



BUSINESS SCHOOL

Discover the Management Guru in you



Kolkata 033 24032300/01 | Durgapur 0343 2533813/14



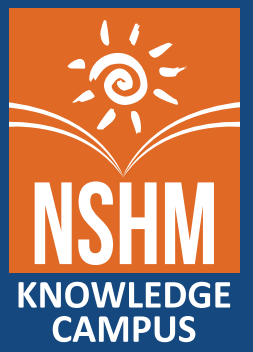
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www.nshmcampus.com

Disclaimer: This information booklet of NSHM Knowledge Campus was published in February 2023, and the information given was correct at that time. It is intended primarily for those considering admission to the college in the year 2023. 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 resort 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.

innercircleindia.com

www.nshmcampus.com



NSHM Knowledge Campus

NSHM Knowledge Campus, with a legacy of over 25+ years in providing quality education, with campuses in Kolkata and Durgapur. Being one of Eastern India's pioneering institutions, NSHM offers multidisciplinary UG & PG programmes under Business & Management, Hotel & Tourism Management, Health Sciences, Media, Design, Computing & Analytics, Engineering & Technology, and Nursing.

New Age Programmes

We have always wondered about the future and experimented with offering full-time degree programmes that are futuristic to meet India's evolving needs as well as being globally accepted. New age degree programmes in AI & Machine Learning, Digital Health, Cyber Security, Yoga, Data Science, Fashion Design & Culinary Science have been added over the last 5 years to provide interested students an opportunity to learn and explore exciting career options in these emerging fields.

Youth Connect Initiatives

Every year we have driven initiatives to host eminent personalities from diverse fields to interact, empower and share their experiences with our students. Inspire the Champion in You, NSHM's flagship annual event, where diverse speakers ranging from Dr. Shashi Tharoor, Member of Parliament, to legendary footballer Pele have visited our campuses and interacted with our students. Other events like Vectra, Y-Comm, Login are also held annually to create platforms for students to showcase their talents.





**Our
Legacy**

26+
Years of
Excellence
in Education

60+ Degree
Courses

8 Schools

Over
30
Thousand Alumni working
in India and abroad

2 Campuses
Kolkata & Durgapur

Affiliations, Accreditations & Awards



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

- NSHM's courses are affiliated to & 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 approved by 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



National Assessment and Accreditation Council (NAAC)

- NSHM Knowledge Campus, Kolkata & Durgapur are accredited by NAAC, as applicable



National Board of Accreditation (NBA)

- NSHM's UG Pharmacy programmes are accredited by NBA



NSHM Knowledge Campus has been honoured with the award for "Excellence in Education Legacy" organised by News 18.



The institute of BBA located in the sprawling campus of Durgapur has got featured in the Times B-School magazine as one of the best in Eastern India and Nationally in the year 2022.



NSHM's BBA programme got featured in Times B-School Magazine and has ranked 7th & 56th in Eastern India and Nationally in the year 2022.



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



NSHM Business School has been awarded the best B-School of the year 2018 Eastern Region by ASSOCHAM India



NSHM got featured in Times B-School Magazine as the top BBA Institute in India in the year 2021



With a legacy of more than 25+ years in UG and PG education in West Bengal, NSHM has been enlisted as a Gold Category Institute by a survey jointly conducted by AICTE and CII.



NSHM was honoured with Excellence in Online Education by I-Gauge in the year 2021

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.



THINK . ACT . GROW

— Innovation & Incubation —

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.

NSHM Centre of Creative
& Performing Arts



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.



NSHM CENTRE FOR SPORTS AND WELLNESS

CENTRE FOR SPORTS & WELLNESS

Uday aims at contributing to the personal, physical & psychological growth and well-being of students, creating a sporting environment at 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 practices.



NSHM Centre for Social Action

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.

Programmes Offered

NSHM Business School

Bachelor of Business Administration (BBA)
BBA - Hospital Management
BBA - Global Business
BBA - Sports Management
BBA - Banking and Financial Services
BBA - Supply Chain Management
BBA - Accountancy, Taxation & Auditing
MBA+ Harvard Business School Online
Master of Business Administration (MBA)
Master of Hospital Administration

NSHM Institute of Engineering & Technology

B.Tech. - Civil Engineering
B.Tech. - Electrical Engineering
B.Tech. - Mechanical Engineering
B.Tech. - Electronics & Communication Engineering
B.Tech. - Computer Science Engineering
B.Tech. - Computer Science Engineering (Data Science)
B.Tech. - Computer Science Engineering (Artificial Intelligence & Machine Learning)

