www.nshm.com

NSHM KNOWLEDGE CAMPUS DURGAPUR

# MASTER OF BUSINESS ADMINISTRATION



NSHM KNOWLEDGE CAMPUS, DURGAPUR




# Our Legacy

**29**

Years of Excellence
In Education

**7**

Schools

## Highlights

**65+**

Degree Courses

**35000+**

Strong Alumni Network

# Affiliations & Accreditations

## Maulana Abul Kalam Azad University of Technology, West Bengal (MAKAUT)

- NSHM's courses are affiliated to and degrees are awarded by MAKAUT

## All India Council for Technical Education (AICTE)

AICTE is responsible for proper planning and coordinated development of the technical education and management education system in India

NSHM's course contents and curriculum design, teaching methodologies, student intake norms, etc., are accredited with AICTE, as applicable

## West Bengal University of Health Sciences (WBUHS)

- The nursing courses are affiliated to and degrees are awarded by WBUHS

## Pharmacy Council of India (PCI)

- NSHM's UG and PG pharmacy courses are accredited by the Pharmacy Council of India

## West Bengal Nursing Council (WBNC)

- NSHM's GNM Diploma programme is approved by the West Bengal Nursing Council

## Indian Nursing Council (INC)

- NSHM's BSc Nursing course is approved by the Indian Nursing Council

# Rankings




NSHM Business School, Durgapur, secures the 2nd rank among top BBA colleges in West Bengal as per India Today Rankings 2024




NSHM Knowledge Campus got certified at the Times Business Awards in the year 2022.




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# Media Awards
(2025)

abp আনন্দ

Excellence in Holistic Learning and Placement Readiness



abp LIVE

Excellence in Multidisciplinary Education



NEWS 18 বাংলা

Eminent Institute with Skill-based Holistic Education



ZEE ২৪ ঘণ্টা

Excellence in Holistic Development and Placement Success



TV9 বাংলা

Excellence in Holistic Learning and Placement



MTC Global

MTC Global and Fortune India Best B School Ranking2025



# Programmes offered at NSHM

## BUSINESS & MANAGEMENT

BBA - Bachelor of Business Administration

BBA - Hospital Management

BBA - Sports Management

BBA - Banking & Financial Services

MBA - Master of Business Administration

MBA - Healthcare & Hospital Management

MHA - Master of Hospital Administration

## HEALTH SCIENCES

Bachelor of Optometry

B.Sc.- Psychology

B.Sc.- Medical Lab Technology

B.Sc.- Dietetics & Nutrition

B.Sc.- Radiology & Imaging Technology

B.Sc - Critical Care Technology

M.Sc.- Clinical Psychology*

M.Sc.- Dietetics & Nutrition*

M.Sc.- Medical Lab Technology*

M.Sc.- Radiology & Imaging Technology*

Master of Optometry*

Master of Public Health*

## Pharmacy

Bachelor of Pharmacy

Blended Learning Mode : Online classes on weekdays & offline classes on weekends offered in select PG Courses.*

## COMPUTING & ANALYTICS

BCA - Bachelor of Computer Applications

MCA - Master of Computer Applications

## ENGINEERING & TECHNOLOGY

B. Tech. - Computer Science Engineering

B. Tech. - Computer Science Engineering (Artificial Intelligence & Machine Learning)

B. Tech. - Computer Science Engineering (Data Science)

B. Tech. - Electronics & Communication Engineering

## HOTEL & TOURISM MANAGEMENT

B.Sc. - Hospitality & Hotel Administration

BBA - Travel & Tourism Management

Bachelor of Hotel Management & Catering Technology (Europe/USA Internship)

B.Sc. - Culinary Science

M.Sc. - Hospitality Management

BBA - Aviation Hospitality Services & Tourism Management

## NURSING

Diploma in General Nursing & Midwifery (GNM)

