



# PLACEMENT BROCHURE 2015-16

PGDM (Accredited by National Board of Accreditation (NBA))



**VIGNANA JYOTHI INSTITUTE OF MANAGEMENT HYDERABAD**

(Approved by All India Council for Technical Education (AICTE)  
Accredited by National Assessment and Accreditation Council (NAAC))

# Vignana Jyothi

## (The Promoting Society)

*is carved and created by a group of industrialists, businessmen and professionals who felt that education is the light that wipes out the darkness of an uncertain future among the youth and determined to educate them without selfish ends.*

### Vignana Jyothi sponsors the following institutions

- Vignana Jyothi Institute of Management
- VNR Vignana Jyothi Institute of Engineering and Technology
- Vignana Jyothi Public School
- VRS & VJ Residential School
- Dr. D. Rama Naidu Vignana Jyothi Institute of Rural Development
- Vignana Jyothi Polytechnic
- Vignana Jyothi College of Arts & Science



**General Body of Vignana Jyothi**



## Message from Director

The world is experiencing an information explosion; we are in an age of fierce competition. Companies recruiting management graduates want people who can deliver results in a globalized world. Professionals with an analytical bent of mind are the need of the hour.

Through peer influence, Vignana Jyothi Institute of Management has not only become No.1 AICTE approved private business school in Telangana & Andhra Pradesh but among top twenty five on all India basis. The objective is to provide quality management education at affordable price to the young graduates of the nation aspiring to become management professionals.

### **VJIM has the following differentiating features:**

1. The institute is accredited by National Assessment & Accreditation Council. The Program is accredited by National Board of Accreditation. The PGDM is equivalent to MBA as Certified by Association of Indian Universities.
2. A respectable annual salary range of Rs. 8 to 10 lakhs p.a. and an average package of Rs. 6 lakhs p.a. offered by the campus recruiters last year.
3. Very senior, mature, research-oriented, caring and highly experienced faculty members with right blend of academic & industry experiences.
4. Serious academic rigor and congenial environment that nurture students to grow mentally and intellectually.
5. Curriculum is changed when new concepts and new thoughts emerge so as to make the students up-to-date.
6. Effective pedagogical tools for experiential learning like POGIL (Process Oriented Guided Inquiry Learning) and Socratic methods are implemented.
7. VJIM students have been identified by some companies in Hyderabad to formulate business plans for them.
8. VJIM students make remarkable dents in most of the B-school student events conducted on Pan India basis.

To sum up, VJIM is committed to produce value based management graduates who would substantially contribute towards sustainable development of the society, environment and business.

**Dr. Kamal Ghosh Ray**

# VIGNANA JYOTHI INSTITUTE OF MANAGEMENT - A PROFILE

Recognizing the needs to have effective executives to manage business, American business man set up institutions at Wharton and Harvard, at the turn of 19th century. Till date these institutes serve as a bench mark of the Management Education for the whole world. "Firms and not nations, compete in international markets, 'says Michel Porter. With globalization and savage competition, the need for professional managers was felt acutely.

Keeping these needs in view Vignana Jyothi Institute of Management was founded in 1993, to provide learning opportunities to local youth so as to prepare them as professional managers. The industry was to benefit from these from these well-groomed potential managers.

VJIM is an autonomous institute Approved by All India Council for Technical Education (AICTE) and accredited by National Assessment and Accreditation Council (NAAC) for its quality in education.

## Vision

To be a world class Institution, provide value based education, conduct interdisciplinary research in emerging areas of management leading to sustainable socio-economic development of the nation.

## Mission

To produce managers and entrepreneurs who will be future ready and socially responsible. To involve students and faculty in innovative research projects linked with industry, academic and research institutions in India and abroad. To use modern pedagogy for improving the teaching-learning process.

## Quality Policy

- Impart up-to-date knowledge in the students' chosen fields to make them quality managers.
- Make the students experience the applications on quality processes and policies.
- Provide quality environment and services to all stakeholders.
- Provide systems, resources and opportunities for continuous improvement.
- Maintain global standards in education, training and services



# VIGNANA JYOTHI INSTITUTE OF MANAGEMENT



## Pedagogy and Learning process

An array of teaching methods is employed to address the needs of students' who have different learning styles and come from different socio-cultural backgrounds. The faculty at VJIM is sensitive to the individualized students' learning needs and endeavours to create a positive impact on their learning. Redefining teaching objectives is influenced by -

- Expanding knowledge frontier and its preservation.
- Self-understanding, self-discovery and imaginative thinking
- Developing oral and written competency.

Some of the instruction methods that are followed at VJIM are

- Engage the students in rigorous intellectual exercises.
- A good amount of reading thinking and independent work is exercised by the students.
- **POGIL** (Processes Oriented Guided Inquiry Learning) uses guided inquiry – a learning cycle of exploration, concept invention and application – as the basis for many of the carefully designed materials that students use to guide them to construct new knowledge. POGIL is a student-centred strategy; VJIM students work in small groups with individual roles to ensure that all students are fully engaged in the learning process. POGIL develops process skills such as critical thinking, problem solving, and communication through cooperation and reflection, helping students become lifelong learners and preparing them to be more competitive in a global market.
- **Socratic Dialogue**: “Serial questioning” is used to what the curiosity of the student in the form of philosophical enquiry leading to discussions and agreeing to certain assumptions for the acceptance or rejection of the answers.
- **Tutorial**: It is a great challenge to address the problem of heterogeneity of the students' mental abilities and tutorial is an effective technique of levelling out differences. It is a method where personal attention is paid to the student. It is creates a spirit of enquiry and competitive desire to excel among the peers. The faculty customizes and fine tunes the instructional objective to the learning needs of individual students.
- **Summer Internship Program**: Summer project is a special purpose learning activity spread over a period of 8-weeks. It provides the students of PGDM an opportunity to learn from practical experiences and apply the concepts learnt in the classroom to real life situations.
- **Guest Lectures, Seminars & Conferences**: Eminent personalities from the industry continuously interact with the students on a regular basis to help them understand the dynamics of business and skills required to excel in the professional world.