NSHM Institute of Computing & Analytics

B.Sc. - Data Science
B.Sc. - Cyber Security
Bachelor of Computer Applications
Master of Computer Applications**
M.Sc. - Data Science & Analytics*
M.Sc. - Information & Cyber Security*

NSHM Institute of Hotel & Tourism Management

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

NSHM Institute of Health Sciences

Bachelor of Pharmacy
Bachelor of Optometry
B.Sc. - Psychology
B.Sc. - Medical Lab Technology
B.Sc. - Medical Instrumentation & Critical Care Technology
B.Sc. - Medical Imaging Technology
B.Sc. - Yoga
B.Sc. - Digital Health & Telemedicine
B.Sc. - Dietetics & Nutrition
Master of Optometry*
Master of Pharmacy - Pharmacology
Master of Pharmacy - Pharmaceutics
Master of Public Health
M.Sc. - Clinical Psychology
M.Sc. - Dietetics & Nutrition
M.Sc. - Yoga*
M.Sc. - Medical Lab Technology
M.Sc. - Medical Imaging Technology
M.sc.- Environmental Science

NSHM Design School

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 & Graphic Design

NSHM Media School

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

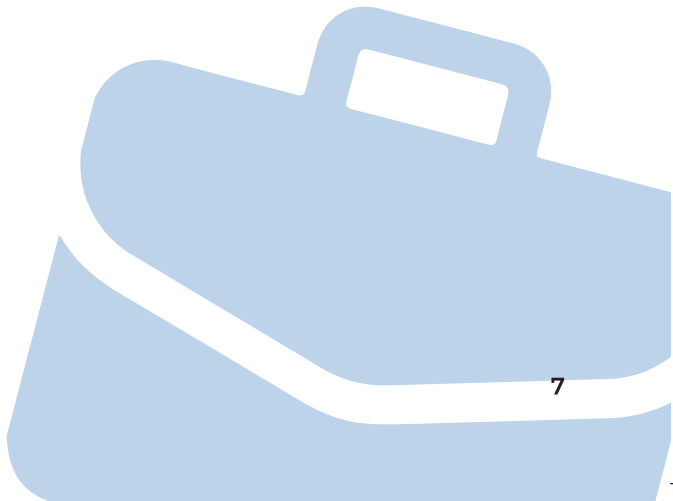
Nursing

B.Sc. - Nursing**
Diploma in General Nursing and Midwifery (GNM)

*Hybrid Learning (Online + Offline) Blended Classes Option offered at Kolkata Campus.

**Approval awaited

Academic Partners



CBEL

Choice Based Extended Learning

CBEL is Choice Based Extended Learning (CBEL) which is an exciting design to bring NSHM's learners across all programmes and levels (UG-to-PG) in a cohort of a 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 multidisciplinary programmes of useful and productive learning beyond the programmes of study of a learner. Moreover, CBEL will be all about active learning and is intended to extend the joy of learning through engaging activities. The maximum a learner can choose per semester is 4 programmes and the minimum is 1 programme.



CBEL

Choice Based Extended Learning

Business Management

Courses: Brand Management | Sustainable and Ethical Studies | Integrated Marketing Communication
Luxury Brand Management | Market ability of Indian Craftsmanship | Social Entrepreneurship | Managing
Work Force Diversity | Logistics and International Supply Chain Management | Lateral Thinking using De
Bono's Six Thinking Hats | Essentials of Entrepreneurship | Business Plan Formulation & Pitching

Communication & Creative Studies

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

Health & Wellness Management

Courses: 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

IT & Analytics

Courses: 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

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

Professionalism & Skill Enhancement

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

Socio-cultural Studies

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

Entrepreneurship

Courses: Organic Product Making - Farm and Non-farm

Hospitality Management

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

Business School

NSHM Business School aims to shape brilliant minds, and equip them with the skills to lead national and global organisations and is therefore devoted to the task of building a pool of next-generation entrepreneurs, managers and leaders with an unwavering commitment to ethical behaviour. With the perfect amalgamation of up-to-date curriculum and industry interaction in the training process, NSHM is committed to equipping students with the right skills and aptitude to become successful corporate professionals. The business & management programmes offer a scholarly as well as professional ambiance and a fulfilling campus life necessary for the holistic development of the students. NSHM Business School is dedicated to prepare management professionals with a global outlook through the best management education.

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.

The BBA programme is designed to provide a head start for candidates to develop management skills by taking them over the core areas of management.

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 Accountancy, Taxation, and Auditing prepares students to be a part of the systematic study that contributes to economy and business, both domestically and globally.

