



**NARAYANA  
BUSINESS SCHOOL**

**AICTE APPROVED**

**PGDM**

Dual Specialization

**PGDM**

Quantitative Finance

**PGDM**

Data Science & Analytics

**MBA + PGPCE**



**WELCOME TO THE MOST LOVED  
BUSINESS SCHOOL OF INDIA**



# From the DIRECTOR'S DESK



It is my pleasure to welcome you to Narayana Business School.

The Indian corporate sector has been swept by a force of change led by remarkable growth and global integration. This has led managers to adapt to the new environment by re-inventing their organization and practices.

On the other side, Indian education fraternity has struggled to respond to this demand of the corporate sector. Thus, the time has arrived to create a new system of education. A system that is 'for today' and educates not just for a degree, but for a career and for life.

NBS commenced its journey 22 years ago, providing an invaluable contribution to the field of education and management learning. We are a dynamic business school that has made a positive impact on companies, students and society in a short span of time. In entire Gujarat, NBS enjoys strategic and financial autonomy that very few peer B-schools have managed to achieve.

Our main focus is quality education which is reflected in our unique course curriculum, faculty development, research initiatives and design of programs. Our campus in Ahmedabad addresses the need for quality education creating a pool of future leaders and top-notch professionals.

Our motto is to transform every student into a leader in every area of life by identifying their capabilities. At NBS, students receive a solid grounding in all the functional areas of business and learn how to go beyond them to consider the big picture, approaching each challenge with creativity and a willingness to take risks. It's a ground-breaking approach that helps students to shape their careers, business and the world for the better.

Narayana Business School's professional programs will prepare you to outsmart the competition, excel in the fast-paced global economy, solve problems creatively and build consensus across diverse groups.

I invite you to be a part of NBS.

Furthermore, warm welcome and a big thanks to all the students and their parents, NBS team members and well-wishers for being a part of our success journey.

**Dr. Amit Gupta**  
Founder & Director  
Narayana Business School

@nbs.edu.in | www.nbs.edu.in

# YOUR KEY TO SUCCESS

<b>32 LAKHS+</b> HIGHEST PACKAGE AWARD	<b>100%</b> PLACEMENT RECORD	<b>670+</b> TOP CORPORATE RECRUITERS
<b>22+</b> YEARS OF LEGACY	<b>16+</b> SPECIALIZATION SUBJECTS	<b>9000+</b> ALUMNI BASE

- Recognized among the TOP 10 Business Schools in India
- Ranked 4th Best MBA College in Gujarat
- Stellar placement records
- Industry 4.0 aligned curriculum
- Inculcating Wholesome Capabilities
- Experiential Learning process
- Personal transformation Labs
- Strong web of 9000+ Alumni
- NCRI - Incubation Centre for start-up ideas
- Live Interactions with eminent Business Leaders

## WHY NARAYANA BUSINESS SCHOOL?

At NBS, we empower you to grow, explore opportunities and choose the best career option for yourself. It is a big decision. Management Education is a significant investment that demands a substantial return. Choosing Narayana Business School makes sure that your investment pays off.

Narayana Business School is recognized among the TOP 10 Business Schools in India and Ranked 4th Best MBA College in Gujarat. NBS programs are a life-changing experience – A Big Decision #TheFutureisNBS.

Narayana Business School is a leader in the field of Business Education. Our niche PGDM and MBA programs offer a unique combination of benefits to help you develop the capabilities and connections you need to succeed in global business today.

With NBS – Be inspired, achieve excellence and turn your dream into concrete reality.

Our programs combine a truly flexible curriculum; add to this an outstanding faculty; a reputation for academic excellence and leadership.

Join your hands with NBS today for an illuminating future. We warmly invite you to become an integral part of our NBS family.

Regards,  
**Dr. Amit Gupta**  
Founder & Director  
Narayana Business School

@nbs.edu.in | www.nbs.edu.in

## WHO WE ARE

Established 2 decades ago, in the heritage city Ahmedabad by the duo of academicians, Narayana Business School (NBS) embarked on the mission of shaping the future of aspirants through innovation, quality education and world-class research.

NBS has one prime goal - to shape the best corporate careers.

With interactive and inclusive learning, focused sharply on students' skills and attributes developing cultural agility, flexibility and ability to compete in the global markets; NBS stands out as a leading school of management in Asia.

## OUR LEADERS

Founded by core academicians with their zeal to provide quality and innovative education lead to a noble beginning of a prodigious establishment 'Narayana Business School' that, from humble beginnings, has grown leaps and bounds into a giant tree.

About two decades ago, Dr. Amit Gupta along with Dr. Purvi Gupta created a state-of-the-art, technologically advanced Management campus in Ahmedabad.

The journey has been a beautiful one; and almost two decades and 9000+ successful corporate careers later, the dynamic duo of Dr. Amit and Dr. Purvi Gupta says that this is just the beginning.

The duo's vision, hard work and untiring efforts have made Narayana Business School rise to become one of the pioneers in innovative education school of management in Asia.



Embrace the new era of  
**LEADERSHIP**





## NBS ADVANTAGES

### ANSWERS TO ALL YOUR QUERIES...

The world is changing quickly and so are the challenges tomorrow's leaders will face.

The NBS PGDM and MBA programs help you develop a foundation of management skills and leadership ability to build a life of meaning and a career of impact. We prepare you for the future. We empower you to make a difference.

The PGDM curriculum will drive you to reach your full potential. Yes, you will be challenged by the rigour of the academic program. Equally important, you will learn about yourself and develop leadership skills that will sustain you throughout your career. We help you develop your vision and the substance required to achieve it.

### LEARN & GROW

Narayana Business School encourages you to reinvent. The grooming is done not only to answer but to Ask, to Think, to Innovate.

If you aspire to lead an organization that has influenced the world and built a life of impact and meaning, Management Education is the ideal first step.

It lets you develop an excellent portfolio of business knowledge and skills. Proper training helps you to get accustomed to working under extensive pressure that eventually leads to enhanced performance and consequently an improved financial position. It helps you to become a leader in an emerging field and to enjoy greater job satisfaction and self-fulfilment.

NBS commits itself to ensure that career-focused students have the market-ready skills required to succeed and make a difference in the world. In addition to providing a challenging, supportive and inclusive learning environment, we offer education and an academic experience that is second to none – a promise fulfilled to thousands of students for more than couple decades.

Our programs will provide newer ways of thinking, flexibility, collaborative community, powerful knowledge, inspirational leadership and effective communication skills. This makes Narayana Business School stand apart from other B-schools.

At NBS, you learn to outsmart the competition yet with Highest Standards of Corporate Integrity and Excellence. Here you acquire Rigorous and Hard-core Academic Training with Real World Corporate Exposure.

### APPROACH

NBS has designed the curriculum based on the input from faculty, recruiters, students, industrial experts, veterans and alumni. The result is the programs focusing on career excellence and not just a collection of courses.

It's all delivered in a dynamic, high-energy learning environment that emphasizes the application of skills in complex real-world business situations.

### KNOWLEDGE

You will gain real-world knowledge within a rigorous, collaborative and invigorating environment. You will learn new ways to think about problems and then you will solve them. That is why NBS programs are much more than all conventional management programs practiced everywhere.

We are strongly committed to exploring and implementing new ideas within the school and beyond it.

### STRENGTH

Cutting-edge faculty research and a focus on experiential learning are the core strength of NBS. NBS's PGDM Program inspires and fosters entrepreneurial thinking and leads the charge in this new era of business education.

The high-end curriculum of NBS establishes a vital link between rigorous academic theory and real-world practice.

### LEADERSHIP

Since the Foundation, we have influenced the way business is taught and the way business is conducted.

At the heart of NBS, experience a strong focus on leadership development. You will exercise your leadership skills throughout your NBS Program.

As a student here, you will examine the rules with a critical eye and draft your own solution to business problems.

## DRIVEN BY INNOVATION



**SKILL  
ENHANCEMENT**



**VALUE ADDED  
PROGRAMS**



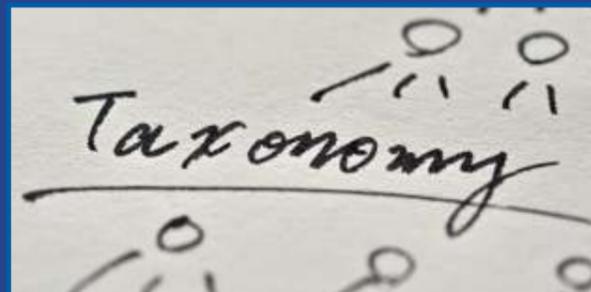
**REAL-WORLD  
PRACTICE**



**PERSONALISED  
ATTENTION**



**RESEARCH  
DRIVEN INSTITUTION**



**WELL CRAFTED CURRICULUM  
BASED ON BLOOM'S TAXONOMY**



**MICROSOFT AZURE  
CLOUD CAMPUS**



**INSPIRING FACULTY**

## METHODOLOGY

**ESTABLISHED IN 2001, NBS STRONGLY BELIEVE IN THE THREE PILLARS OF SUCCESS AS BELOW**

**EXPERIENCE** - Leads to better decision-making skills

**EXPERTISE** - Helps in understanding the changes better

**EXCELLENCE** - Creates the fire to strive to perfection

We call it E3. The right combination of all the three above is a perfect recipe for success. We imbibe in students a spirit of critical thinking and a thought process to encompass all the areas of the corporations. The macro understanding equips the students to think on a holistic level and therefore it's easy for them to add value in any scenario. They are trained to create their own worth and can challenge their existing benchmarks.