## VJIM Differentiators

Highly qualified and experienced faculty, state of the art infrastructure, innovative teaching practices, students with very high positive attitude, are some of the features that make VJIM an institution that is a class apart. The institute is governed by eminent industrialists, entrepreneurs and highly acclaimed academicians. Each one of them is committed to ensure that the curriculum and pedagogy at VJIM Hyderabad should be cutting edge and industry relevant, exposing students to the right mix of theory and real world issues. Some of the differentiators of the institution are

1. **Innovation driven B-School** with unique pedagogy and pioneering learning methods like POGIL (Process Oriented Guided Inquiry Learning) and Socratic Dialogue.
2. **Institution accredited for quality** by National Assessment and Accreditation Council (NAAC).
3. **Programme accredited for quality** by National Board of Accreditation (NBA)
4. **Industry oriented curriculum** developed through synthesis of inputs from subjects experts from industry and alumni, besides academia.
5. **Serious academic rigour** and congenial environment that nurtures overall development of the students.
6. **Strong alumni network** spread across the globe working in organizations like Google, Facebook, Microsoft, Deloitte, Vodafone, CSC, Accenture etc.
7. **Highly qualified, experienced and research oriented faculty** with the latest knowledge of industry trends updated through faculty internship, MDPs and consultancies.
8. **Reverse orientation** for students immediately after summer internship to revive subject knowledge after 2-month long summer internship program.



## Program Overview

All the programs emphasize on the essential connection between theoretical learning and professional experience. This linkage reflects in the core curriculum, ensuring that VJIM students always remain one step ahead in the increasingly competitive global environment. Providing exceptional learning opportunities, essential for the development of critical and independent thinkers, VJIM curriculum focuses on developing leadership skills and a sense of social responsibility.

The PGDM programmes focus not only on learning from books but also getting hands on experience from industry. The main thrust of the curriculum is to make the students industry-ready by inculcating in them an ability to learn from real life situations. The course curriculum is designed to foster strong conceptual orientation on the basics of various management disciplines, a positive attitude with sound business ethics to make the students excel both personally and professionally.

The courseware has contemporary relevance with cutting edge knowledge that meets the industry needs. The design of the courseware is based on the feedback received from industry experts and alumni with varied levels of experience in the industry. The feedback is carefully studied and the academics of the curriculum is formulated as the result of the synthesis of several inputs received from different quarters. The students are trained in a systematic manner to the nuances of cutting edge knowledge with the objective to make them industry ready at the end of the two year program.

Written and oral communication skills in English are given priority to improve articulation of subject knowledge. Communication lab with full infrastructure is available to the students.

The students are given exposure to real business environment through various guest lectures, panel discussions, seminars that are addressed by experts from the industry. Management festivals of the institute hone the event management and organizational skills of the students.

Participative classroom learning is an integral part of classroom delivery and the students are encouraged and given additional credits for being participative in the class. Simulations, exercises, role plays and Group Presentations constitute bulk of teaching strategies besides lectures.

In-Company live projects, taken up by students encourage them to enhance their learning by applying theoretical concepts to industry situations. Term papers enable students to develop the 'self-learning' ability and discovery learning.

The well designed Personal Development Plan (PDP) coupled with time-tested mentoring practice provides the teachers a very useful tool to monitor the student performance, progress and take mid-course remedial actions, if any. The scheme aims at helping each student to take up a SWOT analysis and formulate his/her own career goals under the guidance of the Mentor.





