



**NARAYANA
BUSINESS SCHOOL**
LEARN | LEAD | TRANSFORM

Celebrating
25
Years
Excellence

DISCOVER **YOURSELF**

at

India's Fastest Growing B-School

Founded by Academicians



Your Complete Guide to the NBS Experience

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Dr Amit Gupta & Dr Purvi Gupta

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From the Visionaries' Desk



Welcome to Narayana Business School, Ahmedabad - founded by academicians and built on credibility, values, and academic excellence.

For over 25 years, NBS has prepared ambitious young professionals to succeed in modern business environments through a strong blend of academic depth, practical exposure, and holistic development. Our learning approach ensures that students stay relevant and confident in a world that is constantly changing with new ideas and ways of doing business.

As an AICTE-approved, GTU affiliated institution and proud member of AACSB, AMBA & BGA, NBS offers programs designed to meet contemporary industry expectations through updated curriculum, analytical thinking, and leadership development.

With students from 24+ states and a strong 46% women representation, diversity enriches every classroom. Supported by 670+ recruiters and a consistent 100% placement record, we ensure personalised guidance and strong career outcomes for every learner.

I invite you to join a campus that stands for growth, ambition, and lifelong learning.

Warmly,

Dr Amit Gupta
Founder & Director
Narayana Business School

Welcome to an inspiring journey at Narayana Business School - founded by academicians and committed to developing well-rounded professionals with clarity, confidence, and character.

At NBS, our learning environment is designed to help students understand modern business practices, adapt to new developments, and grow into leaders ready to meet the challenges of a rapidly evolving world.

Our faculty brings together academic excellence and industry experience, helping students build strong fundamentals, analytical thinking, communication skills, and professional discipline.

With emphasis on industry relevance, practical learning, teamwork, and ethical leadership, we prepare students to excel in diverse roles across the business landscape.

Our commitment remains constant - to nurture individuals who grow with purpose, adaptability, and integrity.

Warmly,

Dr Purvi Gupta
Dean, Academics
Narayana Business School



Celebrating a Legacy of 25 Years

2000

Two academicians,
Dr. Purvi and Dr. Amit Gupta,
began their teaching journey from
a small corner of their home.



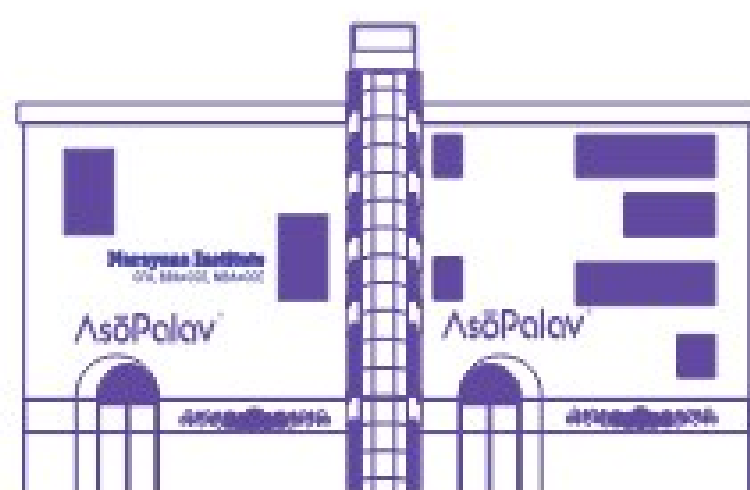
2001

Narayana Institute
was established in a 700 sq. ft. space
at Himalaya Arcade, Vastrapur,
offering CFA coaching.



2005

Narayana Institute moved
to a larger 6,000 sq. ft. office
at Asopalav House, Keshav Baug.



2010

Pivoted into
Narayana Business School.

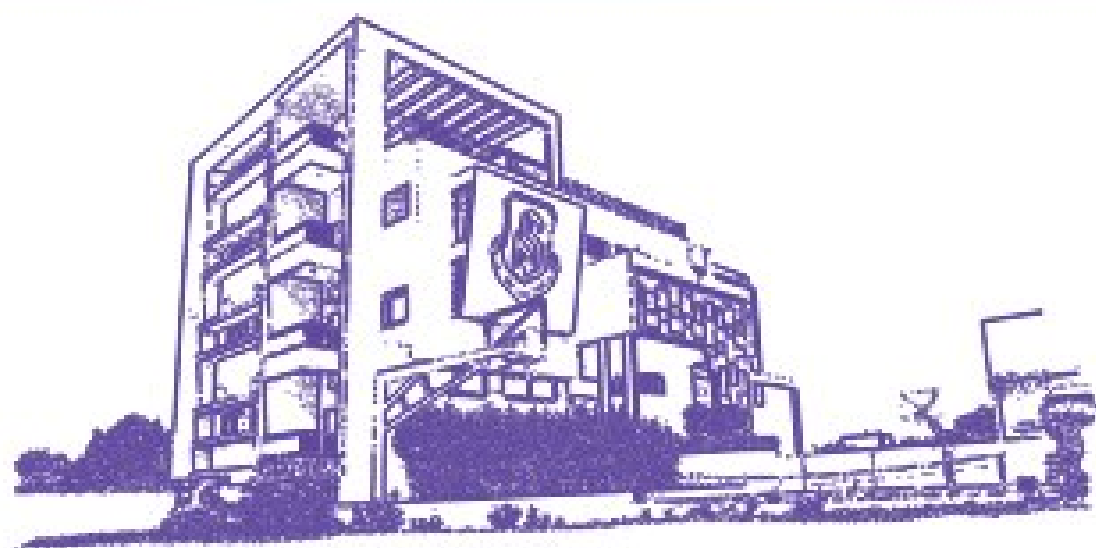
2013

Moved to **Narayana House,**
an 18,000 sq. ft. corporate-style
facility designed to nurture students
and prepare them for industry.



2017

The **State-of-the-Art NBS campus** was established on over 10 acres. Launched the **PGDM Dual Specialisation** program (AICTE approved).



2022

Launched India's first **PGDM in Quantitative Finance**.
Recognised as a Promising Institute for Global Skill Development Initiatives by APETA, 2022.



2023

Launched the **PGDM in Data Science & Analytics**.
Recognised as Best Education Brand by The Economic Times. Expanded the campus to build the Future of Education at NBS.