BBA in Hospital Management and Master of Hospital Administration impart knowledge and provide training to add skilled workforce for various leading corporate hospitals.

BBA in Banking and Financial Services degree course includes the study of business management and related fields. This curriculum is designed to give students specialised knowledge of banking and finance sector operations in addition to knowledge of basic management concepts.

The MBA programme is designed to offer real-world knowledge & skills that help to develop the business leaders of tomorrow. Harvard Business School Online Courses are now integrated with NSHM's MBA programme to equip the students with case-based learning. The students will be benefited from being part of global batches with global peer collaboration & networking. The students will also receive training and certification from Harvard Business School Online.



Career Directions

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

Human Resource Management
Marketing Executive
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
Asset Management

KPO/BPO
GPS Applications
Consultancy and Support Services
Production and Manufacturing
International Human Resources Management
International Training Manager
International Operations Manager
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
Hospital Operations
NGO's - Health Project Management
Medical Tourism
Healthcare Insurance
Healthcare Consultancy & Designing Hospitals



Placements & Internships



Alumni



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.



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.



Amrit Atwal
Deakin University, Australia

The conveyance from a 12th-standard guy to an International Student at Deakin University, Australia was not that easy. But NSHM nourished me to attain the acceleration to reach the terminal destination. A group of distinguished lecturers guided and escorted me by all means to strengthen my technical skills as well as my personality. Thanks to the almighty and my faculties I have got an opportunity to see the world. Good luck to all students of NSHM Durgapur.



Krishnendu Ghosh
MedGenome

Stop doubting yourself, work hard, and make it happen, this is what NSHM Durgapur taught me. I would like to thank my Hospital Management Department for giving me the strength and the ability to rise from tough situations. A huge thanks to our Justin Sir who has always been a constant support and a backbone in anything related to placement activities. Also a warm thanks to all the faculty members, supporting staff, and my dear friends.



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.

Success Stories



Aritro Basu
Reliance Retail



Krish Chakraborty
Amazon



Camilia Deb
Global Enterprises Ltd



Ruchi Sharma
AVS Industries Ltd and
Jian Industries Ltd
(Sister concern)



Danish Ahmed
AIG hospital



Moumi Paul
East Bengal Club



Ankit Pal
Manipal Hospitals



Shaheli Nag
Extramarks



Shreya Singh
Inland World Logistics



Sanchita Das
Bhagirathi Neotia
Hospital



Prerona Soni
Calvin Klein



Joyjit Dey
ICICI Prudential



Adrita Saha
BYJU'S



**Syed Shamiul
Haque**
Berger Paints



**Khushnuma
Naushin**
Rainbow Hospitals



Rahul Giri
IDFC Bank

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, BMW, JRD Sports Complex, 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., Calvin Klein, 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

BBA - Banking and Financial Services

MBA - Full Time

**MBA+ Harvard Business School Online/
International Immersion - Study Tour***

BBA - Hospital Management

Master of Hospital Administration

*Air Fare to and fro, Visa Charges, Insurance extra

BBA - Bachelors of Business Administration

SEMESTER 1

Academic Curriculum

Principles of Management
Business Economics
Value and Ethics
(Any one from GE Basket)
Business Communication

NSHM's Value-added Curriculum

Excel Boot Camp - I
Power Point Boot Camp
Communication Skills Boot Camp - I

SEMESTER 2

Academic Curriculum

Operations Management
Organisational Behaviour
Environmental Science

NSHM's Value-added Curriculum

Advanced Excel Boot Camp - II
Communication Skills Boot Camp - II
Time Management - Workshop
Guidance of Excel for Office Assistance

SEMESTER 3

Academic Curriculum

Business Research Methods
Financial Accounting
Marketing Management
Business Statistics
(Any one from GE Basket)
Personality Development

NSHM's Value-added Curriculum

Industry Internship + Project Viva Voce - I
Industry Visit - I
Live Project - I
Case Study Presentation - I

SEMESTER 4

Academic Curriculum

Human Resource Management
Sales & Distribution Management
Customer Relationship Management
Business Regulatory Framework
Computer Applications

NSHM's Value-added Curriculum

CAT Coaching Camp - I
Team Building - Workshop
Personality Development + Soft Skills Grooming

SEMESTER 5

Academic Curriculum

Financial Management and Risk Analysis
Entrepreneurship
BBA 503(A): Consumer Behaviour
or
BBA 503(B): Financial Markets, Institutions and
Financial Services
or
BBA 503(C): Industrial Relations
BBA 504(A): Data Analytics Skills for Managers
BBA 504(B) :Business Intelligence