# B-SCHOOL RANKING BY INDIAN MANAGEMENT (2014-2015)



## THE CLASS OF 2015

	OVERALL PERCENTILE	AUDIT PERCENTILE	PERCEPTION PERCENTILE	AUDIT SPLIT					
				INTELLECTUAL CAPITAL	ADMISSIONS AND PLACEMENTS	INFRASTRUCTURE	INDUSTRY INTERFACE	GOVERNANCE	SCALE OF OPERATIONS
<b>SUPER LEAGUE 2</b>									
Institute of Management Technology Ghaziabad, Uttar Pradesh	90	90	95	85	90	65	85	55	95
International Management Institute, New Delhi	90	95	85	90	90	65	95	90	80
KJ Somaiya Institute of Management Studies & Research, Maharashtra	90	90	75	90	90	95	70	80	70
Narsee Monjee School of Business Management, Maharashtra	90	90	85	85	95	80	70	60	95
National Institute of Industrial Engineering, Maharashtra	95	95	85	85	95	85	90	95	95
S.P. Jain Institute of Management & Research, Maharashtra	95	95	85	95	95	60	95	80	95
Vinod Gupta School of Management, IIT Kharagpur, West Bengal	90	90	90	80	95	90	65	60	45
Xavier Institute of Management, Odisha	95	95	90	90	90	95	95	95	95
<b>A 1</b>									
Department of Management Studies, IIT, New Delhi	90	85	85	80	95	55	75	20	45
Fore School of Management, New Delhi	85	90	75	85	90	40	80	60	95
Great Lakes Institute of Management, Tamil Nadu	90	85	90	75	85	75	60	90	95
IISWBM, West Bengal	90	90	85	95	85	65	80	90	70
Indian Institute of Management Kashipur, Uttarakhand	85	90	30	95	95	30	40	75	70
Indian Institute of Management Shillong, Meghalaya	85	90	75	85	85	65	85	75	70
Institute for Financial Management and Research, Andhra Pradesh	90	90	80	85	90	70	80	65	70
Institute of Management Nirma University, Gujarat	90	90	80	85	90	70	85	55	80
Institute of Management Technology, Nagpur, Maharashtra	90	90	75	95	85	95	60	55	70
Institute of Rural Management Anand, Gujarat	85	85	65	85	85	65	90	65	80
Loyola Institute of Business Administration, Tamil Nadu	90	85	90	70	90	90	80	85	70
Xavier Institute of Management & Entrepreneurship, Karnataka	85	85	85	80	75	90	95	95	80
<b>A 2</b>									
Bharathidasan Institute of Management, Tamil Nadu	85	80	95	65	90	70	65	25	70
IFIM Business School, Karnataka	80	80	85	80	80	55	75	70	70
Institute for Technology and Management, Maharashtra	85	85	70	85	85	95	75	80	70
Institute of Management Studies Ghaziabad, Uttar Pradesh	85	85	80	80	80	50	90	90	95
International School of Business & Media, Maharashtra	85	85	55	75	90	55	80	35	95
New Delhi Institute of Management, Delhi	85	85	85	80	80	50	95	80	95
PRIN. L. N. Welingkar Institute of Management Development, Karnataka	85	85	90	90	85	45	70	70	70
SCMS Cochin School of Business, Kerala	80	80	75	90	70	65	80	90	45
Vignanjyothi Institute of Management, Telangana	85	80	90	75	80	55	85	75	70
VIT Business School, Tamil Nadu	85	80	90	75	75	90	60	70	80
<b>A 3</b>									
Amrita School of Business, Tamil Nadu	80	75	75	85	85	45	30	40	45
IILM Graduate School of Management, Uttar Pradesh	80	80	60	85	80	85	70	70	70
Indian Institute of Finance, Uttar Pradesh	80	80	55	90	85	60	40	85	30
Institute of Public Enterprise, Telangana	80	80	60	90	80	30	95	35	70
International School of Informatics and Management, Rajasthan	80	80	80	75	65	85	95	70	45
Jagan Institute of Management Studies, Delhi	80	85	45	75	80	55	95	75	80
KIIT Schol of Management, Odisha	80	80	55	80	85	65	75	70	95
Prestige Institute of Management and Research, Madhya Pradesh	80	85	35	80	80	70	95	30	95
Surya Datta Institute of Management and Mass Communication, Maharashtra	80	85	40	90	70	55	95	65	80
<b>A 4</b>									
ASM Institute of Business Management & Research, Maharashtra	75	70	80	65	50	80	65	75	95
Balaji Institute of Telecom and Management, Maharashtra	80	80	60	70	80	85	70	35	70
Dhruva College of Management, Telangana	75	75	55	65	75	95	65	50	70
Flame School of Business, Maharashtra	75	75	70	75	65	95	80	60	45
Indus Business Academy, Uttar Pradesh	75	80	60	80	75	85	60	80	45

**Post Graduate Diploma in Management (PGDM)  
(Accredited by National Board of Accreditation (NBA))**

**Programme Structure**

**Batch XXII (1 year)**

**Pre-term courses:**

- |                |              |                               |
|----------------|--------------|-------------------------------|
| 1. Accountancy | 3. Economics | 5. Spoken English             |
| 2. Statistics  | 4. Computers | 6. Business History (6 Hours) |

**I Year -- Core courses**

**Trimester I**

Management 360  
Organizational Behaviour  
Marketing Management  
Managerial Economics (Micro & Macro)  
Excel for Business Applications  
Business English(2 Credits)

**Trimester II**

Accounting for Managers  
Statistics for Managers  
Operations Management  
Business Laws  
Business English(2 Credits)

**Trimester III**

Human Resources Management  
Business Research Methods  
Corporate Financial Management  
ERP – FICO, S&D, Purchase & HR  
Business English(2 Credits)

**II Year -- Core + Elective courses**

**Trimester IV**

**Core :**

- Placement Training

**Marketing:**

- Sales and Distribution Management
- Services Marketing
- B2B Marketing
- Strategic Marketing
- Retail Management

**Finance:**

- Financial Services
- Investment Analysis and Portfolio Management
- Financial Statement Analysis
- Management of Banks and Insurance Companies

**Human Resources:**

- Learning and Development
- Talent Acquisition
- Labour Laws
- Performance Management System

**Operations:**

- Service Operations Management
- Logistics and Supply Chain Management
- Project Management
- Purchase and Negotiations Management

**Business Analytics:**

- Introduction to Analytics
- Business Analytical techniques(1.5 Credits)
- Data Warehousing and Data Mining(1.5 Credits)
- Advanced Analytical Techniques

**Trimester V**

**Core:**

- Strategic Management
- Placement training

**Marketing:**

- Consumer Behaviour
- Advertising and Public Relations
- Internet Marketing
- Marketing Research

**Finance:**

- Derivatives
- Enterprise Risk Management
- Fixed Income Securities
- Financial Modelling with Excel

**Human Resources:**

- Competency Based HRM
- Compensation Management

**Operations:**

- Lean Management
- Total Quality Management

**Business Analytics:**

- Functional Analytics
- Big Data Infrastructure and Application

**Trimester VI**

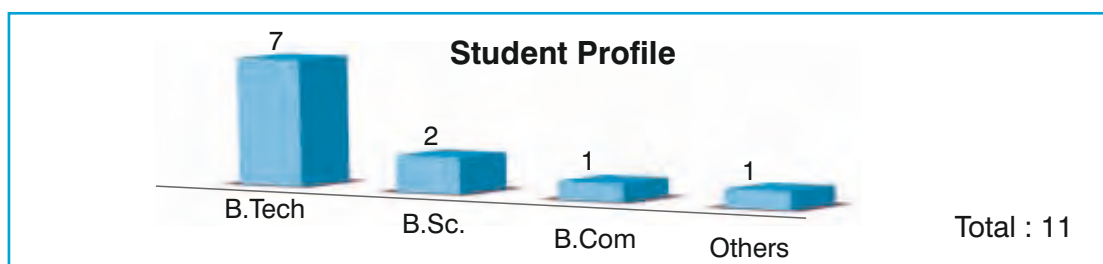
**Core:**

- Global Business Management
- Leadership
- Corporate Governance and Corporate Social Responsibility



