESTRUCTURE

Fee payable to the School per year is as follows:

Tuition fee per year is Rs. 60,000/- (which includes Examination Fee, Library Fee etc.,).

1st Semester	-	Rs.35,000/-
2nd Semester	-	Rs.25,000/-
3rd Semester	-	Rs.35,000/-
4th Semester	-	Rs.25,000/-

Industrial visits and Projects : To be spent by the students themselves.

(Candidates could approach Commercial Banks for Educational Loans to cover the tuition fee expenses.)

SYLLABUS

Syllabus of this programme consists 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

SEMESTER - I

- 101 Management Process & Organisation Theory
- 102 Accounting for Management Decisions
- 103 Economic Analysis
- 104 Quantitative Techniques for Decision Making
- 105 Effective Communication
- 106 Information Systems & Computer Application
- 107 Soft & Communication Skills (Non- Credit)
- 108 Foreign Language : Japanese / French (Non -Credit)

SEMESTER - II

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

SEMESTER - III

- 301 Business Policy & Strategic Management
- 302 Business Legislation
- 303 Retail Management
- 304 Indian Business Environment & Entrepreneurship

ELECTIVES

FINANCIAL MANAGEMENT

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

MARKETING MANAGEMENT

- 521 Marketing of Services
- 522 Sales and Advertising Management

HUMAN RESOURCE MANAGEMENT

- 531 Industrial Relations
- 532 Training & Development

SYSTEMS MANAGEMENT

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

SEMESTER - IV

- 401 Customer Relationship Management
- 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 RESOURCE MANAGEMENT

- 533 Compensation & Benefits Management
- 534 Industrial Democracy and Collective Bargaining

SYSTEMS MANAGEMENT

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

INDUSTRIAL VISITS

Besides the knowledge of the working of the Industries / Business firms which the students get through case studies, knowledge of the real world situations in various business units is sought to be provided through faculty-guided industrial short visits. All these, also help the students to choose the kind of industry/firm where they would like to work after graduation.

PROJECT WORK : Knowledge of the real world situations in various business units is sought to be provided through 10 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.

INSTRUCTIONAL METHODOLOGY

English is the medium of instruction. Emphasis of the School's teaching programme is on participative learning method. In addition to the use of the traditional teaching methods such as lectures, seminars, instruction is provided through case discussions, audio-visual and simulated computer exercises. This process of learning gives the students confidence to face day-to-day problems in their professional careers.

INFRASTRUCTURE

The school is equipped with a state-of-the-art Computer Lab. Currently there are 45 systems. Most of the systems have Pentium processors ranging from P-III 733 MHz to P-IV 2.53 MHz, and others such as AMD Athalon 900+ MHz, Via Nehemiah 995 MHz. All the systems are integrated using a star LAN Network run on three 16 Port Hubs. The Network is run on Windows NT platform. Almost all the systems are Multimedia capable. Majority of the systems have 80GB Hard disks, 256MB DDR RAM and are CDRW/DVD ROM capable. To assist more and improve the efficiency of the lab, Laser printers, UPS and a Scanner are also included.

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 Word Processing, spread sheets and Accounting packages, to advanced applications such as RDBMS & statistical packages.

FACULTY

Dr. N. S. KOLLA SCHOOL OF BUSINESS has a team of well qualified, experienced and competent teachers. Some of the teaching staff have studied and taught in the U.S.A. In addition to the professors with terminal degrees in their disciplines, senior Management Faculty from various Business Schools in India and Abroad have accepted to be on Guest Faculty. Reputed high level senior executives are associated with the School as Visiting Faculty.

PLACEMENT

The Placement Cell of Dr. N. S. KOLLA SCHOOL OF BUSINESS works under the guidance of the Placement Officer and supported by a team of HRD Professionals, who help in career planning and placement of the students. Some of our students are working in U.S, U.K, Canada, Australia and Japan. Our old students help our current students in their placement.

HOSTEL FACILITY

The School would help in arranging Boarding & Lodging facilities.



Prof. K. V. Sivayya, Director Emeritus and Chairman leads a team of well qualified, dedicated, inspirational teacher with terminal degrees in their own disciplines. He taught in USA & INDIA. Prof. Sivayya is a Professor Emeritus of Clarkson University, USA & Hony. Professor, Andhra University, India. He is listed in "Who's Who in the World". A unique situation is that all the Directors of Business Schools in Visakhapatnam area were Prof. Sivayya's direct students.



Prof. U. BABAJI, M.Com., Ph.D., Former Head, Department of Commerce & Management Studies, Andhra University and Director, Dr. N. S. Kolla School of Business is a well qualified, experienced and competent teacher. He is associated as a member of Board of studies in several Universities. He directs a number of doctoral degree candidates.

For further information please contact : Regd./Camp Office

Prof. K.V. SIVAYYA, Chairman

Dr. N. S. KOLLA SCHOOL OF BUSINESS

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Dr. N. S. KOLLA

SCHOOL OF BUSINESS

(Estd. in 1995)

(An Institution of Siva Educational Foundation)

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INFORMATION BULLETIN

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Post Graduate Diploma in Business Management (PGDBM)

Two Years Full-Time

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