



**Atal Bihari Vajpayee
School of Management
& Entrepreneurship**

PLACEMENT BROCHURE

2025-26

ABVSME to Industry: Talent in Transition



Welcome Recruiters,

From the desk of the ABVSME Faculty, it is our pleasure to extend a warm welcome to all our valued industry partners and recruiters. At ABVSME, we offer a cohort of exceptional students ready to contribute significantly to your organizations. Our faculty comprises dedicated experts committed to nurturing the next generation of business leaders. ABVSME ensures that students receive a comprehensive education blending theoretical knowledge with practical skills. Through innovative techniques, industrial visits, panel discussions, and case studies, we equip our students with a holistic understanding of real-world challenges.

Our alumni are our pride and joy, excelling in leading FMCG giants and other prestigious companies across various industries. Their success is a testament to the quality education and practical exposure they received at ABVSME.

We foster a culture of innovation, and critical thinking, empowering our students to think beyond conventional boundaries and develop creative solutions to complex challenges. This approach ensures they are job-ready and capable of driving innovation within your organization. ABVSME prides itself on its constructive and inclusive environment. We nurture talent from diverse backgrounds and perspectives, fostering a collaborative spirit that prepares our students for the global business landscape.

We invite you to engage with ABVSME and explore the potential of our talented students. Whether you seek future leaders in marketing, finance, operations, or entrepreneurship, ABVSME graduates are equipped with the skills, knowledge, and determination to make an immediate impact.

We look forward to building lasting relationships with you and facilitating the placement of our students in roles that match their skills and aspirations. Together, let's shape the future of business leadership.

Warm regards.



FROM THE DESK OF HON'BLE VICE CHANCELLOR, JNU



**Prof. Santishree
Dhulipudi Pandit**
Vice Chancellor

I am delighted to note that the students at Atal Bihari Vajpayee School of Management and Entrepreneurship (ABVSME), Jawaharlal Nehru University have had a very productive session through the two years of the MBA course journey. In addition to regular classroom learning, students actively engaged in thought-provoking dialogues with distinguished speakers from renowned corporate and management consulting organizations. I have witnessed students enriching their academic perspective. They are further encouraged to contribute to world-class research through writing scholarly papers and reports. I am confident that the Dean & the faculty members will take the School to great heights. The main objective of introducing the discipline of management & entrepreneurship in Jawaharlal Nehru University is to broaden the opportunity for the youth today, to receive quality education and training in management to transform them into tomorrow's corporate leaders. ABVSME has always emphasized entrepreneurship, not only for the sole purpose of establishing enterprises but also to teach the ability of proactive growth and management, so the students can become the assets to the organizations they join in the future. I wish ABVSME a very bright and prosperous future to achieve higher goals in management education, training and entrepreneurship.



FROM THE DESK OF HON'BLE VICE CHANCELLOR, JNU



**Prof.Brajesh
Kumar Pandey**
Rector1

It gives me great joy and satisfaction that Atal Bihari Vajpayee School of Management and Entrepreneurship (ABVSME) is imparting quality management education and training since its inception in 2018. The school has endeavored to offer excellence in imparting education through its pedagogy for grooming upcoming management professionals at the ABVSME in JNU. The Dean and faculty members ensure that the well-equipped teaching resources, methodologies and techniques are implemented. Students of the School has exhibited a passion for excelling in their respective areas and continuously gaining knowledge about new age tools and technique. The students have written case studies and written academic papers few of which have been published in prestigious journals. Moreover, through proactive collaborations, the School was able to add value to students' learning by With the achievements of many milestones, we have planned to further expand the School's academic programs both in number and capacity in the coming years. I congratulate the Dean, faculty members, and the students of ABVSME for their achievements and wish them success in future endeavors.

About JNU



Located in the heart of New Delhi, Jawaharlal Nehru University (JNU) stands as a premier institution celebrated for its academic excellence and pioneering research. With a diverse student body and a distinguished faculty, JNU cultivates an intellectually vibrant and innovative environment.

Recognized globally as a center of excellence in education and research, JNU consistently ranks among the top universities in India. According to the Indian Institutional Ranking Framework (IIRF) 2024, JNU is the top-ranked central university in India, earning high marks in categories such as Placement Performance (PP) and Teaching Learning Resources & Pedagogy (TLRP). In the NIRF 2024 rankings, the university proudly holds the #2 position—a distinction it has maintained since 2018. The National Assessment and Accreditation Council (NAAC) has awarded JNU the highest possible grade, A++, with an exceptional score of 3.91. On the international stage, JNU continues to shine. In the latest QS World University Rankings by Quacquarelli Symonds, the university has been ranked 20th among the top institutions worldwide. Spanning nearly 1,100 acres, the JNU campus is a serene, green expanse known for its tranquil environment and rich biodiversity—an ideal setting for academic and intellectual pursuits. The campus is well-equipped with modern facilities, including state-of-the-art laboratories, auditoriums, and one of the country's largest university libraries.

