

# RECRUITMENT BROCHURE 2019



Experience • Explore • Excel

**Naipunnnya**<sup>®</sup>  
Business School



## Naipunnaya Business School (NBS)

NBS was launched in 2012. Since then it has produced graduates who showed persistence towards innovations in business leadership. NBS offers an environment rich with experiential learning for its students. NBS provides students with learning opportunities, with three specialisations to choose from. The accomplished faculty at NBS contributes substantially each year to business research and is heading towards becoming one of the top business schools in the state. The NBS program emphasises analytical and critical thinking skills, evaluation of alternative courses of action, understanding the impact of the business environment on business decisions and application of ethical principles in identifying and resolving business dilemmas.

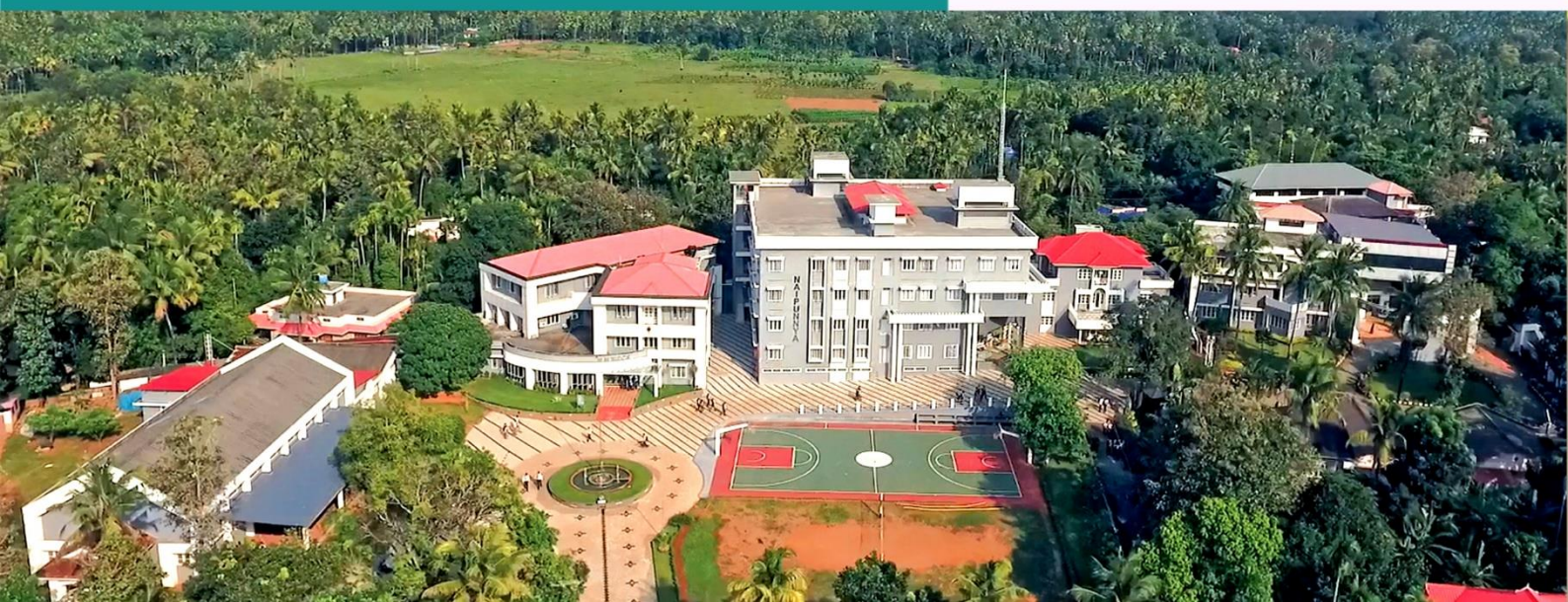
The MBA programme at NBS aims at a holistic development of every NIMITIAN through experience which enables to explore the realms of professional life. Naipunnaya Business School is approved by All India Council for Technical Education (AICTE) and is affiliated to the University of Calicut. The programme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

## 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

To equip students with management skills so that they may function efficiently and effectively in the modern world. We seek to produce leaders who have an awareness and involvement in wider societal concerns, such as the protection of 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.