2024

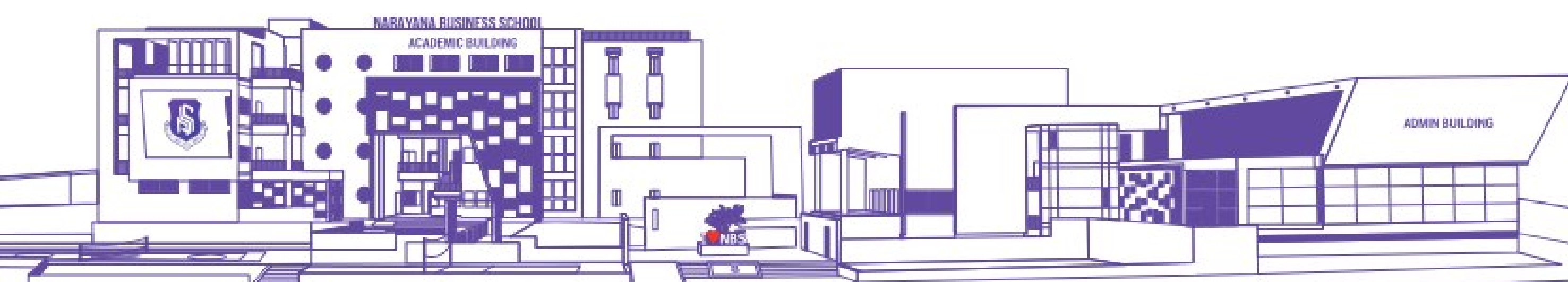
Recognised among **India's Top 30 Private B-Schools** by IIRF and EPSI.
Launched on-campus **Boys & Girls Hostels**.



2025

Joined the ranks of **Globally Recognised Business Schools**.
Recognised as the **4th Fastest Growing B-School** in India by IIRF 2025.
Ranked **18th Among Top 30 Business Schools** by Silicon India 2025.

Global Memberships



Our Flagship Programs Designed for the Future of Business



PGDM DUAL SPECIALISATION

THE PROGRAM THAT BUILDS MULTI-DOMAIN BUSINESS LEADERS

This program gives you the flexibility to master two domains and build multi-dimensional expertise. It prepares you to adapt, innovate, and lead in a fast-changing business environment.



**2 Year
Full-Time**



**6
Trimesters**



**90-Day
Domain Internship**



Focus

AICTE-Approved
Dual Specialisation for
Wider Career Opportunities

Specializations

Finance, Marketing, HR,
Production & Operations, IT

Unique Advantage

Wider Career Opportunities
with Dual Specialisation

Technology Exposure

Digital & AI Tools, Advanced Excel,
Power BI, Python, Data-Driven
Decision Making

Experiential Learning

Design Thinking, Real-World
Projects, Business Acceleration
Lab, Summer Internship

Corporate Interface

Expert Sessions,
Industry Mentorship,
Placement-Driven Projects

Skill Development

Cross-Domain Business Agility,
Strategic & Innovative Thinking,
Interpersonal & Negotiation Skills,
Adaptive Leadership &
Collaboration

Career Pathways

Cross-Functional Managers,
Consultants, Entrepreneurs



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PGDM

QUANTITATIVE FINANCE

Integrated with EY CAFTA

A PROGRAM BUILT FOR THE NEXT GENERATION OF FINANCIAL STRATEGISTS

Designed for future finance leaders, this program blends analytics, risk modelling, and financial strategy - preparing you to navigate complex markets with data-driven precision & global insight.



**2 Year
Residential**



**6
Trimesters**



**90-Day
Domain Internship**



Focus

Advanced Specialisation in
Finance and Quantitative
Methods

Specializations

Financial Analytics,
Risk Management,
Quantitative Methods

Unique Advantage

NISM Collaboration
14 EY CAFTA Certifications

Technology Exposure

MATLAB, R, Python,
Tableau, SAP FICO,
Bloomberg Terminal

Experiential Learning

Real-World Projects, Business
Acceleration Lab, Summer
Internship, Live Financial Labs

Corporate Interface

Expert Sessions,
Industry Mentorship,
Live Projects, Placements

Skill Development

Financial Modelling & Risk Analysis,
Data-Driven Decision-Making,
Analytical Communication,
Ethical and Strategic Financial
Leadership

Career Pathways

Quantitative Finance Professionals,
Risk Analysts, Financial Planners,
Wealth Managers,
Investment Specialists



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www.nbs.edu.in



PGDM

DATA SCIENCE & ANALYTICS

A PROGRAM DESIGNED TO BUILD
FUTURE-READY DATA AND
AI PROFESSIONALS

A powerful blend of business intelligence and advanced technology, this program equips you to translate data into decisions, insights, and measurable impact across industries.



**2 Year
Full-Time**



**6
Trimesters**



**90-Day
Domain Internship**



Focus

Developing Strong Analytical Skills with Deep Data and Technology Capability

Specializations

Data Science, Business Analytics, AI & Machine Learning & Tech-Driven Management

Unique Advantage

Integrated Data, AI, and Management Learning Framework

Technology Exposure

Python, R, Power BI, Tableau, Hadoop, Spark, ML, NLP, Cloud Computing, Neural Networks, IoT

Experiential Learning

Real-World Projects, Hackathons, Capstone Projects, Live Data Labs, Business Acceleration Lab

Corporate Interface

Corporate Internships, Industry Mentorship, Live Projects

Skill Development

Data Interpretation & Visualisation, AI-Driven Problem Solving, Business Intelligence, Insight Generation, Analytical Storytelling, Decision Communication

Career Pathways

Data Scientists, Business Analysts, AI Specialists, Data-Driven Managers



SCAN TO EXPLORE MORE



MBA + PGP IN CORPORATE EXCELLENCE

A DUAL QUALIFICATION BUILT FOR
STRONG BUSINESS FOUNDATIONS AND
CORPORATE-READY SKILLS

The MBA from GTU builds your academic & managerial foundation. At the same time, the PGPCE from NBS equips you with practical corporate skills, industry exposure, and workplace readiness - creating a well-rounded, job-ready business professional.



