



Celebrating
25 years
INSPIRE
INNOVATE
EXCEL

Be the
next

in Business &
Management



NSHM Knowledge Campus

Life is full of possibilities. All you need to do is explore them. At NSHM, we provide our students with the perfect environment to explore the world of unlimited possibilities and craft their own success story across multiple disciplines like Business & Management, Media & Communication, Design, Health Sciences, Computing & Analytics, Engineering & Technology and Tourism & Hotel Management.

Today, NSHM has earned a nationwide reputation for its innovative approach to learning. It offers the best industry-integrated learning, internships and top-of-the-line placements. The students are provided with theoretical as well as practical learning, aided with hi-tech labs and infrastructure. Professional and scholarly ambience along with a fulfilling campus life ensures an all-round development of the students.



Our Legacy

Winner of ASSOCHAM India
Award for Best Education Group
in East, 2019

59 Degree
Courses



7 Schools

More than

25,000

alumni working
in India
and abroad

**Experiential
Learning**



Centres of Excellence

The Centres of Excellence at NSHM Knowledge Campus are committed to the holistic development of its students by grooming talented professionals through unique programmes and initiatives.



CENTRE FOR INNOVATION & INCUBATION

Determined to provide team-designed, team-delivered, experience-based and community-based applied learning, NSHM has endeavoured to create this unique platform and has christened it as TAG. This centre inspires, motivates and cultivates the innate human curiosity to bring out the genius in our students, taking them ahead on the path of creation, innovation and entrepreneurship.



CENTRE FOR CREATIVE & PERFORMING ARTS

Aangan is a creative platform where NSHMites learn and showcase their creativity. Aangan features both traditional and contemporary training programmes. A fresh basket of training programmes is offered in every semester by the trainers from various creative disciplines. Aangan works closely with the student community and clubs of NSHM.





NSHM Centre for Language
& Communication

CENTRE FOR LANGUAGE AND COMMUNICATION

NSHM CLC ensures the development of people skills among its students so that they are able to connect with the industry and its people, thereby emerging as successful professionals. Apart from conducting regular English and business communication classes, the centre conducts regular evening classes on the English language, foreign languages & employability skills.



CENTRE FOR SOCIAL ACTION

Outreach is involved in contributing to social causes by mobilising student volunteers to participate in various outreach activities, often in collaboration with charitable organisations and NGOs. It is a platform through which students and individuals can connect with the society and its people.



CENTRE FOR SPORTS & WELLNESS



UDAY aims at contributing to the personal, physical & psychological growth and well-being of students, creating a sporting environment in NSHM. With its state-of-the-art fitness training & gym facilities, UDAY organises regular fitness training programmes and also organises various sports activities and events round the year. The centre is also committed to nurturing young sporting talents through regular training camps and practice.

CBEL

Choice Based Extended Learning

CBEL is Choice Based Extended Learning (CBEL) which is an exciting design to bring NSHM learners across all programmes and levels (UG-to-PG) in a cohort of CBEL programme, as per their choice. NSHM is one of the top education centres in India that offers 50+ CBEL programmes of 20-40 hours duration under 9 baskets.

The baskets are replete with curated multi-disciplinary programmes of useful and productive learning beyond the programmes of study of a learner. Moreover, CBEL will be all about active learning and are intended to extend the joy of learning through engaging activities. The maximum a learner can choose per semester is 4 programmes and the minimum one programme.



CBEL Programmes

- **Business Management**

Course: Brand Management | Sustainable and Ethical Studies | Integrated Marketing Communication | Luxury Brand Management | Marketability of Indian Craftsmanship | Social Entrepreneurship | Managing Workforce Diversity | Logistics and International Supply Chain Management | Lateral Thinking using de Bono Six Thinking Hats | Essentials of Entrepreneurship | Business Plan Formulation & Pitching

- **Communication & Creative Studies**

Course: Cinematography | Set design | History of Art | Aesthetics | Sculpting | Event Management | Press & Public Relation | Product Photography | Design Thinking | Designing a Powerful Presentation | Effective Communication through Theatre | Music, Arts and Acting Appreciation | Monetising Social Media

- **Entrepreneurship**

Course: Organic Product Making - Farm and Non-Farm

- **Health & Wellness Management**

Course: Economic Evaluation of Various Diseases | Legal Issues in Health Care | Health Insurance Management | Ophthalmic Product Development | Self-Practitioner Optometrist | Metrics for Public Health | Clinical Data Management | Health Data Analytics | Pharmacokinetics with Calculations | Pharmaceutical Product Development | Mental Wellness | Yoga for Resilient and Resonant Personality Development | Yoga for Health Management | Wellness through Sports and Fitness Management

- **Hospitality Management**

Course: International Travel Formalities | Tourism Destination Management | Customer Relationship Management in Tourism

- **IT & Analytics**

Course: Research and Data Analysis | Working with Data | Field-survey Project Based Qualitative Analysis of Data | Data Privacy in The Digital Business | Data Analytics with Excel | Industry 4.0

- **Language & Linguistic Studies**

Course: French | German | Sanskrit for Beginners | Phonetics, Linguistics, and Literature Appreciation

- **Professionalism & Skill Enhancement**

Course: Image Development | Professional Attitude for Customer Service | Scientific Writing | Designing Impactful Presence | Emotional Intelligence

- **Socio-cultural Studies**

Course: Universal Human Values | Indian Knowledge System: Introduction to Manuscriptology and Palaeography

Courses

Business & Management

BBA
BBA (Global Business)
BBA (Sports Management)
BBA (Supply Chain Management)
BBA (Accountancy, Taxation & Auditing)
MBA (Full Time)
MBA (Part Time)
M. Philosophy
B.Voc. - Banking, Financial Services
& Insurance

Computing & Data Analytics

B.Sc. - Gaming & Mobile
Application Development
Bachelor of Computer Applications
B.Sc. - Data Science
B.Sc. - Cyber Security
M.Sc. - Data Science & Analytics
M.Sc. - Information & Cyber Security
M.Sc. - Computer Science

Health Sciences

Bachelor of Pharmacy
Bachelor of Optometry
BBA (Hospital Management)
B.Sc. - Psychology
B.Sc. - Medical Lab Technology
B.Sc. - Yoga
B.Voc. - Medical Imaging Technology
Master of Optometry
Master of Pharmacy – Pharmacology
Master of Pharmacy – Pharmaceuticals
M.Sc. - Clinical Psychology
Master of Public Health
Master of Hospital Administration
M.Sc. - Dietetics & Nutrition
M.Sc. - Yoga

