



School of Management

Nehru College of Engineering and Research Centre

An ISO 9001-2008 Certified Institution

Approved by AICTE New Delhi and

Affiliated to APJ Abdul Kalam Technological University

www.nsm.org.in



**CONFIDENT
TRANSFORMATION
HAPPENS HERE**

About the Trust

Nehru College of Educational and charitable trust was established way back in 1968 by the founder chairman late P K Das ,an eminent chartered engineer, a renowned Academician, a great Industrialist and a well known Philanthropist with the focused objective of imparting world class value added practical education in aviation and other fields of technology. The trust started originally for promoting a College of Aeronautics, diversified later on and established a cluster of educational institutions both in Kerala and Tamil Nadu. The group of institutions are now offering Diploma, U.G, P.G and Research programmes in Arts and Science, Commerce, Management, Computer Science, Engineering, Medical, Pharmacy, Nursing, Catering, and Hotel Management, Costume Design and Fashion, Biotechnology, Microbiology, Electronics, Visual Communication, Architecture and law in addition to Degrees in Aeronautical and other fields of technology and have evolved into one of the biggest and reputed conglomerate of educational institutions, popularly called "Nehru Group of Institutions".



Message from Managing Trustee

Over five decades ago Nehru Group of institutions was established and right from the beginning, the institution has followed a unique approach to serve the community, be it students or the society in general with a vision of providing service through education and humanitarian works. It is also my belief that Nehru School of Management curriculum equips students with tools to lead and manage in today's ever -changing business landscape .Nehru School of Management focuses exclusively on leadership education with focus on education and research in solving the leadership challenges plaguing the organizations of today.



Message from CEO & Secretary

It is my proud privilege to introduce the large group of pioneering educational institutions popularly known as the "Nehru Group of Institutions" owning its origin to the southern part of peninsular India. I would like to quote the golden word of Pandit Jawaharlal Nehru "if everything is well with universities in the country, then everything will be well with this nation". Nehru School of Management is known for providing good managers for many leading companies in India and abroad. The faculty members at Nehru School of Management have great industry expertise in different domains, and through their hard works have the experience to mould the students for a realistic management career.



Message from Director - NSM

Our motto is "Molding True Citizen", Nehru School of Management, over the years has tried to impart high quality management education through academic rigor as well as simple industry interface. We focus not just on the underlying theory, but also on how to apply cutting-edge concepts to real, relevant business problems. The business school has maintained good results and placement record as a result of our hard working culture, supported by a dynamic management. Today NSM has attained the position of a much sought after Business School by students all over Kerala as well as nearby states. The program teaches students to not only recognize opportunity, but also to create it, an essential ability in a business environment that is constantly evolving both inside and outside of their organizational environment. It is my pleasure to invite you to be apart of this "Life transforming Learning Experience"...

We at NSM... Confident Transformation happens here!!!

School of Management is not just a B-School, but it is daringly different from the rest and it is ranked among the leading B-Schools in national level grading service. It also has tie-ups/MOUs with many Government and Corporate institutions for Entrepreneurship Development, Training and Consultancy Projects which provide ample opportunities for our students to gain valuable industry and field exposure. The platform gives opportunities for students to experience professional work in the lime light. Students undertake social projects like teaching at orphanages, visit to old age homes, cow feeding etc to make them socially responsible corporate citizens.



Vision

To mould our youngsters as millennium leaders not only in the technological and scientific fields, but also to nurture and strengthen the innate goodness and human nurture in them, to equip them to face the information explosion and deliver the boundaries of frontier knowledge for the benefit of mankind in general and the down trodden and under privileged in particular as envisaged by our great former Prime Minister Pandit Jawaharlal Nehru.

Mission

To build a strong culture of excellence in learning management with full cooperation and participation of industry to facilitate students to learn, imbibe discipline, culture, spirituality and social responsibility.