## AWARDS & RANKINGS

Narayana Business School's (NBS) student-driven approach and innovative educational techniques have paid rich dividends in terms of many accolades and awards that have been a natural progression in the course of 22 years.

Narayana Business School has won many prestigious awards from esteemed organizations such as Times of India, Business Today, India Today, Divya Bhaskar, MY FM and the list goes on....

Below are the few noteworthy awards.



## ACCREDITATIONS & ASSOCIATIONS

Flagship PGDM, MBA and Integrated MBA programs of Narayana Business School are approved by AICTE – Ministry of Human Resource Development, Government of India.

MBA and Integrated MBA programs are affiliated with Gujarat Technological University.

NBS is closely working with Central and State governments on developing and imparting skills across different industries and sectors across India.

The vision is to make every student industry-ready with best skills, which are infused in her/him during the stay at NBS.

List of affiliations and empanelment's goes on at NBS with prestigious bodies like Ministry of Social Justice and Ministry of Minority Affairs at the Centre, RCI, NSDC, DDUGKY, CED, NTA and Knowledge Consortium of Gujarat and so on.



## TRANSFORMATION



### WE ARE THE TRANSFORMATORS

- We lift your career beyond expectations
- We fill the gap where you are now and where you want to be
- We shape your future and change your world

Narayana Business School has the genesis and journey of over 22 years, founded by core academicians with a vision to transform students into corporate-ready professionals through continuous nurturing. NBS is inextricable with interactive and inclusive learning-focused sharply on students' skills and attributes, developing cultural agility, flexibility and ability to compete in the global market.

Narayana Business School encourages you to reinvent. The grooming is done and not only to answer but to Ask, to Think, to Innovate. If you aspire to lead an organization that has influenced the world and built a life of impact and meaning, Management Education is the deal first step. At NBS, you learn to outsmart the competition yet with the Highest Standards of Corporate Integrity and Excellence. Here you acquire Rigorous and Hard-core Academic Training with Real World Corporate Exposure.

NBS has designed the curriculum based on the input from faculty, recruiters, students and alumni. As a result, the programs focus on career excellence and are not just a collection of courses. You will learn new ways to think about problems and then you will solve them. That is why NBS programs are much more than all conventional management programs practiced everywhere.

At the heart of NBS, experience a strong focus on leadership development. You will exercise your leadership skills throughout your NBS Program. As a student here, you will examine the rules with a critical eye and draft your own solution to business problems.



## TEACHING APPROACH

The core reason for being the TOP RANKED BUSINESS SCHOOL IN INDIA and THE MOST PREFERRED YOUTH DESTINATION is our teaching pedagogy.

We have pioneered the practical case study methodology which can provide real-life insights into the issues faced by the corporates. We have been following the concept of Bloom's Taxonomy. As a part of Bloom's Taxonomy, we are very much involved with the student in their earlier phases and guide them in all the minute aspects. As the study progresses, our involvement reduces and at last it reaches to a level where we are facilitators only and students are the creators of the concepts they learned.



## OUR KEY TEACHING STRENGTHS ARE

### CASE STUDY

This is a real-life situation for a business executive that is faced by him in jobs and business. It deals with the application all the subjects in the required proportions to the given problem. The idea is to reach the most feasible solution to solve the problem.

### SIMULATIONS

They are activities created to mirror a practical business problem where the student will apply their skills and knowledge to arrive at a solution. These activities are designed in such a way that it ushers in a new angle of thinking for the students.

### ACTION ORIENTED

The concepts that are learned in the college have wide and multiple applications in the real world. They connect the student with the outer world and in different arenas. This leads to the building of the understanding and application aspects in them.

### TEAM BUILDING

From inception itself, students are trained in the methodology of working in a team. They undergo diverse assignments in different teams, which makes them a team player. They become good with interpersonal skills. Corporates always prefer the candidates who are flexible working in teams.

### CUSTOMISED CASES, RESEARCH AND ARTICLES

The material is designed by the in-house full-time faculties which incorporates the latest management concepts that have redefined modern management practises. Very high priority is given to the Research for the development of the content and the materials.

### DIVERSE CULTURE

Students are exposed to a diverse set of cultural backgrounds that positively impacts their own performance. They develop global insights and learnings. They are able to utilise their own hidden strengths and develop themselves intellectually.

### FOCUSED DISCUSSION GROUPS

There is rotation of students within different groups so that they get acquainted with different working methods and mind-sets. They are also given a chance to mingle with like-minded students so they are able to learn the best of both worlds.

## GOVERNING BOARD

NBS – A Pioneer Business School, which is the brainchild of India's most Dynamic Academicians coming from diverse backgrounds of Economics, Commerce, Infrastructure, Government, Arts, Real Estate and Entrepreneurs. They are established in their fields who shape and govern us.

### DR. R. R. AZAD

**Designation :** Dean & Director – Humanities, Mohammad Ali Jauhar University , Member on Expert Committees of UGC, New Delhi

**Experience :** 50 years

**Qualification :** Ph. D. in Commerce, D. Litt. in Commerce, (Applied Business Economics)

### DR. B. P. SINGH

**Designation :** Chairman, HSTR, Delhi. Formely Prof., Head & Dean, Dept. of Commerce, Delhi School of Eco.,University of Delhi

**Experience :** 51 years

**Qualification :** Ph. D.

### DR. I. V. TRIVEDI

**Designation :** Dean, College of Comm. & Management Studies

**Experience :** 46 years

**Qualification :** M. Corn., Ph. D. (Banking & Finance)

### MR. PRADEEP KSHTRIYA

**Designation :** Group CEO, Venus Lifespace Creators

**Experience :** 26 years

**Qualification :** M. Tech.

### DR. K. M. SHARMA

**Designation :** Professor & Head Department of Business Administration, M.L.N. Institute (Allahabad University)

**Experience :** 51 years

**Qualification :** Ph. D., D. Phil. in Commerce & Management

### MR. RAJNATH SHUKLA

**Designation :** Industrialist, Social Worker, Director – Kanak Paints, Recipient of Glory of Gujarat Awards 2017

**Experience :** 29 years

### DR. Y. P. SINGH

**Designation :** Prof. & Formerly HOD, Dean, Dept. of Commerce in Delhi School of Economics, University of New Delhi

**Experience :** 52 years

**Qualification :** M. Com., MIB, MHROD, M. Phil, Ph. D.

### DR. V. K. GUPTA

**Designation :** Dean-Administration, IIM-Indore

**Experience :** 48 years

**Qualification :** M.A., M.Com., Ph.D. (Agra), FDP (IIMA)

### MR. B. M. SARAIYA

**Designation :** Retired Deputy Municipal Commissioner

**Experience :** 57 years

**Qualification :** B. E. Civil, DBM, Chartered Engineer

### MR. RAJIV SARAIYA

**Designation :** Head Projects India (Infrastructure Services ) CSC

**Experience :** 25 years

**Qualification :** B. E. (Electronics), MBA (Finance), PMP (US)

### MR. MONISH BHALLA

**Designation :** CMD – servicetaxonline.com

**Experience :** 32 years

**Qualification :** Masters in Industrial Analytical Chemistry

### ER. KANUBHAI BHARWAD

**Designation :** Director – Varsha Designs

**Experience :** 21 years

## ACADEMIC BOARD

Our pursuit for quality led us to have an academic board that possesses vast knowledge and understanding of academics. They have served various reputed institutions and bring with them a plethora of methodology and experience in academics. Our methods have a strong input and validation from them.

### DR. AMIT GUPTA

**Designation :** Director – Narayana Foundation

**Experience :** 22 years

**Qualification :** MBA, CA, CFA, Ph.D Finance

### PROF. ABDUL AZIZ ANSARI

**Designation :** Prof. & Head, Dept. of Commerce Business Studies, Jamia Millia Islamia (Central University)

**Experience :** 31 years

**Qualification :** M.Com., Ph. D.

### DR. PURVI GUPTA

**Designation :** Director – Narayana Foundation

**Experience :** 22 years

**Qualification :** MBA, CA, CPA, Ph.D Finance

### DR. MOHAMMAD ALI

**Designation :** Prof. Faculty of Commerce, AMU Aligarh

**Experience :** 40 years

**Qualification :** M.com (Gold Medalist), Ph. D. (Commerce)

### DR. A. R. TRIPATHI

**Designation :** Professor, Faculty of Commerce, Banaras Hindu University

**Experience :** 20 years

**Qualification :** M.Com. (AU), Ph. D. (BHU), MBA (Fin) IGNOU

### PROF. USHA ARORA

**Designation :** Dept. of Business Management, Guru Jambheshwar University of Science & Technology

**Experience :** 29 years

**Qualification :** M.com, Ph. D.

### DR. SAMIR GOPALAN

**Designation :** Director – Sysnocri Infotech & MGT. Solutions Pvt. Ltd.

**Experience :** 23 years

**Qualification :** B.Sc., MCA, MBA, M. Phil., Ph. D.

### DR. KUMUD VIVEK

**Designation :** HOD – MBA Department, IIMC Aligarh

**Experience :** 25 years

**Qualification :** B. Com., LL B, PGDM, Ph. D.

### DR. GUNJAN AGRAWAL

**Designation :** Prof. SVPG College

**Experience :** 23 years

**Qualification :** M. Com., M. Phil., MBA, Ph. D., D. Litt. (pursuing)





# FACULTIES

## The Best Minds from, Across the Country

### Dr. Amit Gupta

Director | Professor  
Department of Finance and Technology



The Visionary who visualized the needs of today's education before 2 decades even when education itself was still in the medieval ages of chalk and board. The idea slowly began to make way for practical applicative teaching through his propagation that began to be accepted by students. Student crowd started pulling towards this unique style of him. These were the times when dreams were being shaped up to take the pedagogy to the next level with multiple applications and Narayana Business School was born as the brainchild of him.

