



**NEW HORIZON**  
**COLLEGE OF ENGINEERING**

**M B A B R O C H U R E**



# About us

## NHEI

New Horizon Educational Institution, established in the year 1970, is dedicated to creating today's pioneers and tomorrow's leaders. NHEI has a glorious history of 50 years as one of the most premium institutions in the country, providing quality holistic education ranging from kindergarten up to higher education. The institution has tie-ups with various MNCs and international universities and also boasts of numerous Centres of Excellence within the campus, to provide a comprehensive multidisciplinary platform to all our students to empower them to reach their pinnacle of knowledge.

The Government of Karnataka has conferred the prestigious Karnataka Rajyotsava State award For the year 2012 to New Horizon Educational and Cultural Trust for outstanding contribution in the field of educational and social service in the state of Karnataka.

## NHCE

New Horizon College of Engineering is an autonomous college permanently affiliated to Visvesvaraya Technological University (VTU), approved by the All India Council For Technical Education(AICTE) & University Grants Commission(UGC). It is accredited by NAAC with an 'A' grade. All UG Courses are accredited by the National Board of Accreditation(NBA). NHCE's undergraduate, postgraduate, professional and research programs offer you the opportunity to work in groups that are small enough to develop a supportive team culture but big enough to provide the necessary diversity for experience and learning. The scenic and serene campus of NHCE is surrounded by major information technology giants like Intel, Accenture, Aricent, Cisco, JP Morgan, Symphony, etc to aid in the development of knowledge. NHCE provides an environment that is conducive to personal, intellectual, and professional growth.

*Awarded*

**B-SCHOOL PROVIDING PREFERRED  
ENVIRONMENT FOR CAMPUS PLACEMENT**  
ASSOCHAM 2020

**RATED IN BAND 'A'**  
UNDER PRIVATE INSTITUTIONS  
CATEGORY 2020 BY

**ARIIA**  
ATIL RANKING OF INSTITUTIONS  
ON INNOVATION ACHIEVEMENTS

**RANKED #114**  
**TOP 6** **TOP 10**  
UNDER ENGINEERING CATEGORY  
IN BANGALORE IN KARNATAKA

**nirf** AS PER 2020  
NATIONAL INSTITUTIONAL  
RANKING FRAMEWORK

# Master of Business Administration

## Autonomous

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**Master of Business Administration (MBA)** is a two year, full-time autonomous program, affiliated to Visvesvaraya Technological University (VTU). The program proactively aims at, developing an inquisitive and analytical mind, seeking the right knowledge, acquiring appropriate skills, and fostering the right attitude to develop capabilities needed to manage enterprises. Furthermore, the program is committed to delivering the richness of entrepreneurship and multidisciplinary knowledge in a way where ethics and social commitments will be our cornerstones. The program offers Marketing, Finance, Human Resource, Business Analytics, and Operations specializations.

In addition to this, it also comprises of many certifications and value-added programs which ensure that students acquire all required skills to meet the industry standards and to overcome the challenges of current business scenarios. The teaching methodologies used to deliver the program are case analysis, discussions, assignments, PowerPoint presentations (PPT), remedial classes, guest lectures, industrial visits, workshops, seminars, orientation programs, industry connect programs, videos, and outbound activities. To give international exposure, foreign educational tours will be organized for those who opt for it. The program is inclusive of professional training viz placement training, effective communication, personality development, aptitude, and analytics that enable the students to match industry expectations and take on the challenges of the changing world.

## About Ph.D. Programme in Management

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The Department of Management Studies is recognized as the Centre for Management Research to offer the Ph.D. program in various functional areas of management by Visvesvaraya Technological University, Belagavi.

## Benefits of Autonomous

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- Academic Freedom
- Choice-Based Credit System (CBCS)
- Better Subject Choice and Electives
- Employability Becomes Easier
- Examinations
- Make-up Examination
- Fast Track Semester & Examination
- Internships
- Degree



# Collaborations and Beyond



**Harvard Business  
School Online**

Harvard Business School Online Program: NHCE has entered into a Strategic Alliance with Harvard Business School Online, a unit of Harvard Business School (HBS), Boston- US, which is consistently ranked among the top business schools in the world to offer Harvard Business School Online courses in a uniquely engaging way to learn vital business concepts. This agreement is designed to bring the Harvard Business School classroom experience and case studies to participants. A student can choose any one program which is best suited for him and it includes Business Analytics, Economics for Managers, Entrepreneurship Essentials, Financial Accounting, and Sustainable Business Strategy. The biggest advantage of this initiative is that upon successful completion of the program, the participant will receive a certificate of completion from Harvard Business School Online and will get Alumni status & Lifetime benefits from Harvard Business School Online.