## SPECIALIZATION IN BUSINESS ANALYTICS

### Distribution of students based on graduation

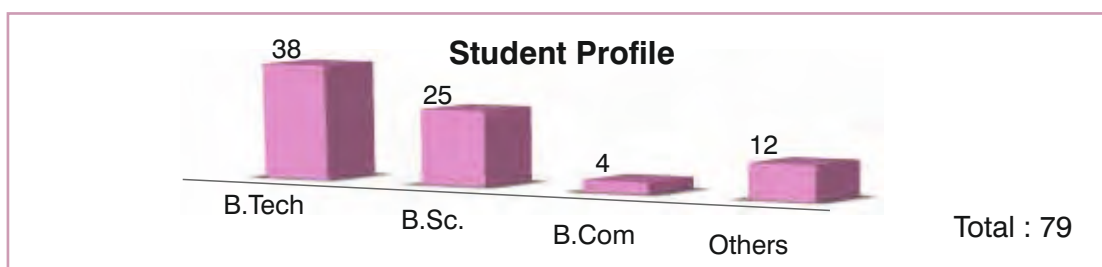


### Courses offered under Business Analytics domain

S.No.	COURSE	COURSE OUTLINE
1	Introduction to Analytics	This course focuses on tools and programming for Business Analytics: R, EXCEL and SQL.
2	Business Analytical Techniques	In this course, the students are introduced to the fundamentals of data warehousing where they are made to differentiate between the OLTP and OLAP systems, ETL & Dimensional modelling techniques. Students are also introduced to some commonly used data mining techniques viz. Logistic Regression, Decision Trees and Neural Networks.
3	Data Mining and Data Warehousing	This course focuses on some of the commonly used multivariate analytical techniques viz. Factor Analysis, Cluster Analysis, Discriminant Analysis and Conjoint Analysis.
4	Advanced Analytical Techniques	During this course, the students are exposed to the advanced data mining techniques viz. Logistics Regression, Decision Trees and Neural Networks. They are also exposed to specific application of un supervised algorithms viz. Market basket analysis and sequence analysis.
5	Marketing Analytics	The students are introduced to the concepts of databasemarketing and the issues of customer privacy. They are thenintroduced to the applications of data analytics in marketingviz. Customer Life Time Value, Cross-sell / Up-sell, issues indesigning reward programs, Churn Management, Campaign Management and Pricing.
6	Financial Analytics	The students are introduced to the concepts of financial risk analytics, financial market analytics and credit analytics
7	Unstructured Data and Big Data, Visualization and Reporting	The students will be taught time series analysis, visualization techniques and reporting techniques for big data. They will also be introduced to the tools for handling big data

## SPECIALIZATION IN FINANCE

### Distribution of students based on graduation

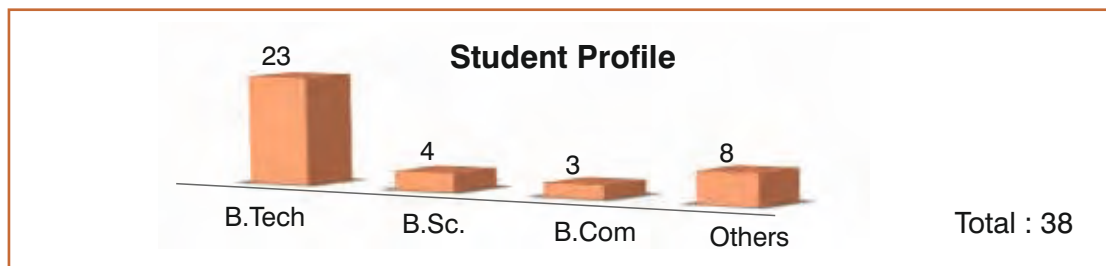


### Courses offered under Finance domain

S.No.	COURSE	COURSE OUTLINE
1	Corporate Financial Management	This course aims at introducing the students to the theory, the methods, and concerns of corporate finance. It aims at providing basic knowledge of corporate finance which is a must for all managers irrespective of his/her area of specialization.
2	Derivatives	The course aims at imparting knowledge on various derivative instruments i.e. futures, forwards, options and swaps, so that the student would be able to apply the various derivative strategies for the management of risk and speculation.
3	Enterprise Risk Management	The aim of the Enterprise Risk Management (ERM) subject is to instill in participants, the key principles underlying the implementation and application of ERM within an organization, including governance and process as well as quantitative methods of risk measurement and modeling. The student should gain the ability to apply the knowledge and understanding of ERM practices to any type of organization.
4	Financial Statement Analysis	This course is designed to increase the ability to extract and interpret information in financial statements. Extracting the information will develop accounting analysis skills. Interpreting the information will develop the skills in assessing the relation between the accounting report and the underlying economics of the firm. Taking this course would improve the ability to use an accounting report as part of an overall assessment of the firm's potential rewards and risks of dealing with the firm (as an investor, creditor, supplier, employee, etc.).
5	Investment Analysis and Portfolio Management	The primary objective of this course is to familiarize the student with basic concepts of Investment Analysis and Portfolio Management. It aims to enable the students to take investment decisions related to financial assets, the risks and the returns involved, to make aware about the functioning of securities market alongside the theories and concepts involved in portfolio management.
6	Financial Services	This course aims to develop an insight on the various Indian financial services and to give a clear understanding and knowledge of Indian Financial system. There is drastic change in the functioning of financial system in this era of technology driven globalization.
7	Financial, Insurance Management of Banks	The course aims at providing knowledge on the fundamentals of evaluation of banks' performance, laying importance on the strategic financial policies and practices of banks and their risk management in a competitive environment.
8	Financial Modeling using Excel	Financial Modelling course bridges this gap between theory and practice by providing a nuts-and-bolts guide to solving common financial problems with spread sheets.