This man is on a mission to bring about a revolution in management education with his unique style. He realized that education and degrees were of little help to face the real world which led him to believe that there can be an ecosystem where students can learn, experiment and practice concepts hands-on in real-time. His 22+ years of experience is at work in redefining the students' transformation by initiating and nurturing the Narayana Business School in all aspects. A live example of "Learning is a never-ending process" is Dr. Amit Gupta reflecting through tremendous academic achievements encompassing Doctorate of Philosophy, Chartered Financial Analyst and Chartered Accountant. The list does not end here, as Dr. Gupta is owning a double Master's degree that is Master of Business Administration (MBA) and Master of Science in Finance. Thus excelling in all the fields of education and learning, Dr. Gupta is the backbone and foundation of Narayana Business School.

A responsible shoulder for spearheading Narayana Business School to sky-high success in the global education map with his superlative analytical skills and strategic vision to forecast the future.

**Education :** Ph. D., CFA, CA, MBA, M.Sc. in Finance, B. Com  
**Experience:** 22 years

### Dr. Purvi Gupta

Dean - Academics Department of Accounts & Statistics



The Perfectionist, The Transformer, The Minute details quesser, The epitome of Morality & Ethics and One contact point ranging from Genesis day to the final placement and convocation day at Narayana Business School. Dr. Purvi Gupta, the dedicated and nurturing personnel dived into the world of education 2 decades ago with an aim to transform the lives of students to bring about the revolution in the education system to uplift and better the society. While embarkation of the journey of academics, her hard work and perseverance can be seen in the institution, "Narayana Business School". While laying the foundation of Narayana Business School, the pivotal role and resourceful role is taken by Dr. Purvi Gupta.

With simple and modest teaching philosophy that "Students learn the best when they are in a positive learning environment where they feel welcomed, comfortable and safe with each other." Dr. Purvi Gupta always remains quick-witted for the betterment and upliftment of the students at Narayana Business School. A Doctorate of Philosophy holder with a perfect blend of degrees such as Chartered Accountancy, Certified Public Accountant and a Master of Business Administration, Dr. Purvi Gupta owns the best personality to spearhead the Narayana Business School.

**Education :** Ph. D., CA, CPA, MBA, B. Com  
**Experience:** 22 years

### Dr. Renu Jatana

Principal  
Department of Management



**Education:**

Ph. D.  
M. Phil  
M. Com  
B. Com

**Experience:** 39 years

Dr. Renu Jatana is a senior Academic Leader, with more than 38 years of experience in academics. She has been engaged in teaching, research, training, consultancy, research guidance and academic management. She is widely recognized as an expert in the area of turnaround management of academic institutions and has a demonstrated history of introducing innovation in teaching-learning methods in institutions of higher learning. She has served at the helm as Director of various management institutes across India.

### Dr. Diksha Sisodia

Associate Professor  
Department of Statistics



**Education:**

Ph. D  
MBA  
BE (CSE)

**Experience:** 13 years

An academican by choice, she has a rich experience of over 12 years. She is a Management graduate from IIT Roorkee and also completed her Doctorate in the field of Internet Banking. Prior to taking up teaching, she had a brief stint with different corporates and that enables her to approach management subjects from the perspective of practicability and industry requirements.

Her research and teaching interests are in the field of Operations Management and Statistics, with special focus to their practical applications.

### Dr. Gunjan Agrawal

Associate Professor  
Department of General Management



**Education:**

CA  
ICWA  
B. Com

**Experience:** 26 years

Dr. Gunjan Agrawal is the recipient of 2 Gold Medals and is University Topper of CSJM, Kanpur University. Dr. Gunjan received Best Teacher award in 2009 honored by Shri RAJNATH SINGH. She has authored entitled "PRINCIPLES OF MANAGEMENT", "BUSINESS LAW" and "BUSINESS REGULATORY FRAMEWORK". She owes More than 50 Research papers on her credit contributed in International/ National Conference and Journals.

### Dr. Reena Shah

Professor  
Department of Human Resource



**Education:**

Ph. D.  
MBA  
M. Com  
B. Com

**Experience:** 26 years

Dedicated Associate Professor with experience in teaching research and service in the area of HR and OB. Combines a focus on student achievement with a passion for scholarly work, presenting and publishing at conferences and maintaining thought leadership in peer-reviewed journals. Deeply invested in earning tenure through administrative service, committee contributions and an achievement-oriented approach to teaching.

### Dr. Kumud Vivek

Associate Professor  
Department of Marketing



**Education:**

Ph. D.  
PGDM  
LLB  
B. Com

**Experience:** 26 years

Dr. Kumud Vivek holds substantial experience of 25 years in Corporate and Academics. He has contributed More than 50 Research papers in International / National Conferences & Journals. He has authored 3 Text books and Co-authored 7 edited/Reference books published with International publication houses.

### Dr. Shivangi Shukla

Associate Professor  
Department of Marketing



**Education:**

Ph. D  
MBA  
B. Com.

**Experience:** 9 years

Dr. Shivangi Shukla Bhavsar, A Doctorate and MBA in the field of Marketing carries 8 years of working experience, in both academics and corporate. An academican by passion, she strongly believes that learning is a never-ending process.

She has published and presented many research papers in various national as well as international conferences and won the award for the best research paper also. She transforms the attitude of students in the most positive manner to make them ready for the professional journey!

### Dr. Jignesh Trivedi

**Associate Professor**  
Department of Statistics &  
Research Methodology

**Education:**  
Ph. D.  
MBA  
BBA

**Experience:** 12 years



A faculty with 11 years of experience in both practical as well as theoretical subjects. He inspires students to learn subjects like Operations Research, Production and Operations and Statistics with fun by applying innovative teaching pedagogy. His research oriented methodology and approach guides students in their various research projects and achieve expertise in Research and Number crunching. He guides students for industrial exposure in production and operations to get a better and real world scenario which enhances students knowledge spectrum.

### Dr. Bindiya Baxi Chhaya

**Associate Professor**  
Department of Human Resource

**Education:**  
Ph. D.  
M. Com  
B. Com

**Experience:** 21 years



Dr. Bindiya Baxi Chhaya, a recognized PG Teacher, who is having 20 years of academic experience which includes two years of experience as an In-charge Principal and 18 years of experience as Head of the Department of Accountancy. Dr. Bindiya Baxi Chhaya is currently working as a faculty in Finance Accounting and Control Area, teaching courses at the undergraduate and postgraduate programs of the Narayana Business School, Ahmedabad. She has completed her M.Com. She has presented various research papers in national and international conferences and has published material in the form of chapter in a book.

### Ms. Anjali Shah

**Assistant Professor**  
Department of Accounts & Finance

**Education:**  
M. Phil  
M. Com  
B. Com

**Experience:** 12 years



A versatile academician, an M. Phil by qualification, whose teaching and research interest spans the fields of finance and accounts. With a teaching experience of more than 11 years, her insatiable appetite for knowledge is reflected in her publications and conceptual teaching skills.

### Ms. Pragya Sharma

**Assistant Professor**  
Department of HR & OB

**Education:**  
Ph. D. (pursuing)  
MBA (HR & Marketing)  
B. Sc

**Experience:** 16 years



A faculty with an extensive experience of 15 years in the field of HR which includes research in related areas. She is pursuing her Ph.D. in the field of Organizational behaviour in the field of HR. Her strong empathetic skills help her to understand the students in a better way which in turn helps to mould them. She provides a magnificent view and a real extension of the real world to the students.

### Dr. Hardik Brahmbhatt

**Assistant Professor**  
Department of Finance &  
General Management

**Education:**  
Ph. D.  
M.Com.  
B. Com.

**Experience:** 8 years



A faculty who is SEBI Certified Research Analyst and keen researcher with a no. of research papers and articles to his credit. His interests cover the area of Finance, Economics and Law. By qualification, he is a doctorate in Finance having Comprehensive experience which helps students to lead a progressive and enthusiast life. He has also conducted research in the area of Direct and Indirect taxes which proved helpful to the Central Government.