NSHM's Value-added Curriculum

Industry Internship + Project Viva Voce - II
CAT Coaching Camp - II
Industry Visit - II
Live Project - II
Case Study Presentation - II

SEMESTER 6

Academic Curriculum

Project Management
Supply Chain and Logistics Management
Marketing Analytics/Financial Analytics
Human Resource Analytics/Project or Internship

NSHM's Value-added Curriculum

Entrepreneurship Boot Camp



BBA - Global Business

SEMESTER 1

Academic Curriculum

Basics of Mathematics & Statistics
Business Management
English Communication
Value & Ethics

NSHM's Value-added Curriculum

Excel Boot Camp - I
Power Point Boot Camp
Communication Skills Boot Camp - I

SEMESTER 2

Academic Curriculum

Financial Accounting
Economics
Environmental Science
Guidance of Excel for office Assistance

NSHM's Value-added Curriculum

Advanced Excel Boot Camp - II
Communication Skills Boot Camp - II

SEMESTER 3

Academic Curriculum

Global Business Environment
Legal Regulatory Framework of Global Business
Managerial Economics
Leadership Skill Development
Statistics Lab – I (Practical)

NSHM's Value-added Curriculum

International Immersion - Tour
Industry Visit - I

SEMESTER 4

Academic Curriculum

Marketing & Sales Management
Human Resource Management
Research Methods
Operations Research
Statistics Lab – II (Practical)

NSHM's Value-added Curriculum

CAT Coaching Camp - I
International Immersion – Project + Viva Voce
Personality Development + Soft Skills Grooming

SEMESTER 5

Academic Curriculum

Financial Management & International Accounting
Global Supply Chain Management
Marketing Analytics
Certification
International Human Resource Management

NSHM's Value-added Curriculum

CAT Coaching Camp - II
Industry Visit - II
Workshop on Foreign Trade – Exim
Industry Internship + Project Viva Voce

SEMESTER 6

Academic Curriculum

Project Management
Entrepreneurship and Small Business Management
A - Financial Analytics or
B - Strategic Management
A - Major Project or
B - Internship

NSHM's Value-added Curriculum

Entrepreneurship Boot Camp



BBA - Sports Management

SEMESTER 1

Academic Curriculum

Principles of Management
Management Training & Conditioning
Values & Ethics
English Communication

NSHM's Value-added Curriculum

Excel Boot Camp - I
Power Point Boot Camp
Communication Skills Boot Camp - I

SEMESTER 2

Academic Curriculum

Computer Systems for Sports
Contemporary Issues in Sports and Facilities
Environmental Science

NSHM's Value-added Curriculum

Advanced Excel Boot Camp - II
Communication Skills Boot Camp - II
Guidance of Excel for Office Assistance
Sports Gaming – Simulation - I

SEMESTER 3

Academic Curriculum

Humanising Sports
Financial Management & Accounting
Basics of Sports Medicine & Nutrition
Basics Assessment in Psychology
Business Regulatory Management

NSHM's Value-added Curriculum

Live Project – Gaming Leagues - I
Interpersonal Skills - Workshop
Sports Internship – I + Viva Voce
Leadership Skill Development

SEMESTER 4

Academic Curriculum

Marketing Management
Human Resource Management
Research Method
First Aid & CPR (Sessional)

NSHM's Value-added Curriculum

Sports Gaming – Simulation - II
Team Building - Workshop

SEMESTER 5

Academic Curriculum

Spectator Management & Funding
Sports Communication
Elective 1 - Industrial Relations/Funding in Sports
Elective 2 - Minor Project/Internship

NSHM's Value-added Curriculum

Live Project – Gaming Leagues - II
Sports Internship – II + Viva Voce

SEMESTER 6

Academic Curriculum

Law & Risk Management
Managing Sports Organization
Officiating and Coaching/Measurement and
Evaluation in Physical Education
Major Project/Internship

NSHM's Value-added Curriculum

Global Sports Management - Seminar
Mentoring + Seminar – Studies Abroad

BBA - Supply Chain Management

SEMESTER 1

Academic Curriculum

Basics of Mathematics and Statistics
Basics of Economics
Value and Ethics
Communicative Skills

NSHM's Value-added Curriculum

Excel Boot Camp - I
Power Point Boot Camp
Communication Skills Boot Camp - I

SEMESTER 2

Academic Curriculum

Introduction to SCM
Production & Operation Management
Guidance of Excel for Office Assistance
Environmental Studies

NSHM's Value-added Curriculum

Advanced Excel Boot Camp - II
Communication Skills Boot Camp - II
ISO 9000 - Workshop