Objective

- To promote exposure which is of practical importance and conceptual reference to management.
- To enhance their problem solving skills by engaging them in real time projects, rigorous case analysis, and skill tests.
- To actively participate and contribute in socially relevant issues by developing management education as extension of social citizenship and help them to have a meaningful social sensitivity and relevance.
- Help students to develop a productive and meaningful lifestyle
- To help students to become prospective entrepreneurs.

The only B-School in Kerala to offer Student Exchange Program Outside the state for Cross Cultural Exposure

* Conditions apply



MBA - Trimester

2 years Full time course

**Finance, Marketing, Systems
Human Resource & Operations**

Eligibility :

Any Degree with 50% marks with valid
CAT/K-MAT/ CMAT Score.

MBA under APJ Abdul Kalam
Technological University

Add-on certificate programs

- Big Data Analytics
- Block Chain Technology
- Certificate program on entrepreneurial skill development
- MS Office
- Diploma in IFRS (Optional on Payment of Fees)
- Diploma in logistics and supply chain management
- Green belt in Six Sigma
- Financial Statement Analysis- A unique approach
- Transactional Analysis
- Certificate course in British English language / IELTS
- Digital Marketing
- Self Defense



Salient features

- Only B-School affiliated to APJAKTU in Thrissur District
- Progressive Trimester curriculum with TIMELY publication of results
- Membership in professional associations like NIPM, ISTD, PMA etc
- Ample industry-institute interaction
- Activity based learning (Mini Projects in all Trimesters)
- Placement training and campus recruitment drives
- Experienced Faculty Members
- Foreign Study tour and industry visit (as per student registration for tour)



Value Additions

- Educational Foreign Trips
- Industrial visits in every Trimester
- Outbound Training (OBT)
- Student Exchange Programs
- Add on courses
- International Conferences
- HR Conclaves
- Corporate Training Programs
- Social Services
- Yoga Practices
- Leadership advantage Workshops
- Live projects from reputed Companies
- Free online certification courses
- Exclusive Language Development Classes (IECTS)

Highlights

- Beautiful, Eco-friendly location & surroundings
- A.C. Classrooms
- 24 hours Wi-fi campus
- Exclusive Management Library
- Executive Cafeteria
- Recreation & Sports Facilities
- Transport facility from Palakkad, Thrissur & Malappuram Dist
- Separate hostel facility for Boys and Girls
- Bank Loan facility and ATM facility available in Campus



HR Conclave

The event brings together eminent professionals from the industry on a common stage where they can share their experiences and knowledge pertaining to the evolution of human resource management (HRM) in organizations. It is a platform for students to construct their dreamful career.



Out Bound Training (OBT) – NOBLE

Nehru Out Bound for Leadership Excellence is an outdoor management development training program designed to groom students mentally and physically. Experiential learning happens with new strategy formulations and put into test for its effectiveness. OBT experiences are unbound to express, it is to be experienced.



International Conference

International conference – is intended to help students across the country gather in a common platform to share ideas and discuss modern concepts in management. It provides opportunities for them to enhance their level of comprehension, expression and creativity that will carry them to greater lights and go a long way in shaping their future. Creative ideas can be shared and can be published in the International Journal.



Yoga & Meditation

Meditation is a precise technique for resting the mind and attaining a state of consciousness that is totally different from the normal waking state. It is the means for fathoming

all the levels of ourselves and finally experiencing the center of consciousness within. Meditation is not a part of any religion; it is a science, which means that the process of meditation follows a particular order, has definite principles, and produces results that can be verified. Yoga & Meditation requires an inner state that is still and one-pointed so that the mind becomes silent. When the mind is silent and no longer distracts you, meditation deepens.