Our Prestigious Alumni



Smt. Nirmala Sitharaman
Hon'ble Finance Minister



Sri S. Jaishankar
Hon'ble External Affairs
Minister



Sri Abhijit Banerjee
ProfCeosnstoern of FW
Ercitoenromics MIT



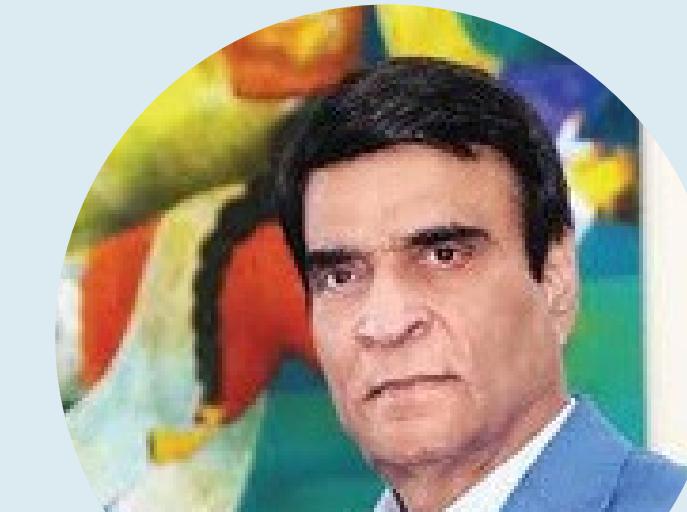
Sri Amitabh Kant
CEO of NITI Ayog



Sri Uday Shankar
President- Walt Disney
(Asia Pacific)



Sri Aditya Jha
Founder- Isopia Inc.



Sri Suresh Nanda
Chairman- Claridges Group
of Hotels

About ABVSME



The Atal Bihari Vajpayee School of Management and Entrepreneurship (ABVSME), a relatively new school in JNU, aims to offer a comprehensive training in Management and Entrepreneurship. Today when our nation is engaged in empowering its youth, management skills and entrepreneurship assume immense significance. BVSME in JNU is set to carve out a niche for itself and provide opportunities for our youth to get quality education and training.

JNU has strong National and International credentials and an enviable brand image. Its reputation for a multidisciplinary tradition of teaching and research. JNU is located close to industry in Delhi and the NCR. This locational advantage would further facilitate its exposer giving on edge.

Faculty at ABVSME



Prof. Heeraman Tiwari
DEAN



Prof. Arvind Kumar
Director, Placement Cell
HRM/CSR/BECG/Social
Entrepreneurship



Dr. Arvind Arahant
Economics/Management/
Agri-Rural Development/
Administration/Philosophy/
Financial Operations



Dr. Lokesh Jindal
Sales and
Marketing



Dr. Geetanjali Batra
HR/Organization
Behaviour/ Corporate
Social Responsibility/
Economics



Dr. Priya Gupta
Information Technology/
Data Science/Quantitative
Methods/Marketing



Dr. Brajesh K. Tiwari
Accounting/ Banking/
Corporate Strategy



Dr. Vaniki Joshi Lohani
Financial Management/
Green Banking/General
Strategic Management



Dr. Sakshi Sharma
Deputy Director,
Placement Cell
Quantitative Methods/
Investment/ Finance



Dr. Vikram Bansal
Marketing
Management/
Entrepreneurship
Development

ABVSME's Mission & Vision



MISSION

Empowerment of Youth through imparting excellence in education, training and research, Entrepreneurship knowledge creation and building the ecosystem.

VISION

Business Education and training in entrepreneurship skills for the youth of the country for building a sustainable Nation.

What we Offer ?

Existing Programmes

- Masters in Business Administration (MBA)
- Doctoral Program(PhD)

Other Programmes

- Management Development Programme (MDP)
- Faculty Development Programme (FDP)
- Quality Improvement Programme (QIP)

Proposed Programme

- Diploma in Entreprenuership



MBA Course Structure Contd.



SEMESTER 1

- Management Process and Organizational Behaviour
- Entrepreneurship Theory and Practices
- Accounting for Managers
- Marketing Management Quantitative
- Methods Legal Aspects of Business
- Business Communications

SEMESTER 2

- Financial Management
- Human Resource Management
- Information Technology for Business
- Production and Operations
- Management Business Research
- Methods Project Management
- Business Environment

SUMMER INTERNSHIP (8 WEEKS)

MBA Course Structure Contd.



SEMESTER 3

Compulsory Papers

- Strategic Management
- Business Ethics and Corporate Governance

3 Electives for Major

2 Electives for Minor

SEMESTER 2

Compulsory Papers

- Entrepreneurship Theory and Practices

3 Electives for Major

1 Elective for Minor Dissertation

FINAL PLACEMENT

Beyond Academics



**Cybercell and
IT workshop**

CSR and Sustainability: Building a better future

Management Games

The first image shows a group of students seated around a long conference table in a classroom setting, engaged in a panel discussion or lecture. A projector screen at the front displays a presentation slide. The second image shows a group of students standing together, holding certificates, suggesting they have participated in and completed a management game.