## Industry Preparedness @ NBS

**e<sup>3</sup> (enrich-equip-evolve)** - A unique course designed by NBS to train budding managers to acquire adequate skills in a more practical way.

**Organisation Study & Internship** - students will select their own organization and practically learn all the department functions and take up a problem centric research for a short span of time and individual evaluation by a panel of faculty jury.

**Vaidakthya** - National conference of NBS, a platform for academicians, research scholars, industrial experts and students community to come together to discuss, deliberate the contemporary issues in the management and business.

**Demo Recruitment** - As a culmination of rigorous placement training, a demo recruitment process is conducted where in the entire selection process is simulated and future managers are made ready for B world.

**Add-on Courses** - MS-Office Expert- Microsoft certification, GST, Equity research, NISM, CFP

**Hastham** - A community development program by NBS to foster team feeling, sense of community living, understand rural social system and social responsibility.

**Student Exchange** - NBS, has joined with colleges and universities of International repute for student and faculty exchange programs.







## Executive Director's Message



**Rev. Dr. Paulachan K J**  
Executive Director

Naipunnya Business School, in its progressive pursuit of excellence focuses on preparing students to be relevant young managers. The vision of the institute is to "reach the unreachable" which is a force that drives all to stretch out the potential to explore the competencies that can be learned but not entirely teachable in the classroom. The discipline and the mentoring schedules followed in the two year masters programme innate the abilities of our graduates to be innovative managers by grasping the systematic fundamentals. I would like to invite all prospective employers to visit our college and interact with our students and select candidates that best suit your organisation. The institute earnestly looks forward to having enthusiastic participation from your organisation.







## From Director's Desk



**Prof. Dr. Jacob Mathew**  
Director - NBS

I invite you to NBS, where we equip our budding managers to be creative, analytical and efficient team players. Our faculty and infrastructure facilitate an environment conducive to nurture new ideas and sharing of knowledge. The 2018-20 MBA batch comprises of students from varied cultural backgrounds. Some of the unique characteristics of our students include acceptance of discipline as a way of life, spirit of cooperation, leadership quality, capabilities to act as change agents and an enduring respect for organisation culture, values and ethics. This is an invitation to visit our campus to have mutually beneficial partnership, in order to harness human potential from our pool of managerial talent. You may contact our placement cell for information about our institute, placement assistance, student's database scheduling of your placement program, follow up and other types of institutional tie ups. We welcome you to our campus.