Capstone® was created by CAPSIM® Management Simulations, Inc., USA. Capstone® simulation is used by Leading B-Schools and Corporate Executive Training by several Fortune 500 companies. This experiential learning technique has delivered lasting value to promising business enthusiasts. MBA students of NHCE get this opportunity to go through the experiential learning programme of the Capstone Business Simulation Tool.



SAP is integrated into the curriculum, All the three specializations get to learn their respective SAP Modules

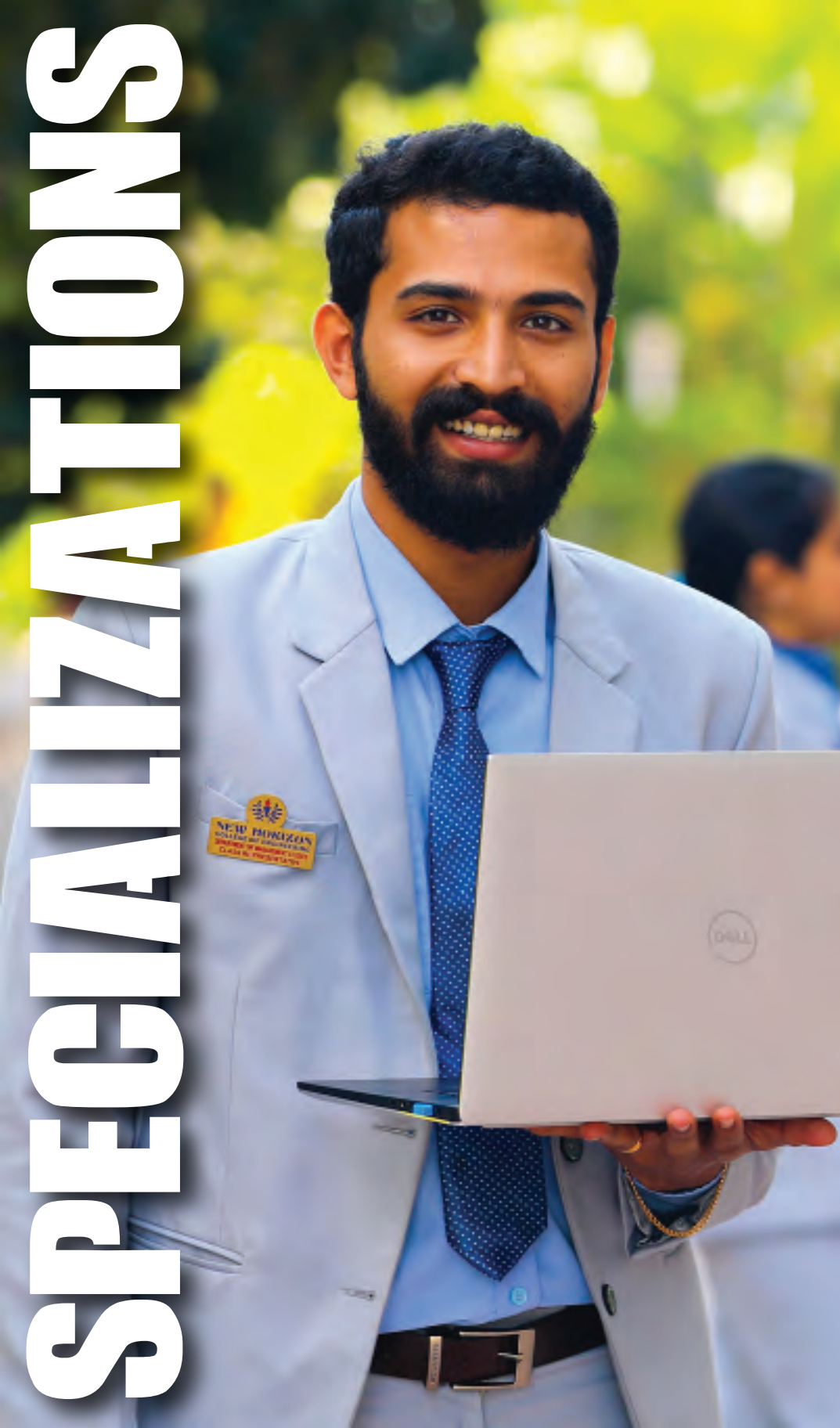
- SAP-FICO
- SAP – HCM
- SAP – SD



New Horizon College of Engineering (NHCE) signed an agreement with the Indian Institute of Management Bangalore (IIMB) to launch its IIMBx B-School Partnership programme on 30th May 2018. The partnership includes a Certificate in Strategy and the Sustainable Enterprise and Certificate in Organization Design: Creating a Competitive Advantage for the MBA Program. IIM Bangalore is one of the top management B-schools in India known for its holistic, transformative and innovative education. This partnership programme enhances the thinking capabilities of the students. Certification programme from a premier institution like IIM Bangalore will strengthen the resumes of the students and provide better chances of good job profiles and higher pay packages.



Department of Management Studies, New Horizon College of Engineering has signed an MOU with Fintech Infosystems Pvt Ltd for establishing an INVESTMENT LAB for using the virtual simulation platform – Trakinvest. Trakinvest ("TI" or "The Company") is an online platform focused on providing education, analytics, social intelligence, and AI tools for trading and investing. "Trakinvest" gives pro-investor access to real market data from multiple global exchanges to trade in, build a portfolio, monitor & evaluate their investment decision. It provides an eco-system for finance students to learn the art of investing by trial & error with virtual money. This \*simulation platform\* is integrated with the \*MBA finance\* subjects related to investment from the current semester and students will have hands-on experience of managing portfolios like an expert, test their investment strategies, leverage analytics/social tools and compete in simulations enhancing employability skills.



# SPECIALIZATIONS

## Marketing

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**"In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create."**

**- DAVID OGILVY**

Marketing is considered the most glamorous of the traditional core of Business Administrations. Marketers are directly responsible for creating a brand's character and recognition. It creates a bond between the consumers and the products/services being provided by an organization. With the advent of digital marketing, it is now a ubiquitous practice from startups to corporate giants. Department of Business Studies at NHCE combines the traditional with the new to create a foundation that will allow you to excel in any environment. From marketing strategy and mix to a digital toolkit for monitoring and optimizing your ad spends and returns, the curriculum exposes you to the best practices across the board. Case studies and marketing competitions give you practical experience and exposure.

