



NSHM presents

MBA+

In collaboration with EduCLaaS, Singapore and Harvard Business School Online. Get the unique opportunity of an international internship with the biggest brands in the world and get paid for it. Be certified at the end of it in digital business, and business analytics among other courses.

Acumen

December Edition

MENTOR SPEAKS



Dr Milind

Principal-Institute of Tourism and Hotel Management- Durgapur & Kolkata & Principal-College of Management and Technology, Durgapur.

"NSHM Knowledge Campus has always remained unwavering to the spirit of developing and sharing knowledge, true to the vision of the campus. The powerful e-learning resources and the cutting edge infrastructural backing accelerate the practice of pedagogy, cultural and sporty activities. The faculty and students reach out qualitatively and quantitatively to the deserving in society through several outlets. In the academic arena, the faculty and students are realigning themselves in research endeavours. The many recognitions are ample demonstrations of the contributions made by the campus to the society at many levels."

CAMPUS ACHIEVERS

With immense pride, we share that Pratyush Chatterjee & Aniket Misra, students of BBA Sports Management, NSHM Business School - Durgapur, have been selected as interns in "Hero I-League 2021-2022" organised by Indian Football Association (IFA) from December 2021 to April 2022.

HEARTIEST CONGRATULATIONS!



Pratyush Chatterjee



Aniket Misra

#BestOfBothWorlds at NSHM

The Voice of MBA

TRANSFORMING & HOW: THE FACE OF MODERN BUSINESS EDUCATION

Business schools have been facing a rapidly transforming environment that demands new ways of thinking and new approaches to delivering programs. While business education was once defined by fixed degree offerings—with the MBA at the pinnacle—the institutions today are required to develop new program types to meet the shifting demands of modern learners.

NSHM Knowledge Campus just fits the role of being a revolutionary here!

In its brand new avatar, the college brings to the aspirants a brand new **MBA powered by EduCLaaS Singapore (Kolkata and Durgapur)**. Breaking the geographical barriers, this MBA program offers International Exposure to the students and strives to make them global leaders.

MBA with International Collaborations at NSHM

MBA+

with Global Exposure:

- **MBA Full time: 2 years**
- **Dual Specialisations – Marketing, Finance, HR, healthcare, Operations Management, IT & Systems**
- **24 month PG programme in collaboration with EduCLaaS Singapore.**
- **18 months of Paid International Virtual Internship with top international brands.**
- **Ivy League Certification**
- **Classroom syllabus includes specialisation in SEO, content marketing, branding, marketing analytics and web development with real-time industrial applications.**
- **Earn While You Learn: Assured Stipend of 350 \$ per month while continuing the program.**
- **Certification in Digital Business & Marketing from EduCLaaS Singapore.**
- **Industry Experts Guidance Session.**
- **Chance to learn from various world-class learning partners in the same program.**
- **Career service assistance: AI-based resume building, interview preparation, question banks, personal grooming from celebrity trainers, relevant tips from CHRO's and Talent Acquisition Heads.**

MBA

Powered by Harvard Business School Online Courses

Another extraordinary international collaboration that brings up a golden opportunity for management aspirants, is between NSHM & Harvard Business School Online.

HBSO courses are integrated with NSHM's MBA curriculum and provides an international edge to the students aspiring to become global leaders and managers.

- **Designed by Harvard Business School Faculty**
- **Courses offered are: Business Analytics, Entrepreneurship Essentials, Financial Accounting, Economics for Managers, Design Thinking Innovation**
- **Cutting-Edge Teaching and Learning Based on Real-World Case Studies**
- **Peer Collaboration and Networking on a Global Scale**
- **Upon completing the HBS Online program, you will be designated as an HBS Online Alumni.**

Book Your Seat Now for a Holistic MBA Education!

INITIATIVES OF INSPIRATION

DRISHTI EYE CLINIC REOPENS FOR ITS EXCEPTIONAL MEDICAL SERVICES

Department of Optometry & Vision Science from NSHM Durgapur Campus reopened their Drishti Eye Clinic (Free Speciality Optometry Clinic).

Notably, the clinic offers various facilities, including General Eye Care, Child Eye Care, Low Vision Care for aged people, Contact Lens Clinic, and Vision Therapy Clinic.



GOOD NEWS!

EYE CHECK-UPS ARE BACK!



THE SOUND OF MUSIC

LET'S GATHER, WATCH, ANALYSE THE TIMELESS CLASSIC AS WE GEAR UP TO SPREAD THE CHEER AND BONHOMIE ALL AROUND!

SATURDAY BLOCKBUSTER AT NSHM!

To celebrate the evergreen art of filmmaking, students of NSHM Centre of Language & Communication (CLC) Reels Club screened the retro-classic film "The Sound of Music".

The staff and the students gathered to watch, analyse & learn the nuances of filmmaking from this classic movie.

TAP INTO YOUR CREATIVE VISION!

"45 seconds of REEL", a videography competition, was organised by the NSHM Department of Optometry & Vision Science, Durgapur for optometry students.

The contest's goal was to capture the essence of different topics of optometry such as clinical methods, equipment demonstration, the journey of an optometrist, the day-to-day life of an optometrist etc., in a creative way through Instagram reels. A panel judged the reels, and the department awarded the winner.



NSHM Department of Optometry & Vision Science

PRESENTS



VIDEOGRAPHY COMPETITION

Objective: Capture essence of Optometry on reel

INITIATIVES OF INSPIRATION

REMEMBERING THE LEGENDARY & ALL-TIME CLASSIC GAUCHAR JAAN!

