You belong here...

- PGDM
- PGDM - General
- PGDM - Marketing
Conventionally B-schools, positioned themselves on the dimensions of pedagogy and content. B-schools unable to follow the middle path of balancing the pedagogy and content will become extinct. Also, the globalization has led to paradigm shift in the strategic context of doing business, leading to the independence of the economies. Organizations in BRICS and South Asian countries have not only gained from economic opportunities but also faced the complex management challenges. The increasing focus on triple bottom-line (profit, people and planet) emphasized the need of sustainable practices and ethics.

The conservative approach of ‘follow the big’ has made the business education humdrum and far away from business reality. In India, business education is now at the cross road of conventional curriculum and traditional learning methods. Therefore, in many a case the ‘managers-in-the-making’ are not sensitized towards applying global knowledge for the local problems. That’s why United Nations has developed the “Principles for Responsible Management Education” and it is imperative for B-schools to reinvent themselves and reposition business education.

VJIM, has responded to the clarion call, embarked on strategic mission and come up with focus on providing “Global Width and Local Depth” in management education and became a leading Game Changer among the premier B-schools in India. The ‘local depth’ is explored through developing ‘industry-specific skills’, while meeting the needs of Indian businesses. By repositioning business education, VJIM is committed to producing ‘locally fit’ and ‘globally sensitive’ managers who can process agile leadership qualities to deliver sustainable value to all stakeholders in the emerging economics.
MESSAGE FROM CHAIRMAN

Welcome to Vignana Jyothi Institute of Management (VJIM).

As the challenges in education become more and more complex, our ability to identify, assess and understand the impact of educational programs and practices must keep pace. VJIM has as its core purpose, the development, design, implementation, support and dissemination of rigorous, relevant and useful educational evaluations which helps us meet this challenge.

The guiding philosophy of VJIM has been to create knowledge-influencing management practices and integrating it globally. The objectives create a synergistic impact of imparting management education combined with creation, dissemination and application of knowledge in an integrated form.

The institute fosters and nurtures leaders who are capable of making a difference in the management of the corporate world. We at VJIM inculcate human values and professional ethics in the students, which help them, make decisions and create a path that is not only good for them, but also for the society. Each member at VJIM strives to achieve excellence in every endeavor – be it education or research – by making continuous improvements in curricula and pedagogical tools.

I wish all of you the best learning experience in the safe hands of our mentors in the serene learning environs.

Dr. D. Nageswara Rao
MESSAGE FROM DIRECTOR

Business Education has reached an inflexion point. The world is experiencing an information explosion; we are in an age of fierce competition. The demands of business have undergone a change and mediocrity is no longer being tolerated. Companies recruiting management graduates want people who can deliver results in a globalized world. Professionals with analytical bent of mind are the need of the hour. To rub shoulders with the updated technological revolution, management graduates have to come off the pre-digital age habits and imbibe contemporary professional requirements.

By repositioning business education, VJIM is committed to producing ‘locally fit’ and ‘globally sensitive’ managers. For the last few years, we have been getting a good number of students from other states of the country. Naturally, the competition amongst the aspiring management graduates for making entry to VJIM has increased many folds. An honest scrutiny of such transformation reveals that VJIM has the following differentiators.

1. International pedagogy such as Process Oriented Guided Inquiry Learning (POGIL) and Socratic dialogue for teaching and learning.

2. The concept of reverse orientation for second year students so as to reinforce the concepts taught in the first year.

3. Sectoral electives in the area of Pharmaceuticals, Business Analytics and Banking Financial Services & Insurance (BFSI).

4. Industry immersion program for all faculties through internship and externship.

5. Interdisciplinary learning aimed at creating competent managers.

Way back in 1993, we made a modest beginning of our PGDM programme with a sixty - student batch after obtaining approval from AICTE. The objective at that time was to provide quality management education at affordable price to the young graduates of the twin cities of Hyderabad-Secunderabad aspiring to become management professionals. VJIM always paid attention to imparting holistic quality education to prepare tomorrow’s all-rounder managers. Today it stands as a preferred business school in Telangana and it is proud of its pan India population which brings a lot of diversity, offering 3 programmes namely PGDM, PGDM - General and PGDM - Marketing with intake of three hundred students.

I welcome you all to VJIM.