## SPECIALIZATION IN HUMAN RESOURCES

### Distribution of students based on graduation

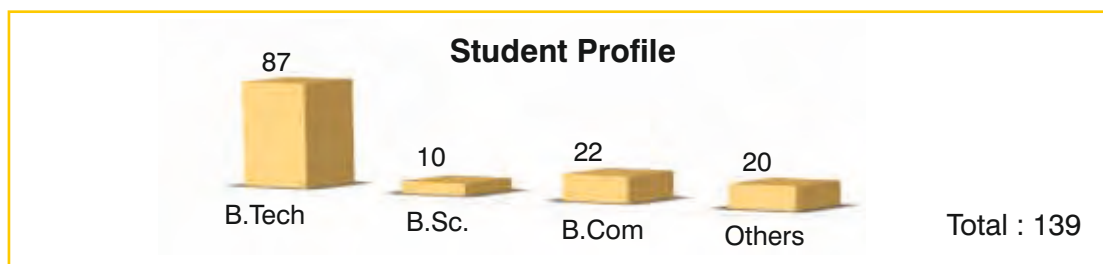


### Courses offered under Human Resource domain

S.No.	COURSE	COURSE OUTLINE
1	Organizational Behaviour	The course deals with the various fundamental aspects of human behavior in the individual and group perspectives and help them understand how it effects the decision making in organizations.
2	Human Resource Management	The course is designed to enable the students to understand the process of functioning of human resources function and relate to overall organizational development irrespective of their area of specialization.
3	Labour Laws	The course deals with different laws and legislations affecting labor - management relationship. It helps in understanding what labor laws are and how they affect the business.
4	Learning and Development	The course provides an in-depth understanding of the learning & development function's priorities, roles, expectations and activities.
5	Talent Acquisition	A dynamic process of attracting, identifying, & retaining employees to accomplish organizational goals.
6	Compensation Management	The course is designed to provide an edge to the students in designing the compensation systems by integrating employee processes, information and organizational goals.
7	Performance Management System	The course illustrates to the students the complete process of performance management—system and information and to be able to effectively use it in order to improve the efficiency of the organizational members.
8	Competency Based HRM	This course is designed to equip the students with all the necessary knowledge related to competency frameworks of people management to successfully deliver in the dynamic competition.

## SPECIALIZATION IN MARKETING

### Distribution of students based on graduation

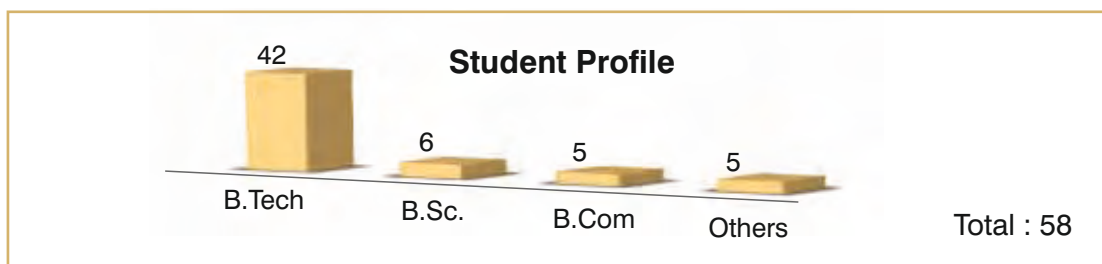


### Courses offered under Marketing domain

S.No.	COURSE	COURSE OUTLINE
1	Consumer Behaviour	Consumer behavior is one of the most exciting and important areas of marketing. Almost all decisions involved in developing an effective marketing strategy rely on thorough knowledge of consumers. Therefore, marketers want to understand why consumers behave in certain ways and predict how they will react to marketing activities. The ultimate goal of understanding consumer behavior is to identify consumers' needs and wants under various purchase situations and ensure their satisfaction.
2	B2B	Business markets are significantly larger & broader in context to consumer markets. The sale process is often more complicated, and involves closer interaction and personal selling to multiple stakeholders in a customer organization.
3	Sales and Distribution Management	The objective of this course is to learn various methods of valuation of business, firm, various assets, debts, equity and liabilities with conceptual and practical framework. Emphasis is given on practical application of the concepts to valuation.
4	Retail Management	The course introduces the student to the fundamentals of store operations in different retail formats, besides capturing strategic initiatives of different retailers.
5	Advertising and Public Relations	As a creative field, advertising draws inspiration from multiple fields and needs innovation in planning and execution. Advertising and public relations operate within the confines of the brand and corporate philosophies. The course outlines devising and implementing advertising and PR strategies in an integrated manner.
6	Strategic Marketing	To develop the skill of strategic decision making under different marketing scenarios and enable students to design and implement various marketing strategies in different marketing contexts.
7	Internet Marketing	Internet Marketing This course is designed to give students a practical understanding of how internet can be used in marketing and business. Internet has become an indispensable tool of business and the role of web sites in electronic commerce has become the new exciting development of business. There are two academic perspectives of the course – one being “how to market on internet” and the other “how products and services are marketed via internet”.
8	Services Marketing	Service industries dominate most advanced economies and a growing number of service organizations compete in the global market. Managers working in the service industry – for example, those working in the financial, retailing, hospitality – will find the services approach to marketing particularly relevant in planning and implementing marketing strategy. This course will focus on the vital importance of the service industries such as banking and finance, healthcare, and the role they play in today's economy. The course will supplement and build on the basic marketing course by focusing on the strategies and problems specific to service businesses.
9	Advanced Marketing Research	The course includes quantitative analyses that are frequently used to support marketing decisions. Decisions regarding market segmentation and brand positioning will be made using advance marketing tools. The course will help marketers to gain a deeper understanding of marketing research techniques and how to interpret and use the information it provides. The course is designed for students who want to pursue a career in marketing, but can also be taken by other students interested in marketing research.