To commemorate the legendary actor-singer Gauhar Jaan on her 92nd death anniversary (17th January), the NSHM Department of Media Science, Kolkata, organised an educative event.

The guest for the event was Ms Arpita Chatterjee, who played Gauhar herself in "I am Jaan" - the biographical musical theatrical version of Gauhar. She took an interactive session with students about her art and her experience of playing the legend.

The following topics were covered in the discussion:

1. Three Forms of Performing Arts coming together
2. Managing Multitask in Modern Times
3. How were Gauhar Jaan and her creations influenced the socio-political ambience of her times?



A FASHION FESTIVAL LIKE NONE OTHER

NSHM Media School, Kolkata, conducted the "Click 2021" photography festival in association with Canon India Pvt. Ltd.

The festival had a fantastic masterclass on fashion photography by an accomplished art & fashion photographer, Kaustav Saikia.

Mr Kaustav has served clients like Manyavar, Sabyasachi, ITC, Maybelline & many more in a career spanning 14 years. Notably, his portfolio has been published in Elle, Vogue, Marie Claire etc. He has also been a dynamic educator in reputed institutes.



HAPPY BAKING TIME AT NSHM

Cakes are associated with fun, happiness, enjoyment, and celebrations. For each occasion, there is always a particular design of the cake. There is no need to say that cakes touch the emotional side of our personality.

One of the secrets of baking cakes is that the more it looks tempting, the more it tastes delicious. Keeping this in mind, NSHM Institute of Hotel Management, Durgapur, conducted a cake decoration workshop.

The event witnessed participation in large numbers and made this event a fruitful one.



INITIATIVES OF INSPIRATION

TESTING THE WRITING SPIRIT!

NSHM Knowledge Campus conducted an essay writing competition on World Kindness Day. There were many insightful and exciting entries for the esteemed panel to choose from.

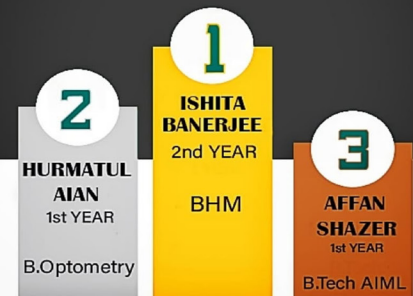
After careful review, the three winner names are now announced -

- 1st: Ms Ishita Banerjee (BHM, 2nd Year)
- 2nd: Mr Hurmatul Aian (B.Optomety, 1st Year)
- 3rd: Mr Affan Shazer (B.Tech, AIML, 1st Year)

Congratulations to all the winners!

CONGRATULATIONS TO ALL THE WINNERS

In the Essay Writing Competition conducted on the occasion of World Kindness Day held on Nov 13 2021!



EXCITEMENT SPARKS AT GRAPHO THERAPY WORKSHOP

NSHM Center of Language & Communication (CLC) conducted an offline Grapho-Analysis/Grapho Therapy workshop for the students of NSHM in the CLC Language Lab. The workshop focused on understanding different handwriting styles and patterns.

The facilitator for the event was grapho-analysis expert Mr Naveen Toshniwal, who interacted with members and explained the procedure and craft of grapho-analysis.

THE SANTA OF CREATIVITY!

The Department of Optometry & Vision Science invited all the participants to "Santa-Note", an optometry poster competition with a theme on 'Message of Santa Claus on Optometry'.

Students made creative posters based on optometry facts incorporating the theme of Christmas. The event was judged by the guest panel, and the winners were awarded by the department.

Department of Optometry
& Vision Science



SANTA-NOTE POSTER MAKING COMPETITION

Theme: Message of Santa Claus on Optometry



A SUCCESSFUL BOOK REVIEW EVENT AT NSHM

Elated to share that NSHM School of Business and Management Studies, Durgapur successfully organised a Book Review Competition for MBA 1st Semester in December 2021.

A total of 39 students participated in this Book Review Competition, and it was a massive hit!

INITIATIVES OF INSPIRATION

IMAGINATION ON DISPLAY!

An elaborate photography exhibition was held to showcase some of the best clicks from the "Y-Click 2021" photography festival.

The stunning snaps captured by NSHM students displayed the real emotions of humans & the wonders of nature in a single frame. The exhibition was graced by the renowned art & fashion photographer Kaustav Saikia. Winners of the competition were awarded exciting gift hampers.

Participants whose photographs got selected for the exhibition were: **Sourojeet Paul, Tanmoy Ghosh, Arka Saha Ritwik Saha**



THE BEST EVER CHRISTMAS CELEBRATIONS AT NSHM

We are not saying it!

The pictures speak louder about the joys, celebrations and merriment around the festival. Check yourself!



AN INTERACTIVE SESSION ON STUDENT CREDIT CARDS

NSHM Kolkata campus organised an awareness camp on Student Credit cards (introduced by WB - GOI).

Students who applied for this opportunity scheme attended this interactive session with their parents. The session answered all the problems they were facing, and the counselling team members helped them out with the required solutions.



NSHM Centre of Creative & Performing Arts
aangan
Zinda 2.0 Dil

2021 WRAPPED, THE NSHM STYLE!

Students from NSHM's Centre of Creative and Performing Arts, AANGAN, showcased all that was trending and made 2021 the year it was with Zindadil 2.0.

What a way to wrap the year in style!