## Finance

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**"Accounting is the language of business." -WARREN BUFFETT**

Finance is the spine of every organization. No organization can flourish without strong financial fundamentals. Managing finances is one of the most important aspects of business. In order to start up or even run a successful business, one needs an excellent knowledge in finance management, planning, and decision-making. Department of Management Studies at NHCE imbues in a student an apt acumen for understanding the management of finances, so that they can acquire in-depth knowledge and great aptitude skills to develop professional skills and climb the ladder of success. ERP modules and investment labs in various finance courses prepare students to be industry-ready and grab excellent finance job opportunities.

# Human Resources

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**"Hire people who are better than you are; then leave them to get on with it. Look for people who will aim for the remarkable; who will not settle for the routine."**

**- DAVID OGILVY**

The one-point agenda of leadership is to create leaders. Human Resources is the key to hiring and retaining the right mix of talent required to take an organization to the next level. HR is the powerhouse that turns the wheels of giant corporations and ensures the well-being of the workforce. The HR department assumes even more importance in the knowledge industry as it has to ensure that the workforce is regularly reskilled and updated on the latest technologies. MBA in HR at NHCE equips you with the Legal and Compliance frameworks to lead an organization's workforce. It gives you the toolkit to identify and retain the right talent.

# Business Analytics

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**"Information is the oil of the 21<sup>st</sup> century, and analytics is the combustion engine."**

**- PETER SONDERGAARD**

90% of the data in the world was generated over the last two years alone! You can read this statement again. There are 2.5 quintillion bytes of data created each day at our current pace, but that pace is only accelerating with the growth of the Internet of Things (IoT). MBA in Analytics at NHCE provides the scientific foundation that equips students with the right tools and strategies for taking-on the world of big data. Create the right tools, strategies and visualizations and keep a tab on the pulse of the market. Analytics is also popular as a minor specialization, bringing a 360° maturity and understanding.