Tourism & Hotel Management

B.Sc. - Culinary Science
B.Sc. - Hospitality & Hotel Administration
Bachelor of Hotel Management &
Catering Technology
BBA (Travel & Tourism)
M.Sc. - Hospitality Management
Master of Tourism & Travel Management

Media & Communication

B.Sc. - Film & Television
B.Sc. - Media Science
M.Sc. - Film & Television
M.Sc. - Media Science

Design

B.Sc. - Fashion Design & Management
B.Sc. - Interior Designing
B.Sc. - Multimedia, Animation & Graphics
B.Sc. - VFX Film Making
M.Sc. - Fashion Management
M.Sc. - Animation & Graphics

Engineering & Technology

B. Tech. - Mechanical Engineering
B. Tech. - Robotics
B. Tech. - Civil Engineering
B. Tech. - Computer Science Engineering
B. Tech. - Artificial Intelligence &
Machine Learning
B. Tech. - Data Science
B. Tech. - Electrical Engineering
B. Tech. - Electronics &
Communication Engineering
Diploma of Civil Engineering
Diploma of Mechanical Engineering
B.Voc. - Automobile Servicing
B.Voc. - Refrigeration & Air-Conditioning



Business & Management

India is the world's fifth largest global destination in the retail space. It is expected to increase by 60% to reach US\$1.1 trillion by 2022. Factors like increased digital connectivity and entry of several new players have made the Indian retail industry one of the most dynamic and fast-paced industries. So, professionals capable of taking charge of business administration and logistics will be in demand.

At NSHM, we aim at creating future leaders and empowering them with the skills essential for leading organisations nationally and worldwide. Early industry exposure and expert guidance prepares students to develop a managerial approach from the very beginning that sets them apart from all other graduates. NSHM provides a scholarly and professional ambience along with a fulfilling campus life necessary for all-round development of the students and opens up multiple job opportunities for them.



Course Overview

NSHM provides unmatched industry exposure coupled with state-of-the-art infrastructure that ensures well-rounded training for management students. The managerial styled approach that is followed during the course term makes them ready for any job. With an ever growing online retail sales market, BBA in Supply Chain Management creates opportunities in the logistics and supply chain sector. BBA in Global Business aims to equip managers who intent to enter the global business enterprises at entry level and work their way up in the fulfilling and most exciting career path of global business. BBA in Sports Management prepares students to manage issues, ideas, programs and events related to the industry of sports at all levels, from local to global. BBA in Accounting, Taxation, and Auditing prepares students to be a part of the systematic study that contributes to economy and business, both domestically and globally.





Career Direction

The courses provide a gamut of career options for the students to explore. Some of them are:

Human Resource Management
Marketing
Public Relations Management
Sports Management
Global Business Development
Family Business Management
Sales and Customer Relationship Management
Entrepreneurship
Business Development
Tax Analyst
ITES
Financial Auditing
Retail Stores, Plazas, Multiplexes etc.
Resource Management
Business Analyst
CRM (Credit Risk Management)
Sales Consultant
Financial Analyst
Logistics and Support
Credit Risk Management
Asset Management

KPO/BPO
GPS Applications
Consultancy and Support Services
Production and Manufacturing
International Human Resources Management
International Training Managers
International Operations Managers
Global Distribution Manager
Associate Financial Consultant
International Business Development Executive
Control Officer – Operation in Global Business
Team Manager
Adventure Sports Manager
Sports Manager/Sports Agent
General Manager – Sports
Athletic Director
Event or Facility Manager



Placements & Internship

The placement cell works round-the-year to create internship and placement opportunities for management students. Today, we boast of over 5000 alumni working in major brands all across the country and worldwide.

[Abbott](#)
[ABP News Network](#)
[Amazon.com](#)
[Ambuja Neotia](#)
[Asian Paints](#)
[Aviva Life Insurance](#)
[Axis Bank](#)
[Axis Securities](#)
[Bajaj Capital](#)
[Bajaj Finserv](#)
[Bandhan Bank](#)
[Berger Paints](#)
[Bharti Airtel](#)
[Birla Sun Life Insurance](#)
[BMA Wealth Creators](#)
[Bridgestone India Ltd.](#)
[Aditya Birla Capital Ltd.](#)

[Café Coffee Day](#)
[Capgemini](#)
[DCB Bank](#)
[Edelweiss Broking Limited](#)
[Ernst & Young](#)
[Flipkart](#)
[Genpact](#)
[GKB Rx Lens](#)
[GlaxoSmithKline](#)
[Godrej & Boyce](#)
[HDFC Bank](#)
[HSBC Global](#)
[ICICI Bank](#)
[ICICI Securities](#)
[Indiabulls Securities](#)
[IndiaMART IndiaMESH Ltd.](#)
[ITC Limited](#)

[ITC Wills Lifestyle](#)
[Janalakshmi Financial Services](#)
[Jaro Education](#)
[Johnson & Johnson](#)
[Justdial Limited](#)
[Khadim India Limited](#)
[Kotak Mahindra Bank](#)
[KPMG Global Services](#)
[Medanta the Medicity](#)
[Medica Synergie Pvt. Ltd.](#)
[Metro Global Business Services](#)
[MTR Foods Limited](#)
[Naukri.com](#)
[Neotia Healthcare](#)
[Nestle India](#)
[Nielsen India](#)
[Rainbow Hospital](#)



Alumni



Sudha
Tata Consultancy Services –TCS

Life in the corporate world is very unpredictable. But I am well prepared. Thanks to the wonderful guidance provided by NSHM.



Ayush Kumar
Godrej & Boyce

Joining NSHM turned out to be the best decision of my life. I was encouraged at every step by mentors and the industry exposure also gave me an edge.



Neha Tabassum
Amazon

I got multiple opportunities to learn from industry experts and hone my skills with leading Industry partners. The faculty members also inspired me in my journey.



Gargi Mukherjee
JARO Education

I was blessed to have faculty members who encouraged and motivated me to reach for the stars. The experiential learning prepared me as a professional and also the soft skills sessions made me more confident.