SEMESTER 3

Academic Curriculum

Legal Aspects of SCM
Basics of Marketing
Supply Chain Analysis
Leadership
Personal Enhancement

NSHM's Value-added Curriculum

Industry Internship + Project Viva Voce - I
Industry Visit - I

SEMESTER 4

Academic Curriculum

Basics of Logistics Management & Transport
Inventory Management
Research Methodology
Operations Research
Computer Applications

NSHM's Value-added Curriculum

CAT Coaching Camp - I
Six Sigma Certification – Yellow Belt Series
Personality Development + Soft Skills Grooming

SEMESTER 5

Academic Curriculum

Supply Chain Procedure and Practice
Facilities Management
Freight Transport Management
Inventory Management
Physical Distribution and Logistics

NSHM's Value-added Curriculum

Industry Internship + Project Viva Voce - II
CAT Coaching Camp - II
Industry Visit - II
Six Sigma Certification – Green Belt Series

SEMESTER 6

Academic Curriculum

Management of Service Operation
Supply Chain Practice & Procedure
Project Management and SCM Design or
Project Management & Supply Chain Process Redesign
Internet Technology & SCM
Internship

NSHM's Value-added Curriculum

Entrepreneurship Boot Camp

BBA - Accountancy, Taxation & Auditing

SEMESTER 1

Academic Curriculum

Communicative English
Fundamentals of Accounting
Principles of Management & Organisational Behaviour
Basic Mathematics & Statistics

NSHM's Value-added Curriculum

Excel Boot Camp - I
Power Point Boot Camp
Communication Skills Boot Camp - I

SEMESTER 2

Academic Curriculum

Environmental Studies
HRM & Marketing Management
Cost Accounting
Guidance of Excel for Office Assistance

NSHM's Value-added Curriculum

Advanced Excel Boot Camp - II
Communication Skills Boot Camp - II
Mentoring on CA, CS, CMA – Series - I

SEMESTER 3

Academic Curriculum

Advanced Accounting
IT in Business & E-Commerce
Indian Financial System & Financial Market Operation
Values & Ethics
Computer Application in Business

NSHM's Value-added Curriculum

Industrial Audit Training - I
Mentoring on CA, CS, CMA – Series - II
Tally ERP – Workshop - Basics

SEMESTER 4

Academic Curriculum

Principals of Taxation
Entrepreneurship & Ethics
Management Accounting
Guidance of Excel for Office Assistance
Accounting Software Packages & Tax Filing

NSHM's Value-added Curriculum

Personality Development + Soft Skills Grooming
Mentoring on CA, CS, CMA – Series - III
Tally ERP – Workshop - Advanced

SEMESTER 5

Academic Curriculum

Auditing & Assurance
Quantitative Techniques for Management
Advanced Tax Law Practices
Corporate Accounting & Financial Reporting

NSHM's Value-added Curriculum

Industrial Audit Training - II
Mentoring on CA, CS, CMA – Series - IV

SEMESTER 6

Academic Curriculum

Financial Management
Financial Statement Analysis
Financial Derivatives
Internship & Project Work

NSHM's Value-added Curriculum

Industry Readiness Boot Camp

BBA - Banking and Financial Services

SEMESTER 1

Academic Curriculum

Introduction to Financial Market
Economics
Accounting
Fundamental Analysis & Financial Reporting
English Communication

NSHM's Value-added Curriculum

Communication Skills Sessions-I
Advanced Excel Boot Camp - I
Overall Banking Knowledge Class- I
Public Speaking Boot Camp
Resume Building Workshop
Industry Tour – I
Bank Visits- I

SEMESTER 2

Academic Curriculum

Introduction to Mutual Funds
Technical Analysis

Environmental Studies

Research Methodology

NSHM's Value-added Curriculum

Advanced Excel Learning Session - II
Group Activities on Finance and Debate Activities- I
Communication Skills Enhancement Activities - II
Industry Tour – II (Outbound Activity)
Online Financial Webinars and Offline Seminars-I
Grooming and Soft Skills Development-II

SEMESTER 3

Academic Curriculum

Retail Banking Technology and Operations
Introduction to Derivatives
Fundamental Analysis & Financial Reporting
Business Environment
Working with Spreadsheets
Entrepreneurship Management
Business Law
Information Technology Tools

NSHM's Value-added Curriculum

Advanced Banking Knowledge Deliverance by Bank Representative-I
Grooming & Soft Skills Development -II

SEMESTER 4

Academic Curriculum

Indian Banking Structure & Laws
Corporate Finance
Investment Banking
Information Technology in Business Management – I
Business Data Analytics
Principles of Management
Economics II