B.Sc. - Nursing

# Academic Partners at NSHM





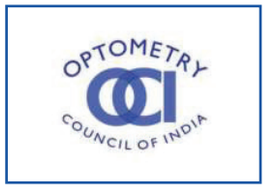

















































































# Programme Overview

# MBA
## (Master of Business Administration)

NSHM Knowledge Campus, Durgapur is one of the top institutes in Eastern India. It has endeavoured to deliver high-quality education and training to West Bengal since its foundation. The MBA programme, at NSHM Business School, Durgapur, places you at the center of the learning process and is designed to enhance a student's managerial abilities and learn the fundamentals of management. Students have the choice of selecting dual specialisations in Marketing, Finance, Human Resources (HR), Business Analytics. No Specialization by the name Management Information System is offered as per MAKAUT -MBA Syllabus.

## COURSE DURATION:

2 Years (Full-time); Credit Value: 108 Credits
Students will undergo 8-10 weeks full-time Industry Internship between Semesters 2 & 3
A 6 Credit Industry Internship
Project Report + Viva Voce will be submitted in 3rd Semester.
"Comprehensive Viva Voce" at the end of the 4th Semester.

## COURSE OBJECTIVE:

The overall objectives of this academic Master's program MBA is to educate and prepare a diverse group of men and women with knowledge, analytical ability and skills required to provide leadership to organize competing globally with a diversified workforce. Students will develop the ability to analyze complex management situations by managing information, applying qualitative and quantitative solutions, and integrating information technology to improve decisions.

## MAJOR & MINOR:

Marketing, Finance, Human Resource, Health care, Business Analytics

## ➤ PEDAGOGY & LEARNING TOOLS:

- Lectures
- Discussion
- Case Studies
- Group Task
- Projects
- Flipped Class
- Presentation
- Assignments
- E-Learning

## ➤ ASSESSMENT WEIGHTAGE:

- E-Learning
- Project Report
- Sessional Assessments
- University Exam

## SEMESTER 1

### NSHM's Value-Added Curriculum

- Economics for Managers
- Organizational Behaviour
- Business Laws, Ethics and Governance
- Accounting for Managers
- Research Methodology & Business Statistics
- Entrepreneurship and Digital Transformation
- Communication Skills and Executive Presence I
- Basic Excel Boot Camp
- Basic PowerPoint Boot Camp
- Public Speaking Boot Camp
- Resume Building Workshop
- Industry Tour I

## SEMESTER 2

### NSHM's Value-Added Curriculum

- Operations Research
- Financial Management
- Marketing Management
- Operations and Project Management
- Management Information System
- Human Resource Management
- Financial Technical Analysis Boot Camp
- Case Study Group Project I
- Advanced Excel Boot Camp
- Communication Skills and Executive Presence II
- Industry Tour II

## SEMESTER 3

### NSHM's Value-Added Curriculum

- Corporate Strategy
- Industry Internship
- SIP & Viva Voce
- Three Electives for Major
- Two Electives for Minor
- Grooming and Soft Skills Development I
- Case Study Group Project II
- Educational Tour
- Elective Specific Certification

## SEMESTER 4

### NSHM's Value-Added Curriculum

- Comprehensive Viva Voce
- Four Electives for Major
- Four Electives for Major
- Grooming and Soft Skills Development II
- Industry Readiness Modules

# MBA - Healthcare and Hospital Management

The MBA (Healthcare & Hospital Management) is a two-year, full-time program with core courses in the first year and specialization options in the second. Students. can choose between Healthcare Management, which includes Health Informatics and AI, Health Insurance, National Health Policies, and Project Management, or Hospital Management, which covers Health Safety and Risk, Hospital Operations, Entrepreneurship, and Operations Research. The curriculum also covers HR, Marketing, Finance, Supply Chain, Quality, Accreditation, Hospital Architecture, and General Management. An industry immersion program with on-the-job training follows the first year.