ABVSME's learning activities go even beyond the classroom as part of its holistic approach of fostering and refining management and entrepreneurial skills in its students. The school frequently organizes panel discussions, guest lectures, and other events including some of the most entrepreneurial and knowledgeable individuals. These events offer MBA students a fantastic chance to network and acquire industry knowledge.

For the holistic development of its students, at ABVSME we now have several Clubs to host competitions, events and activities for students from not only our School but from the whole JNU, as competing with students from diverse backgrounds fosters a cross-pollination of ideas and equips one to tackle challenges from a broader business perspective.

INDUSTRIAL VISIT



We had an incredible opportunity to visit Haier, a Global Leader in Home Appliances and Consumer Electronics. This enriching experience provided us with valuable insights into their innovative manufacturing processes, organizational culture, and cutting-edge technology. Also, Deeper understanding of how industry leaders like Haier continue to set benchmarks in quality and customer-centric solutions.

Key Takeaways:

- Understanding of Haier's business model and market strategy.
- Insights into the company's focus on innovation, quality, and customer satisfaction.
- Exposure to Integration of IoT in manufacturing process.

Why choose our Students ?



LATEST PEDAGOGY

ABVSME promotes computational thinking through structured lectures, expert-led panels, and regular training sessions, fostering holistic student development.

GROUP DISCUSSION

ABVSME facilitates peer interaction on current business issues through regular group discussions, supported by a newly inaugurated, fully equipped GD room.

PRESENTATIONS

At ABVSME, students present on course-related topics, enhancing subject understanding while regularly refining their presentation skills and building confidence.

BRAINSTORM SESSION

ABVSME fosters creativity and problem-solving through guided brainstorming sessions, complemented by expert insights, project collaborations, and skill-building initiatives.

ENTREPRENEURSHIP AND STARTUP PITCH EVENTS

ABVSME nurtures entrepreneurial thinking through startup events, expert mentorship, and incubation support, empowering students to turn ideas into viable ventures.

WORKSHOPS

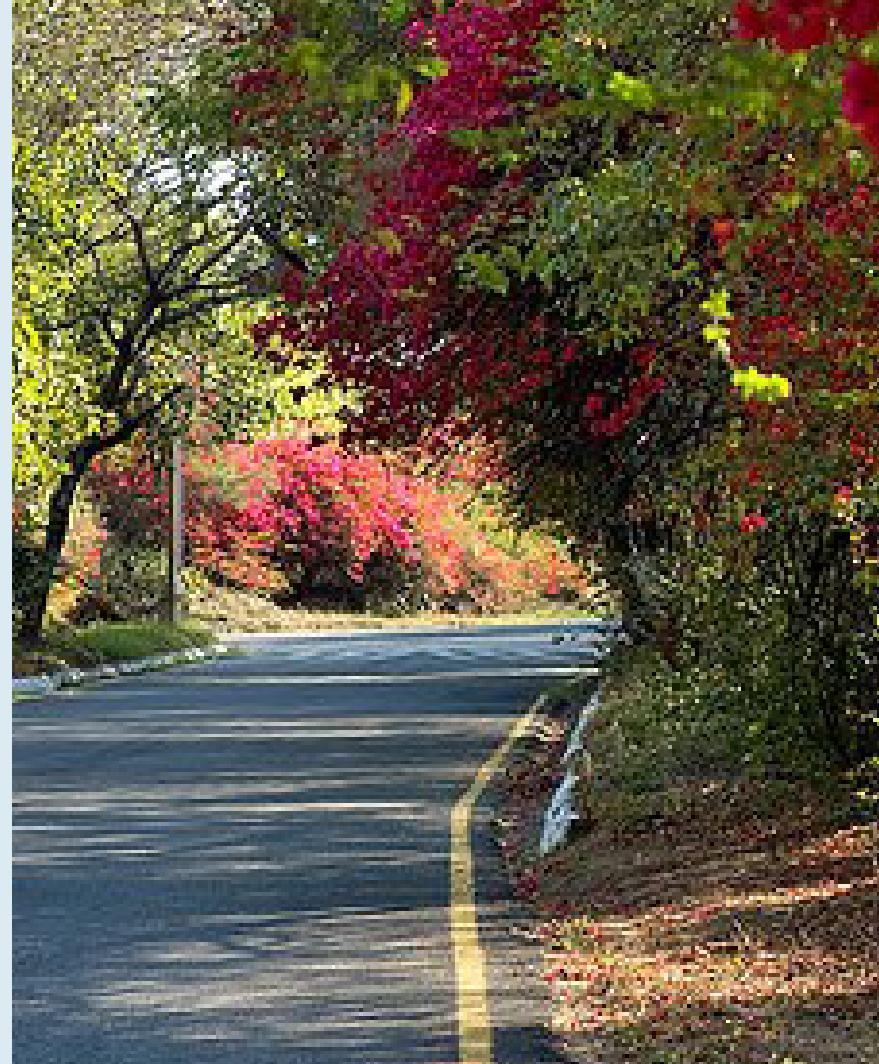
ABVSME enhances student learning through expert-led workshops, hands-on projects, and interactive training, offering practical skills and mentorship from industry leaders.

Our Past Recruiters & Internship Partners





Contact Us



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