**2 Year
Full-Time**



**4
Semester**



**60-Day
Domain Internship**



Focus

Strong Academic Foundation
Combined with Corporate
Skill Development

Specializations

Finance, Marketing,
Human Resources,
Advanced Business Research

Unique Advantage

Dual Qualification:
MBA (GTU) + PGPCE (NBS)

Technology Exposure

Advanced Excel, Power BI,
Python, Data Analytics

Experiential Learning

Summer Internship,
Business Acceleration Lab,
Entrepreneurship Projects, Capstone

Corporate Interface

Expert Sessions,
Industry Mentorship,
Live Projects

Skill Development

Leadership & Corporate
Communication, Strategic
Decision-Making, Emotional
Intelligence, Team Collaboration,
Professional Etiquette,
Workplace Readiness

Career Pathways

Domain Specialists,
Business Leaders,
Corporate Executives,
Operations Professionals,
Research Associates



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Rankings and Recognitions

STATE RANKINGS

#01

Fastest Growing B-School
in Gujarat - IIRF 2025

#02

Best Private B-School in Gujarat
- Education World 2025

#03

Best Private B-School in Gujarat
- Fortune India 2023 & 2024

#03

Best B-Schools in Gujarat
- Business Today 2024

#03

Business Masters Union Ranking
(EPSI-FWA) - 2024

NATIONAL RANKINGS

#04

Fastest Growing Private
B-School - IIRF 2025

#22

Best Private B-School in India
- IIRF 2025

#18

Among Top 30 B-Schools
- Silicon India 2025

#20

Business Masters Union Ranking
(EPSI-FWA) - 2024

#27

Best Private B-School
- IIRF 2024



GLOBAL MEMBERSHIPS

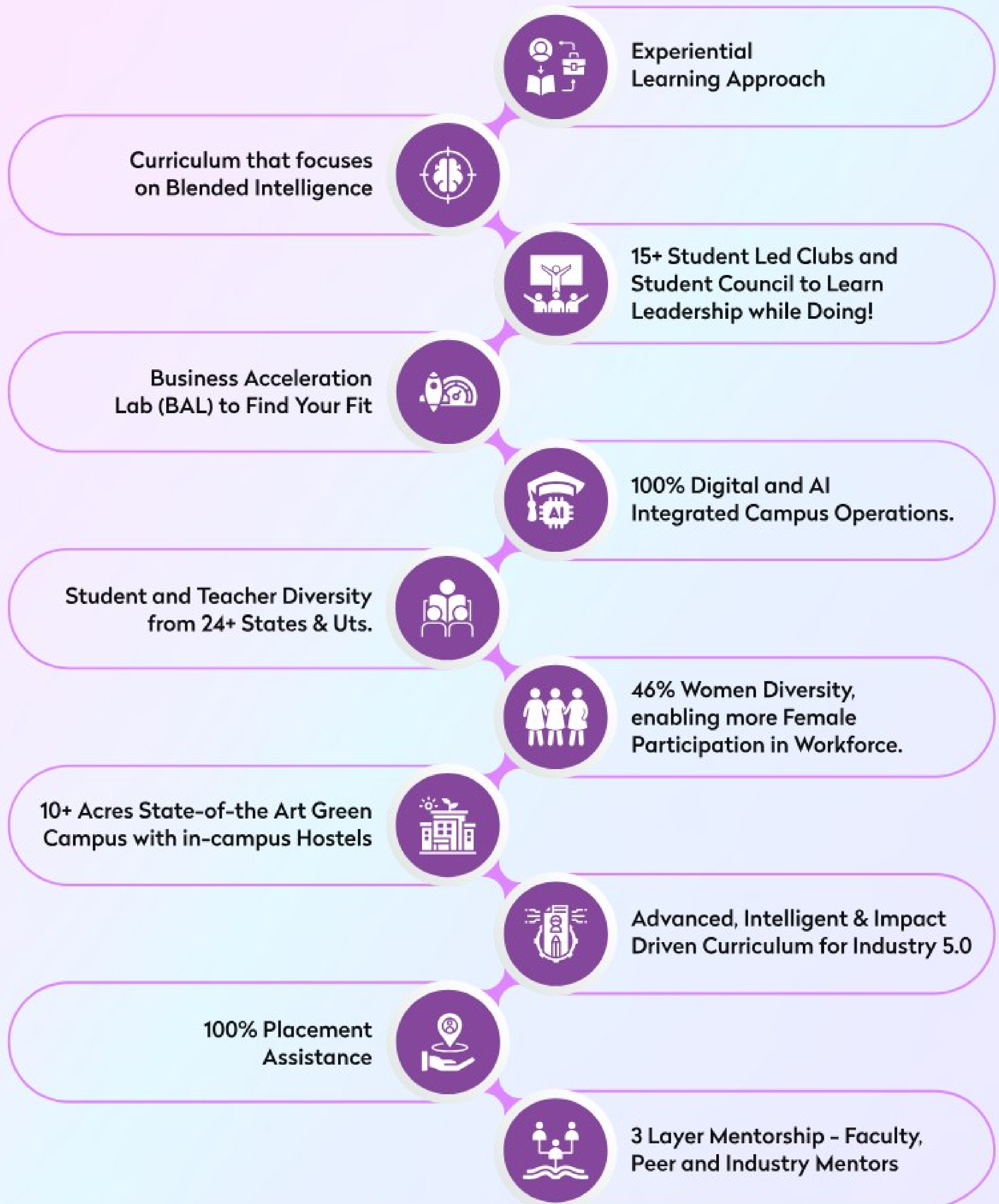


The World's Elite Business Education Networks



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The NBS Edge



Our Faculties, The Masterminds Behind NBS

At NBS, more than 60 expert faculty members bring together deep academic knowledge and real industry experience. They combine teaching excellence, corporate insights, and research-driven perspectives to mentor students with precision and clarity. Their shared purpose is simple - to shape capable, confident, and industry-ready professionals.