Soamsuvra Sarker
Vodafone

The industry integrated curriculum and the faculty members prepared and motivated me to achieve my goals. The training at NSHM made me an able and confident professional.



Rakesh Pandey
Abdul Latif Jameel Poverty
Action Lab (J-PAL) South Asia

The course at NSHM prepared me for the various challenges that are a part of the corporate sector. The faculty mentored me at every step, helping me to develop my skills.



Snehlata
Ernst & Young

Studying at NSHM enabled me to face the challenges of the corporate world head-on. Today, I am working with Ernst & Young.

Experiential Learning

• Employability Programme

The programme keeps our students abreast of the happenings in the international job market. In addition to gaining in-depth knowledge in their respective curriculums, the students get a definitive edge for higher employability.

• My Call

'My Call' is a target-based performance enhancement tool designed to evaluate overall performance of students in areas like punctuality, internal assessments, on-campus presentability, co-curricular activities etc. on a scale of ten.

• Industry Visits

To provide industry exposure, industry visits to reputed corporate houses like Britannia Industries, Berger Paints, Mother Dairy, Coca-Cola, Indian Oil Corporation, Stone India, Bridge & Roof are arranged for students.

• Internship

Students can get internship opportunities with leading corporate houses like Hyundai Electronics, Century Cement, Indian Oil Corporation Ltd., Max New York Life Insurance Co. Ltd., Bajaj Allianz Life Insurance Co. Ltd., A.C. Nielsen India Pvt. Ltd., Supreme Industries, Durgapur Projects Ltd., HCL Infosystems Limited, Outlook, Shrachi Group, Getit Infoservices Pvt. Ltd., Burnpur Cement Ltd.







Courses Offered

BBA

BBA (Global Business)

BBA (Sports Management)

BBA (Supply Chain Management)

BBA (Accountancy, Taxation & Auditing)

MBA (Full Time)

MBA (Part Time)

M. Philosophy

**B.Voc. - Banking, Financial
Services & Insurance**

Programme-Detail Structure

Affiliated to MAKAUT (formerly known as WBUT)

Name of the Programme	BBA
Duration	3 years
Location	Kolkata & Durgapur

Programme Objective: To prepare students with general business administration knowledge, skills and attitudes to contribute to the changing socio-economic, cross-cultural, diverse, and multi-disciplinary setting to contribute the national and global economy by managing business processes, solving business problems, and making decisions. Besides, they will be able to demonstrate through continuous learning, their leadership abilities, product development, planning and design, effective business communication, critical thinking, online and digital transactions, global perspective - marketing, sales, and distribution, HR and finance, and analytical skills in an ethical and just cause of people, planet, and profit.

Core Areas	Key Learning	Brief Description
Marketing & Sales	Product Development, Planning and Design	Fundamentals of marketing principles, product, pricing and distribution strategy implementation, typical marketing organizational structure, various roles and functions, typical techniques relating to behavioural analysis and clustering the market for product positioning, critical thinking, business/marketing communication, e-business.
	Understanding Sales Process and Automation	Sales process, Sales Structure, Structuring the sales organisation, sales forecasting, territory management, sales allocation-direct and indirect sales concepts, automation of sales and distribution.
	Advertisement and Implementation of Digital marketing Strategies	Artistic and textual elements for effective advertisements and promotion, process and creation of advertising copy, creating unique advantage in product / service positioning, operation and modality relating to Online Marketing Channels – Website Marketing, SEM (Search Engine Marketing – includes SEO and Pay Per Click Advertising), Mobile Marketing (i.e. Google Play, Apple Store), Email Marketing, Online Banner Advertising, Video Marketing, And Social Media Marketing, Online Transaction Processing, CRM.
Research Based Project	Methodology & Design	Research design process, use of Observation / Participant Observation, Surveys, Interviews, Focus Groups, Experiments etc in creating the research design, qualitative and quantitative research, use of both Primary data and Secondary Data Analysis, questionnaire design, research survey-based and analysis project.
	Statistics Based Application and Interpretation of raw / Behavioural Data to meaningful Insight	Collection, description, analysis, and inference of conclusions from quantitative data analysis, reviewing, processing, making inferences on the relations studied, and using them to conclude, role play as business data analyst - Textual, Statistical, Diagnostic, Predictive, Prescriptive Analysis using the data sets/cases from Marketing / Finance / HRM, etc., Business Research communication.
HRM and Finance	Employee Management and Industrial Relations	Recruitment, Retirement, Separation of employees, Policy and practices - Personnel Management, Performance Management, Employee welfare, HR training and development, Industrial relations, etc., Digital transformation, Case studies.
	Accounting and Management of Financial Activities	Business laws, Regulations and compliances, planning, controlling, allocating, and accounting company's assets and liabilities, monitoring operational financing items like expenditures, revenues, accounts receivable and payable, cash flow, and profitability, audit, art and strategies in trading in Share Market by BSE / NSE - IRDA Preparation and Exam certification, Accounting and financial software.

Admission Helpline: Kolkata - 90732 17630 | Durgapur- 95472 77739

Programme-Detail Structure

Affiliated to MAKAUT (formerly known as WBUT)

Name of the Programme	BBA (Global Business)	
Duration	3 years	
Location	Kolkata	
Programme Objective: To prepare the students with knowledge, skills, and insights on the global economy and business climate, apart from the fundamentals of business management for careers in international business, trade, commerce and allied areas in a diverse, multi-disciplinary, and cross-cultural settings. Besides, they will be able to adapt to business disruptions, changes, and transformations by way of continuous learning of management techniques relevant to global business with utmost regard to ethics, international business values, and social responsibility.		
Core Areas	Key Learning	Brief Description
Global Business Environment	Legal Regulatory Framework of Global Business	International Business Environment, Multi National Enterprises (MNEs) and Foreign Direct Investment (FDI), Foreign Trade Policy.
	Global Business	International Business, Theories of International Trade & Investment, International Monetary System, International Financial Markets.
	Global Supply Chain	Global Trade & Global Supply Chains, Global Supply Chain Infrastructure, Logistics in Global Supply Chains, Purchasing in Global Supply Chains, Market Channels in Global Supply Chain, Managing Global Supply Chains.
Marketing	Product Development, Planning, Advertisement	Fundamentals of marketing, product, pricing and advertisement techniques.
	International Marketing	International Marketing, Domestic Marketing vs. International Marketing, Multinational Corporations and Global Corporations, Benefits of International Marketing, Market Entry Strategies, Foreign Direct Investment, Exporting and Importing, Licensing, Joint Venture, Mergers , Acquisitions, Strategic Alliances, Turnkey operations, Franchising, International product decisions, Global products, Global Product Planning, International Pricing decisions, International sales Promotion, International Advertising, Export marketing, Global e-marketing.
Human Resource Management	HRP, HRD & Industrial Relations	Manpower planning, recruitment, selection, training and development, performance appraisal, wage and salary administration, Industrial relations.
	International Human Resource Management	Introduction to IHRM, Recruitment, Selection and Staffing in International Context, Training & Developing in International context, International Compensation, Performance Management, Industrial Relations and Strategic HRM, HRM practices in different countries.
Finance	Accounting and Management of Financial Activities	Business laws, Regulations and compliances, planning, controlling, allocating, and accounting company's assets and liabilities, monitoring operational financing items like expenditures, revenues, accounts receivable and payable, cash flow, and profitability, audit, art and strategies in trading in Share Market by BSE / NSE - IRDA Preparation and Exam certification, Accounting and financial software.
	International Finance	International Financial Management, International Financial Markets, Foreign Trade Finance, International Capital Structure, International Taxation.