### Mr. Uday Bhatt

**Associate Professor**  
Department of Marketing

**Education:**  
MBA in International Business  
BBA

**Experience:** 34 years



A faculty with dynamic teaching methodology and strict in discipline, which in turn prepares the student for the corporate world with his 33 years of experience with top companies at various places in India. Gaining utmost faith of the Company and their top management, there were a series of new products launches and even successful diversification into new ventures – successfully.

### Ms. Shraddha Mittal

**Assistant Professor**  
Department of Finance &  
General Management

**Education:**  
Ph. D (pursuing)  
MBA  
B. Com.

**Experience:** 10 years



A faculty from the Department of Strategy and Innovation, she is currently pursuing a Ph.D. in the area of Strategic Management. She has an experience of 9 years in teaching and by her unique methods makes the subjects more interesting and relatable with the practical world. Having an entrepreneurial approach, she tries to develop the same in her students by a wide variety of engagement activities.

### Mr. Imroz Mansuri

**Assistant Professor**  
Department of Finance

**Education:**  
Ph. D (pursuing)  
M.Com.  
M.Sc. in Finance  
B. Com.

**Experience:** 17 years



A faculty with a total of 16 years of rich experience in Finance domain and 6 years in Academics. A seasoned player in the field of financial domain owning the knowledge of A to Z and ahead, in the field of Stock Exchange, Global Financial Markets and All financial instruments. He has gained tremendous work experience in renowned companies such as Adani, HDFC Bank and Anand Rathi. An effective and dedicated mentor, who is always available to guide and motivate the students of Narayana Business School. His keen interests are Mutual Funds, Consulting and Content Writing.

### CA Sandeep Kamdar

**Associate Professor**  
Department of Accounts and Finance

**Education:**  
CA  
ICWA  
B. Com

**Experience:** 26 years



He is a qualified Chartered Accountant, Cost Accountant and an Edu-Entrepreneur. He has taught more than 15000 students in areas of professional studies and also has 210+ National Rankers with 2500+ Chartered Accountants qualified under him. He has specialised in areas of Accountancy and Cost Management Accounting since the last 25 years. He dreams about bringing a change in society by educating students to stand still in the highly competitive world of professionals. More to this, he has also got associated in philanthropic work through different trust & community organizations.

### Mr. Pranav Bhatt

**Associate Professor**  
Department of Marketing

**Education:**  
PGD in Cyber Laws  
Diploma in HRD  
LLB  
BBA

**Experience:** 17 years



A faculty of law who is highly energetic and motivated teacher with 16 years of experience in academics. He is a lawyer by profession and a teacher by passion.

### Mr. Maaz Saiyed

**Assistant Professor**  
Department of Marketing

**Education:**  
Ph. D (pursuing)  
M. Phil  
MBA  
PGD in Advertising and Digital Marketing  
B. Pharm

**Experience:** 7 years



The educationalist, The Teacher, The Author, The Researcher, The Influencer, The Explorer and A focused marketing faculty with keen interests in research and teaching brands, advertisements, marketing communication, campaign design and creative writing. His communication skill is capable to deliver various corporate marketing strategies in a lucid way.

Such passion led him to be a guest speaker at institutions like IIM-A, IIM-L, IIM-Udaipur, MICA, PDP-U, AMA and other such prestigious institutes.

### Ms. Monica Maheshwari

**Assistant Professor**  
Creative & Soft Skills

**Education:**  
MBA  
PGDM  
BCA

**Experience:** 10 years



She has more than 9 years of varied experience working with some of the established well-known organizations like SBI, CIBIL, ICICI. She also has experience in running a Startup. Her proactiveness and never let go approach has helped her in embracing her skills in varied domains. She has a knack of exhibiting training creatively and dynamically making lessons Engaging and Experiential for the learners.



# FACULTIES

## The Best Minds from, Across the Country

### Mr. Himanshu Gupta

Assistant Professor  
Department of Marketing

**Education:**  
MBA  
Diploma in Import & Export  
B. Com.



**Experience:** 19 years

A faculty with a hardcore experience of 16 years in the field of Service Marketing. He has the privilege of working with brands like HDFC Bank, ABN AMRO, Aditya Birla, Fullerton India and Reliance. As he has worked with different verticals of the Marketing domain, he possess in depth and keen understanding of the clients needs. At Narayana Business School, he guides students with regards to the implementation of the Digital Marketing Strategies.

### Ms. Dhruvi Shah

Assistant Professor  
Department of  
Information Technology

**Education:**  
MCA  
B. Sc. in Computer Science



**Experience:** 11 years

A faculty in the Department of Information Technology and Analytics who has a blend of teaching and corporate experience over 10 years. By qualification, she is Master in Computer application and has great skills in teaching technical and emerging subjects using modern technology to make Narayana students stand out in the corporate world. She also conducts various IT workshops which enable students to get expertise in IT skills needed for the corporate world.

### Ms. Anju Dwivedi

Assistant Professor  
Department of Marketing &  
General Management

**Education:**  
M. Phil  
MBA  
BBA



**Experience:** 6 years

Ms. Anju Dwivedi, pursuing Ph.D. and Completed M.phil in the field of Marketing is an energetic faculty having an experience of 5 years in the domain of Marketing and Research. She enhances knowledge of students in a very unique and practical way by her practical oriented teaching pedagogy.

### Ms. Noopur Surti

Assistant Professor  
Department of HR

**Education:**  
PHD pursuing  
MBA  
B. Com.



**Experience:** 10 years

Ms. Noopur Surti is pursuing Ph.D. in the field of HR with 9 years of experience. Her area of expertise is Human Resource Management and Organizational Behaviour. She has a passion for teaching and mentoring students and believes in using experiential training methods to enhance the practical knowledge of the students.

### Ms. Kausar Momin

Assistant Professor  
Department of Finance

**Education:**  
PGPM (finance)  
MBA (finance)  
BBA



**Experience:** 3 years

She is a faculty with strong corporate experience as a Financial Analyst. By qualification, she is an MBA, possessing knowledge which includes areas of Finance and General Management. She has strong communication skills and a knack for connecting with students.

### Ms. Chandni Somyani

Assistant Professor  
Department of Communication

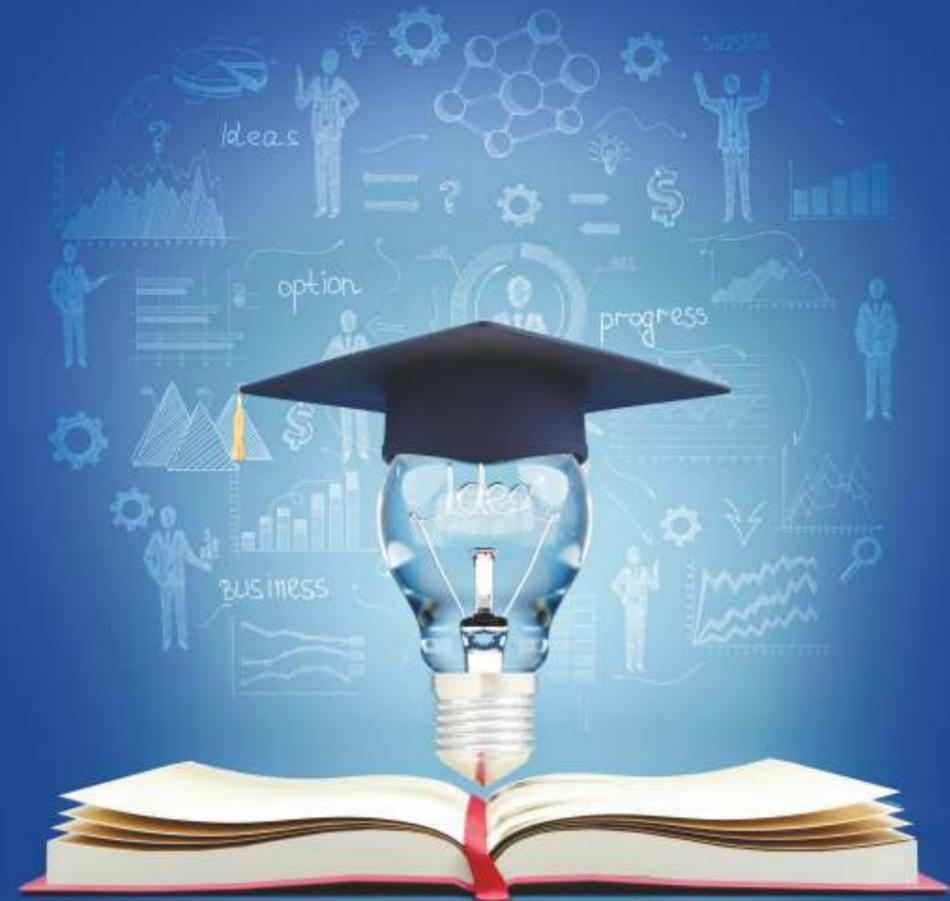
**Education:**  
MA (Psychology)  
BBA (HR)  
NLP Certified Practitioner



**Experience:** 9 years

She is a Corporate Trainer and Educator by profession. She is a USA certified NLP practitioner. Also, a former Trainer of Helen O'Grady. She conducts sessions for Communication and soft skills. She is a commendable speaker, an empathetic person and believes in empowering people.