## SPECIALIZATION IN OPERATIONS

### Distribution of students based on graduation



### Courses offered under operations domain

S.No.	COURSE	REMARKS
1	Operations Management	To appreciate the strategic role of operations management and its competitive advantage for organizational survival
2	Service Operations Management	To enable the students recognize and appreciate Operations Management involved in service industry. Design, Development and Delivery of a service to a customer with quality at every stage is the focus of discussion in this course.
3	Logistics And Supply Chain Management	The course deals with models, concepts and solutions that are important for the design, control, operation and management of supply chain systems.
4	Project Management	The course intends to develop the competencies and skills for planning and controlling projects and understanding various issues that drive successful project outcomes.
5	Purchasing And Negotiations Management	This course provides general and specific purchasing information that will serve to strengthen the student's ability to participate in today's purchasing environment. The course also deals with approaches to negotiations and styles of negotiations and their implications
6	Total Quality Management	The course deals with the fundamental principles, criteria and historical foundations of total quality, while providing a foundation for understanding & applying technical tools.
7	Lean Management	To enable Management students of all discipline to understand Lean philosophy, processes and implement the same in the Organizations.

### Programme evaluation criteria

Type of course	No of courses	Credits
Core	19	19X4=76
Core	17	17X4=68
English	03	03X2=06
Electives	10	10X3=30
Summer Project	-	3
Viva-voce	2	2X3=6
Personality Development	-	3
Career Vision Schooling	-	3
	<b>Total</b>	127



## Learning Facilities

### Student Support Services

#### Student Clubs

The institute constituted co-curricular and extra-curricular clubs to nurture the latent talent in the students. The objectives of these clubs are:

**Talent spotting:** Provides opportunities for students to exhibit their talent and also represent the institution in various B-school competitions.

**Personality Development:** Through programs which is organized in the weekly Students' Forum leading to soft skills development.

**Event Management:** Train students in organizing events both in-house and outside

#### Multimedia communication lab:

India's attractiveness as a business destination is based on its talent pool with a strong grounding in English language as much as technical skills. Effective communication in English demands an optimal synchronization of words, sounds and structures of the language. Our multimedia Communication Skills Lab is a highly interactive learning tool with focus on the language requirements of the students in today's competitive world. Along with the practice in English. Phonetics, facility has been created for activities such as Role Play, Group Discussions, Mock Interviews and other confidence enhancing activities.

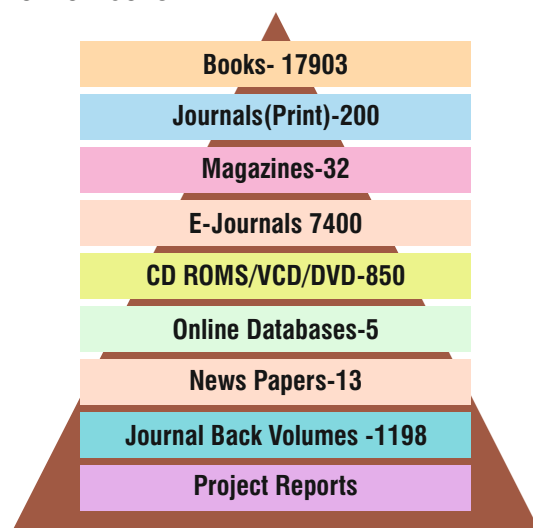
We also capture the activities of the students on video and play back with the purpose of evaluating and guiding the students to achieve a professionally acceptable communication.





## Learning Resource Centre

The LRC is fully computerized. A wide spectrum of corporate and economic information is provided through a collection of company annual report and Economic Intelligence Service Reports of Centre for Monitoring Indian Economy (CMIE). LRC collection also includes the electronic databases like PROQUEST, J-GATE, CAPITALINE, EMERALD and Economicoutlook. VJIM LRC is also an active member of DELNET.



## Computer Centre

Computer Centre is well equipped with a state-of-the-art Local Area Network (LAN), providing multi-user environment (100 terminals) on Windows 2010 platform.

Facilities include contemporary packages like Microsoft Office Productivity Tools (Word, Excel, Power point, Access, Publisher), Statistical graphics software package (Systat), Integrated Accounting Package (TALLY), Business Planner, Microsoft Project, and Microsoft Dynamics Navision ERP.

Facilities are also provided to work on Computer Aided Software Engineering (CASE), Relational Database Management Systems (RDBMS), Oracle, Visual Studio and MSDN Library etc. The curriculum encourages interactive use of computers as an integral part of the learning process. Internet facilities (90 MBPS) leased line are provided.

## Scholarship

Two merit scholarships up to 50% of fees are offered to first two ranks in each trimester



## Placement and Career Development

Students of VJIM come in with different backgrounds. The curriculum and pre placement training take care of the heterogeneous background of the students and lay emphasis on making them job creators rather than job seekers. The choice of specializations, being vast, prepares them for the current day's dynamic requirement of the market. The responsibility of the institute does not cease after equipping its students with the necessary managerial qualities but strives to place its students in the best of the industries.

VJIM has consistently been rated higher in placement aspect of B-schools ratings. The Institute is ranked within 25 best B Schools in India as per the B school survey by Indian management a business standard publication. This is made possible by the training and placement process which enhances the employability skills of the students. They are prepared for the final placement by systematic, well laid out processes spread over a period of two years.

Leading corporate regularly visit VJIM to select students. A small but significant number has become entrepreneurs even in distant lands like USA. Others are providing professional service to the corporate in various capacities. VJIM students are placed in reputed companies with an average salary of Rs. 6 LPA.

The VJIM alumni network has a PAN India presence. By virtue of their being in the industry, the alumni have built up contacts and networks over the years and are thus helping the Institute in terms of either giving placements or the necessary leads for the Institute's placement efforts. Through social networking and maintaining the e-group, they are in touch with each other as well as the institute. This e-group is a forum for expression of their ideas, career openings and growth prospects as well as a link to the updates of institute happenings.

### Our Recruiters



## Alumni Activities

VJIM Alumni Association is now 1500+ members strong with most of them in senior & middle level managerial positions in various companies / banks / consultancies and some running their own or family businesses. The alumni members have been actively contributing not only to their own organization but also in the institution building activities of their Alma Mater such as interacting in twos or threes with the students in the “Meet our alumni” program and give useful feedback and tips on their industry experiences.



