

Krupanidhi School of Management

Recognised by the Govt. of Karnataka | Affiliated to Bangalore University |
Mysore University | Approved by UGC & AICTE, New Delhi

Krupanidhi School of Management

MBA | PGDM



www.krupanidhi.edu.in

KRUPANIDHI SCHOOL OF MANAGEMENT

Established and striving for excellence since 1985. Krupanidhi Group of Institutions known for its ground-breaking teaching, excellent learning facilities and state of the art campus that brings out the best rank holders and creates leaders of tomorrow.

Krupanidhi school of Management is a part of ever expanding Krupanidhi Educational Trust, which began in the year 2008.

VISION:

“Achieving Excellence in Management Education through Integrating the Art of Leadership with the science of management.”

MISSION:

“Nurture and Craft the Best Managerial Talents in the Country”



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ALEXANDRIA



Objectives

- To train the students for facing the most difficult challenges of the world by stressing on overall personality development
- To make a student a ready fit for the corporate world.
- To provide the corporate houses with not only a Management graduate but a management professional

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Master of Business Administration (MBA)

Bangalore University

Bangalore University is India's one of the oldest universities established in 1886 located in Bangalore. The university provides various professional courses at different levels. In management education, Bangalore University falls under top MBA universities in India.

Commencement of course : July/August

Course Duration : 2 years (full time)

Eligibility : Students with bachelor's degree in any discipline with minimum 50% marks are eligible to apply. Applicants who are appearing for the final-year degree examination can also apply. A student applying to KSM for MBA+PGPM must have a valid CAT / GMAT / IIFT / XAT / MAT / ATMA / CMAT percentile which is All India Aptitude / entrance test (approved by and directed by ministry of HRD, Govt. Of India) and submit the photocopy of score card along with filled application form.

Krupanidhi School of Management MBA offers a two Years Full Time Post graduate degree program in Masters of Business Management (AICTE & UGC Approved) with following features:

The specializations offered are:

- Agri- Business Management
- Bank Management
- Entrepreneurship
- Finance
- Human Resource Management
- Information Technology
- Insurance & Risk Management
- International Business
- Management of NPO's and NGO's
- Manufacturing Management
- Marketing
- Services Management
- Event & Media Management
- Rural Management



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Master of Business Administration (MBA)

Mysore University

At Krupanidhi School of Management we are affiliated with the Mysore University also for Master of Business Administration with a competitive course structure giving students a choice. The faculty here is handpicked for their brilliance in the subject as well as their ability to train the students in such a way that each of them are capable of excelling in the professional life.

Commencement of course : July/August

Course Duration : 2 years (full time)

Eligibility : Students with bachelor's degree in any discipline are eligible to apply. Applicants who are appearing for the final-year degree examination can also apply. A student applying to KSM for MBA+PGPM must have a valid CAT/GMAT/IIFT/XAT/MAT/ATMA/KMAT/ PG CET percentile which is All India Aptitude / entrance test (approved by and directed by ministry of HRD, Govt. Of India) and submit the photocopy of score card along with filled application form.

Krupanidhi School of Management offers a 2 years full time PGPM (Industry Endorsed Program) with following features:

The specializations offered are:

- Marketing
- Human Resource Management
- Information Systems
- Health Care Management
- Retailing and Supply Chain Management
- Finance
- International Business
- Tourism and Travel Management
- Small Business Management & Entrepreneurship
- International Business



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Placement Cell for Bangalore and Mysore University

The Placement department at Krupanidhi School of Management does not believe in temporary arrangement to achieve placement targets; our objective is to awaken a need of change within the students and work with them to achieve their goals. Such self-inspired discipline and focus lasts for a lifetime. Each individual has something special in them. We help them explore their strengths. We focus on the strengths of the student and while keeping the same in mind, we collectively work on their areas of improvement. Our job doesn't end when a student is employed with an organization; that is actually just the beginning. We have a vision to see our students as content individuals leading top business houses globally; and we ensure we provide our student a strong base right from the start of their journey with us.

The Placement Cell arranges final placement as management trainees with renowned national and international companies through campus interviews of the final year students. They also assist the student with:

Self-assessment | CV and cover letter writing | Career strategies | Mock interviews | Personalized coaching | Networking | Placement facilities



Post Graduate Diploma in Management (PGDM)

The Indian economy is growing at a very rapid pace leading to lot of quick changes in many organizations asking for great managerial skills. The regulatory and other changes have brought with it a sweeping globalization of competition and interplay with global corporate practices. There is a requirement for a large pool of trained management professionals in all sectors, at various levels, to allow organizations in business and elsewhere, to meet the challenges of global competition and growth.

One way of building a stable talent pool within organizations is to recruit PGDM students and groom them in the organizational and industry specific skills and orientation. Talent is now recognized worldwide as the basis for innovation and creativity. India is seen as a global resource base for the same. It is thus necessary to ensure that adequate structure and quality perspective exists in the field of management education to meet the needs of organizations adequately.

The program objectives are to provide a general management perspective to the, candidates, with an appreciation of the theoretical frameworks, analytical methods required for functioning effectively and efficiently as a member of the management group, at entry level executive onwards.

Commencement of course : July / August

Course Duration : 2 years

Eligibility : The candidate should have passed and acquired at least 50% of the marks in any bachelor discipline from any approved university.?