# NARAYANA CENTRE FOR RESEARCH & INNOVATIONS



To motivate budding entrepreneurs, NBS houses a state-of-the-art NBSpreneurs cell. The place where innovations and new ideas are incubated and promoted. Through a wide network across the industry, NBSpreneurs cell provides students with mentorship guidance and financial as well as infrastructural support.

As Start-Ups are incubated with an initial corpus of up to 50 lakhs capital for innovative & Clinique ideas, corporate donations and empowerment are welcomed.

## The incubated start-ups at the college will have the following benefits

- Access to the vast NIBS network of Industry Leaders
- Infrastructure
- Online and Offline Library
- Internal Networking amongst the incubated Startups
- Air Conditioned Co-Working Shored Space
- High-Speed Wifi Campus
- Meeting and Networking joint
- Amphi Theatre and Auditorium for presentations
- Indoor and Outdoor Sports Complex

NBS is inextricable with interactive and inclusive learning-focused sharply on student's skills and attributes developing cultural agility, flexibility and ability to compete in the global market.



# Programs at NBS

## PGDM

### Quantitative Finance

A Two years full-time PGDM -QF focusing on insights of applicative finance to build a solid financial foundation aimed at creating the next generation Quant, Financial Engineers, and Risk management specialist.



## PGDM

### Data Science & Analytics

A Two years full-time program designed to create Techno managers with an analytical approach towards solving business problems using data visualisation and decision-making tools take your career to the next level in the field of Data Science.



## PGDM

### Dual Specialization

A two years full time PGDM is the institute's flagship program with strong focus on Acquisition, Application and Assimilation of knowledge thereby creating confident managers of tomorrow.



## MBA + PGPCE

A two years full time NBS MBA program designed to provide a well-rounded learning experience in terms of management theories and its practical application with emphasis being laid on broadening their career horizons.



## CFA (US)

The chartered financial analysis program is a professional credential offered internationally by the US based CFA institute aimed at enhancing the global financial management profession and investment management.