# Operations

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**"Plans are nothing, planning is everything." - PHILIP KOTLER**

Operation Management plays a crucial role in an organization as it handles issues like design, operations and maintenance of the system used for the production of goods. India, over the past decade, has experienced an unparalleled boom in the logistics sector. The thriving e-commerce market in India is bringing-in new opportunities for logistics and supply chain management professionals. Operations Management specialization at NHCE imparts field-specific knowledge and educates the students about various trends in the industry. It covers the latest concepts of logistics and supply chain management. The curriculum is designed in such a way that it provides industry-specific knowledge and skills dissemination.



## Industry Integrated Academic Features:

### ACADEMIC FEATURES - EMPLOYMENT CENTRIC SYLLABUS DESIGNED AS PER INDUSTRY EXPECTATIONS

- 1) MBA from VTU
- 2) Training in SPSS
- 3) Training in Advance Excel in Business
- 4) Outbound Experiential Learning Program
- 5) Workshop on Stock Market Operations
- 6) Certificate in Entrepreneurship Development
- 7) Business Incubation Support
- 8) Workshop on Business & Finance News Analysis (Business Newspaper Subscription)
- 9) Online English Training and Assessment Program
- 10) Competency Mapping & Profiling Workshop
- 11) Specialization Orientation Workshop & Certification
- 12) Industry Sectoral Analysis Workshop
- 13) Certification in Design Thinking
- 14) Project Report Writing
- 15) Presentation Skills Enhancement
- 16) Case Writing & Case Analysis
- 17) Industry Expert Guest Lectures
- 18) Industrial Visits
- 19) Membership in Department Clubs
- 20) Membership in New Horizon Alumni Forum
- 21) Membership from All India Management Association

#### Skill Enhancement for Global (G) and Professional (P) Programs

- 22) Capstone Business Simulation

#### Domain Certifications:

- 23) Certification in Business Analytics (Analytics)  
 Certification in Supply Chain Management (Operations)  
 Certification in Digital Marketing (Marketing)  
 Certification in Human Resource Practices (HR)  
 Certification in Financial Planning and Analysis (Finance)
- 24) IIMBx Certification from IIM, Bangalore
- 25) HBX Certification from Harvard Business School, Harvard University, US

G	P	E	SEM
✓	✓	✓	I-IV
✓	✓	✓	II
✓	✓	✓	II
✓	✓	✓	I-II
✓	✓	✓	II
✓	✓	✓	II-III
✓	✓	✓	I-IV
✓	✓	✓	I-IV
✓	✓	✓	I-IV
✓	✓	✓	II-III
✓	✓	✓	II
✓	✓	✓	II
✓	✓	✓	III-IV
✓	✓	✓	IV
✓	✓	✓	II-IV
✓	✓	✓	IV
✓	✓	✓	II
✓	✓	✓	I-IV
✓	✓	✓	II
✓	✓	✓	III
✓	✓	✓	III
✓	✓	✓	II-III
✓	✓	✗	III-IV
✓	✓	✗	III-IV
✓	✓	✗	III-IV
✓	✓	✗	III-IV
✓	✓	✗	III-IV
✓	✓	✗	II-III
✓	✗	✗	II-III

Training in Business English, Soft Skills Training, Quantitative Aptitude Training , Interview Skills Prep Workshop and CV Writing Workshop will be provided to the students at an extra cost. VTU Consortium e-resources packages will be roles ote sande at extra cost.

**Training in Foreign Language:** Suggestive: Mandarin (Chinese)/Spanish/French will be provided to interested students at an extra cost.

**National Industrial visit** will be organized for interested students at an additional cost.

**International Industrial tour** can be availed at an additional cost.

# Training & Placements

New Horizon College of Engineering supports students in getting placed with organizations, while studying in the final year of their course. The Institute seeks feedback from recruiters so as to prepare students better, to fit into the corporate world and meet mandatory expectations from hiring companies. As a result of this exercise, industry relevant topics are identified for students to get trained. These interventions are implemented from the first semester of their course. The training program encompasses multi-stage process to train students and make them ready for the industry and develop the etiquettes for corporate world.