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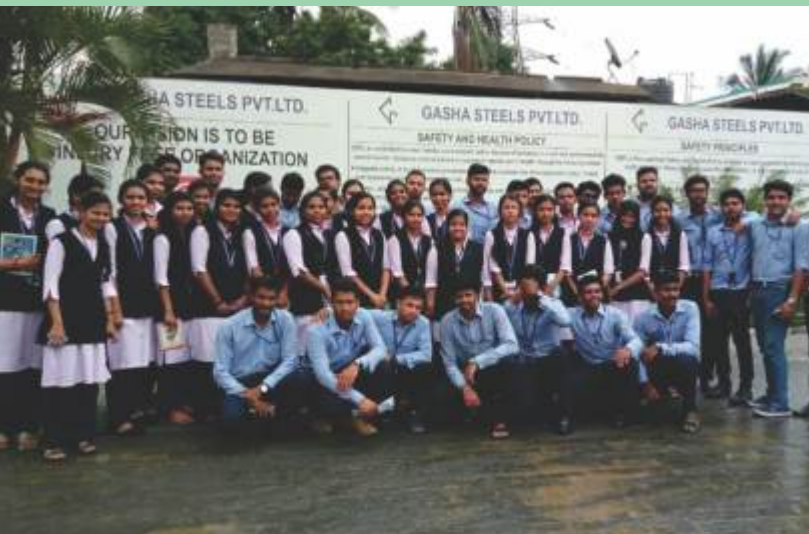
The Nehru School of Management Journal is a Bi-annual "double-blind peer reviewed" journal welcomes original papers with any of functional areas of business economics, management and social sciences such as Organization Behaviour, Human Resource Management, Financial Management, Marketing Management and strategic decision from Academicians, scholars, and practitioners for all possible publications from all over world.



Industrial Visit

Industrial visit has its own importance in a career of a student who is pursuing a professional degree. It is considered as a part of college curriculum and objective of industrial visit is to provide students an insight regarding internal working of companies. We know, theoretical knowledge is not enough for making a good professional career. With an aim to go beyond academics, industrial visit provides student a practical perspective on the world of work.

Industrial visit is considered as one of the most tactical methods of teaching. The main reason behind this – it lets students to know things practically through interaction, working methods and employment practices. Moreover, it gives exposure from academic point of view and provides exposure to practical working environment, increases practical awareness of various Industrial sectors; acquaint students with Interesting facts and breath-taking technologies. In addition to industrial exposure and knowledge, this will increase the internship and placement opportunities



KARMA @ NSM

National Level Management Meet

- K - Knowledge Improvement
- A - Academic Improvement
- R - Responsiveness to rural and social issues
- M - Management practice skill development
- A - A platform for alumni

KARMA is not just a name in itself. The dimensions are wide and varied. First, it is associated with duty or action.

KARMA was a bold initiative by the students of Nehru School of Management which reflected their thirst for knowledge and their commitment to the society.



EXPERT TALKS



An excellent visit and interaction. The sessions were lively and ideas were exchanged. The institution has come up well in basically an area with limited infrastructure. The management needs kudos for the achievements.

K. Padmakumar IPS, ADGP, South Zone, Kerala.



It has been a pleasant experience to visit NSM and having an opportunity to be the chief guest for KARMA and address the MBA students. I wish the institute and the students all the very best.

T. S. Pattabhiraman, MD, Kalyan Silks



An awesome institute with extra ordinary infrastructure and wonderful management. I feel the students are lucky to be here and I hope the institutions will go further greater heights and meanwhile keep your commitments towards the society and the poor further close to your hearts.

Nooh P Bava, IAS, Sub Collector, Ottappalam



A Fantastic Campus and Very Enthusiastic Students and Faculty.

James Joseph, MD, Jackfruit 365



Experience of interacting with NSM students was like a meaningful interaction with young professionals, who were fuel of energy and curiosity levels at its peak.

Mr. K. P. KALID, MD, Good Buy Soaps

SOCIAL SERVICES @ NSM

"Only a life lived for others is a life worthwhile"
-Albert Einstein

Social work is a professional and academic discipline that seeks to improve the quality of life and subjective well-being, of individuals.