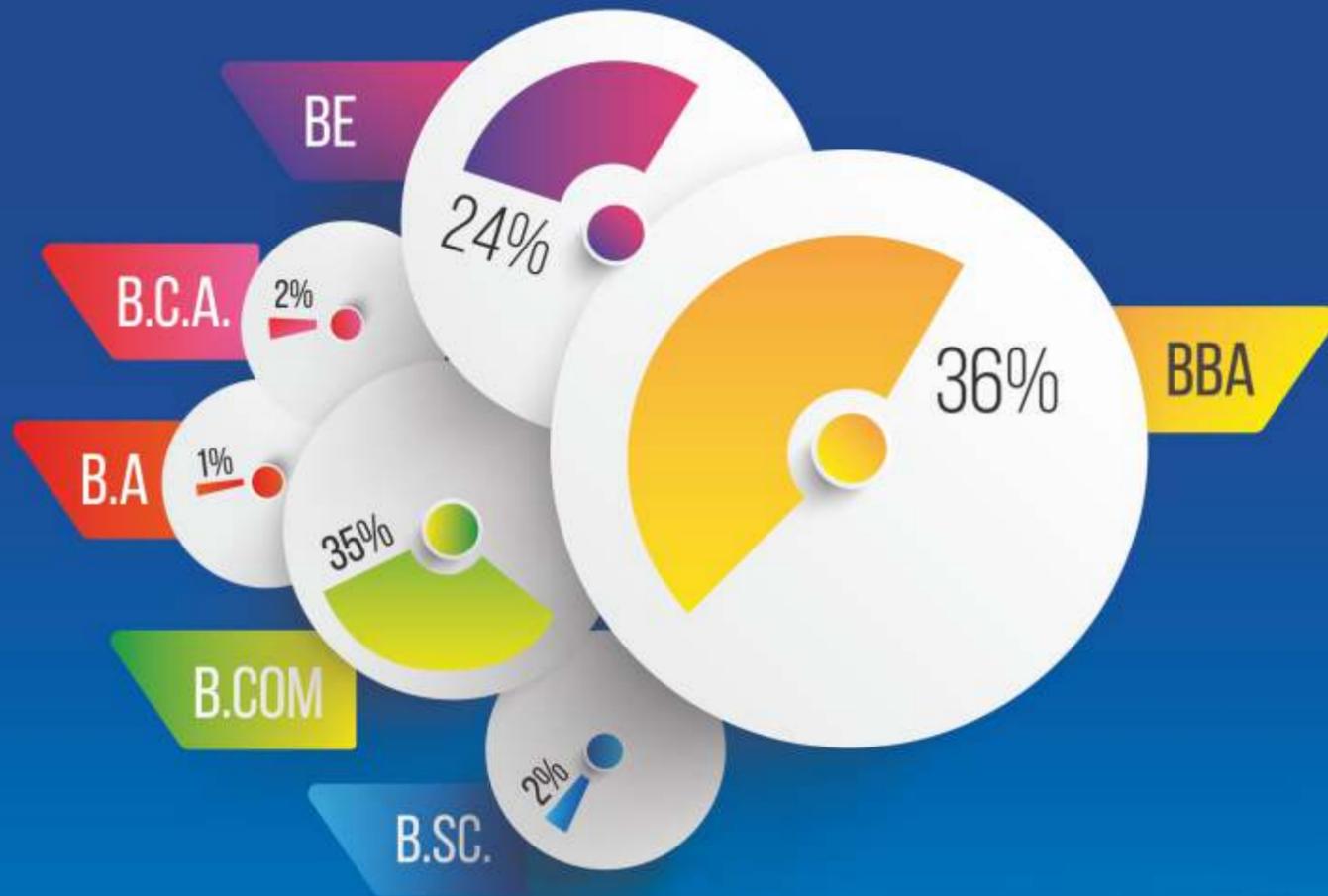




Two Year Full Time **AICTE** Approved  
**MBA & PGDM** Program

Class Profile

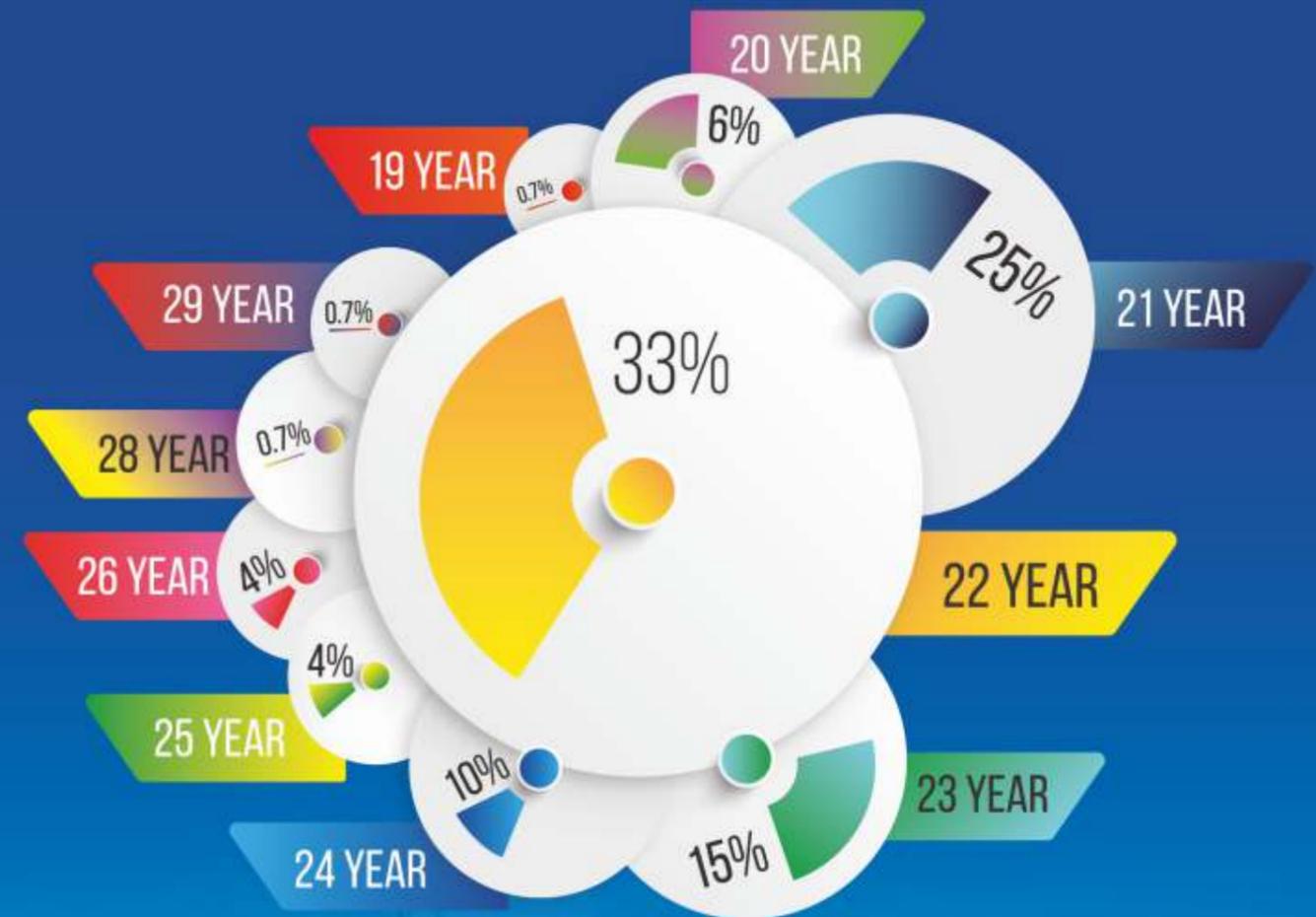
## EDUCATIONAL DIVERSITY



Two Year Full Time **AICTE** Approved  
**MBA & PGDM** Program

Class Profile

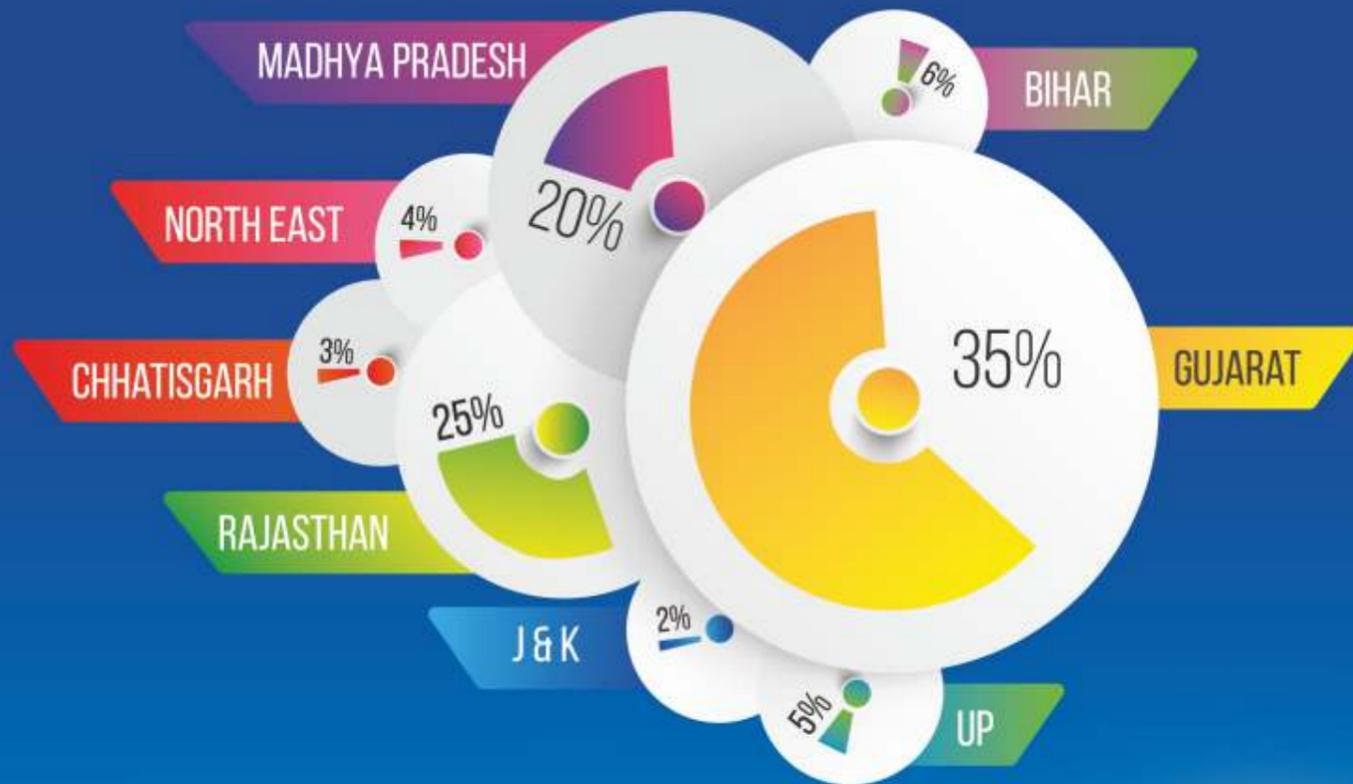
## AGE DIVERSITY



## Two Year Full Time **AICTE** Approved **MBA & PGDM** Program

Class Profile

### **REGIONAL DIVERSITY**



## **INSTITUTE INDUSTRY CELL - IIC**

The industrial interface of NBS bridges the eminent personalities of the industry with aspiring management graduates. With their experiences and applicative knowledge, speakers and mentors from industry facilitate and simulate industrial environment during their sessions to develop regained managerial skill among aspiring managers. This cell advises and counsels the students to determine their paths of careers and prepares them to be achievers. With such a delightful exposure to the industry, NBS-IIC ensures to mould the corporate leaders.

### **Objectives of IIC**

- Regular interaction with the Industry personnel.
- Plan for guest lectures and workshops.
- Training and workshops of personnel from the industry in our campus.
- Arranging talks with industrial experts and students.
- Enhance student skills as per industry requirements.

### **Industrial interactions undertaken by NBS IIC**



**SANJAY RAVAL**

**Designation :** Motivational Speaker  
**Organisation :** NBS



**YOGITA AHUJA**

**Designation :** Founder & Chief Storyteller  
**Organisation :** I Nurture Me



**SUMANTO GHOSH**

**Designation :** Faculty Member  
**Organisation :** IITM



**PRAVIN KABRA**

**Designation :** Founder & Director  
**Organisation :** Transcend IT Consulting Ltd. (UK)



**NIYATI TALWAR**

**Designation :** Research Scholar  
**Organisation :** Western Sydney University



**MANIT TRIVEDI**

**Designation :** Credit Manager  
**Organisation :** HSBC Bank



**KRUPA PARIKH**

**Designation :** Financial Coach  
**Organisation :** Krupa Parikh



**DARSHAN SHAH**

**Designation :** Director  
**Organisation :** DVLivd Consultant



**NIDHI JAYSWAL**

**Designation :** Journalist  
**Organisation :** Zee TV

# OUR PLACEMENT PROCESS



The focussed efforts of the placement process is that the student gets a good placement where they can grow professionally and also personally. The process begins from the day the student is inducted in the college so it's a holistic development that is catered to. It strongly focusses on English language and Personality development.

## The process followed is



# OUR RECRUITERS

At NARAYANA BUSINESS SCHOOL, quality education is backed by strong placement network.

We believe that our role goes further than simply providing a good education. Our quality education makes our students stand clear of global economic crisis.

We arrange campus recruitment program that fulfils today's companies demand of hiring of fresh talent and young management leaders that are trained in newer outlook, interest, skills and approach.



## RECRUITERS SPEAK



We have been hiring from Narayana Business School and we feel proud to be associated with them. The quality of students has been becoming better over the years along with the strong support of the placement team. The dedication and hard work of college is visible in students. The students had the conceptual understanding that we require.

It has been a great association and we are happy to have NBS as our recruitment partner.



**S&P Global**



We had a great experience of recruiting students from Narayana Business School. The placement team and Purvi madam understood the profile in such detail that we could pick the right candidates. The students had good communication skills and all were well groomed.

We wish to be regularly associated with NBS for quality candidates.

**OYO Rooms**

Narayana Business School had a very different approach for recruitment of students. Our experience was great with them. The overall team at the college has done a great job as a team work. Students had the right approach and required skill set. Students could well understand our requirements.



**Naukri.com**



The Quality of students are very good and their learning and implementation skills are outstanding. A great management institution embedded with excellent spiritual values and outstanding learning environment. Truly a great B-School to groom up as a Leader for Today and Tomorrow.

**Indigo Paints**

It was a pleasant experience working with Narayana Business School.

The Candidates had good blend of Theoretical Knowledge And Practical Insight



**Linkruit**



My experience in hiring candidates was very good. Good welcome by the managers, placement and training officers. All the students were well Groomed and Smart.

Overall great experience in Narayana Business School and would love further to do business with them.

**ORIQA Limited**

NOT JUST  
GO THROUGH LIFE  
BUT  
GROW THROUGH LIFE

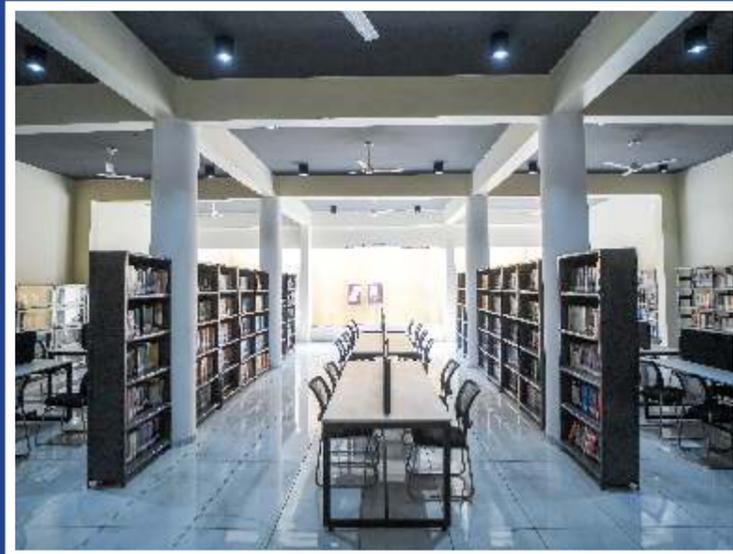


INFRASTRUCTURE AT NBS, CONSTANTLY CRAVE  
FOR THE GROWTH AND DEVELOPMENT OF STUDENTS.