NSHM's Value-added Curriculum

Entrepreneurship Skill Development - I
Industry Readiness Boot Camp - I
Hands-on Corporate Exposure - I
Cluster Branch Visits and Hands-on Banking Exposure - II

SEMESTER 5

Academic Curriculum

Commodities Markets
Foreign Exchange Markets
Fixed Income Securities
Financial Risk Management
Financial Planning
Project Finance

NSHM's Value-added Curriculum

Industrial Visit- I
Mock Interview Session-I
Grooming and Soft Skills Sessions-II
Group Activities and Debates in
Finance-II

SEMESTER 6

Academic Curriculum

Corporate Banking Operations
Mergers and Acquisition
Portfolio Management
Taxation in Financial Markets
Behavioural Finance
Professional Skills Development & Ethical and
Professional standards
Alternative Investments

NSHM's Value-added Curriculum

Corporate Resume Building Workshop- II
Public Speaking Sessions by Professionals-II
Entrepreneurship Skills Enhancements-II
Professional Sessions on Six Sigma-I
Speech Grooming and Body Language
Classes-II
Corporate Survival Skill Techniques
Classes through Webinars-I
Financial Awareness Webinars- II



MBA - Masters of Business Administration

SEMESTER 1

Academic Curriculum

Managerial Economics
Organisational Behaviour
Business Communication
Legal & Business Environment
Indian Ethos and Business Ethics
Quantitative Techniques

NSHM's Value-added Curriculum

Communication Skills Bootcamp - I
Advanced Excel Bootcamp
Advanced Power Point Bootcamp
Public Speaking Bootcamp
Resume Building Workshop
Industry Tour I

SEMESTER 2

Academic Curriculum

Indian Economy & Policy
Human Resource Management
Financial Reporting, Statements & Analysis
Marketing Management
Operations Management
Management Information System

NSHM's Value-added Curriculum

Financial Technical Analysis Bootcamp
Case Study Group Project - I
Communication Skills Bootcamp - II
Industry Tour - II

SEMESTER 3

Academic Curriculum

Entrepreneurship & Project Management
Corporate Strategy
Elective Papers - Two Major Papers + Two Minor Papers
Industry Internship Project
Report + Viva Voce
Industry Tour – III

NSHM's Value-added Curriculum

Grooming & Soft Skills Development - I
Case Study Group Project - II
Educational Tour
Social Media & Internet 4.0 Bootcamp
Elective Specific Certifications*

*To be paid separately by the student directly to certification agencies

SEMESTER 4

Academic Curriculum

Elective Papers - Choose Four
Major Subjects + Two Minor Subjects

NSHM's Value-added Curriculum

Grooming & Soft Skills Development - II
Industry Readiness Bootcamp
Workshops: AANGAN- Cultural Heritage
Yoga Camp, Beyond Vision - Outdoor
Photography

MBA+ Harvard Business School Online/ International Immersion - Study Tour*

SEMESTER 1

Academic Curriculum

Managerial Economics
Organisational Behaviour
Business Communication
Legal & Business Environment
Indian Ethos and Business Ethics
Quantitative Techniques

NSHM's Value-added Curriculum

Communication Skills Bootcamp - I
Advanced Excel Bootcamp
Advanced PowerPoint Bootcamp
Public Speaking Bootcamp
Resume Building Workshop
Industry Tour - I

SEMESTER 2

Academic Curriculum

Indian Economy & Policy
Financial Reporting, Statements & Analysis
Marketing Management
Operations Management
Management Information Systems

NSHM's Value-added Curriculum

Human Resource Management
Financial Technical Analysis Bootcamp
Case Study Group Project - I
Communication Skills Bootcamp - II
Industry Tour II

Students will choose any 1 of 4 following HBS Online Programmes:

1. Business Analytics: Describing & Summarising Data, Sampling & Estimation, Hypothesis Testing, Single Variable Linear Regression, Multiple Regression

3. Economics for Managers: Customer Demand Foundations, Strategies for Assessing & Increasing Demand, Suppliers & Cost, Competition & Differentiation

2. Financial Accounting: Accounting Equations, Recording Transactions, Financial Statements, Adjusting Journal Entries, Cash Flows, Analysing Financial Statements, Forecasting & Valuation

4. Entrepreneurship Essentials: Ideas & Opportunities, Building a Business, Financing a Business, Sources of Investment

SEMESTER 3

Academic Curriculum

Entrepreneurship & Project Voice Management
Corporate Strategy
Elective Papers - Two Major Papers + Two Minor Papers