Social service group with mission statement of making differences to the society has been functional in providing managerial, financial as well as organizational assistance to various self help groups and grassroots community initiatives and organizing numerous activities at Thrissur and Palakkad in order to empower developmental initiatives in the city as well as strengthen the network of socially responsible individuals and corporate in the society.



Glimpse of Services

- Blood donation Camp
- Organ Donation – Punarjani
- CSR Initiatives (Dharma)
- Thanal Orphanage Visit
- Cow feeding



Anju MA
(MBA 2012-14)

Working at KPMG: For me, NSM is a great educational institution for those who seek a better environment to get trained for your future endeavors. Good teaching fraternity, good environment, good infrastructure and great place to grow up. I'm always grateful to NSM.

Renjitha Bhaskaran



I was part of Nehru school of management 2014-16 MBA batch. My journey with NSM was great. I had lot of good experiences, took part in management meets which made us competitive and being a part of management event conducted by NSM, KARMA taught me real management scenarios. I am currently working with Teksystems which is an IT staffing company supporting their HR activities

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Ambili KS
(MBA 2013-2015)

Working in Newsys Solutions Kochi: MBA was very great experience with NSM, Excellent infrastructure, Loving and helping faculty members.

Adhya KS
(MBA 2014-2016)



Presently working in ESAF Small finance bank Experience in NSM was very good. A very good platform to improve our skills. Supportive Faculty members. Very good infrastructure as well as the positive atmosphere. NSM is providing a very good support to improve our managerial skills (Management meets,Workshop,Training,Industrial visits,etc)



Sreelakshmi KS
(MBA 2014-2016)

Working in IBM India Pvt Ltd, Bangalore: Experience in NSM: studying in NSM was a great opportunity; it has improved a lot to develop my personality both professionally and personally. Studying there got me into a lot of new activities, events, management meets. Effectively I have learnt a lot of skills through team activities. Apart from studies had a great enjoyment and memorable days in NSM.

Mohammed Sajeesh K. P.



Experience at NSM – Campus is good. Many programmes held at NSM helped to develop the personality which can helps us in professional life. NSM permitted to attend a lot of management meet in and around Kerala, which had helped us to face the world outside more confidently. Faculty members are good.

Placement & Training

NEHRU CORPORATE PLACEMENT AND INDUSTRY RELATIONS (NCP&IR)

NCP&IR continuously interacts with corporate and students for their final placements. Over 150 reputed National and Multinational companies visit NGI to recruit the students' year on year.

The recruiters were impressed by the academic excellence & rigor of the curriculum and diverse talent pool available at Nehru School of Management, Thrissur. Several recruiters from across verticals like **HDFC, ICICI, VODAFONE, KPMG, UAE XCHANGE, IBM, SOFMAX SOLUTION, TVS, HUL** have appreciated the talent of NSM students.

These companies represented almost all sectors of the business world: Banking, Financial services, Insurance, FMCG, Retail, Telecommunication, Consulting, Media and Advertising. These companies offered roles across business functions like Finance, Marketing and Sales, Media & Advertising, Operations, Consulting and HR.



NSM has got a separate placement wing called NSM Placement Cell headed by a senior faculty and a committee consisting of faculty members and student members. The placement cell design and conduct training programme suitable for students, to equip them to face job interviews. The cell conducts training through external trainers as well as in-house trainer.

Major Recruiters



Management Development Programme

Management Development Programmes have been organized after taking into account the need of present industry requirements and changes happening around the world. Theme based management development programmes are designed and conducted by members, corporate executives, entrepreneurs, businessmen and students.



Faculty Development Programme

Faculty Development Programme (FDP) aims at equipping teachers with skills and knowledge that are essential for inculcating entrepreneurial values in students and guiding panel monitoring their progress towards entrepreneurial career. Through each FDP, 15-20 faculty members of Science and Engineering colleges, Polytechnics and Entrepreneurship Development Organisations are trained for duration of 2-3 days.