Admission Helpline: 90732 17630

Programme-Detail Structure

Affiliated to MAKAUT (formerly known as WBUT)

Name of the Programme	BBA (Sports Management)	
Duration	3 years	
Location	Kolkata & Durgapur	
Programme Objective: To prepare students with the theoretical and practical knowledge for management development, and promotion of Sports and allied businesses, involving sports persons, instructors/coaches, non-clinical and clinical support staff, sponsors, manufacturers, suppliers, event associates, government and non-government agencies, media, national and international sports association, etc. for the national development of all kinds of recognised sports, with ethical and moral responsibilities in a cross-cultural, diverse, and multi-disciplinary setting. Besides, they will be able to continuously add value to sports business, education, and research for the development of better sportspersons and sustainability of indoor and outdoor sports.		
Core Areas	Key Learning	Brief Description
Sports Training	Sports Training and Conditioning	Fundamentals of Sports training process, preparation of sportspersons, capacity building, high-performance training - fitness, strength, corrective and restorative exercises, conditioning, cardiovascular, etc. for various types of sports.
	Communication	Verbal, non-verbal, and writing skills, Visual-Auditory-Reading/Writing-Kinesthesia (VARK) communication styles, sporting spirit, interpersonal and behavioural skills.
Organisation Development	Organisation and Management in Sports	Overview of the sports industry - HR, Finance, Marketing, Sales & Distribution, Logistics & Supply Chain, typical organogram, roles and responsibilities, fundamental knowledge and skill sets required of the sport manager, Sports MIS, solving sport-business related problems.
	Profession Appreciation	Skills training in formal classroom, experiential, and outdoor settings, real-life problem analysis and solution approaches, evaluate all aspects of their assigned preceptor's external and internal situation, live projects, and reporting.
	Leadership	Leadership principles, analytical skills, decision skills, directing programs, facilities planning and management, resources mobilization, utilization, strategy, organization development, growth, and income generation.
Sports Development	Sports Marketing	Fundamentals of Sports marketing - sponsorships, endorsements, naming rights, licensing, marketing and management, marketing of sports segmentation, distribution product decisions, pricing, promotion and emerging issues in sports marketing.
	Sports Rehabilitation	Fundamentals of sports science, Sports medicine, Sports dietetics & nutrition, sport physiotherapy, rehab training.
	Spectator Management and Funding	Facilities planning and development, infrastructure management, event communications, media management, spectator conveniences, security, financial, sales and economic concepts applied to sport environments, facilities planning and development, infrastructure management, Sport enterprises as economic systems, changes in supply, demand, and market trends, Fundraising types, Insurance, public relations, and advocacy.

Admission Helpline: Kolkata - 90732 17630 | Durgapur- 95472 77739

Programme-Detail Structure

Affiliated to MAKAUT (formerly known as WBUT)

Name of the Programme	BBA (Supply Chain Management)	
Duration	3 years	
Location	Kolkata	
Programme Objective: To prepare the students with knowledge and skills of procurement, inventory management, physical distribution, logistics, retail, vendor management, supply chain analytics, customer relationship, and global supply chain management principles and practices for various careers in manufacturing, trading, retail, and other businesses in cross-cultural and multi-disciplinary settings. Besides, they will be able to advance their careers with continuous learning and diverse experiences with utmost regard to ethics, business values, and social responsibility.		
Core Areas	Key Learning	Brief Description
Value Chain Management	Physical Distribution & Logistics	Demand chain, supply chain, procurement, quality, materials and inventory management, sales and distribution, production, logistics planning, and control.
	International Operations & Global Supply Chain	Business opportunities, threats, demands, preferences, behaviour, cultures, employees, business environmental factors, manufacturing locations, management styles, inputs and human resource management practices in various countries.
	Facilities Management	Understand the planning process, entire portfolio of owned and/or leased space, strategic facility goals, organization's strategic objectives.
	E-commerce/E-business	Fundamentals of e-commerce and e-business, business information system, transactions processing, MIS, decision support
	Supply Chain Practice & Procedure	Design, planning, execution, control, monitoring, net value, competitive infrastructure, leveraging worldwide logistics, forecasting, analytics, synchronizing supply with demand, and measuring performance globally.
	Project Management	Procedures of initiation, planning, execution, regulation and closure, project logical framework, project management tools and techniques, ERP, productivity, profitability, quality, budget, and standards.
Marketing	Retail Marketing	Analyse customer needs, wants, evaluate methods, formulate and execute retail marketing, trend analysis, retail analytics, retail strategy.
	E-Commerce and Digital Markets	Different models of e-Commerce, m-Commerce, advantages and disadvantages, concepts and applications of cloud technologies, ERP and eCommerce securities.
IT and Computer Application	Information System	Overview of system, architecture and organization, database system, data collection, processing, retrieval, dissemination, web and internet, computing environment, programming applications, networking, resources management, decision support.
	Basic Data Skills	Concepts, terminology, tools, real-world questions using data, data-driven decision-maker, analyse and communicate data for business-problem solving, using statistics in spreadsheets, and case studies on AI in business.
Financial Analysis	Accounting and Management of Financial Activities	Business laws, Regulations and compliances, planning, controlling, allocating, and accounting company's assets and liabilities, monitoring operational financing items like expenditures, revenues, accounts receivable and payable, cash flow, and profitability, audit, art and strategies in trading in Share Market by BSE / NSE - IRDA Preparation and Exam certification, Accounting and financial software.
	Financial Management and Accounting	Identification and recording of transactions, Ascertainment of financial affairs and Proper mobilization of funds.