Dr. Kamal Ghosh Ray
Vision

“To be a world class institution, providing 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.
Recognizing the need to have effective executives to manage business, American businessmen setup institutions at Wharton and Harvard, at the turn of 19th Century. Till date these institutes serve as a benchmark of Management Education for the whole world. The state of Andhra Pradesh became a pioneer of management education in India, when management department was formed in Andhra University in 1951. Fillip to management education in India was that management graduates were not available to the local industry in Andhra Pradesh which was steadily humming with business activity. Firms, not nations, compete in international markets, says Micheal Porter. With globalization and savage competition, the need for professional managers was felt acutely.

Keeping these needs in view Vignana Jyothi Institute Management was founded in 1983, to provide learning opportunities to local youth so as to prepare them as professional managers. The local industry was to benefit from these well groomed potential managers. VJIM is an autonomous institute approved by the
All India Council for Technical Education (AICTE), for the award of Post Graduate Diploma in Management (PGDM), PGDM-General and PGDM-Marketing.

The PGDM programmes at VJIM, aims to create holistic managers, synthesizing conventional and modern management thinking with a global outlook. VJIM equips students with a sound knowledge of all core business skills together with the ability to manage creatively from a strategic perspective within the context of ethical standards. Appreciating the pace and direction of changes in international business education, the course structure at VJIM is constantly updated in line with the changing needs of the business world. Students at VJIM are presented with the opportunities to consider and evaluate business problems and policy issues, which prepare them thoroughly to play a positive role in any business situation which calls for management skills of high caliber. The Institute is consistently ranked among the top 30 B-Schools by various rating agencies in Telangana state and in the country too.
Academic Objectives

All participants who undergo the Post Graduate Diploma in Management Program at Vignana Jyothi Institute of Management should be able to:

Think critically and creatively

The objective of the program is to enhance critical thinking and creativity among the participants. In a dynamic and ever-changing environment, it is of paramount importance that managers are able to think on their feet.

Communicate effectively

The efficiency of the manager the institute creates would depend on his ability to communicate effectively. For an organization to succeed, it needs managers at the helm of affairs who can create an indelible impression on all the stakeholders in the organization.

Acquire Interdisciplinary knowledge

The manager is supposed to deal with situations which involve interdisciplinary knowledge more often than not. Hence, focus of the course is on creating managers who can manage cross-functional teams.

Work productively in groups

It is important for the team to work productively and manager's ability to manage and get the synergistic benefit out of group activities is of paramount importance. In most groups, individuals belong to varied demographics, and hence, a manager who cannot work in these groups cannot survive.

Contribute to Society

Sustainable growth of an individual to a great extent depends on his ability to connect with the society and contribute to the society. The institute encourages students to realize their social responsibility, establish a continuous social connect and contribute to the society through several initiatives and programmes.

Imbibe Ethical Values

Vignana Jyothi Group envisions creating managers who are ethical and do not compromise with their values under any given situation. Higher the ethical value more sustainable is the growth of the individual.
PGDM Curriculum

PGDM curriculum is designed in line with peer B-Schools and reviewed annually for relevance in consultation with industry, academia and alumni. Pre-term and orientation courses are structured to bring the students with diverse academic backgrounds at par with each other.

The main thrust of the curriculum is designed 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 basis of various management disciplines; a positive attitude with sound business ethics to make the students excel both personally and professionally.

Reverse Orientation:

During the first year, students are exposed to many theories / concepts in different domains. Recruiters expect the students to be familiar with some important concepts, along with their practical applications. To help students re-familiarize themselves with some fundamental concepts, a four-week Reverse Orientation program before the commencement of their Second year. The program would not only help students to revisit the terms but also help in gaining confidence for the forthcoming Campus Placement.

About 50 terms, identified by faculty in their domain, would be discussed along with their applications in different sectors / industries.

The classes are conducted in four areas:
1. Accounting and Finance
2. Marketing and
3. Organization Behaviour and HR
4. Operations

Academic Delivery

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 individualised student's 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.
- Regular positive criticism, challenge or stimulation of the students during the class sessions based on their reply / discussion.
Indian B-School Awards
12th April’ 14
Discovery Education
Media Private Limited

B-School Innovation Award
(South India)
Vignana Jyothi Institute of Management
Hyderabad
• Allow the students to acquire a gradual, orderly and sequential progression from a broad and relatively simple level to one of much greater depth and complexity.

• Last but not the least, classes are designed in such a way that it is different from what the students are used to, emphasizing examples, demonstration through numbers and facts, relating to real life situations or relating to interdisciplinary learning.