- 🌟 Business English Communication
- 🌟 Life Skills for Managers
- 🌟 Quantitative Aptitude Development
- 🌟 Attitude and Behavioral Development
- 🌟 Exclusive OJ Preparation Workshop

## PRE-PLACEMENT TRAINING

- 🌟 Training in Business English, Soft Skills Training, Quantitative Aptitude Training, Interview Skills Prep Workshop and CV Writing Workshop will be provided to students at an extra cost.

**100% PLACEMENT OPPORTUNITY IS PROVIDED TO MBA STUDENTS**



## Industry

Sponsored Laboratories and Centres of Excellence

### SAP NEXT-GEN LAB

New Horizon College of Engineering, Bangalore has signed an MOU with SAP, and has been accepted as an Associate Member of the SAP University Alliance (UA) Program. Subsequently, as a member, New Horizon College of Engineering has access to a wealth of resources developed in collaboration with faculty, students, SAP partners and customers across the world. SAP University Alliance is a global program in over 100 countries that aims to shape the future of higher education.

### VERTICA

NHCE has signed an MoU with HP Enterprise to establish Big Data and Data Analytics Centre of Excellence with a state of the technology Lab at NHCE campus. VERTICA Centre of Excellence is focussed on giving an insight to students on two big data platforms: VERTICA (licensed) and HADOOP (open-source). A portion of the curriculum is aimed for students from a management perspective, where different types of Data modeling, analytics and case studies are included, apart from practical knowledge on VERTICA. Both circuit and non-circuit branch students learn the courses offered by this lab to make a career in data analytics. Students obtain certificates from Vertica Academy after undergoing several certification courses through their online portal.





# REFURBERS

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AVAALI SOLUTIONS  
AVAYA  
AXA TECHNOLOGIES  
BATA  
BUSINESS FUNDAMENTALS  
BRILLIO  
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BUYHATKE  
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CONSULTING  
CELSTREAM  
CERNER HEALTHCARE INDIA PVT LTD CARGIL  
CENTURYLINK  
CENTRUM DIRECT  
COLLABERA  
CHOWGULE CONSTRUCTIONS  
CIGNEX DATAMATICS TECH LTD.  
DIGITAL ASIA PVT LTD  
CLOUD THAT TECHNOLOGIES  
CMC LIMITED  
COMPUTER SCIENCE CORPORATION (CSC) COGNIZANT TECHNOLOGY  
CPM INDIA  
CSC INDIA  
CUELEARN  
CREATIVE ENGINEERS  
CROPIN TECHNOLOGY  
CTECK-SBS  
CYIENT INDIA  
CONTINENTAL AUTOMOTIVE  
CRMIT  
D2L PHARMA  
DCB BANK  
DANSKE IT  
DATAGRES TECHNOLOGIES  
DAIWIK HOUSING  
DECATHLON  
DELL  
DIRECT' INDIA  
DHFL  
DSR INFRA  
DREAM INFRA  
EDUREKA  
EDS TECHNOLOGIES

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ETA ENGINEERING  
EPIANCE SOFTWARE  
ERTLOGS CONSULTANT  
EUROFINS IT SOLUTIONS  
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HAPPIEST MINDS  
HCS TECHNOLOGIES  
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HOUR GLASS HP INDIA  
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L&T INFOTECH LTD.  
LIGHT MASS SOLUTIONS  
LDS INFOTECH  
LOWE'S  
LITTLE APP  
LKP SECURITIES  
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MPORTAL RESUPPLY  
MYNTRA  
MADURA COATS  
MELTRONICS SYSTEMTECH  
METTL  
NEWGEN  
NTT DATA GLOBAL DELIVERY SYSTEMS  
NOKIA NETWORKS  
NETCONNECT  
NOAH INTERIORS  
NXP SEMICONDUCTORS  
NXTGEN DATACENTRE  
NOKIA INDIA  
OCWEN  
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ORANGE BUSINESS SOLUTIONS  
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PWC  
QINNOX  
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RANDSTAD  
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RAAGACONSTRUCTIONS  
RACKS & ROLLERS  
RETAIL 9 VENTURES  
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RI ENGINEERING  
RLE INDIA  
SAMSUNG INDIA  
SAN ENGINEERING  
SANKALP  
SEMICONDUTOR  
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SHEOREY DIGITAL SYSTEM  
SIGTUPLE TECHNOLOGIES  
SKYFI LABS  
SEINE PRODUCT DESIGN  
SELLERWORX  
SPECTRAA TECHNOLOGY