60+

Expert
Faculty

380+

Years of Industry
Experience

540+

Years of Teaching
Experience



Learning at NBS

Where Learning Becomes Leadership

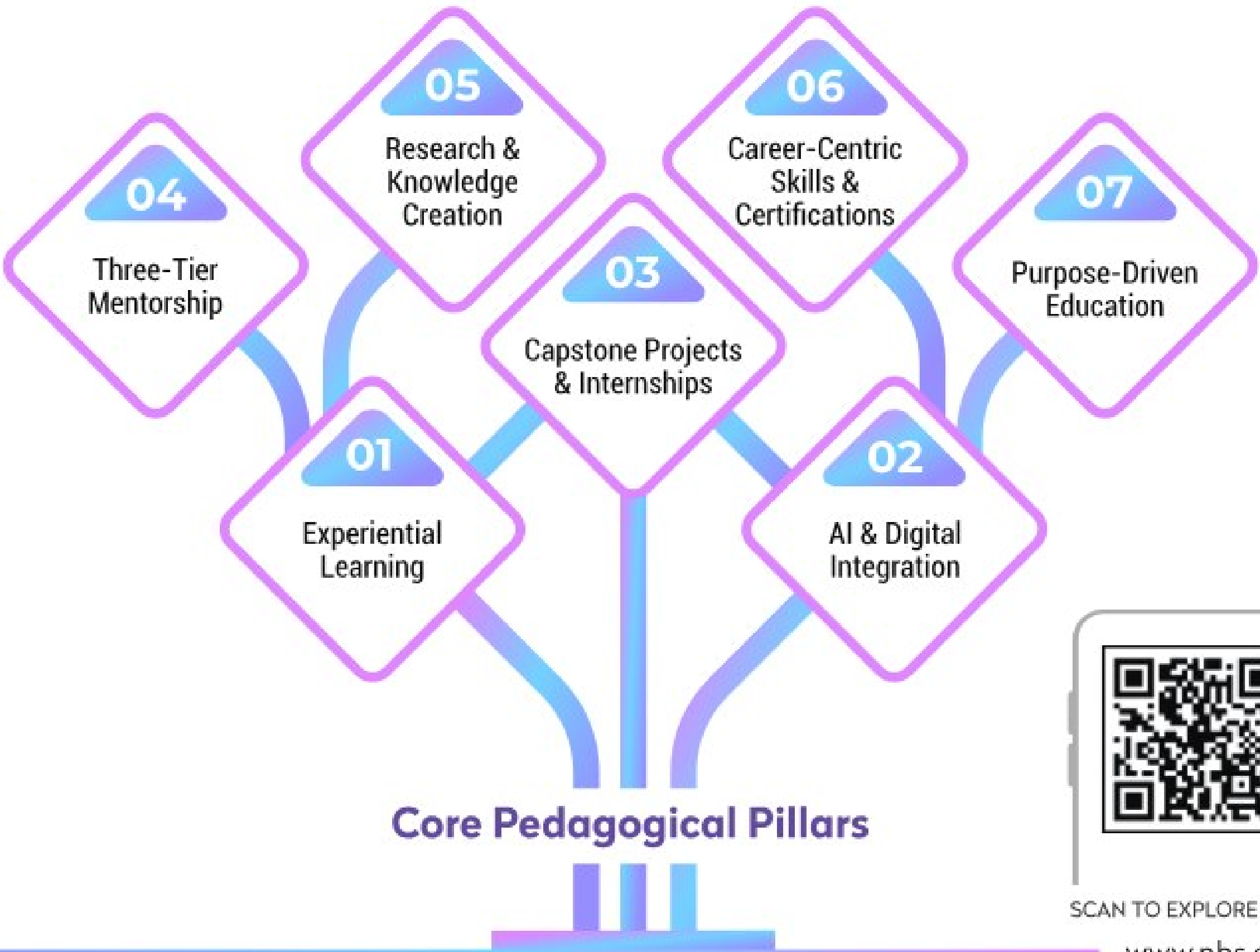
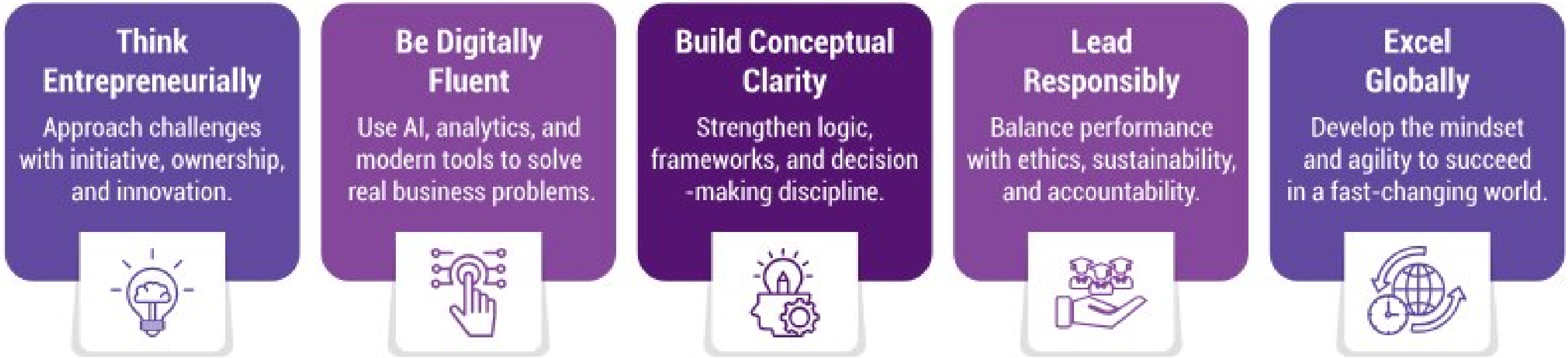
At NBS, learning is designed, not accidental. Every experience - academic, technological, experiential, or mentor-led - is structured to build clarity, confidence, and capability. You learn to think critically, use technology intelligently, communicate with purpose, and make decisions that stand up in boardrooms and real-world environments.

By the time you graduate, you don't just adapt to change - you drive it.

Our Core Philosophy



Our Teaching Philosophy



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Life at NBS

A campus where learning, celebration, culture, competition, and community come together to create unforgettable experiences.

Academic & Leadership Events

These events showcase intellectual growth, industry engagement, and real-world exposure.