Whatever be the teaching strategy a faculty adopts, the overriding consideration has invariably been the teacher’s concern to sustain the student’s desire to learn.

Socratic Dialogue for Teaching: The oldest and still the most powerful, teaching tactic for fostering critical thinking is Socratic teaching. In Socratic teaching we focus on giving students questions, not answers. We model an inquiring, probing mind by continually probing into the subject with questions. Fortunately, the abilities we gain by focusing on the elements of reasoning in a disciplined and self-assessing way, and the logical relationships that result from such disciplined thought, prepare us for Socratic questioning.

POGIL (Process Oriented Guided Inquiry Learning) methodology of teaching will be used across in all the terms in teaching all the courses. Term I courses will use 2 POGIL activities in each course, Term II 3 POGIL activities in each course, Term III 4 POGIL activities and in Terms IV, V and VI will take up 5 POGIL activities each in each course during these terms.

Using cases in teaching Faculty at VJIM use cases in teaching and it helps them to assess students’ ability to synthesize, evaluate and apply information and concepts learned in lectures and texts. Cases help in bringing to life abstract concepts by forcing the students to make difficult decisions about complex human dilemmas. With case-based teaching, students develop skills in analytical thinking and reflective judgment by reading and discussing complex, real-life scenarios. It helps in developing the students’ problem solving skills and decision making.
Post Graduate Diploma in Management (PGDM)

Programme Structure

Pre-Term
The curriculum starts with pre-term courses. The objective of pre-term courses is to provide an orientation to students in subjects that are unfamiliar to them. The objective is to level out heterogeneity in the learning levels of the students. It brings the students from various backgrounds at par so as to ensure uniformity to instructions in the main courses. The pre-term courses are

1. Accountancy
2. Statistics
3. Economics
4. Computers
5. Spoken English
6. Business History

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<td>Corporate Governance and</td>
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*All subjects except Business English (2 credits) is of 4 credits*

Credit Requirement

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<td><strong>Total</strong></td>
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## Elective Courses

### Marketing
- Consumer Behaviour
- Sales and Distribution Management
- Strategic Marketing
- Services Marketing
- Retail Management
- International Marketing
- B2B Marketing
- Strategic Brand Management
- Innovation and New Product Development
- Advertising and Public Relations
- Rural Marketing
- Internet Marketing
- Marketing Research
- Marketing Metrics
- Social Marketing

### Operations
- Service Operations Management
- Logistics and Supply Chain Management
- Lean Management
- Project Management
- Total Quality Management
- Six Sigma
- Purchase and Negotiations Management
- Operations Research

### General Management
- Managing Family Business

### Information Systems
- Data Warehousing & Data Mining
- Business Process Re-engineering
- Enterprise Resource Planning
- Business Module for e-commerce
- Management Software Development
- Knowledge Management
- Decision Support System

### Finance
- Multinational Financial Management
- Project Appraisal and Financing
- Mergers and Acquisitions
- Financial Services
- Management of Banks
- Investment Analysis and Portfolio Management
- Derivatives
- Enterprise Risk Management
- Enterprise Valuation
- Fixed Income Securities
- Financial Statement Analysis
- Financial Modelling with Excel
- Advanced Equity Research
- Microfinance
- Treasury Management
- Business Analysis and Valuation
- Strategic Financial Management
- Management Control System
- Behavioural Finance
- Financial Engineering

### Business Analytics
- Introduction To Analytics (Tools and programming for Business Analytics: R, EXCEL, SQL)
- The Analytical Mindset
- Basic Analytical Techniques
- Data Mining And Data Warehousing
- Modeling
- Advanced Analytical Techniques
- Functional Analytics (HR Analytics / Marketing Analytics / Financial Analytics)
- Unstructured Data And Big Data, Visualization And Reporting

### International Business
- International Marketing
- International Finance
- International Trade Policy Framework
- Global Sourcing and Business Development
- Emerging Economies
- Managing Multinational Enterprises
- Intellectual Property Rights Law

### OB/HR
- Learning and Development
- Employee Relationship Management
- Talent Acquisition and Selection
- Competency Based HRM
- Strategic HRM
- Performance Management System
- Compensation Management
- Organisation Development
- Labour Laws
- Global HRM