Admission Helpline: 90732 17630

Programme-Detail Structure

Affiliated to MAKAUT (formerly known as WBUT)

Name of the Programme	BBA (Accountancy, Taxation & Auditing)
Duration	3 years
Location	Kolkata

Programme Objective: To prepare the students with knowledge and skills of accounting, tax preparation, marketing and financial advising apart from the fundamentals of business management for business accounting, taxation, and allied vocations and careers. Besides, they will be able to adapt to the changing policy, regulations, and norms for advancing their independent practice in various roles of - cost accountant, chartered accountant, financial analyst, tax consultant, etc. and/or professional careers by way of lifelong learning with utmost regard to ethics, business values, and social responsibility.

Core Areas	Key Learning	Brief Description
Accounting	Fundamentals of Accounting	Accounting and different accounting principles, rules of journal, ledger and trial balance, concept of cash book, pattern of final accounts of the sole proprietorship business with adjustment, rectification of errors, different concepts and methods of depreciation, provision for doubtful debt, discount on debtors and discount on creditors, issue of shares and basic concept of International Financial Reporting Standards.
	Cost Accounting, Advanced Accounting, Management Accounting	Cost structure and different cost elements, cost sheet and its different elements, aspects of labour control, labour turnover and idle time, different methods of costing which includes contract costing, job costing, process costing and operating costing. Basic of Hire-Purchase accounting, calculation of Partnership accounts, books for Share Capital & Debentures of a business entity, recording books for Amalgamation of Companies, accounting system for Holding Companies.
	Indian Financial System and Financial Market Operations	Components of a financial system and their role, instruments, participants and operation of the money market as well as capital market, recent developments in the Indian financial institutes along with banking industry, monetary policy and functions of development banks, an overview of project finance and non-banking financial institutions, understanding the financial services institutes and their functions.
Taxation	Principles of Taxation	Basic Concepts of Income tax, concept of salary & Income from House property, concept of profit & gains of Business or Profession, concept of Capital gains & Income from other sources, computation of Gross Total Income.
	Advanced Taxing Law, Indirect Tax Law	Concept of Residential Status and Incidence of Tax, total income and tax liability of an Individual, HUF, Firm and AOP, system of Relief & Double Taxation, different parameters of GST, WB VAT ACT, CENTRAL EXCISE ACT, CUSTOMS ACT.
	Public Finance & Taxation, Tax Planning & Procedure	Focus on public finance issues, principles of taxation and administrative, political, and economic constraints to public expenditure, understanding about public revenue (based budgeting, mid-term financial planning, budget decentralization), distribution of public funds and its effect, changing scenario in Indian taxation system and economic changes after new industrial policy 1991.
Auditing	Advanced Auditing	Auditing standards and IFRS, Audit Sampling, auditing in computerized environment, system of Audit of limited companies, Government audit, Professional Ethics and Regulations in Auditing.
	Advanced Accounting Packages, ERP & Tax Filing	Concept of Inventory valuation in Tally.ERP, computational mechanism of Value Added Tax, computational mechanism of Central Sales Tax, parameters of Point of Sale, computational mechanism of Job Costing.

Admission Helpline: 90732 17630

Programme-Detail Structure

Affiliated to MAKAUT and approved by AICTE, as applicable

Name of the Programme		MBA (Full Time)
Duration		2 years
Location		Kolkata & Durgapur
<p>Programme Objective: PEO1: Established themselves as successful business professionals with strong multidisciplinary knowledge and technical competence used the integration of knowledge and competence necessary for success in the profession.</p> <p>PEO2: Developed interdisciplinary approach to analyze and solve complex problems, interpret data using modern analytical tools & techniques in the field of business, management, and technology.</p> <p>PEO3: Attained the skill for understanding group dynamics with the objective to contribute positively towards collaborative activities and demonstrate the capacity for self management and team work through effective communication.</p> <p>PEO4: Pursued a career for lifelong learning with personal and professional growth, superior work ethics and character towards sustainable betterment of the society by engaging in self learning and practice.</p>		
Core Areas		Key Learning
		Brief Description
Marketing	Integrated Marketing Communications (IMC)	IMC and its environment, setting of IMC objectives, formulating an IMC budget, evaluating creative strategies, analysing behavioural factors, and influencing the effectiveness of communications-convergence for buyer's decision support.
	Marketing Research	Research design, survey methods, experiments, measurements, data collection and analysis using experiential learning around a marketing research theme.
	Consumer Behaviour	Factors influencing consumer behaviour, relating internal dynamics such as personality, perception, motivation, and attitude to the choices that the consumers make, practical exposure in preparing a research report on consumer behaviour issues as per an assigned template.
	Sales & Distribution	Modern theory of distribution with emphasis on logistics and supply chain, ERP environment, sales & distribution in the realm of new age digital and social media, and services marketing.
	Product & Brand Management	Metrics for determining success in implementation of product and brand strategy - critical information handling, quick-wins and long-term value, and activity plan on actuating brand strategy for a hypothetical organisation directed towards external and internal consumers.
	International Marketing	EPRG framework model (Ethnocentric, Polycentric, Regiocentric, and Geocentric) of international marketing, documentation for international trade and commerce, various international bodies in bilateral and multilateral trade promotions.
Management Information System	Managing Digital Platforms	Business models for digital platforms, product platforms integrated with collaborative computing technologies.
	Systems Analysis and Design	Structured analysis and structured design, system development life cycle, object oriented development, entity relationship diagram, context and data flow diagram, relational database system, and relevant case studies in healthcare information system design and development.
	Data Warehousing	Usage of data warehouse and data mining technology to handle massive quantities of historical data, business information for decision making.
	Managing Software Projects	Importance software project management in various domains, description of software project life cycle, different knowledge areas of software engineering and strategic project management.
	Managing Digital Innovation and Transformation	Digital customer-behaviour, building data as a strategic asset, conceptual idea of big data, and digital transformation methodologies.
	E-Commerce and Digital Markets	Different models of e-commerce, m-commerce, advantages and disadvantages, concepts and applications of cloud technologies, ERP and e-commerce securities.