GENESIS

Signature Induction Program



PRAVESH

Internship Experience-Sharing by Seniors



CONVOCATION

Graduation Ceremony



HR CONCLAVE

Panel Discussions with HR Leaders



DOCFEST

Documentary & Media Showcase



TEDx NARAYANA BUSINESS SCHOOL

Platform to Share Ideas that Inspire



STEAL-A-DEAL PITCHATHON

Business Pitching & Entrepreneurship Event



BUSINESS BAZIGAR

Student-Run Business Challenge



ALUMNI TALKSHOW

Alumni-Student Interaction

Cultural & Community Experiences

Activities that build belonging, collaboration, and student-led engagement.

NBS CHAMPIONS LEAGUE

Inter-School Sports &
Spirit Competition



INDRADHANUSH

Cultural Week &
Talent Showcase



BLOOD DONATION DRIVE

Serving Society
& Humanity



NBS HAAT

Student Marketplace
& Pop-Up Fair



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www.nbs.edu.in

Festivals & Celebrations

Vibrant celebrations that bring together diversity, culture, and unity on campus.

Ganpati



Navratri

Janmashtami



Independence Day



Teacher's Day



Valentine's Day



International Womens Day



International Men's Day



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Student Leadership & Club Culture at NBS

At NBS, students lead from the front. With 15+ student-led clubs across business, culture, sports, technology, and media, every learner finds a platform to contribute, collaborate, and lead. These clubs shape confidence, teamwork, communication, and leadership from day one.

Academic & Business Clubs



FinComm

Where Your Financial Wisdom Takes Shape



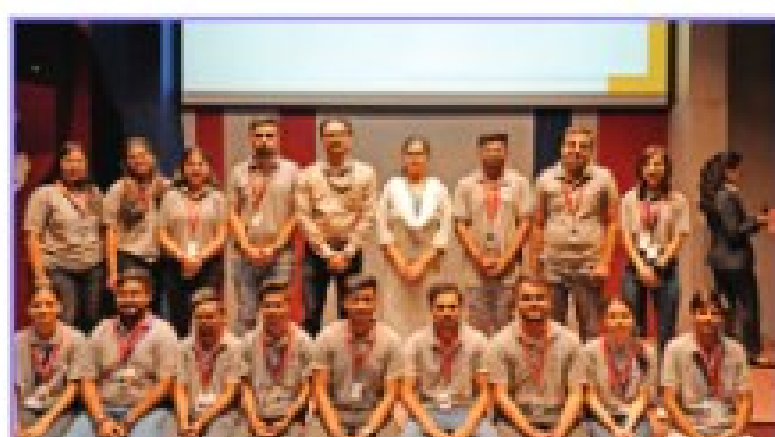
MarComm

Marketing Enthusiasts' Haven



HR Comm

The Launchpad for Future HR Innovators



NBSpreneurs

Where Business Dreams Become Reality



PlaceComm

Your Gateway to Unparalleled Opportunities



Economic Club

Illuminating Global Economic Frontiers



DNA-Data & Analytics Club

Shaping the Data Leaders of Tomorrow

Creative, Media, Sports & Cultural Clubs



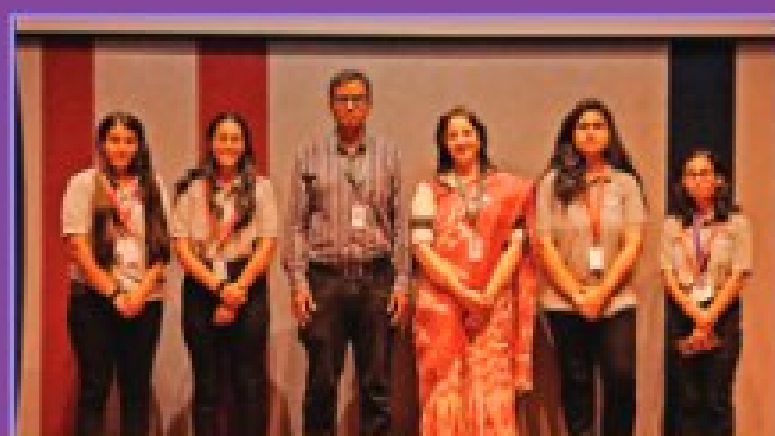
CulComm

Your Passport to Cultural Richness



PhilComm

Your Pathway to Making a Difference



EdComm

Your Canvas for Expressive Writing



SportsComm

A Playground of Spirit and Sportsmanship



SoMComm

The Digital Storytellers of NBS

The Northstars - Student Council of NBS

The official student leadership body driving events, initiatives, culture, operations, and student experience across the campus.



Global Immersion Program

NBS students will have the opportunity to participate in a 7-day Global Immersion Program in Singapore, Dubai, Malaysia, or Mauritius, designed to provide international business exposure, industry visits, and cross-cultural learning.



Fee-Inclusive



Eligibility Merit-Based



A Campus Built for Learning, Innovation, and Growth

Spanning 10+ acres, the NBS campus features state-of-the-art academic spaces, digital learning environments, modern hostels, sports facilities, collaborative zones, and fully equipped auditoriums – designed to support a holistic, future-ready learning experience.





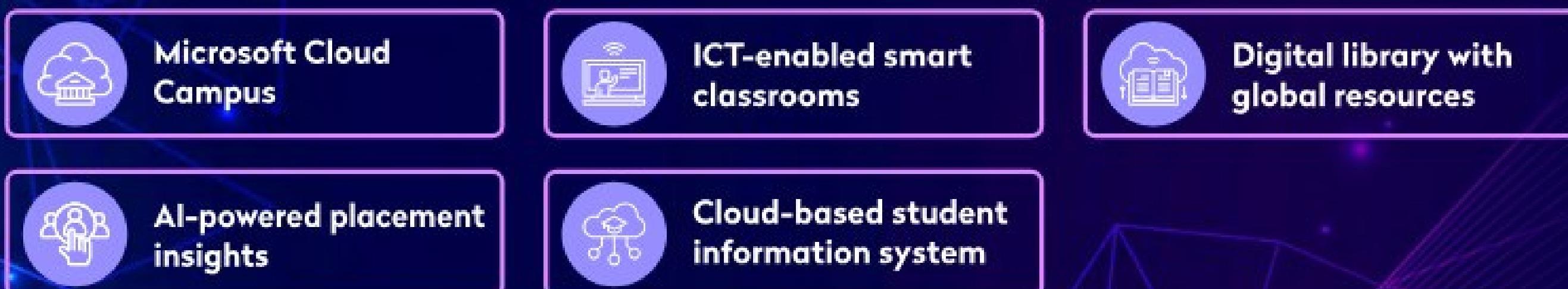
A Fully Digital, AI-Enabled Campus Built for Future Learning

NBS operates on a fully digital ecosystem that enhances learning, streamlines operations, and improves the student experience. From classroom delivery to campus services, every touchpoint is AI-enabled, integrated, and designed for speed, convenience, and intelligence.