### Strategy
- Entrepreneurship
- Industry and Competitive Analysis
- Decision Making
- Managing Change and Transformation
- Managing New Ventures
- New Product Development
- Corporate Restructuring
- Managing Non-profit Organizations
- Strategic Leadership

### Pharma
- Pharma Marketing
- Operations in Pharmaceutical manufacturing
- Pharma Manufacturing and Regulatory Affairs
- Pharma Sales and Distribution
- Pharma Business Environment

### Banking, Financial Services and Insurance
- Operations in Banks and Insurance Companies
- Accounting and Financial Management of Banks and Insurance Companies
- Marketing of Banking, Insurance and Financial Services
- Risk Management in Banking and Insurance Companies
- Banking Law and Practices
PGDM – General Management

Programme Structure

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2. Organisational Behaviour
3. Marketing Management
4. Managerial Economics (Micro & Macro)
5. Excel for Business Applications
6. Business English

Trimester II
1. Accounting for Managers
2. Statistics for Managers
3. Operations Management
4. Business Laws
5. Business English

Trimester III
1. Human Resources Management
2. Business Research Methods
3. Corporate Financial Management
4. ERP - FICO, S&I, Purchase & HR
5. Business English

Trimester IV
1. Core: Strategic Management
2. Elective 1
3. Elective 2
4. Elective 3
5. Elective 4
6. Elective 5

Trimester V
1. Core: Global Business Management
2. Elective 6
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Trimester VI
1. Core: Leadership
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3. Elective 12

Self-taught course:
Corporate Governance and Corporate Social Responsibility
Additional Course:
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**PGDM – Marketing**

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<td>Basic Analytical Techniques</td>
<td>Pharma Manufacturing and Regulatory Affairs</td>
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<tr>
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<td>Functional Analytics (HR Analytics / Marketing Analytics / Financial Analytics)</td>
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<td>Strategic Brand Management</td>
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<td>Rural Marketing</td>
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<td>Social Marketing</td>
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### Banking, Financial Services and Insurance

- Operations in Banks and Insurance Companies
- Accounting and Financial Management of Banks and Insurance Companies
- Marketing of Banking, Insurance and Financial Services
- Risk Management in Banking and Insurance Companies
- Banking Law and Practices
Corporate Speak

1. Inaugural of 17th Convocation at VJIM by Dr. Montek Singh Ahluwalia, Dy. Chairman, Planning Commission
2. National Seminar on "Managing Workforce Diversity"
3. Business Conclave 2013, on "HR Interventions in Strategic Decisions"

Tech Mahindra

“We have hired associates from VJIM and we found them to be smart, able, quickly acclimatize with the corporate environment and start delivering the responsibilities assigned to them with little guidance and coaching. The subject knowledge and application of the same in their day to day work is also good". - Srinivas Kulkami, Ops Integrator - IBG Continental Europe,

HDFC BANK

“Students of VJIM are adaptable and willing to go extra mile. Our experience with campus joiness from VJIM has been quite positive". - PS Ravindran, South - HDFC Bank Ltd.
4. Dr. Y. Veru Gopal Reddy, Former Governor Reserve Bank of India along with Dr. D.N. Rao General Secretary at the Fr.Y. Papaiah S.J. Memorial Endowment Lecture "Future of India"

5. 4th Peter F. Drucker Memorial All India Debate Competition – 2014

6. 7th National Conference held at VJIM on “Can MSMEs be India’s Sustainable Growth Engine?”-2014

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We at Future VISTA, are very happy to have the Management Trainees from 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
Placedemen and Career Development

Students of VJIM come in with different backgrounds. The curriculum and career guidance cell takes care of the heterogeneous background of the students and lays 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 students. The institute strives to place its students in the best of the industries.

VJIM has consistently been rated higher in Placement aspect of B-schools ratings. This is made possible by the placement process which converts a student into a placement fit mode. The students are prepared for the final placement by a systematic, well laid out process spread over a period of two years. A small but significant number has become entrepreneurs even in a distant land like USA. Others are providing professional service to the corporate in various capacities. VJIM has an enviable record of excellent placement even during business downturns. Leading corporate regularly visit VJIM to select students. Distribution of placement varies from year to year.