VJIM taught us to think differently and to innovate and cultivate in us a spirit of inquiry. Keeping this in mind the Alumni association has been organising seminars on We trust this is the recipe for success in today world.

**Mrs. Deepa N. Adusumilli**  
(Batch I),  
Director (Marketing)  
Narne Estates Pvt. Ltd.,



I have no doubt that the PGDM programme at VJIM, with creative approach to practical applications, benefited me immensely in my career to develop management skills. The faculty was always accessible and encouraging and I cherish the time always.

**Mr. Satish Shah** (Batch IV),  
Manager (Recruitment)  
GOOGLE



VJIM is a great place to study at. The learning environment and the methods of imparting knowledge make one comfortable and involved. I had benefited from the Institute by acquiring qualities to become a good manager.

**Mr. Vinay Krishna Reddy**  
(Batch VIII),  
Branch Manager, Samsonite



My PGDM programme taught me four major lessons : we have to be persistent, never pre-judge anything, develop healthy relationships with everyone and be focused on our goals.

**Navneeth Vijaywargi**  
VJIM 2015  
Recruited by : Deloitte as Tax Consultant



I remember my first day at VJIM when I had to introduce myself to my entire batch. It was about addressing 200 people. I was extremely nervous and shaken. Now on finishing my PGDM, I laugh when I look back and think of that day.

**S. HARJAS KOUR** VJIM 2015  
Recruited by : Global Data as Associate Analyst

## Corporate Speak



"We have hired associates from VJIM and we found them to be smart, able to quickly acclimatize with the corporate environment and start delivering the responsibilities assigned to them with the little guidance and coaching. Their subject knowledge and application of the same in their day to day work is also good".

- Srinivas Kulkarni,  
Ops Integrator - IBG Continental Europe



"Students of VJIM are adaptable and willing to go the extra mile. Our experience with campus joiners from VJIM has been quite positive".

- PS Ravindran,  
RHRC - South - HDFC Bank Ltd.



We at Future VISTA, are very happy to have the Management Trainees from your esteemed institute. They have been doing their job with dedication, clarity and within the framework of company values, policy and systems. The very pertinent qualities of them would be :

1. Commitment - they are very committed to the job and the work.
2. Flexible - they easily adjust to the new/change in work profile or the working atmosphere around.
3. Hardworking - very hardworking which can be seen from their work, when it requires them to be on marketing ground activity, they have delivered it with complete commitment and dedication.
4. Team work - there co-ordination within the team and across the company hierarchy has been commendable.
5. Confidence - 'Never say No' attitude has kept their confidence high and booming.

- Krishna Rao A, CEO



**Ms. Hema Balakrishnan**  
Founder- Color D Earth



**Ms. Sukanya Patwardhan**  
Practice Leader, TATA Mgmt Training Centre



**Mr. B. Sudhakar**  
Head HR, TATA Projects



**S. V. Nadhan**  
Director-Talent Acquisition-US India-Deloitte



## Distinguished Speakers

### **Mr. Tejaswi Rama**

VP-Mktg, E&Y

### **Mr. Suresh Kochattil**

General Manager,  
Apollo Foundations

### **Mr. R. Madhavan**

Asso. Vice President-Corporate Sales,  
Col. (Retd) B. Ankaiah  
Lean Consultant and Founder,  
Saankhya Lean Consulting, Hyderabad

### **Mr. B S Rao,**

Founder & Director,  
Elan Leadership

### **Ms. Saba Qureshi**

HR, Deloitte

### **Mr. Varmada Bhatia**

Tata Tele Services Ltd.

### **Dr. Renu Khanna**

Head of Leadership & Professional Services  
Tech Mahindra

### **Mr. Promod Chandrasekhar**

Head L & D  
Wells Fargo

### **Prof. B.R.Virmani**

Chairman,  
Centre for Organisation Research &  
Development in Management (CORD-M)

### **Dr. Pinaki Nandan Pattnaik**

Asso. Prof. NALSAR, Hyderabad

### **Brig. Ganesham VSM**

Coordinator, HoneyBee AP

### **Mr. Ram Katla**

Founder, RMK Social Ventures

### **Dr. V. Rukmini Rao**

Founder, Gramya

### **Mr. Sanga Reddy**

CEO, SetuServ

### **Mr. Srinivas Kollipara**

COO, IIIT-H Foundation

### **Mr. P R K Murthy**

General Manager,  
SME Cell, Andhra Bank

### **Mr. Sundaramayya**

AGM, SIDBI

### **Ms. Hema Balakrishnan**

Color D Earth - The Terracotta Studio,  
Hyderabad

### **Mr. Krishnaphani**

Director,  
Agrichem Kesiraju India Pvt. Ltd,  
Hyderabad

### **Ms. GV Sujani**

HR Head,  
EcoBoard, Hyderabad

### **Mr. Harish Raichandani**

Founder, Potentia, Hyderabad.

### **Ms. Vasantha Chigurupati**

Founder & CEO,  
Green Packaging, Hyderabad

### **Mr. Ravi Varma**

CEO, MetalKraft, Hyderabad

### **Mr. Sharat Sharma**

MD, IAM Human Capital Consulting,  
Hyderabad.



## Management Development Program (MDP)

The institute regularly conducts MDPs for corporate executives of various organizations. These programs enable the managers to take on the challenges in the globally competitive environment. The institute also delivers client specific programs to suit the requirements of the concerned organization.

- Business Environment
- Project Management
- Demystifying Finance
- Supply Chain Management-Latest Trends
- IT Enabled Service
- Soft skills for Professional Efficiency
- Global Success Practices
- HR Skills for Supervisors
- Self Awareness Skills
- Power Selling-Win Win
- CRM
- Communication skills for Manager

## Intellectual Capital



## Industry Visits

The students are given opportunities to visit industries to have experiential learning of business environment. They are encouraged to apply the theoretical concepts learnt to real life business situations.