Cont.

Core Areas	Key Learning	Brief Description
Human Resource Management	Organizational Behaviour	Personality, perception, motivation, attitudes, beliefs, values, leadership, how groups behave in organisations, cross-cultural management, organisational design, team dynamics, cross-disciplinary integration and strategic perspective, organisational conflict and organisational change.
	Manpower Planning, Recruitment & Selection	Methods & techniques, job analysis, job evaluation, planning, recruitment, selection, training & development, performance appraisal, compensation management, industrial relations, strategic HRM, international HRM, HR accounting, HR audit, discipline and grievance management.
	HR metrics and analytics	HR metrics, stages of hr analytics, human capital management, HR analytics and the HR delivery model, data and information needs for HR manager, human resource information system, packages for human resource information system.
	Employee Relations & Labour Laws	Employee relations management, industrial relations, employee discipline, collective bargaining, trade unionism in india, laws and acts relating to establishment, etc.
	Compensation & Benefits Management	Employment- policy and programmes, reservation rules, labour market, employment of contract labourers, concept of wage and compensation, productivity and wages, employee benefits, employee welfare and working conditions, etc.
	Performance Management Systems	Performance planning, Monitoring, Developing; Performance Appraisal, Potential Appraisal, Reward management, Competency Mapping, Employee Engagement, Balance Scorecard, Statistical analysis, etc.
Finance	Security Analysis & Portfolio Management	Theories and practices of investments and portfolio management, technical and fundamental analysis of assets selection, risk estimation, return on assets, asset allocation, portfolio formation and optimisation, estimate risk and return of portfolio, measure of performance and rebalancing, etc.
	Behavioural Finance	How psychology affects the behaviour of investors and on the financial markets.
	Financial Derivatives	Value of financial contract, derivative linked to an underlying asset's value, instruments used for hedging, recourse to more assets in the financial and commodities markets, etc.
	International Finance	Financial interrelations between countries, domains of foreign investment, foreign currency exchange rates, globalisation affects, other present and emerging aspects of international finance.
	Cross-Disciplinary Integration and Strategic Perspective	To apply the perspective of their chosen concentrated area of study to develop fully-reasoned opinions on such contemporary issues as the need for innovation, integrity, leading and managing change, globalisation, and technology management. Students shall be able to understand and implement strategies specifying the organisation's mission, vision, and objectives; developing policies and plans to execute the vision; and allocating resources to implement those policies and plans.
Leadership	Global Perspective	Assess and evaluate the dynamic internal and external elements of the competitive global environment, dynamics of global marketplace, global-local synergy, global supply chain and distribution, present and future of LPG, digital economy, key trigger of success for global companies - cases, opportunity mapping for new business start-ups and entrepreneurship, etc.
	Environment and Sustainability	Impact of businesses in societal and environmental contexts, sustainable development goals, addressing ecological concerns, 'clean-green-lean' entrepreneurship, new enterprises and innovation in existing enterprises, sustainability entrepreneurship - new ways of creating value for customers, digital transformation, etc.
	Data Skills	Core data concepts, terminology, tools, real-world questions using data, data-driven decision-maker, analyse and communicate data for business-problem solving, and analytics using statistics in spreadsheets, Python, machine learning, and AI for becoming a more informed, critical, and data-driven decision-maker.
	Communication Skills	Empathy and emotional intelligence, resonance and resilience, behavioural skills, media and digital literacy, technical and business communication, listening, writing, and public speaking, design thinking, creative communication, image management, influencing and personal presence, social networking, etc.

Programme-Detail Structure

Affiliated to MAKAUT and approved by AICTE, as applicable

Name of the Programme	MBA (Part Time)
Duration	3 years
Location	Kolkata

Programme Objective: This Programme is aimed at professional enhancement of working executives. Leveraging experiential learning the students are expected to attain a higher level of professional competence in management, entrepreneurship, and business affairs. These competencies would enable them to act with creative, innovative and entrepreneurial potentials. On completion of the Programme the students will be able to demonstrate and their abilities for further development of self, enterprise, and society with ethical and responsible practices.

Core Areas	Key Learning	Brief Description
Marketing	Marketing Research	Concepts of marketing, B2B, digital & social media marketing, services marketing, marketing research, steps of marketing research, basic research process, problem definition, research designs, qualitative methods, survey methods, experiments, measurement & questionnaire design, data collection and foundational techniques for data analysis, computer application for data analysis.
	Consumer Behaviour	Consumer behaviour and marketing, factors which influence consumer behaviour, relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers making, practical exposure to prepare a research report on consumer behaviour issues within a specific context.
	Sales & Distribution	Techniques of sales process, modern theory of distribution, logistics & supply chain, strategy, retail management.
	Product & Brand Management	Product and brand strategy, understanding metrics for determining success, quick-wins and long-term value, create activity plan to bring brand strategy to life - both externally towards consumers and internally to employees.
	International Marketing	Concepts and theories of international marketing, international product life cycle, international bodies for facilitating the global trade, documentation, global trade and commerce, EPRG model of international marketing, role of various international bodies namely WTO, UNCTAD in bilateral and multilateral trade promotions.
Management Information System	Managing Digital Platforms	Understanding of business models for digital platforms, product platforms integrated with collaborative computing technologies.
	Systems Analysis and Design	Concepts of SSAD, software/system project management, system development life cycle, different models of SSAD namely, waterfall, spiral, rapid application development, OOD, entity relationship diagram, context and data flow diagram and case studies in SSAD.
	Database Management System	Data collection, storage, processing, retrieval, and dissemination, relational database management system, oracle, access in industries, data warehousing, data mining, data mart, decision support, business intelligence.
	Strategic Management of IT	Designing policy and business strategy, digital commerce, diverse IT tools, management of IT and ITeS, statistical analysis tools for example time series analysis, ANOVA, financial analysis tools, VLOOKUP and HLOOKUP enterprise resources management, managing digital innovation, digital transformation.
Human Resource Management	Organisational Design, Behaviour & Change	Organisation theory, organisational structure and design, dysfunctions of specialisation, hierarchy, rules, impersonal characteristics, emerging prganisational designs, forces reshaping organisations, understanding personality, perception, motivation, attitudes, beliefs, values, leadership, how groups behave in organisations, organisational conflict and organisational change, group and group dynamics, teams in the modern workplace, creating effective teams, team building, contemporary issues in managing teams, cross cultural management, corporate culture, change management.
	HR Metrics & Analytics	Methods, techniques, and metrics - job analysis, job evaluation, manpower planning, recruitment, selection, training & development, HR audit, HR accounting, performance appraisal, compensation management, industrial relations, discipline and grievance management, Stages of HR Analytics, human capital management, HR delivery model, human resource information system.