NSHM's Value-added Curriculum

Industry Internship Project Report +
Viva Voce Grooming & Soft Skills
Development - I

SEMESTER 4

Academic Curriculum

Elective Papers - Choose Four 400 Level
Major Subjects + Two 400 Level Minor Subjects
Grooming & Soft Skills Development II
Workshops: Time Management, Negotiation & Decision Making, Working in Diverse Cultures

NSHM's Value-added Curriculum

Entrepreneurship Bootcamp
Industry Readiness Bootcamp

*Air Fare to and fro, Visa Charges, Insurance extra

BBA - Hospital Management

SEMESTER 1

Academic Curriculum

Hospital Operations Management
Hospital and Health Systems
Principles of Management
English Communication

NSHM's Value-added Curriculum

Community Development Project - I
Communication Skills Boot Camp - I

SEMESTER 2

Academic Curriculum

Medical Terminology
Hospital Overview
Health Education
Environmental Science and Sustainable Development

NSHM's Value-added Curriculum

Hospital Visit - I
Communication Skills Boot Camp - II
Health Awareness Camp - I
Workshop – Hospital Front Office Management

SEMESTER 3

Academic Curriculum

Medical Record Science
Healthcare Marketing
Health Information Systems
Medical Ethics, Law and Etiquette (MLE)
Computer Applications (Practical)

NSHM's Value-added Curriculum

Community Development Project - II
Basic NABL Workshop + Certification
Workshop – Hospital Operations Management

SEMESTER 4

Academic Curriculum

Public Health and Healthcare Planning
Support Utility Systems-I
Hospital Inventory Management
Entrepreneurship Theory & Practice
Basic Healthcare Analytics
Industry Internship - I

NSHM's Value-added Curriculum

Hospital Visit - II
Personality Development + Soft Skills Grooming
Health Awareness Camps - II

SEMESTER 5

Academic Curriculum

Epidemiological Transitions in Healthcare
Support and Utility Services - II
Financial Management and Risk Analysis
Industry Internship - II

NSHM's Value-added Curriculum

Basic NABH Workshop + Certification
Workshop – Hospital Marketing
Mock GD & PI
Project + Viva Voce - I

SEMESTER 6

Academic Curriculum

Quality in Healthcare
Health Insurance
Human Resource Management

NSHM's Value-added Curriculum

Industry Readiness Boot Camp
Project + Viva Voce - II

Master of Hospital Administration

SEMESTER 1

Academic Curriculum

Basic Concept of Health
Healthcare Services
Epidemiology & Healthcare in its Changing Scenario
Health Education & Health Communication
Principle of Management & Organisational Behaviour
Financial Management
Industry Internship - I

NSHM's Value-added Curriculum

Community Development Project - I
Hospital Visit + Project Report
Business Communication

SEMESTER 2

Academic Curriculum

Hospital Support Services
Material Management
Quality Management
Hospital Planning
Health Management Information System
Research Methodology and Quantitative Methods
Industry Internship - II

NSHM's Value-added Curriculum

Industry Seminar - I
Advanced NABL Workshop + Certification
Personality Development + Soft Skills Grooming
Project + Viva Voce - I

SEMESTER 3

Academic Curriculum

Utility and Clinical Service Area
Health Insurance
Legal Aspects of Health
Operational Research
Human Resource Management & Industrial Relations
Marketing and Strategic Management

NSHM's Value-added Curriculum

Community Development Project - II
Industry Seminar - II
Advanced NABH Workshop + Certification
Mock GD & PI
Project + Viva Voce - II

SEMESTER 4

Academic Curriculum

Health Economics
Disaster Management
Dissertation/Research Project

NSHM's Value-added Curriculum

Industry Readiness Boot Camp
Workshop on Higher Studies
Grand Viva Voce

Research Projects - Business School

Project - Effect of Consumerism, Consumer Behavioural Analysis

Prof. Rajkumar Dasgupta

For a long time the bad effect of consumerism is felt among the youth, particularly in the age group between 18-25 years. The effect is so intense that it is shattering the family value and social norms, such an unhealthy situation has been created that people are beating their parents or committing suicide sometimes. We all with the help of the students of MBA (1st and 2nd year) tried to throw light on this issue and would like to advice our youth to refrain from excesses. There must be check s and balances for all of us to curb the menace. Specialised support as and when required must be sought for.