## COURSE DURATION:

2 Years (Full-time); Credit Value: 108 Credits

Students will undergo 8-10 weeks full-time Industry Internship between Semesters 2 & 3

A 6 Credit Industry Internship
Project Report + Viva Voce will be submitted in 3rd Semester

## COURSE OBJECTIVE:

Develop managerial competence in healthcare settings by integrating principles of management with healthcare systems and practices.

## ➤ PEDAGOGY & LEARNING TOOLS:

- Lectures
- Discussion
- Case Studies
- Group Task
- Projects
- Flipped Class
- Presentation
- Assignments
- E-Learning

## ➤ ASSESSMENT WEIGHTAGE:

- E-Learning
- Project Report
- Sessional Assessments
- University Exam

## SEMESTER 1

### Academic Curriculum

Health Economics and Health Policy
Management Theories and Corporate Governance
Public Health and Epidemiology
Quality Management in Healthcare
Research Methodology and Scientific Report Writing
Medical Record Science

### NSHM's Value-Added Curriculum

Healthcare Communication Skills
Personal Branding and Networking
Spreadsheet Mastery for Healthcare Leaders
Elective-Specific Certifications
Academic Writing Bootcamp
Industrial Immersion Program -1

## SEMESTER 2

### Academic Curriculum

Clinical Services Planning and Management
Supportive Service and Facilities Management
Human Resource Management in Healthcare
Healthcare Marketing and Public Relations
**Winter Internship**
Biostatistics and Data Analysis
Hospital and Healthcare Accreditation

### NSHM's Value-Added Curriculum

Design Thinking and Innovation
Digital Marketing Essentials
Healthcare Analytics and Dashboard Bootcamp
Financial Analysis for Healthcare Operations
Elective-Specific Certifications
Industrial Immersion Program -2

## SEMESTER 3

### Academic Curriculum

Hospital Architecture, Planning and Designing
Hospital Accounting and Finance -1
Logistics and Supply Chain Management in Healthcare
Hospital Service Marketing
Minor/Specialization – Track 1 Healthcare Management
Health Informatics and Artificial Intelligence
Health Insurance and Managed Care
Minor/Specialization – Track 2 Hospital Management
Health Safety and Risk Management
Hospital Operations Management
Summer Internship - 2 Months

### NSHM's Value-Added Curriculum

AI & Prompt Engineering for Healthcare Efficiency
Financial Planning and Investment Management
Peer Review Case Study Chronicles
On-the-Job Training (OJT) Program
Advanced ATS Resume Building Workshop
Scholarly Ink Workshop
Elective-Specific Certifications

## SEMESTER 4

### Academic Curriculum

Strategic Management in Healthcare
Industrial Relation, Conflict Management and Negotiation for Healthcare Workers
Medical Ethics, Law and Etiquette
Hospital Accounting and Finance – 2
Minor -1 Healthcare Management
National Health policies and Programs
Project Management in healthcare
Minor-2 Hospital Management
Entrepreneurship and New Venture Planning
Operations Research for Decision Making

### NSHM's Value-Added Curriculum

Strategic Leadership and Conflict Mastery
Stress and Time Management for Healthcare Professionals
Emotional Intelligence and Mindfulness for Healthcare Leaders
Business Etiquette and Cross-Cultural Management
Elective-Specific Certifications



# Placement & Key Highlights

# Key Placement Highlights

The placement cell works round-the-year to create internship and placement opportunities for the MBA students. Some of the companies in which our students have been placed or have interned are listed below:

## MBA Programmes

**HIGHEST CTC**

**10**

**LACS PA**

**PAID INTERNSHIP**

**93.73%**

## Key Placement and Internship Partners

Jio, Bajaj, Coca-Cola, Nestlé (Good Food, Good Life), Emami, HDFC Bank (We understand your world), ITC Limited, TCS (Tata Consultancy Services), Amazon, PwC, Cease Fire, Spencer's (Makes fine living affordable), Netscribes, Shyam Steel, SBI General (Suraksha Aur Bharosa Dono), Asian Paints, Skipper Limited, SBI Life Insurance (With Us, You're Sure), Jana Small Finance Bank, Shree Cement Limited, Berger Paints (Point your Imagination), Naukri.com, Pinnacle, Kotak Life Insurance, Planetspark