Core Areas	Key Learning	Brief Description
Human Resource Management	Employee Relations & Labour Laws	Employee Relations Management, Industrial Relations, Employee Discipline, Collective Bargaining, Trade Unionism in India, Laws relating to Establishment: Factories Act, 1948; Plantations Labour Act, 1951; Mines Act, 1952; Shops & Establishment Act, Laws relating to Wages: Payment of Wages Act, 1936; Minimum Wages Act, 1948; Payment of Bonus Act, 1965; Equal Remuneration Act, 1976, Laws relating to Industrial Relations : Trade Unions Act, 1926; Industrial Employment (Standing Orders) Act, 1946; Industrial Disputes Act, 1947; Laws relating to Social Security – Employees' Compensation Act, 1923; Employees' State Insurance Act, 1948; Employees' Provident Funds & Misc. Provisions Act, 1952; Maternity Benefit Act, 1961; Contract Labour (Regulations and Abolitions) Act, 1970; Payment of Gratuity Act, 1972, The. Protection of. Human Rights Act, 1993, The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.
	Performance, Compensation & Benefits Management	Performance planning, monitoring, developing, performance appraisal, potential appraisal, reward management, competency mapping, employee engagement, balance scorecard, employment- policy and programmes, reservation rules, labour market, employment of contract labourers, concept of wage and compensation, dearness allowance, productivity and wages, employee benefits, employee welfare and working conditions.
	Strategic & International HRM	Strategic HRM- meaning, elements, components, objectives, human capital management (HCM) strategy, strategic HRP, high performance work systems, resourcing strategy, talent management strategy, learning and development strategy, reward strategy, HR evaluation, recruitment and selection of staff for international assignments, international management development, international pay and reward, international employee representation, international corporate social responsibility and employment relations.
Finance and Strategic Management	Corporate Finance	Behavioural finance, investors and financial markets, how corporations organize financing avenues, design capital structure and make investment decisions, maximizing shareholder wealth, strategies for long term and short term financial planning, capital budgeting as investment decisions, investment banking using valuation techniques.
	Security Analysis & Portfolio Management	Theories and practices of investments and portfolio management, how to select assets via technical and fundamental analysis, estimate risk and return of individual assets, asset allocation, portfolio formation and optimisation, estimate risk and return of portfolio, measure its performance and rebalancing.
	Financial Derivatives	How the value of financial contract or derivative is linked to an underlying asset's value, complex instruments used for hedging, recourse to more assets in the financial and commodities markets.
	International Finance	Financial interrelations that occur between countries, domains of foreign investment, foreign currency exchange rates, globalisation and relevance of international finance .

Admission Helpline: 90732 17630

Programme-Detail Structure

Affiliated to MAKAUT (formerly known as WBUT)

Name of the Programme	M. Philosophy	
Duration	2 years	
Location	Kolkata	
Programme Objective: PEO1: Established themselves as successful professionals with strong multidisciplinary knowledge and technical competence in the field of Management Science and have used knowledge and competence necessary for research-backed decision support. PEO2: Developed interdisciplinary approach to analyse and solve complex problems, interpret data using modern analytical tools and techniques in the field of business and management. PEO3: Attained the skill for employing measurement tools and methods to communicate results in team work and diverse settings. PEO4: Pursued a career for lifelong learning and research with personal and professional growth, superior work ethics and values towards sustainable development.		
Core Areas	Key Learning	Brief Description
Research Methodology	Research Approaches & Research Design	Understanding of validity & reliability, qualitative vs quantitative, inductive & deductive research & details of 3 types of research design & their appropriateness.
	Research Sampling & Data Collection Tools	Understanding the concept , steps & different methods of sampling & data collection procedures.
	Measurement & Scaling	Use meaningfully the different ties of scales for and for both parametric & non-parametric tests.
	Probability Distribution & Estimation	Understanding the concept of probability and its various types of distribution, understanding estimation & biases, test of hypothesis & its dimensions, and non-parametric tests.
	Analysis of Data	Understanding of bivariate & multivariate data, covariance, dummy variable modeling, regression, factor, conjoint, discriminant etc.
Management Issues	Basic Concepts of Management	Understanding of management concepts & various schools of management, organisation behaviour & human traits.
	Finance Management (Specialisation)	Basic concepts of accounting & finance, management accounting & managerial finance - ratio analysis, costing, valuation of securities, capital structure etc., financial market & portfolio management.
	Marketing Management (Specialisation)	Understanding of brand, product & service marketing and Consumer behaviour.
	Human Resource Management (Specialisation)	Understanding of HR planning, development & compensation administration, and industrial relations & labour laws.
	Computer Applications Management	Understanding of computer applications, artificial intelligence & e-commerce.
Research on Contemporary Areas	Introduction to Current Trends Marketing	Market basket analysis, e-commerce, digital marketing.
	Introduction to Current Trends in Finance	IFRS and financial time series (efficiency, volatility, long memory, complex system), block chain & crypto currencies.
	Introduction to Current Trends in HR	HRIS, values & ethics in business, compensation management.
	Introduction to Current Trends in IT	Emerging areas on computing, applications with artificial intelligence, machine learning, etc.
	Dissertation and Defense	

Admission Helpline: 90732 17630

Programme-Detail Structure

Affiliated to MAKAUT (formerly known as WBUT)

Name of the Programme	B.Voc. - Banking, Financial Services & Insurance
Duration	3 years
Location	Durgapur

Programme Objective: To prepare the students with knowledge and skills related to business decision support and apply suitable quantitative and qualitative techniques in analysing and solving banking and insurance related problems employing new financial techniques. Besides, to evaluate global perspectives of Banking & Insurance and advance- expertise in banking and financial services through higher studies and continuous learning for practice with ethics and social responsibility.