SPECTRUM  
SPERIDIAN TECHNOLOGIES  
SPRINKLR  
SOCIETE GENERALE INDIA  
SONY INDIA  
SONATA SOFTWARE LTD.  
SOFTWAY SOLUTIONS  
SOWPARNIKA  
SUCCEED TECHNOLOGIES  
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SAFRAN ENGINEERING  
SAI HYDRAULICS  
SATTVA SALARPURIA  
SEMCON  
SENVION  
SERVION GLOBAL SOLUTIONS  
SHOBHA DEVELOPERS  
SIGMA INFOSOLUTIONS PVT LTD  
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SQUARE YARDS  
STATE STREET  
STUP CONSULTANCY  
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TATA CONSULTANCY SERVICES LTD.  
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THOMSON REUTERS  
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TAS  
TEK SYSTEMS  
TIME INC  
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U-TECH  
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WELLS FARGO  
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# Testimonials



**ASHFAQ ZAMEER**  
MBA-FINANCE

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The 2 years I spent in New Horizon College of Engineering was a great opportunity. A plethora of opportunities with the practical time-bounded managerial experience all through the course and also help find the real you. It's a promise of great experiences with an excellent faculty team and many events for you to take part in while you are here, build networks, take chances. There has been great support from faculties & placement officers. It is a dream come true, to begin my career with such a reputed company like, IBM. I proudly say that I'm a NEW HORIZONITE.

”



**AYESHA SANIYA**  
MBA-FINANCE

“

New Horizon College Of Engineering has always believed in helping and guiding its students and it was no different during the placement season. Regular classes held for aptitude and technical skills were of great help. Our placement administration team also guided and encouraged us at each step thereby helping me secure my placement in EY GDS Bangalore. My two years of study in New Horizon College Of Engineering is the moment I cherish the most.

”



**BIJO JOSEPH**  
MBA-FINANCE

“

Apart from the lush green campus backed by astonishing infrastructure, studying in New Horizon college gave me a lead with lifelong career excellence. From the very supporting faculties to the Training & Placement Department, all helped me enhance my skills to the optimum and is still inspiring me to never surrender. My education at New Horizon was an encounter for a lifetime and will remain with me for eternity. I am happy to state that I am placed in by the college

”



**HEMAVATHI REDDY**  
MBA-FINANCE

“

New Horizon College of Engineering provides great exposure to students by organizing different activities and trainings which are very helpful for the students. The years spent here have been full of learning opportunities that were filled with fun and frolic. I have received great support from faculties & the placement department and I am thankful to them. It was with their constant support that I could enhance my skills and got myself placed with "Ernst & Young Global Limited".

”

## Industry Speaks

Master of Business administration program under the leadership of Dr. Sheelan Misra, Professor & Head, has been able to commit towards putting a curriculum that gives best management education, innovative programmes, outstanding faculty and thought leadership. The department engages business leaders and entrepreneurs to conduct seminars, workshops and discussions throughout the academic year in order to expose students to industry perspectives.

### **Mohan Kumar,**

Practice Head,  
Digital Cloud Business  
Wipro Limited

The engagement & interaction between industry speakers and students have been intriguing and that is a reflection of the quality of education being imparted by the New Horizon College, Bangalore. To an already established college with a proven record of commitment and earnest investment in their students, future augurs exceptionally well by virtue of high-quality education and best in class infrastructure. The faculty of the college is learned, outstanding, and drives all the programs exceptionally. I wish the college all the best for the times to come.

### **Pankaj Mishra,**

Cloud Advisor, TCS



# Student Club

## Master of Business Administration (MBA)

- Entrepreneurship Development Club (Idea Lounge)
- Acumen Club

## SPORTS CLUBS,

- Volleyball Club
- Basketball Club
- Badminton Club
- Kabaddi Club
- Football Club

## EXTRA CURRICULAR CLUBS,

- Dance Club
- Music Club
- Art Club
- Literary Club
- Photography Club
- NSS Club
- Socio-Political Club
- Adventure Club
- Fitness Club
- Media Club
- Fashion Club
- Leo Club
- Green Warriors Club
- Rotract Club