Educational Demographics 21\textsuperscript{st} batch

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{Educational_Demographics.png}
\caption{Educational Demographics 21\textsuperscript{st} batch}
\end{figure}

Specializations Opted - 21\textsuperscript{st} Batch

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{Specializations_Opted.png}
\caption{Specializations Opted - 21\textsuperscript{st} Batch}
\end{figure}
VJIM students are placed in reputed companies with an average salary of Rs. 4.80 lakh.
### Some of our Recruiters

<table>
<thead>
<tr>
<th>Karur Vysya Bank</th>
<th>Deloitte</th>
<th>Tech Mahindra</th>
<th>IDBI Federal Life Insurance Co Ltd</th>
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<td>Aurobindo</td>
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## THE CLASS OF 2014

### SUPER LEAGUE 2

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<th>Audit Percentile</th>
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<th>Intellectual Capital</th>
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<th>Infrastructure</th>
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<th>Governance</th>
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### Vignana Jyothi Institute of Management, Hyderabad

- **Rating**: 85
- **Overall Percentile**: 80
- **Audit Percentile**: 90
- **Perception Percentile**: 65
- **Intellectual Capital**: 80
- **Admissions and Placements**: 40
- **Infrastructure**: 85
- **Industry Interface**: 80
- **Governance**: 80
- **Scale of Operations**: 80

Vignana Jyothi Institute of Management ranked A2 - All India and Stands 1st from Telangana State.

Reference: Indian Management - May 2014

### CAREER 360 B-School Ranking Survey

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name of the Institute</th>
<th>Location</th>
<th>Input (190)</th>
<th>Process (170)</th>
<th>Output (320)</th>
<th>Total (680)</th>
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Ranked 2nd in Hyderabad, Telangana State and Ranked 42nd in the country as per the All India B-School Survey 2013-14 carried out by Career 360

### MBA Universe B-School Ranking Survey

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<th>Institute Name</th>
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<td>Siva Sivani Institute of Management, Secunderabad</td>
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Ranked 1st in Hyderabad, Telangana State and Ranked 56th in the country as per the All India B-School Survey 2013 by MBA Universe.com

### Global Human Resource Development Center

### CSR - GHRDC B-School Ranking Survey

<table>
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<tr>
<th>Over all Rank of Private B-Schools</th>
<th>Group Rank</th>
<th>Name of B-Schools</th>
<th>Infrastructure (Physical &amp; Academic) (160)</th>
<th>Faculty, Publication, Research, Consultancy, MDP &amp; Other Prog (455)</th>
<th>Admission, Curriculum &amp; Delivery System (520)</th>
<th>Placement (Domestic &amp; International), USP, Social Responsibility, Networking &amp; Industry Interface (465)</th>
<th>Total (1400)</th>
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<td>264.92</td>
<td>832.31</td>
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</table>

Ranked 2nd in Hyderabad, Telangana State and Ranked 17th in the category of Top B-School of Excellence in the All India B-School Survey conducted by CSR-GHRDC (2013) and ranked 49th best B-School in the Country.
Industry Interactions

VJIM conducts Management Development Programmes (MDPs) and Leadership Development Programmes (LDPs) for middle and top level executives of different companies. It conducts both on-campus and off-campus programmes for executives to sharpen their management skills to develop result-oriented business strategies.

Areas in which MDPs and LDPs are conducted by VJIM

- Mergers and Acquisitions (M&As)
- Finance for Non-Finance Executives
- Marketing Management
- Human Resource Management
- Operations and Supply Chain Management
- International Business and Strategic Management

Some of the clients for whom VJIM conducted MDPs and LDPs include,

- Aurobindo Pharma, Hyderabad
- Shivashakti Group of Companies, Hyderabad
- BHEL, Hyderabad
- Parker, Hyderabad
- IMT, Nagpur
- Anu Labs, Hyderabad
- Law Quest, Mumbai
Learning Facilities

Student Support Services

Students Clubs
The institute has constituted Co-Curricular and Extra-Curricular Clubs to nurture the latent talent in the students and develop their personalities. The club also develop a spirit of healthy competition, planning and organisational abilities in them. The objectives of these club are:

- **Talent spotting:** Provides opportunities for students to exhibit their talent and also represent the institution in various B-school competitions.
- **Enriching Interactions:** Through programmes which are organized in the weekly Students’ Forum leading to Soft Skills Development.
- **Event Management:** Train students in organizing events both in-house and outside.

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

Study Loans
The institute has arrangement with the following banks for students study loans:

- HDFC (Credila Education Loans)
- Corporation Bank
- Andhra Bank
- Vijaya Bank
- United Bank of India

Other commercial banks also provide financial assistance to the needy students.