## PDP ROOM

“Mirror Mirror on the wall who is the most confident of all ....”

A room where shaping the right Personalities and behavioural traits is a key driver in high performance. At NBS, we believe that education should not only be about learning the facts but about training the mind to think beyond the books.



## LIBRARY

NBS has a splendid reference and lending library with thousands of books, reports, journals, periodicals and CDs along with E-library facility. It also provides an array of print, non-print and electronic resources to support its students.

## COUNSELLING CELLS

The in-house facilities include multiple counselling and conference rooms which plays an important role in laying a foundation of trust between the counsellor and the student thereby giving personal edge to the students.



## Classrooms

NBS houses multiple AC class rooms designed with the sole aim of generating positive learning experiences that is important for budding management leaders. Classroom designs are distinctive, imaginative and innovative which provides an integrated learning environment. All lecture class room are equipped with the latest audio-visual facilities.





# State-of-the-art IT INFRASTRUCTURE



### WI-FI ENABLED CAMPUS

Students at NBS are privy to a unique Wi-Fi campus. The Wi-Fi campus enables the students to get on-line anywhere on campus without the hassle of wires and plug-ins. The campus truly is the high tech face of the new-age.



### COMPUTER LAB

Well equipped lab with highly configured computers and latest software with high speed internet facility.



### LANGUAGE LAB

The language lab equipped with good audio visual facilities enables self-learning by providing hands-on training for improving listening and speaking skills.

## IT INFRASTRUCTURE DETAILS

- First Business School to implement Microsoft Edu Cloud Campus
- Microsoft is official education Partner of NBS
- NBS has Narayana Microsoft Imagine Academy leading to all Microsoft certifications to our students
- All students will have dedicated Edu Cloud account having access to all licensed Microsoft software's and personal Cloud Space
- Dedicated Lease line of 50 MBPS
- 24\*7 surveillance for enhanced security
- State of the art Computer Labs with most advanced and updated hardware and software
- Internet, printing and scanning facilities are also available through network
- All labs are equipped with uninterrupted power backup
- The Labs are also available for the students for accessing internet, practice and for preparation of their projects
- Wi-Fi enabled College Block
- All class rooms have state of the art audio-visual facility with dedicated systems and internet network access

## Auditorium

The in-house facilities include a well equipped auditorium with modern acoustics and state of art facility to conduct seminars, ted talks, students activities etc.



## AMPHI THEATER

Lush green lawn that attracts any nature lover. It's a place for students to study, to meet friends, to discuss in groups and enjoy the cultural programs.

## CAFETERIA

It's just not a food joint but a place where memories are created. It's a place to relax, interact, rejuvenate and take a break from the daily hectic schedule!



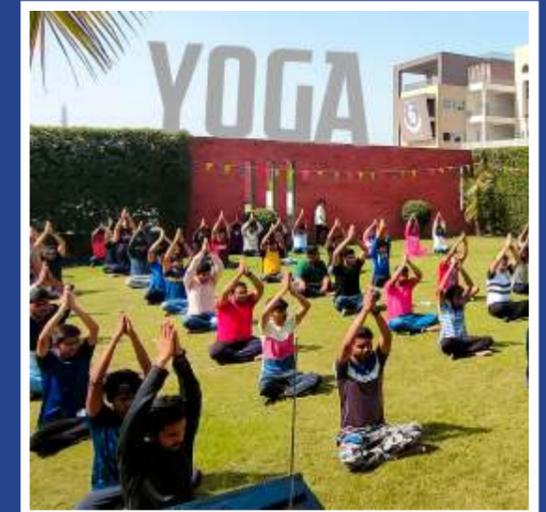
## HEALTH CARE & TRANSPORT FACILITY

The medical center caters to the medical needs of the student by providing first aid facility and a doctor on call. We also provide transportation facility for the convenience of the student with various pick up points within the city.

## SPORTS

**INDOOR** - NBS houses recreation center consisting of Indoor games like Pool Table, Air Hockey, Table Tennis, Carom, Chess, variety of brain teasers along with other indulging games & activities which acts as a stress buster to the students.

**OUTDOOR** - NBS has excellent infrastructure for sports and games with one of the best athletic grounds for lawn tennis, basketball, volley ball, badminton, cricket and archery.



# LIFE AT CAMPUS

- 10 ACRES OF BREATHTAKINGLY BEAUTIFUL CAMPUS WITHIN AHMEDABAD CITY
- STATE OF THE ART AUDITORIUM AND AMPHI THEATRE
- INTEGRATED SPORTS COMPLEX WHICH COMPRISES OF FULL SCALE BADMINTON, LAWN TENNIS, BASKET BALL AND VOLLEY BALL - AT PAR WITH THE INTERNATIONAL STANDARDS
- PHYSICAL AND DIGITAL LIBRARY TO STIMULATE YOUR BRAIN
- HIGH END SMART CLASS ROOMS WHICH WOULD SUIT YOUR PERSONA
- ULTRA MODERN COMPUTER LAB WITH DEDICATED 300 WORKSTATIONS
- AUDITORIUM WITH 400+ SITTING CAPACITY
- EUROPEAN STYLE CAFETERIA
- GREEN BUILDING ENVIRONMENT - LANDSCAPE GARDENS & WATER BODIES





# MENTORSHIP

## What is Mentor Mentee Program?

Narayana Business School has a robust arrangement between students and faculties in the name of Mentor-Mentee Program and is one of the USP of the college.

Mentor-Mentee program at the college is a comprehensive program that is designed and constructed for the newly admitted students. The program is a 3-pronged strategy of Narayana Business School where fresher's get associated with a senior student, assigned faculty mentor and industry mentor.

### AT LAYER 1

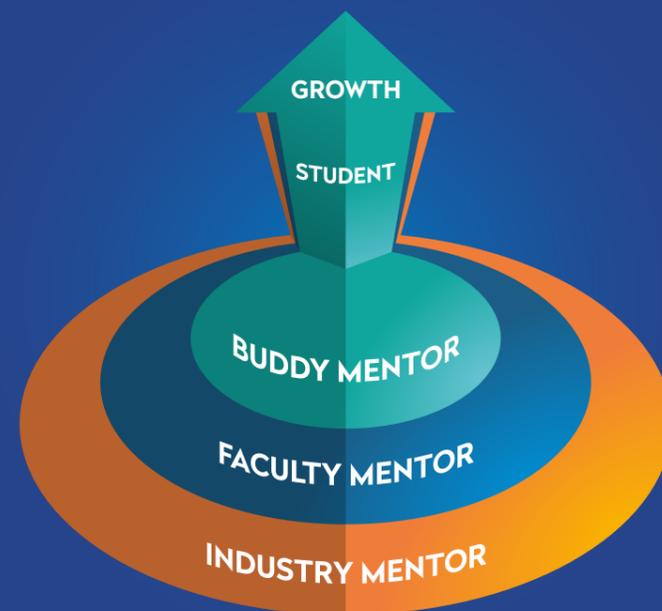
Buddy will be the one-stop solution for all the concerns at NBS.

### AT LAYER 2

A faculty member will ensure constructive interaction, guidance, and motivation to excel in academic.

### AT LAYER 3

An Industry mentor, responsible to share their Industry experiences provide personal and professional insights in career interest area and help to frame strategies for success.



The goal of the Mentor-Mentee program is to make the new student comfortable in the postgraduate college life. The transition from Under Graduate to Post Graduate should be a smooth one, which is achieved through this program. The program not only guides and helps students on the academic side but also on non-academic endeavours.

A student goes through many schedules, thought process and vision changes by pursuing a management degree. The aspirations of student need to be satisfied through viable support and guidance of mentors. Mentors are faculties who are experienced, qualified, and supportive people who have seen life from a close distance and most importantly they are trustworthy next to students' parents.

The bond of trust between the senior student and with the faculty mentor allows the student to settle in the new college life. The student also gets direction about their future goals, which they can discuss, with the Industry Mentor allocated by Narayana Business School. Thus, a student is nurtured in the following way so that Growth penetrates in them through the Mentor-Mentee program.

## What process is followed in allocating Mentors to the Mentees?

Mentors are allocated to mentees and senior students are added into the mentor-mentee group. Responsibility of the senior students, referred to as Buddy, is to guide the new students about setting in the new atmosphere and show them the way in which they can satisfy by their students' responsibility in an effective way.

Mentees remain connected with their allocated Buddy mentors and Buddy mentors stay connected with the Faculty mentors. Mentees can approach both Buddy mentors as well as Faculty mentors if they need guidance on academic as well as non-academic concerns. Buddy mentors and Faculty mentors work in collaboration with regards to actively guiding the new bees.