# Student Development Programs

## 1. TECHNOLOGY BUSINESS INCUBATION CENTRE

Technology Business Incubation Centre at New Horizon College of Engineering encourages startups at NHCE. There are 92+ active Startups that have been actively supported by NHCE, and are actively operational under the banner of Centre for Innovation and Entrepreneurship. The vibrant patent Cell helped startups and other students and faculty members to file nearly 171+ patents during last 3 years! Industry sponsored labs with state of the art facilities have been created conducive ecosystem for Startups at NHCE! The vision of NH-EDC is to educate, mentor and provide enterprising resources to budding entrepreneurs and to build an exhaustive resource pool to aid potential student entrepreneurs at NHCE. NHCE is one of the selected colleges under PM-YUVA Yojana (Pradhan Mantri Yuva Udyamita Vikas Abhiyan), which aims to create an enabling ecosystem for entrepreneurship development through entrepreneurship education. Focus will also be on entrepreneurship promotion and social entrepreneurship. Working in collaboration with National Entrepreneurship Network (NEN), since its inception, NH-EDC has conducted various activities for the college students creating and promoting entrepreneurship awareness at the campus. E-WEEK is one of such initiatives where an array of activities are conducted raising the spirit of innovation and creativity which are considered as spark-plugs of entrepreneurship.

## 2. NEW HORIZON SCHOLARS PROGRAM

New Horizon Scholars' Program is a focussed initiative to recognize potential students in the 2nd & 3rd year and groom them for the best possible opportunities in the corporate world, in government organizations or for higher education programs. The Scholar Program is ably supported with good amount of mentorship by industry leaders and scientific establishments to inspire the young minds, to focus their energy on emerging trends and technologies. The scholars undergo several workshops, guest lectures on trending technologies, industrial visits, live projects and hackathons to ensure they get maximum hands on exposure to the tools and technologies of their choice. The purpose of the scholar lounge is to ensure a paradigm shift in the thought process of the identified students who are referred to as Scholars. It leads the students towards the identification of a smart career goal. The ultimate aim of scholar programme is to provide the best amalgamation of innovation, entrepreneurship development, skill up gradation, passion and aptitude along with sound theoretical subject knowledge, which in turn makes our student industry ready and innovators of tomorrow so that they can pursue their passion and think beyond the job.

## 3. NEW HORIZON ENTREPRENEURSHIP DEVELOPMENT CELL (NH-EDC)

New Horizon Entrepreneurship Development Cell (NH-EDC) is working in collaboration with the National Entrepreneurship Network (NEN), in promoting entrepreneurship among the students at the campus to raise the spirit of innovation and creativity. The Centre for Entrepreneurship Development is funded by All India Council for Technical Education (AICTE) under AICTE-EDC for the year 2013-14. The centre was empanelled under Prime Minister YuvaYojana under Ministry of Skill Development & Entrepreneurship, Government of India in the Year 2017.

### OBJECTIVES OF EDC

- To provide an interface between ideas from New Horizon College students and experts, To introduce new and innovative training techniques for students for a new venture
- To provide competent faculty support and consultancy
- To enable the students to take up entrepreneurship and start up ventures



# Intercollegiate

## Cultural Fest - Sargam

**SARGAM** is an annual state level inter collegiate cultural fest organized by New Horizon Educational Institution. NHEI believes in providing great opportunities for the student to involve themselves in various activities which are diverse and challenging. Sargam is a platform for students to unleash the true potential of their talent. With this students learn skills such as event management, interpersonal communication and team building.

**SARGAM** fest brings together students from various educational institutions providing an excellent platform to showcase their talent and win handsome rewards too. It brings the PUC to the PG students of various streams across the state under one roof. In year 2019, Sargam was conducted on 20th and 21st of September 2019, with very special and unique theme was 'PANCHABHOOTA-Essence of the Universe.

The theme 'PANCHABHOOTA, for Sargam 2019 like previous years challenged and entertained students with a host of competitive events. A total number of 20 competitions ranging from one star to five stars, like Painting, Mime, Acapella, Freeze IT (photography), L. A Model, Switch Foot, DJ wars, Street dance, Quiz, Battle of Bands, Contemporary Dance (group), Street Play (group), Computer Gaming, Improv, Aircrash, B-Boying and the Mega event Maha Tattva were organized on the New Horizon Knowledge Park.



# RUDRAKSH 2020

Department of Management Studies, New Horizon College of Engineering, organizes Management Fest "RUDRAKSH"- "a state level intercollegiate fest" which is held during the month of Feb/March, every year.