Core Areas	Key Learning	Brief Description
Banking	Banking	Fundamentals of banking, History of banking, Indian Banking system, Regulations, Monetary policy, bank management and operations, security and safety, technology and automation, online banking, Online Transaction Processing, Customer and relationship management, working in a Bank.
	Communication	Basics of business communication, verbal and non-verbal skills, financial reporting, global business environment, indian business environment, business trends and forecasting, business presentations, media communications.
	Decision Making	Use analytical and reflective thinking techniques, design thinking, statistical techniques, data-expertise-technology, problem-solving, viable alternatives, decision support system.
	Marketing	Banking products, insurance products, other financial services, financial market, fundamentals of marketing, advertising & PR, customer evaluation, customer grading, CRM, outreach, social responsibility.
Financial Assessment	Fund Management	Fund management, managing the cash flows, types of financial institution, roles of a fund manager, micro-financing, audit and assessment, deposit, loans, asset-liability framework.
	Credit Risk Management	Credit risk, risk management, role and responsibility of credit risk manager, managing the organization creditworthiness - employees, customers, reputation, assets, and interest of stakeholder.
Insurance	Insurance and Products	Insurance sector in India, Regulations, Regulatory authorities, Role of banks, bankassurance, Insurance agents, risks, claims, legal issues, actuarial services, transnational regulations, global scenario.

On-Job Training/ Internship

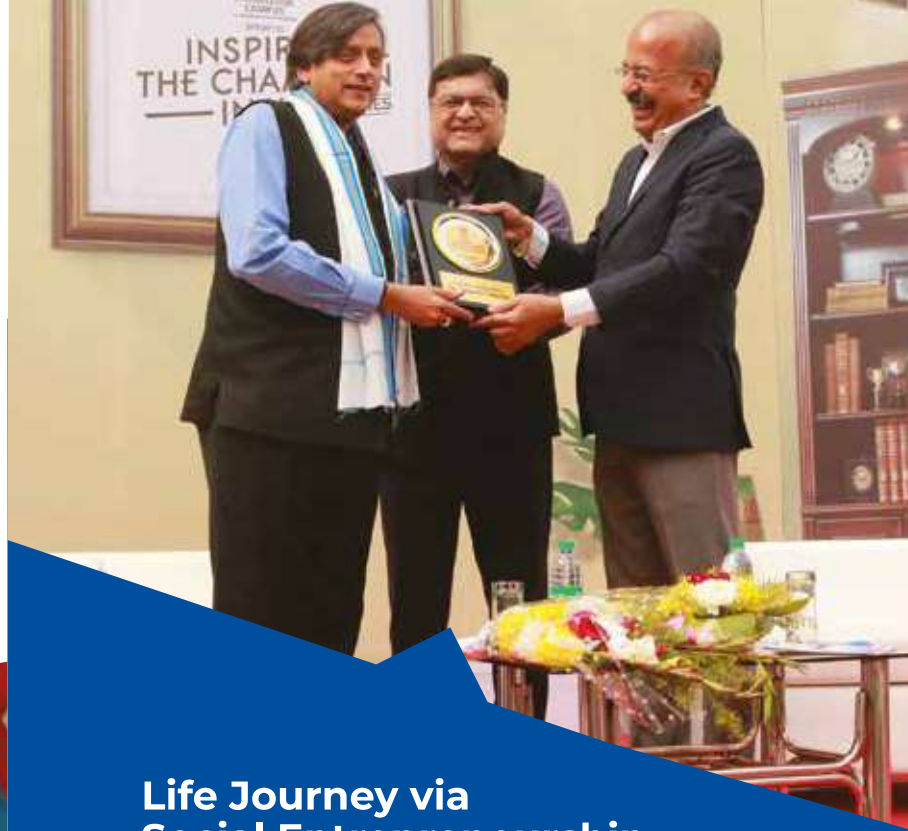
Admission Helpline: 95472 77739

Events & Activities



Life Journey via Social Entrepreneurship

NSHM organised a 'Bounce Forward' session with Mr. Nand Kishore Chaudhary, noted social entrepreneur and Chairman & Managing Director of Jaipur Rugs, which connects poor weavers in remote areas of Rajasthan with domestic and international markets.



Inspire the Champion in You

NSHM's annual flagship event hosted Dr. Shashi Tharoor (MP, Lok Sabha) and Ravinder Singh (Author) to motivate students to achieve their full potential.



Masterclass with John O'Shea

Sports journalist turned social entrepreneur, Mr. John O'Shea was at NSHM to hold a special session for students on social entrepreneurship.



Industrial visit to Coca-Cola Plant

Students visited the Coca-Cola plant which exposed them to a real workplace environment.



Orientation Day

New students were given a warm welcome by the department at the batch launch programme.



Bounce Forward with Sam Cawthorn

NSHM hosted an inspiring session with internationally acclaimed motivational speaker Mr. Sam Cawthorn who encouraged students to spring back from failures and make the most of life.

The Digital Generation The virtue and the vice

Mr. Krish Dhanam, CEO of Zig Ziglar Corporation, shared his views on the topic "Catering to the digital generation - Apps for virtue and vice".



NSHM Knowledge Campus, Kolkata

124, B.L. Saha Road (nearest metro stn. Rabindra Sarobar),
Kolkata 700 053 | Ph: (033) 2403 2300/1

NSHM Knowledge Campus, Durgapur

Arrah, Shibtala via Muchipara, Durgapur 713 212
Ph: +91 34325 33813/14 | Fax: +91 343 253 4025



Kolkata **90732 17630**
Durgapur **95472 77739**



Official banker:



www.nshm.com

Disclaimer:

This information booklet of NSHM Knowledge Campus was published in May 2021, and the information given was correct at that time. It is intended primarily for those considering admission to the college in the year 2021. We reserve the right to modify any statement if necessary, to make variations to this content or methods of delivery of programmes of study, to discontinue programmes or to merge or combine programmes. If such action is reasonably considered by the college, every effort will be made not to do so, notice of any changes will be given and the college will use all reasonable endeavours to provide a suitable alternative. Information about specific entrance requirements is intended as a guide only. For campus-specific details, please visit the respective NSHM Knowledge Campus at Kolkata and Durgapur. All disputes are to be settled within the jurisdiction of Kolkata for all NSHM Knowledge Campuses.