Parents Teachers Association (PTA)

Every trimester Parents meeting is conducted by the Director and faculty team of NSM to build a strong bond and to elaborate the functionings of NSM as a whole. Most of the parents have welcomed this initiative and have been contributing their constructive ideas to the growth of NSM. The reasons for the meeting is to be highly transparent and explain to the Parents about the learning process and also about their children's future.



NSM Students Sensational



Nehru School of Management has a “family” feel. I felt highly associated with Director, faculty, staff, and other students, and I felt a great sense of belonging.

Athira M Nair (NCE16MBA08),
MBAT6 (2016-2018)

Nehru School of Management has really helped me to consider my career prospect as well. The Employability Hub and Career choices helped me in knowing the current recruitment trends and also notify me when a vacancy arises.

- Mr. Visnu P S (NCE16MBA66)
MBAT6 (2016-2018)



There were two main reasons for me choosing Nehru School of Management; the MBA ranks well and it is a prominent course, and I heard from friends that it's a great place to study. The school has a positive learning environment, and I feel like the city is a healthy place to be – clean streets and fresh air.



- Mr. Sree Rag R (NCE16MBA62)
MBAT6 (2016-2018)

As part of the MBA we had to do a number of presentations and were scrutinized by fellow classmates and faculty members who built our confidence, presentation and public relations skills. I was in contact with local companies and worked with one to enhance and grow their business through social networking

- Mr. Jithesh K (NCE17MBA27)
MBAT3 (2017-2019)



“I really enjoyed the MBA in Nehru School of Management. Every day I am educated with new things, was well-versed of current trends, improved my communication, and learned how to act as a manager. An added advantage was that I also learned from my peers – other students in our class who are from a multiplicity of backgrounds. After completing my



MBA, I want to work as a top level executive in a MNC.

- Ms. Anjitha Rajan (NCE17MBA08)
MBAT3 (2017-2019)



Clubs @ NSM

“LIFE – Learn It from Experience”

Mission : Learning every aspects of academic and social life through real life experiences and thereby enhancing the personal as well as professional growth.

Different Clubs :

- Fine Arts - **EUPHORIA**
- Social - **DHARMA**
- Entrepreneurship Club - **12A**
- Sports - **KHELSANGH**
- Investors Club - **PINNACLE**



International Tour

International Tour in NSM has become a vital ingredient in a successful completion of MBA course because the very nature of business has become global. The advantage it brings is that it enables students to understand cultural differences and obtain diverse knowledge on global business places.

Vicinity

- **Yakult - Pioneer of Probiotics Malaysia**
- **UCSI University, Malaysia**
- **Berly's Chocolate & Confectionery, Malaysia**



Students Success Stories



Best Student Award & Scholarship by TMA



Best Student Award & Scholarship by TMA



KARMA '18 Lucky Coupon Winner

Nehru School of Management Offers

- MBA Trimester system (2 year full time)
- Only B-School affiliated to APJAKTU in Thrissur
- Membership in professional associations like NIPM, ISTD, PMA etc.
- Ample Industry- institute interaction
- Activity based learning (Mini Projects in all Trimesters)
- Foreign Study tour and industry visit (as per student registration for tour)
- Students without backlog in the first year can pursue full time job in the second year
- Assistance for unpaid industrial internship program at Gulf
- Free outbound training for confidence building outside the state
- Beautiful, Eco-friendly location & surroundings
- A.C. Classrooms
- 24 hours Wi-fi campus
- Exclusive Management Library
- Executive Cafeteria
- Recreation & Sports Facilities
- Transport facility from Palakkad, Thrissur & Malappuram Dist
- Separate hostel facility for Boys and Girls
- Bank Loan facility and ATM facility available in Campus



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