English 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 skill. 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 it back with the purpose of evaluating and guiding the students to achieve a professionally acceptable communication.
Learning Facilities

Learning Resource Centre
Vignana Jyothi Institute of Management Learning Resource Centre (VJIM LRC) offers an excellent collection of over 11100 titles, (over 17500 volumes) to which 600 titles are added every year. In addition, LRC subscribes to about 250 journals and magazines, both national and international. The LRC is fully computerized. A wide spectrum of corporate and economic information is provided through a collection of electronic databases like PROQUEST, J-GATE, CAPITALINE, EMERALD and ECONOMIC OUTLOOK. 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 2012 platform. Facilities include contemporary packages like Microsoft Office Productivity Tools (Word, Excel, Powerpoint, Access, Publisher), Statistical Package for Social Sciences (Systat), Integrated Accounting Package (TALLY), Business Planner, Microsoft Project, 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 (50 MBPS) leased line are provided.
Living on campus is one of the key contributors to an intensive and effective learning experience. Staying in the hostel helps develop group dynamics amongst the students and broadens their socio-cultural horizons.

VJIM has well-designed state-of-the-art hostels both for boys and girls. The programmes at VJIM are fully residential. Boarders are provided with well furnished rooms. Hostel facilities provided at VJIM give the participants a homely atmosphere that strengthens the sense of belonging.

The hostels are really one of the best in the country with sprawling sports ground, facilities for different games including tennis, squash, billiards, TT and other indoor games. The common living area facilitates team based work beyond classroom learning fostering camaraderie. Recreational facilities engage students during their free time and enable them to stay connected with the world.

The boarding facilities include well organized breakfast, lunch, tea and dinner arrangements with a mix of delicious North and South Indian cuisine. Utmost care is taken to maintain high standards of nutrition and hygiene. A variety of refreshments and snacks can also be purchased from the cafeteria. A doctor is always available on call round the clock. Besides, facilities exist to take students suffering from medical emergencies to nursing homes/hospitals for treatment.

Technology never stops evolving at VJIM. “Being connected and not wired is the new theme”. The hostel is WiFi enabled and provides internet access through a 20MBPS leased line. The campus-wide network is based on 1000MBPS Ethernet technology. Students can access the internet from any part of the campus and hostel.

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Alumni Activities

VJIM Alumni Association is now 1350 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 Association members have been actively contributing not only to their own organization but also in the institution building activities of their Alma Mater. A few of these areas are listed out below. Alumni interact in twos or threes with the students in the “Meet our Alumni” program and give useful feedback and tips on their industry experience.

Placements
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.

Industry Interaction
They help the Institute in getting guest speakers, industry expert views, keeping the institute abreast with the latest developments in the industry. As ambassadors of the institute, they act as the much needed bridge between academics and industry practices.

Networking and e-groups
By 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 be updated of institute happenings.

Alumni Meets
Every year the Alumni Meets in February to take stock of last one year happenings and to propose new ways in which they can help their Alma Mater. As an outcome of these meets, various workshops to particularly develop GD and Interview skills and also their communication skills are organized.

Entrepreneurship Seminar
Apart from this, they conduct the Foundation Day Seminar in February every year on the theme of ‘Entrepreneurship’. The objective of this series of seminars is to inculcate and encourage the spirit of entrepreneurship among students.
Alumni Speak

When someone asks about the most interesting period of my life, I immediately recollect 2008-10, the years I spent at VJIM - 2008-2010. Life at VJIM sails beyond academics to discover one’s true potentials. The hostel was almost like home. The infrastructure of the institute ensured all the amenities/facilities I dreamt of before joining a B-school. The motivation and guidance of faculty members and the academic standard of the institution helped to ignite all-round learning for beyond black & white letters of English. The interaction with excellent faculty members from abroad, rigorous pressure of assignments, industry interaction, flexibility to implement creative ideas through various students activities and evaluation pattern that demands analytical skills and in-depth understanding of the subject and finally being rewarded with a decent placement always bring the feeling that I had made a wise choice.

Debashis Ghosh,
Batch XVI

VJIM has helped me shape my career by giving me a lot of opportunities. It helped me evolve as a person both personally and professionally and take on the challenged and face the risks at ever stage with more zeal and enthusiasm. It has nourished me into the young lady that I am today.