DIGITAL & AI INFRASTRUCTURE



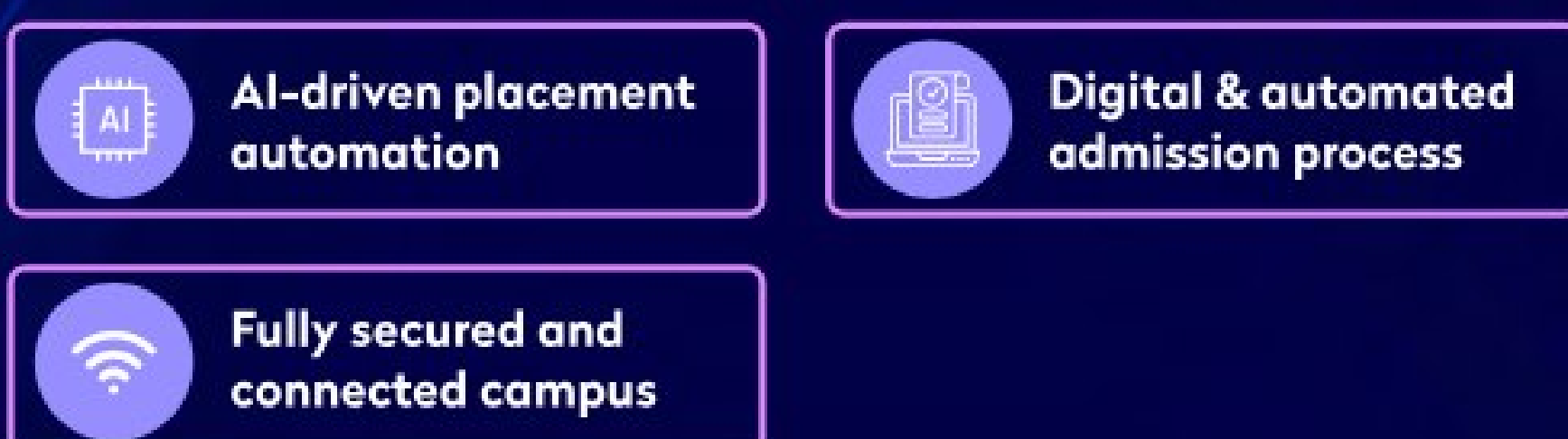
Academic Technology



Campus Experience



End-to-End Digitised Processes



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www.nbs.edu.in

Learn. Lead. Launch Your Career

Structured training. Strong partnerships. Successful outcomes

NBS combines strong corporate partnerships, structured employability training, and practical industry exposure to ensure students graduate as confident, job-ready professionals. With a dedicated placement team and a data-driven training model, students consistently secure strong career outcomes across diverse sectors.

100%
Placement Assistance

670+
Recruiting Partners

₹20 LPA
Highest Package

₹8.4 LPA
Average Package

"Best of last 3 years"



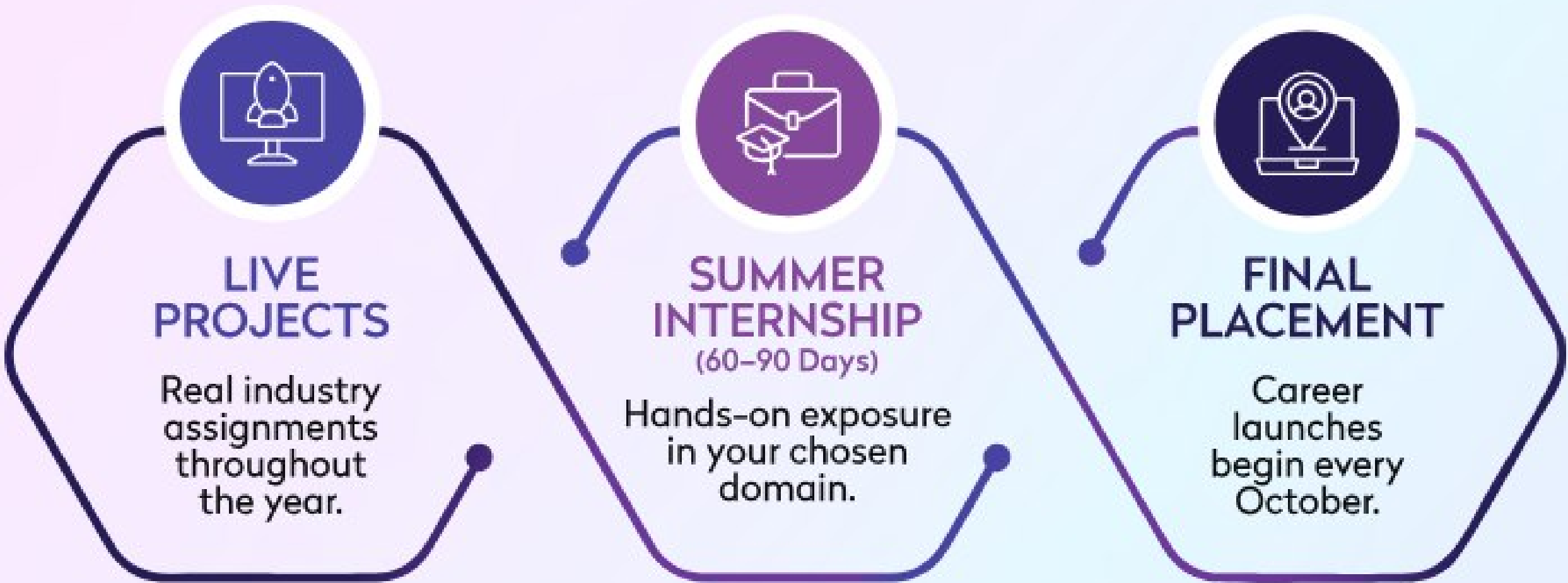
NEEP (Narayana Employability Enhancement Program)

A structured, multi-stage career readiness program designed to build clarity, confidence, and capability for successful placements.