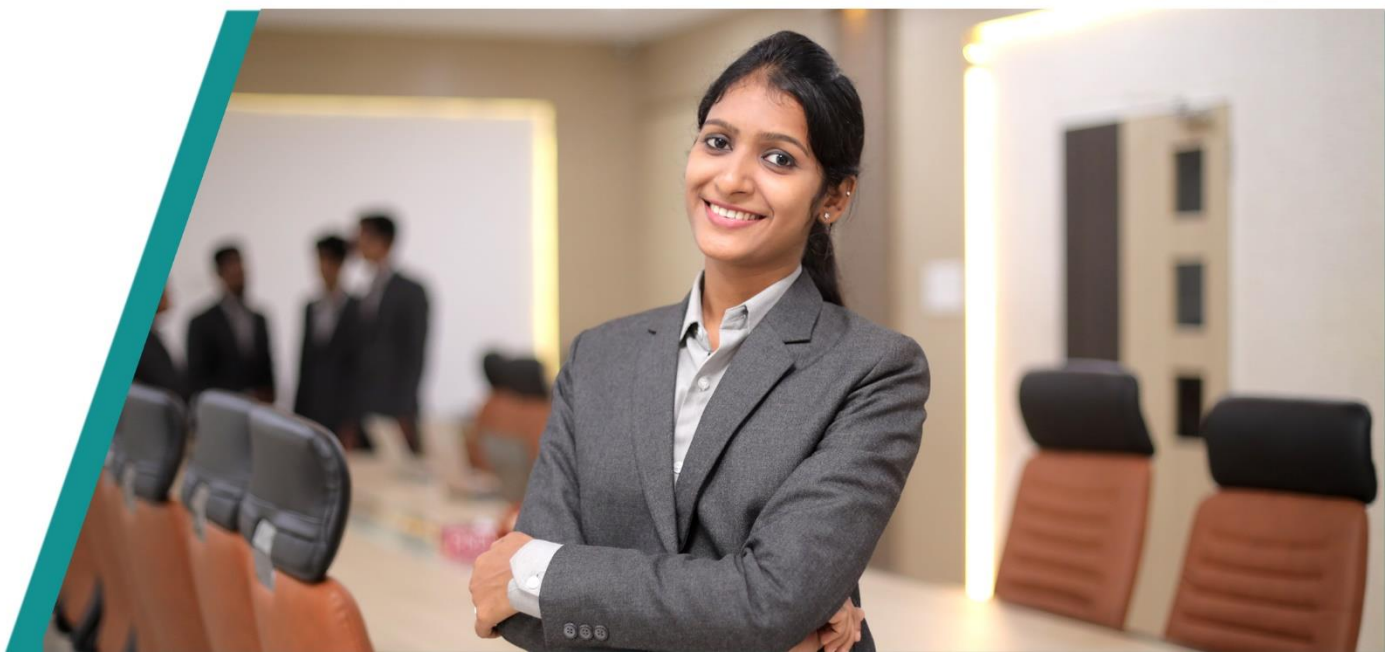


## From the Desk of Course Co-ordinator



**Fr. Assin Thaiparambil**  
Course Co-ordinator - NBS

It is a pleasure to present to you the batch of 2018-20 of NBS. MBA@NBS is a unique programme, which blends industry requirements with theoretical knowledge and updated regularly to match the requirements of the dynamic business world. The course provides students with knowledge and practical abilities to be creative, innovative and entrepreneurial, which will enable the student adept to thrive in a global environment, which is constantly evolving in line with consumer preferences, technology, and economic conditions amongst several others. This batch also has a unique blend of experience. There are students with experience from IT sectors and services to fresh graduates. These participants have significantly benefited from the unique experience-sharing opportunity in the class. The MBA@NBS programme ensures that participants graduate as well-rounded professionals. I am sure that you will find this batch of students suitable for your organisations' needs and look forward to your recruiting them into positions that match their calibre.



## Placement Cell



**Mr. P P Wilson**  
Placement Manager



**Mr. Jithin Benedict**  
Faculty Co-ordinator



**Mr. Vishnudeva T S**



**Ms. Rynet Joseph**



**Mr. Jeffin T Jestin**



**Mr. Jiss Wilson**



**Ms. Rosemol James**



**Ms. Urmila Mohan**



**Ms. Jelitta Jose**

## Curriculum

### Semester One

Business Communication  
Management Theory and Business Ethics  
Business Laws  
Organizational Behaviour  
Environment and Business  
Managerial Economics  
Quantitative Techniques  
Accounting for Managers

### Semester Three

Advanced Strategic Management  
Strategic Cost Management  
Supply Chain Management  
Investment Management  
Entrepreneurship Development  
and Project Management  
Functional Electives  
Minor Project

### Semester Two

Soft Skill Development  
Marketing Management  
Financial Management  
Operations Management  
Human Resources Management  
Management Science  
Management Information Systems  
Business Research Methods  
for Management

### Semester Four

Corporate Governance  
International Business  
Management Control System  
Functional Electives  
Major Project  
Comprehensive Viva Voce



## Electives

### Marketing Management

Consumer Behavior and Marketing Research  
Global Marketing Management  
Marketing Communication Management  
Brand Management  
Sales Management  
Retail Management  
Services Marketing

### Financial Management

International Finance  
Corporate Taxation  
Strategic Financial Management  
Indian Financial System  
Forex Management  
Risk Management  
Financial Derivatives

### Human Resource Management

Managing Self and Others  
Performance Management  
Human Resource Planning and Development  
Management of Training and Development  
Global Human Resource Management





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## Affiliations & Accreditations



**AISHE**  
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