A well-defined agenda is there of the said meeting where extensive working is done on students' weaknesses and issues. Regular interaction on a weekly basis is conducted at Narayana Business School through online Cloud infrastructure or offline physical premises as the situation demands. Further, in the next meeting follow up of previous meeting is also taken about the task allocated.

The overall status of the mentor-mentee meetings is regularly reviewed by the Dean Academics for feedback and reviews. This helps to locate any student or any issue that has cropped up so that timely corrective action can be taken.

## How does the mentees benefit out of this?

Mentees benefit immensely out of the program of Mentor and Mentee. Setting up into the unfamiliar environment becomes quite easy for the new students. Coming from diverse background be it caste, creed, religion, geographies and adjusting and coordinating with different people requires being compassionate and considerate towards others. The program helps them to learn about working in a team and managing a team with different people thereby building team spirit in them.

Students face issues about their academic program and its set up. They also need to adjust to the culture of giving presentations and submitting their practical oriented project work and that requires an all-round skill set. They can take personal skill training from their mentors to excel in both above.

Emotionally students also face challenges about competition faced in the classroom and getting demotivated during the course. The right guidance at this point provided by the Mentor-Mentee program helps them to rejuvenate their interest towards studies and create an interest in the program.

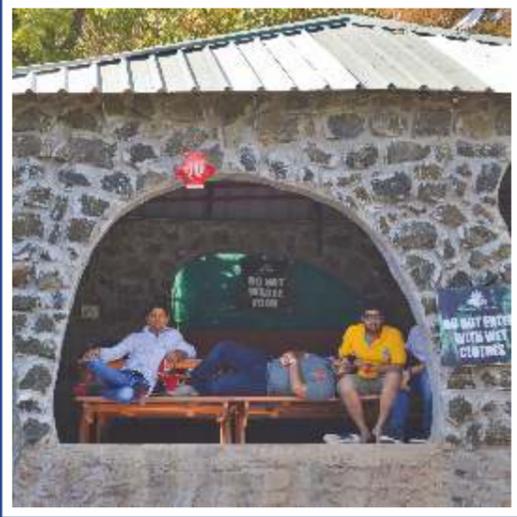
Industry mentor's interaction helps the students to take a clear call about their career. They help student with the selection of the industry and profile as per the strengths of the student. This helps them excel in their corporate life also.

Therefore, the overall experience and exposure gained through this program of Mentor-Mentee have been very fruitful to all the students at Narayana Business School. The bonding, the coordination, the performance, the attachment towards college, faculties and amongst student has strengthened to create an ecosystem of growth for everyone through the medium of Mentor and Mentee Program.

# EVENTS



# EVENTS



# INDUSTRY INTERFACE



## CLUBS AND ACTIVITIES

Life at the NBS Campus is full of opportunities that give students the freedom and flexibility to live their passion and polish their innate skills. You will never see the light of dullness. We celebrate life every day like there is no tomorrow.

NBS has more than 12 students' clubs and committees for each of your talents. Students clubs and committees organize events and activities around the year to fulfil your co-curricular/extra-curricular needs, including all festivities and cultural programs.



The Cultural Committee of NBS is responsible for conducting and organizing festivals, Student events, Cultural Nights, Alumni Meet, conferences, Guest Sessions and seminars on campus. A house to all the artists on campus, NBS CulComm provide them with facilities to practice and perform or giving those memories for a lifetime.

The vision of this club is to explore the inhibit skills and navigate an Individual towards building their own brand identity.



The Philanthropic club aims towards giving back to society. With the motto of doing something for society, NBS PhilComm regularly organizes frequent visits to Orphanages, Old Age Homes and Differently Abled Houses to spend quality time with them sharing warmth and unconditional love. Such things provide educational career and networking opportunities to MBA students interested in developing social responsibility through various significant projects in association with NGOs and Corporates.

The objective is to harness the social impact on the minds of aspiring managers leading to make a difference.



MarComm bestows support and resources to members pursuing a career in the field of marketing. MarComm provides mentorship to the members on current trends in the field of marketing, branding, advertising, communication and sales. It focuses on propelling them to think further hence helping them to source job opportunities in this domain. MarComm organizes guest sessions from Industry Stalwarts. MarComm organizes a flagship series of sessions from the legends of marketing known as "MAX – Marketing Excellence Series".

The Major objective of MarComm is to focus on the empowerment of NBS students by focusing on Creativity and Innovation. We achieve these objectives by focusing on experiential learning activities apart from the regular sessions.



To provide greater exposure to the students, HRComm aims to organize activities to emphasize the development of interpersonal skills needed in the corporate world.

HRComm serves as an excellent platform for all HR enthusiasts to come forward and exchange their ideas relating to the latest trends of HR, to explore the vast ocean of HR knowledge and to sustain and preserve the ideals of Human resource management.

HRComm has the responsibility to conduct various events to keep students abreast of the latest trends in HR.



NBS Finance Club contributes to several strategic initiatives when it comes to exploring and encouraging recent financial trends. To align students with ongoing trends and happenings of the industry, NBS FinComm undertakes initiatives for the students.

It guides students towards a career in Banking, non-banking corporate finance and private wealth management.



With the vision to imbibe a healthy and competitive sporting spirit in the students of NBS, NBS SportsComm works amidst the intensive academic rigor to provide ample 360-degree developmental opportunities. SportsComm organizes sporting activities for the student and faculty community, leading to a healthy, mentally and physically fit the work environment.

SportsComm conducts sporting extravaganzas mainly in Cricket, Football, Basket Ball, Volleyball, Badminton, Table Tennis, Lawn Tennis, Carom, Chess and Snooker & Athletics.



To motivate budding entrepreneur's NBS houses a state-of-the-art NBSpreneurs cell. The place where innovations and new ideas are incubated and promoted. Through a wide network across the industry, NBSpreneurs cell provides students with mentorship guidance and financial as well as infrastructural support.

Start-Ups are incubated with an initial corpus of up to 50 lakhs capital for innovative and clinique ideas. Corporate donations and empowerment are welcomed.



The ClickComm at NBS aims to provide a supportive environment for interested photography students to share their creativity, knowledge, and passion for photography. The committee allows its members to collaborate and exhibit their expertise on various social event platforms. Thus, helping them in exploring possible opportunities for all their photography projects.

The ClickComm is the backbone for every event at NBS for capturing and turning them into Cherish Golden Memories.

## CLUBS AND ACTIVITIES



The Editorial Committee aims to disseminate the information and exhibit the Intellectual Writing capabilities of students by allowing them to publish Articles, Blogs, Research papers, Quarterly newsletters thus giving them exposure to unleash their creativity at best.

The committee is responsible for documentation of activities and events happening in the institute and publish them in the newsletter. The Newsletter is a compilation of the events and highlights of the past Quater, along with artwork, creative writing and academic writing. Edcomm also conducts competitions that can enhance the linguistic skills of the students.



The Social Media Committee is responsible for publicizing the events and activities on varied social media platforms. Students actively participate in various events organized during the NBS social media week.

The Committee fosters its responsibility by creating, posting, moderating, and updating varied Institute activities on social media platforms. Hence, playing an instrumental role in developing a relationship with current students, alumni, new aspirants and industry.



Placement Committee primarily focuses on placing the aspirants to the aspired designations through the Placement Process. They also constantly work in alignment with other academic clubs and try to develop strong Industry- Institute linkages through guest lectures by corporate delegates, plant visits and industrial visits organized by the institute. The committee is an interface between the aspirants, alumni and corporates to get desired placements and Internships.

The PlaceComm takes care of activities like- development of the placement brochure, skills- jobs mapping, conducting Mock Group discussion and PI, facilitating on-campus interviews etc. The committee works under the close guidance of the Placement Department.



## MISSION

Our mission is to develop a most dynamic research-based independent business school which has global recognition for its academic excellence and transpires leadership, effective communication skills, time management and eventually create management professionals with the highest standards of corporate excellence.

## VISION

Our vision of education at Narayana Business School is based on innovative learning methodology, continuous improvement, cultivation of practical skills and an unwavering commitment to academic quality.

Narayana Business School is attaining international standard excellence in management education and research analysis by maintaining continuous market competency.

THE GENESIS AND  
THE JOURNEY  
OF GROWTH OVER **22** YEARS

## INNOVATION

NBS always inspires the aspirants for Entrepreneurship by igniting the ideas and encouraging the innovation for embracement of challenging business world.

NBS provides ample amount of Networking Opportunities, Financial Support and Industrial Mentorships for the successful launch of the Start Up.

## EXPERIENTIAL LEARNING

NBS emphasizes 360-degree development of management aspirants. To develop strong competencies, NBS focuses on Advance Simulation, Market-Driven Value – Added programs to complement the management students. Such programs help them to excel in Industry 4.0.

## CORPORATE LEADERSHIP

NBS proselyte management students to be high-performance leaders, who lead the team and organization from the forefront to excellence. To build such strategic leaders, NBS provides them rich industrial exposure comprising of Multiple Corporate Internship & Live Projects, Guest Sessions by Eminent Corporate personalities and Industrial visits.



**NARAYANA**  
BUSINESS SCHOOL

AICTE APPROVED

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[www.nbs.edu.in](http://www.nbs.edu.in)

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