## International Collaborations



### MEMBERSHIPS

<b>CII</b>	Confederation of Indian Industry
<b>FTAPCCI</b>	Federation of Telangana and Andhra Pradesh Chambers of commerce and Industry
<b>AACSB</b>	Association to Advance Collegiate Schools of Business
<b>AIMA</b>	All India Management Association
<b>AIMS</b>	Association of Indian Management Schools
<b>NHRD</b>	National HRD Network
<b>EPSI</b>	Education Promotion Society for India
<b>HMA</b>	Hyderabad Management Association

## I. Centre of Excellence for MSME Studies :

- Conceptual and empirical MSME research
- Case development through integration of theory and practices
- Free and fee based management clinic
- Training appraisal and valuation services



## II. Centre for Sustainable Development Corporate Social Responsibilities:

- Research for sustainable development
- Consultancy services
- Land fill free initiatives



## III. Business Conclave:

- Annual event bringing together corporate and academia
- Panel discussion of Emerging topics





#### IV. National Conference Promoting Entrepreneur Ecosystem in India :

- 8<sup>th</sup> National conference was held on 19<sup>th</sup> & 20<sup>th</sup> Dec 2014 on promotions entrepreneurship in India. Dr. Rukmini Rao was the Chief guest & Bring Ganesham presented the keynote address.



#### V. Convocation :

- XX Convocation of PGDM Programme (2012-2014) was held on 01.11.2014. Honourable Justice Jasti Chelameshwar was chief guest and the delivered the convocation address.



## Faculty Profile

### **Dr. Kamal Ghosh Ray**

M.Com, ACMA, Ph.D  
Director

### **Dr.Ch. S. Durga Prasad**

M.Com, Ph.D  
Dean- Administration & Finance

### **Dr. G. Manchala**

BA.,MHRM, MBA, Ph.D  
Dean - Academics

### **Prof. R. Rama Rao**

B.Tech., MBA  
Professor

### **Dr. K. Bharati Natarajan**

M.Com, Ph.D  
Professor

### **Mr. K. Nageswara Rao**

M.Sc., CAIIB  
Professor

### **Mr. K. Vinay Kumar**

B.Sc (Engg.), PGDM  
Professor

### **Dr. Padmaja Nalluri**

M.Sc., Ph.D  
Associate Professor

### **Mr. Y. Ramakrishna**

M.Sc(GEO. PHYSICS)  
MBA, M.Phil,(Mgmt.)  
Associate Professor

### **Mr. G. Raghunathan Nair**

M.Sc, MBA, PGDCA  
Associate Professor

### **Dr. K. Martina Rani**

M.Com., AICWA, Ph.D  
Associate Professor

### **Col. (Retd.) Saeed Ahmad**

B.Sc., ME  
Associate Professor

### **Mr. A. Srinivasa Rao**

M.Com, M.Phil  
Associate Professor

### **Mr. A. Vamsidhar**

PGDM, PRM, FLMI  
Associate Professor

### **Mr. G. Prashant Varma**

MHRM, Hospital Administration  
Associate Professor

### **Mr. M. V. Yugandhar**

B.Tech., (IIT- K), PGDM (IIM – A),  
Adjunct Professor

### **Dr. Sushma Kaza**

M.A,M.Phil.(Economics), MBA  
(Finance), Ph.D (Mgmt. Studies),  
UGC-NET  
Sr. Asst. Professor

### **Mr. Sishir Reddy .P**

B.E., MS, MBA  
Sr. Asst. Professor

### **Mr. K. Suresh**

B.E., PGDM  
Sr. Asst. Professor

### **Mrs. V. Jayashree**

B.Sc., MBA  
Sr. Asst. Professor

### **Mr. A. Ramesh**

B.E., MBA  
Sr. Asst. Professor

### **Mrs. V. D. M. V. Lakshmi**

B.Com, MBA, MS(FINANCE), CFA,  
UGC- NET  
Sr. Asst. Professor

### **Dr. Shabnam Das Manna**

MA (LIT.), M.Phil., Ph.D. GUJARAT  
SLET  
Sr. Asst. Professor

### **Mr. Abhishek Sinha**

B.Com, MBA  
Asst. Professor

### **Mrs. D. Srijanani**

M.Com. MBA, M.Phil  
Asst. Professor

### **Mrs. Ch. Jyothi**

BBA, MBA  
Asst. Professor

### **Mr. Kalicharan .S**

BE., MBA  
Asst. Professor

### **Mrs. Poonam Jindal**

B.A, MHRD, UGC-NET,  
DIP TD  
Asst. Professor

### **Dr. Rajendar Narayan .P**

B.Sc., M.A (Economics), M.Phil  
Asst. Professor

### **Mrs. M. Yamini Meduri**

B.Tech, PGDM (PM & HRD), MLL &  
LW  
Asst. Professor

### **Mrs. K. Soujanya**

B.Tech., PGDM  
Asst. Professor

### **Mr. K. Prasanth**

B.Com, PGDM, ACA  
Asst. Professor

### **Mr. B. Deepak**

B.Com., PGDM  
Asst. Professor

### **Mrs. Sesha Kalpana**

B.Sc., PGDM  
Asst. Professor

### **Mrs. Rashi Bishnoi**

B.Com., MBA  
Asst. Professor

### **Ms. Divya Trivedi**

B.Tech., PGDM  
Asst. Professor

### **Mr. V. Vikram Reddy**

B.Tech., PGDM  
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### **Mr. Arvind Gandhi**

B.E., PGDM  
Asst. Professor

### **Mr. G. Sanjay Prasad**

B.Tech., MBA  
Asst. Professor

### **Dr. P. Srinivas**

M.A, Ph.D  
Asst. Professor

### **Mrs. Ivaturi Padmini**

MA, DIP.IN  
Training & Development  
Asst. Professor

### **Ms. Meka Lakshmi Mouna**

B.Com, PGDM  
Academic Asst. Trainee



**Prof. R. RAMA RAO**  
Chairperson Placement

**Mr. D. SRINIVASA RAO**  
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