Course Details : The program structure proposed after a comprehensive review of international best practices and program structure and curriculum, is as follows:

- Courses covering all foundation areas in management, and to build a holistic general management perspective; and
- A set of elective courses with a functional and domain thrust aimed at building the job specific skills and knowledge in the chosen functional area of management.





Highlights

It includes a great degree of out-of-class work, including live/industry interaction, library research, application and skill development oriented projects and assignments.

There is a mandatory study with an organization between two years.

A compulsory internship of eight weeks in the last trimester.

It ensures striving for quality in delivery, aligning our programs to the international best practices and national benchmarks.

The main USP of our college is our in-house finishing school.

We have full time qualified and experienced trainers who train the students in:

- Aptitude
- Group Discussion
- Seminars
- Debates
- Business Simulation Games
- Communication Skills
- Presentation skills

(students have to mandatorily give 100 presentations spread out over 2 years)

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Finishing School Curriculum

Soft Skill Training

- Goal setting and Time Management - Self Esteem
- Conflict Management - Team Building
- Leadership Training - Business Etiquette
- Business Writing - Communication Skills
- Interviewing Skills - Negotiation Skills
- Presentation Skills - Personality Development
- Stress Management & Project Management

Aptitude

- Quantitative Aptitude
- Reasoning Ability
- English Language
- Data Interpretation



Value added courses

- Six Sigma
- SPSS
- Microsoft Excel
- Project Guidance
- SAP
- Research Guidance
- ERP

In addition to the value added courses, we also organize:

Guest lectures from eminent persons from the industry | Industrial visits | Interview Simulation Course

Teaching Faculty

Faculty comprises of distinguished Academicians from the best Institutions and from corporate with rich industrial experience.

Ably guided by a senior team headed by a Dean, besides carrying out Industrial oriented consultancy and applied research

Academically disciplined to submit papers in their field of expertise with current updates of concerned domain

Leading professionals from the Corporate World are invited for Guest Lectures.

The students get a different insight into the subject with rich industry experience the faculty shares with each of them.



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Placement Cell

For Krupanidhi College, placements are the zenith of academic success when a student steps out in the industry to showcase his or her calibre. The motive of the placement cell of Krupanidhi College is to not only develop and train the students to work in the industry but also to act as facilitators to coordinate the recruitment processes and arrange campus visits for various prospective employers for the colleges' students. We at the placement cell ensure that students have a strong grasp of the subject and are hard workers, and also help them with networking, personalized coaching, mock interviews, and mapping out career strategies. The placement cell also provides soft skill training to students such as writing a cover letter and CV, compiles the CVs and sends them to relevant employers, arranges for pre-placement talks and arranges for successful on-campus and off-campus drives. The objective of the placement department at Krupanidhi College is to work with the students and help them achieve their professional goals, explore their individual strengths, and work on areas for improvement. The student joining the organization is just the beginning; our vision is to see them at the top of the hierarchy in companies across globe.

Krupanidhi College has had a great track record for placements and the placement cell has been successfully finding dream careers for nearly 80–100% of its students in reputed organizations across many countries. The physiotherapy college conducts interviews with and places its students across many reputed private clinics, NGOs, sports centres, cardio specialty, neuro-speciality and orthopaedic hospitals, fitness centres and IT industries. The college has many reputed hospitals and health clinics as recruiters including Apollo, Fortis, Max Healthcare, Northpark, Columbia Asia, AIMS, Indira Gandhi and Wockhardt. Their long, reputed list of recruiters for their various colleges also include Ford, Toyota, Indiabulls, Schneider Electric, IndusInd Bank, Puravankara, Borderless Access, Ernst and Young, Amazon, HomeShop18, Wipro, Vodafone, Videocon, Larsen and Toubro, ICICI securities, JP Morgan, KPMG, SAP, Nielsen, Ranbaxy, Cipla, Accenture, Biocon, Commonfloor, Dell and Mindtree, among others. Apart from the final placements, the students also undergo internship in the companies before their final year, exposing them to the industry and what they can expect from their professional lives after they land final offers.

The Placement Cell at Krupanidhi College works towards the professional benefit and betterment of its students by placing them in well-known global companies according to their career interests.



Placement Cell



It is the students' feedback which is the real testament of the success of the placement cell of the college. See what the students of Krupanidhi College have to say –

"My life was all about good education, career growth & an overall personality development, with the support of my mentors, thanks to my college." – Rashmi U, HR Generalist, Ernst & Young

"I am working as a Department Manager, I am extremely proud to have attained a high level of Professional Education & Knowledge from my Institution – Krupanidhi School of Management. I have attempted series of case studies for discussion given to me by Krupanidhi; these case studies have supported me in handling conflict management and stress management in present corporate situations." – Farhan Azham Khan, Department Manager, Phoenix Mall (Simba Toys)

"I am grateful for the smooth transition of going from a classroom environment to a corporate environment." – Ram Kumar, Talent Acquisition Team, IBM India Pvt. Ltd.

"I have learnt the true meaning of the word 'Potential' and have found balance and clarity. All this is an attitude nurtured within every student at Krupanidhi." – Chongthan Theresa, HR Generalist, CISCO.