Career Development Modules

Self Awareness Identify strengths, interests, and career goals.	Core Strength Analysis Evaluate competencies to map areas of excellence.	Career Field Guidance Personalised guidance for selecting the right domain.	CV Enhancement Tailored CV development highlighting skills and achievements.
Portfolio Building Showcase projects, internships, and accomplishments.	Mock Interviews Simulated sessions with industry experts.	Aptitude & Reasoning Prep Quantitative, logical, and verbal ability development.	Group Discussion Mastery Training in GD skills, communication, and current affairs.
Pre-Placement Readiness Workshops covering interview skills and industry expectations.	Grooming & Etiquette Corporate communication and professional presentation.	Personal Branding Build a strong professional and online identity.	Step Into Corporate Final preparation for transition to the corporate world.

PLACEMENT TIMELINE



SIGNATURE PLACEMENT EVENTS



Genesis

Industry-led orientation to shape your professional journey.



Café Conversations

Small, Candid Conversations with Industry Mentors



iConnect

Domain and Industry Awareness Sessions



HR Conclave

People Centric Conversation amongst Industry Leaders & Students



Pravesh

Internship Experience Sharing Sessions by Seniors for Junior NBSians



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Our Notable Alumni

From founders to CXOs, our alumni drive impact across industries, geographies, and global brands.



Sandeep Bharadwaj
MD & CEO



Vishal Tiwari
VP - Growth & Strategy



Jay Trivedi
Founder,



Ashish Chaudhary
Assistant Vice President



Sudarshan Agrawal
Executive Director
WELLS FARGO



Pranav Chudgar
Director
McKinsey
& Company



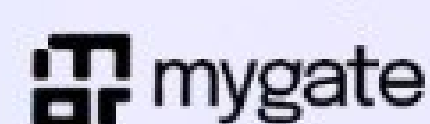
Hiren Thakkar
Founder & CEO



Ashutosh Gupta
CFA, FRM Associate Director



Dhaval Raithatha
Zonal Manager



Admission Process

A Transparent, Fair, and Merit-Focused Selection Journey

NBS follows a structured, student-centric admission process that evaluates potential, not just test scores. We look for clarity, curiosity, analytical ability, communication skills, and the mindset to learn, lead, and grow.

Our selection framework ensures that every admitted student aligns with the NBS learning culture and is prepared for a high-performance business career.



Start Your Application

Register and submit your application through www.nbs.edu.in.
Applicable for both MBA and PGDM programs.



Entrance Qualification

Appear for **NBSAT**, India's first holistic MBA entrance test, or apply using national-level exams: **CAT, XAT, CMAT, NMAT** (scores accepted).



Psychometric Profiling

A short assessment that evaluates:
• Aptitude • Personality traits • Creativity • Ethical decision-making
This helps us understand your leadership potential and program fit.



Personal Interview (Online)

Shortlisted applicants attend a one-on-one interview assessing:
• Motivation • Clarity of goals • Communication skills
• Analytical thinking • Managerial aptitude



Selection & Enrolment

Final selection is based on cumulative performance. Admission is confirmed upon **payment** of the fee and **verification of documents**.



SCAN TO EXPLORE MORE

www.nbs.edu.in

NBSAT – Redefining How Talent Is Evaluated

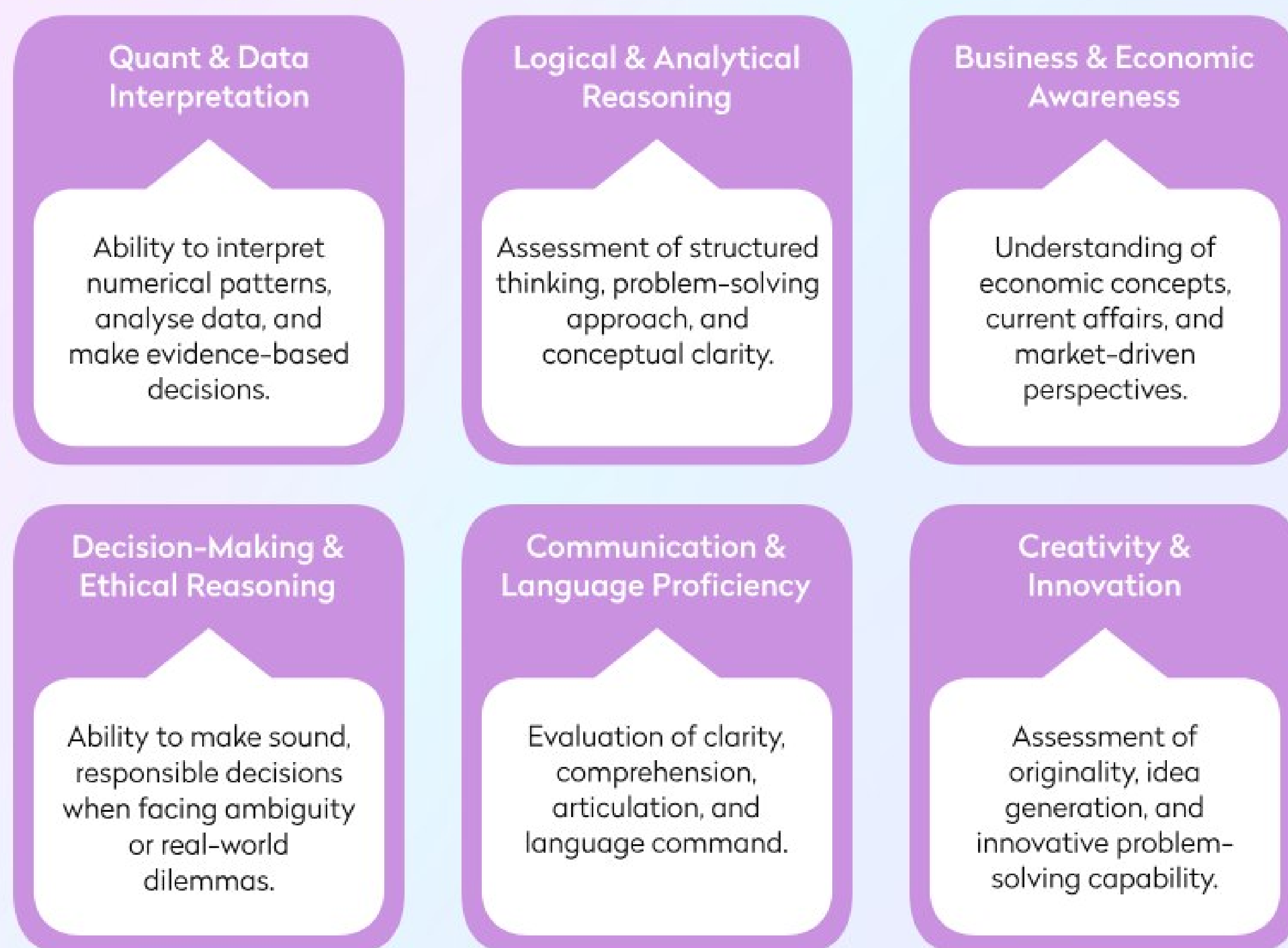
A holistic, AI-proctored assessment that measures aptitude, ethics, creativity, and leadership readiness – not just marks.