Project - Impact Of Offline Mode Of Class on the Students

Dr. Gargi Banerjee

The joining of offline classes was a breather for the students after two years of online education. The offline classes became challenging too when it is the question of examination. But with extra efforts by teachers like taking extra classes, scheduling tutorials, organising alumni lectures for sharing of experiences, organising industry visits, organising webinars all contributed in helping the students to overcome the so called phobia for offline classes, exam and placement interviews. Hence with lot of hardwork, we all have tried to reach normal life and normal form in which we were before the COVID-19 pandemic. From the institute level we are trying to push the students to their capacity which was somehow shadowed due to the pandemic. So with this aim we would look forward to organise activities like workshops , corporate or alumni lectures, which will give the students something beyond the classroom and contribute to the holistic development of the students.

Project - Best Practices In Hospitals During Covid Times

Prof. Aaheli Dutta

Studies have shown that the hospitals are following various infection control practices during the COVID times. We at the Department of Hospital Management, NSHM Business School, Durgapur had visited the IQ City Hospital and seen the various COVID protocols which the hospital is following. The results obtained ensured patients safety by control of spread of infections inside the hospital. The students were made in groups to visit the various departments of the hospitals to have an overall look on the safety measures followed in the hospitals. The use of sanitizers and use of proper PPE (Personal Protective Equipment) in the patient areas is being observed overall the hospital premises.

Research Projects - Business School

Project - An Exploratory Study of Students Learning Experience during Pandemic Period in Select Business Schools

Dr. Shampa Chakraborty

The objective of the study is to explore and analyse students' experiences regarding the impacts of online and offline learning in business education in some select institutes in Kolkata. COVID outbreak in early 2020 has compelled the students as well as the institutes to embrace an online mode of learning. Tech solutions from IT majors to cope with such setbacks in the learning eco-system have been in place right on time, for example, Zoom, Microsoft Teams, Google Meet, WebEx, etc., have wired the students with their faculties. The study, apart from examining the effectiveness as well as the preferred mode of education, explores in clear terms the degree of acceptance of each of these modes. There has been a collection of data from respondents through Google Forms as well as a field survey. Data analysis and findings in some instances pointed out the value of online education. Observation of outcomes makes one surmise some abysmally dismal experiences, nevertheless few of its benefits cannot be ignored. Precisely speaking, despite its murky association, respondents did not altogether denigrate the generosity of online services. On the other hand, the offline mode of education still seems to be close to their hearts. The study concludes with the most preferred blends of online and offline substantiated through validation of the research hypotheses.

Project - A One-window Solution for Entrepreneurship Development

Dr. Arun Upadhyay

This project creates awareness among promising entrepreneurs regarding the compliances required from inception to execution. It has also provided online guidance to fulfill legal compliance in a very time-saving manner. This initiative has proved to be a time-saving as well as a convenient mechanism for the future entrepreneurs of the locality.

Corporate Communication

Prof. Amrita Bhattacharya and Prof. Avradeep Ganguly

Department of Business Management, NSHM Business School, NSHM Knowledge Campus, Durgapur had organised an Industrial Visit cum Cultural Tour for MBA 2022-2024 Batch, 1st Semester in Association with BMW Group Training Centre, E-novation Centre, Gurgaon, Haryana, India from 13th December to 19th December 2022 under the able guidance of Dr. Alok Satsangi, Director, NSHM Knowledge Campus, Durgapur. Students from MBA 2022 - 2024 Batch, 1st Semester, had visited the BMW Group Training Centre, Haryana, India, and experienced the day-to-day operations of an Industry. Mr. Abhishar, Training Manager, Mr. A. Kartik, Sales Trainer and Mr. Pratik, Facility Manager, BMW Group Training Centre coordinated the students from their end.

Events & Activities



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.



Industrial visit to BMW Group Training Centre

MBA 2022-2024 students, visited the BMW Group Training Centre, Haryana, India and experienced the day-to-day operations of an industry.



Educational Tour to Bhubaneswar

NSHM Knowledge Campus organized an educational tour to Bhubaneswar the tour started with an industry visit at FALCON, Asia's Largest Sea Food Exporter. the students received excellent hand-on training through the visit.



NSHM Business School launches NJMRA Journal

NJMRA Journal launched by Dr. Sujit Basu (Ex- VC Visva Bharati University) and Dr. Sitanath Mazumdar (Prof & HOD, Management Department, University of Calcutta).



Industrial visit to Coca-Cola Plant

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



Blood Donation Camp

The Hospital Management Department of NSHM Business School organised Blood Donation Camp in association with Dr. Saroj Gupta Cancer Research Institute.



BLITZ 2023 – NSHM's Annual Sports, Cultural, and Food Fest

The Inter-collegiate extravaganza, where students explored their creative skills while entertaining themselves to the fullest. Along with the competitive events, musical and DJ performances, fashion show was the flagship attraction.



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.