# Key Placement and Internship Partners




















































































# Career Direction

- Banking & NBFCs
- Edutech
- Credit Research & Ratings
- KPO, BPO
- Supply Chain and Logistics
- Financial Services
- Media
- Telecom
- Management Consultant
- IT/ITES/ Fintech
- Sales and Marketing
- Retail and Lifestyle
- FMCG/FMCD
- Healthcare
- Academics and Research
- E Commerce
- Investment Banking

# Distinguished Roles & Positions Offered

- Associate Analyst
- Business Consultant
- Business Development Executive
- Career Development Executive
- Credit Analyst
- Demand Manager
- Equity Advisor
- Equity Analyst
- Equity Researcher
- Executive - Client Acquisition
- Finance Writer
- Financial Analyst
- Financial Counselling
- HR Executive
- HR Manager
- Management Trainee
- Manager - Career
- Development Manager – Retail Sales
- Marketing Executive
- MT-Bancassurance
- Private Banker
- Project Sales Officer
- Recruiter (HR Operations)
- Recruitment Consultant
- Sales Officer
- Seller Support Associate
- Sr. Executive – Corporate (Sales)
- Supply & Operations Lead
- Transfer Pricing Analyst
- Sr. Executive - Warehouse (Operations)

# Alumni Stories



## Monalisha Mazumder

**Company Name: HDFC Bank**

As I reflect on my journey, I'm filled with nostalgia and gratitude for the experiences that have shaped me. Growing up in Durgapur, West Bengal, and joining business school in 2017, I gained not only academic knowledge but also essential life skills and practical insights. A pivotal moment came during a campus placement interview, which marked the beginning of my professional journey.



## Koushick Dutta

**Company Name: SBI Mutual Fund**

His education at NSHM equipped him with leadership, innovation, and real-world skills, setting the stage for his remarkable career. From managing garments at Big Bazaar to impactful roles at HDFC Bank, Axis Bank, and SBI Mutual Fund, Koushick excelled in the financial sector. His entrepreneurial vision led to founding Phoenix Financial Services, now thriving with branches in Durgapur, Asansol, and Bankura.



## Sagarika Bose

**Company Name: Radiant Cash Management Services Pvt. Ltd.**

My journey at NSHM was an enlightening and transformative experience that played a vital role in shaping my personal and professional growth. The rigorous academic environment, combined with practical exposure and insightful guidance from the faculty, helped me develop critical thinking, leadership, and teamwork skills. Beyond academics, the friendships, collaborative projects, and campus experiences created memories I will always cherish. I truly grew up in this place, with each moment contributing to my confidence and readiness to face real-world challenges. I am deeply grateful for this journey and to my alma mater, NSHM, and will always treasure the time spent there.



## Sunit Bhadra

**Company Name: Satya MicroCapital**

My journey began in Durgapur, West Bengal, driven by a passion for learning and growth. Joining NSHM Business School in 2017 was a transformative chapter,The initial challenges shaped my path, earning me my first promotion within six months. Over six years, Satya has been more than a workplace—it's a platform for continuous growth, reflected in its Great Place to Work certification. Looking back, success is an evolving journey of challenges, growth, and staying true to one's values, and I'm eager for what lies ahead.



## Nabamita Saha

**Company Name: Tata Asset Management**

With over a decade of experience in the financial sector, I began my journey at IIFL, gaining valuable expertise over three years in financial services. I then spent eight years at ICICI Direct, contributing significantly to its growth and strategy, before transitioning to Tata Asset Management, where I honed my skills in asset management and investment strategies for 2.5 years. My career reflects a continuous drive for growth, insights, and impactful leadership in every role.