The fest is a management oriented event that provides a platform for the students to share knowledge and also help them showcase their managerial, leadership and entrepreneurial skills through interaction and innovation. Every year Rudraksh has a different theme and events. Both, the undergraduate and postgraduate students from various specializations and streams participate in Rudraksh from the colleges across Karnataka..

Rudraksh is designed around activities related to Human Resource (Vyakshya), Finance (Vitta), and Marketing (Mantram) domain which will let the students experience the challenges they would be facing in the future in their respective fields. In addition, we have an event titled "Chakravayuh" dedicated to identifying the best manager who has the potential to direct an organization towards success. To identify the best Talent, we have "Kalakaar"-- a cultural event that helps in exploring the talent of young minds, individually as well as in Groups. The events focus on helping the students to empathize the role they would be playing in the future.







**NEW HORIZON  
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# Location and infrastructure

The College Campus is set amidst halcyon surroundings, enveloped by fresh air and greenery on the outer ring road of Bangalore, away from the hustle and bustle of the city. The imposing building and the lush green lawns are wonderful salubrious ingredients for meaningful learning. Every effort has been made at this Campus to ensure that the main building conforms to high standards of quality in construction. Every minute detail has been thought about, planned and executed in this Center for Learning. Purpose designed landscape and trees straddle the main block at NHCE in a beautiful campus. Located on Bangalore's IT corridor, the college is a paradise for learning. A 700 Seater Auditorium built to international standards for intellectual activities like paper presentations, seminars, workshops, debates and inter-collegiate competitions. Guest lectures for the students and faculty conducted here regularly.

## CONFERENCE ROOMS

The Conference rooms are of corporate standards is one of the highlights of New Horizon campus. Ultra modern facilities to conduct board meetings and campus recruitment are available here.

## CAMPUS FACILITIES

WIFI Campus, Lecture Halls, Auditorium • Seminar Halls, Well Equipped Laboratories, Cafeterias, Medical facility, Ambulance Service, RO drinking water, Reprographics facilities, Utility Centre, Round the clock security, Book store & stationery shop, Bank & ATM, Transport facility, Indoor Stadium, Outdoor gym, Indoor gym, Sports Ground, Parking Facility.

## SEMINAR HALLS

The Seminar halls are built with state of the art facilities to cater to the need of every student. Seminar halls are utilized for conducting seminars, workshops, guest lecturers and various other intellectual activities.

## VIDEO CONFERENCE ROOM

Telecommunication technologies, allows two or more locations to communicate by simultaneous two way video and audio transmissions. This room is also used as online class room. It has recording facility which enables recording of Guest Lectures for the benefit of the students.

## LECTURE HALLS

The Lecture Halls are airy, spacious and well ventilated, in conformity with international standards. Extensive use of audio-visual media enables the students to grasp advance technology quite easily.

## CANTEENS/CAFETERIA

The college Cafeterias is spacious, clean and hygienic, offering a variety of North Indian, South Indian and Chinese cuisine.

## SPORTS FACILITIES

The college provides a host of indoor & outdoor sports facilities for the students. An indoor stadium with state of the art facilities houses the courts for Basketball, Volleyball and Badminton while a spacious and a well maintained ground allows students to play and hone their skills at Football, Volleyball, Basketball and Tennis. The campus also features a well equipped indoor and outdoor gymnasium. Recreational facilities and indoor games like Chess, Table tennis which are meant to stimulate and invigorate the students intellectually and physically are also available on campus.





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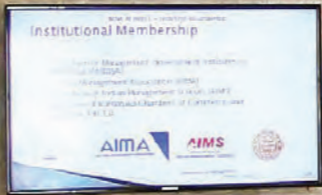
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Vakra-Tunda Maha-Kaya  
Surya Koti Samaprabha  
Nirvighnam Kurume Deva  
Sarva-Karyeshu Sarvada



The background of the entire page is a composite image. The upper portion shows the torso and arms of a man in a light blue suit and white shirt, with his hands clasped. The lower portion, which is partially obscured by the man's figure, shows a dense urban skyline with various skyscrapers, including one with a distinctive Art Deco spire. The overall color palette is light and professional.

# MBA

**MASTER OF BUSINESS ADMINISTRATION**

*Awarded*

**B-SCHOOL PROVIDING PREFERRED  
ENVIRONMENT FOR CAMPUS PLACEMENT**  
ASSOCHAM 2020