India's First Holistic Management Entrance Test

Developed in-house by eminent academicians and industry experts, NBSAT goes far beyond traditional aptitude exams. It evaluates how aspirants think, reason, decide, and lead – providing a complete picture of their managerial potential.

NBSAT assesses students across multiple dimensions:

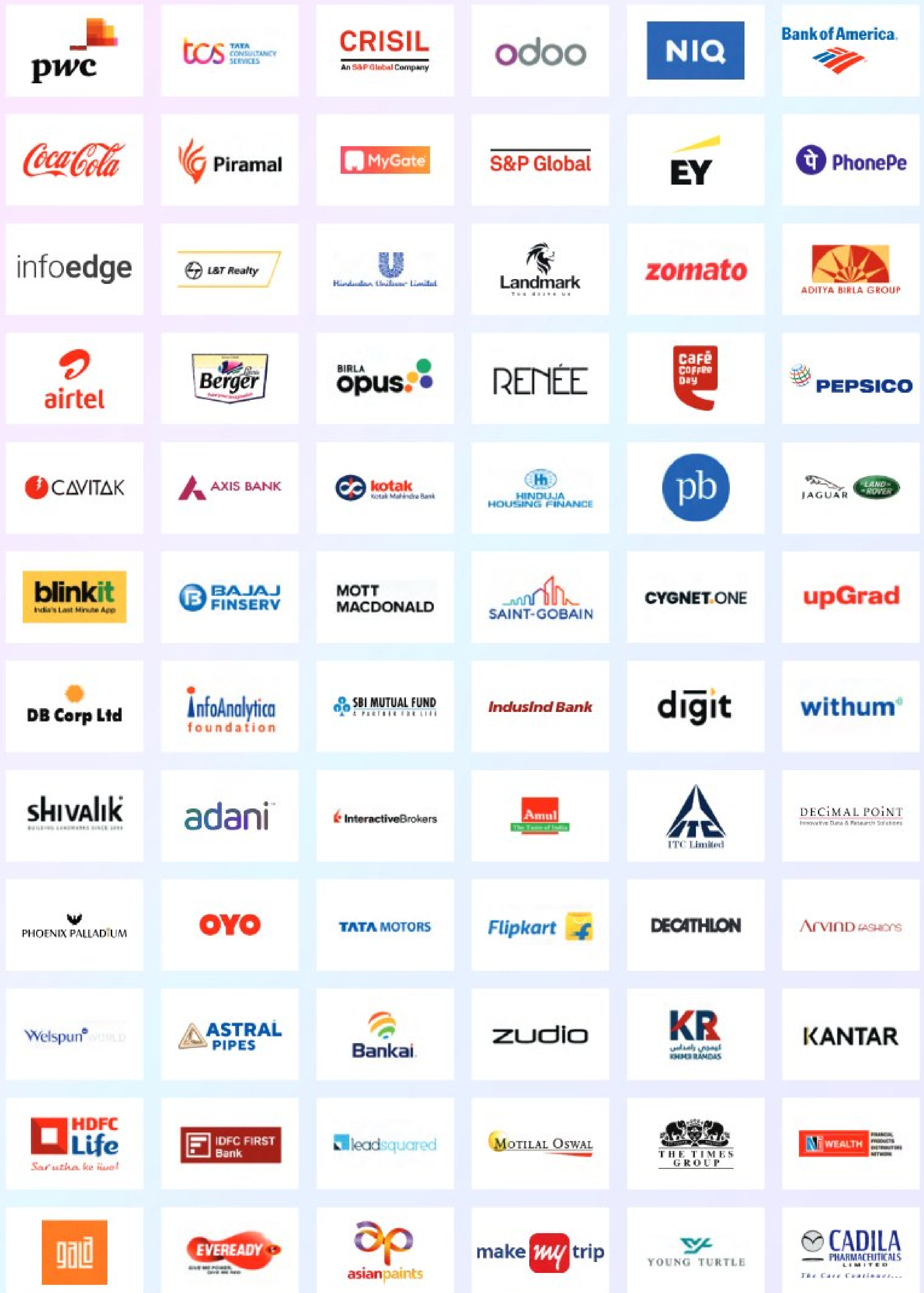
Core Evaluation Areas



Why NBSAT Stands Apart

- AI-proctored for secure, bias-free evaluation
- Holistic measurement of intelligence, mindset, and ethics
- Designed around today's industry expectations
- Gives every applicant a fair, equal, merit-based platform

Home to 670+ Recruiters



Celebrating

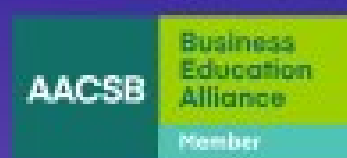
25 Years

Excellence

Shaping Future Business Leaders
Since 2000



Global Memberships



Industry Partnership



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Ahmedabad - 382 210, Gujarat, India.

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Explore NBS