## Nikita Pandey

**Company Name: AML Rightsource**

With expertise in identifying and mitigating financial crimes, she plays a pivotal role in ensuring compliance and safeguarding institutions from risks. Her strong analytical skills and understanding of financial regulations gained through the knowledge of MBA, Specialization in Finance in NSHM Knowledge Campus, Durgapur, made her a valuable asset in combating money laundering and related activities.

# Placement Profiles



ANNESHA DUTTA
Executive Trainee
HDFC Life ET
Kolkata



KRISHNENDU DUTTA
Business Development Associate
BYJUS
Kolkata



KUMAR AJIT
Manager - Operations
Midwest Hospital
Kolkata



RAHUL DAS
Business Development Executive
Ufaber



SAGARIKA BOSE
Executive Trainee
Extra Marks / HDFC Life ET
Kolkata



DEBARATHI PAUL
Business Development Executive
Bajaj Allianze/Jana SFB
Durgapur



KOUSICK MONDAL
Sales Trainee
Griham Small Housing Finance
Durgapur



PREKSHYA GHOSH
Business Development Executive
Bajaj Allianze/Jana SFB
Durgapur



RAHUL SINGH
Executive Fire Safety Specialist
CeaseFire Industries Ltd



RUPAYAN BANERJEE
Executive Trainee/ Management Trainee
ESAF Small Banking Finance/ SHREE CEMENT LTD.



SANSKRITI BARNWAL
Inventory and procurement
Medicant Hospital/ jana sbf/CRRC INDIA PVT LTD/ Reborn Child Development



SOUVIK MAJI
Executive Trainee
Shyam Steel / ESAF Small Banking Finance
Purulia



AYUSH CHAKRABORTY
Senior executive HR
Kushalpalli Resort a unit of pearltree hotels
Purulia



ARCHANA SHARMA
Finance Executive
KPMG
Kolkata



MD RUMAIL
Inside Sales Strategist
Tech Mahindra
Kolkata



JOULI DAS
Senior HR
CRRC
Kolkata



SK SAFIQUDDIN
Inside Sales Strategist
Just Dial
Kolkata



SOUMEN PAL
Marketing Executive
Jai Balaji
Kolkata



SHAYAN SARKAR
Territory Sales Incharge
KHADIMS INDIA PVT. LTD.



ANNAPURNA ROY
CYBER SECURITY ANALYST & B2B MARKETING
SEA INFOTECH
Kolkata

# Events & Activities




**Industrial Visit at IIT Bhubeneshwar**




**Industrial Visit at Parle G**



**Cricket Tournament**



**Education Trip to Viswa Bharati Yoga Centre**



**Tech session IIT Bhubeneshwar**



**Speaker on National Entrepreneurship Network**

NSHM KNOWLEDGE CAMPUS DURGAPUR

**Disclaimer:**

This information booklet of NSHM Knowledge Campus was published in March 2026, and the information provided was accurate at the time of publication. It is intended primarily for individuals considering admission to the respective colleges in the 2026 academic year.

NSHM Knowledge Campus reserves the right to modify or update any statement in this booklet, including programme content, delivery methods, course availability, or any other relevant details. The institution may also discontinue, merge, or combine programmes if deemed necessary. In the event of such changes, reasonable efforts will be made to provide prior notice and offer suitable alternatives where possible.

The entrance requirements mentioned herein are for guidance purposes only and may be subject to change. For the most up-to-date and campus-specific details, please visit NSHM Knowledge Campus, Durgapur.

All disputes arising in relation to NSHM Knowledge Campus shall be subject to the exclusive jurisdiction of the courts in Kolkata.

**NSHM Knowledge Campus**
Arrah, Shibtala via Muchipara, Durgapur - 713212

+91 70635 93666 +91 99330 49448