K.P. Ashitha
Batch XVIII

I feel proud that I was a student of VJIM between 2005-2007. This institute has helped me shape my career and it has been an integral part of my life. The hardworking faculty and good friends of mine made the days very memorable to me in more than one ways. Many of my classmates who are working across the country in respectable positions in various reputed organizations stand testimony to the quality of the education imparted at VJIM.

Atul Kumar,
Batch XIII

It has been 12 years – I passed out in the year 2000. More than a full Sun Cycle of career. I always remember the excellent faculty and projects done at VJIM. Subconsciously I always comprehend those 2 exceptional years at the School, which was a launch pad in framing my career. I credit in part my professional success to the management and leadership skills of the well-read at the college. I always cherish the excellent time spent at VJIM and wish VJIM a great success.

Ruchir,
Batch VI

Cultural Activities

VJIM annual fest, chrysalis
Certificate of Merit

B-SCHOOL WHO INNOVATE IN TEACHING METHODOLOGY

Presented to

Vignana Jyothi Institute of Management

17th February, 2014

Dr. R. L. Bhatia
Founder, World CSR, Day &
CEO, Fun And Joy At Work
<table>
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<td>Director</td>
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<td>Dr.CH.S. Durga Prasad</td>
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<tr>
<td>Mr. K. Vinaya Kumar</td>
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<td>Dr. Padmaja Nalluri</td>
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<tr>
<td>Mr. Y. Ramakrishna</td>
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<td>Mrs. M. Yamini</td>
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<td>Dr. Sushma Kaza</td>
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<td>Mrs. Sashka Kajepana</td>
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<td>Mr. B. Deepak</td>
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<tr>
<td>Mrs. V.D.M.V. Lakshmi</td>
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<td>Dr. Shabnam Das Manna</td>
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<td>Mr. G. Sanjay Prasad</td>
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<td>Dr. P. Srinivas</td>
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<td>Mrs. C. Jyothi</td>
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<tr>
<td>Mrs. Ivaturi Padmini</td>
<td>MA, DIP.JN Training &amp; Development Asst. Professor</td>
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<td>Ms. Meka Lakshmi Mouna</td>
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</table>
Dr. A.V. Subbarao is a professor of Human Resource Management at the School of Management of the University of Ottawa for the last thirty-five years. He was the Head of the Human Resource Management and Marketing Section of the School of Management for two terms from 1995 to 2000. Professor Subbarao holds a Ph.D degree from the University of Minnesota (USA), DBM and L.L.B degrees from Osmania University. M.S.W from University of Lucknow, and B.A in Economics from Andhra University. Professor Subbarao is a well-known Researcher in Human Resource Management and Industrial Relations has published over 50 articles in scholarly journals and proceedings of the Canadian, American and International Conferences. He has consulting experience in performance appraisal, workforce diversity and pay policy as well as mediation. Professor Subbarao was a Fulbright Scholar in the USA. Professor Subbarao is a recipient of three gold medals for distinctions in Law. Professor Subbarao has been teaching Strategic Management of Human Resources and International Human Resource Management courses for the MBA and Executive MBA programs. He has been recognized four times with merit awards for excellence in teaching and research by the University Ottawa’s School of Management.

I have opportunities to visit and give lectures at the Vignan Jyothi Institute of Management. I in fact, gave a full course of lectures on Global Human Resource Management SHRM to the class of students of VJIM in 2006 & 2008. I am very much impressed with the quality of students and as expected they are all well placed in reputable national and international corporations. I also gave lectures organized by the VJIM for the benefit of professional managers, such as the members of the Employer’s Federation of South India. The Vignan Jyothi Institute of Management is one of the top business schools in South India and it earned its well-deserved reputation by attracting a talented faculty, mature students and by establishing a symbiotic relationship with the practicing professional managers. The VJIM is, Indeed, managed by a group of very distinguished, committed and successful entrepreneurs of Telangana.

Dr. Joseph M Putti,
Executive Director, Centre for Organizational Excellence, Singapore Formerly Professor, NUS Singapore

As usual I immensely enjoyed my visit to VJIM. I look forward to more visits in the future. The institute has made great strides and I am happy to see the rank among the best Business Schools in India. I wish them for the successes. Thank you for giving me the opportunity to be with you.”
Dr. V.M. Rao Tummala is professor of Production / Operations Management in Eastern Michigan University, USA. He is a Ph.D. in Management Science and MA in Mathematical Statistics from Michigan State University, USA. The Department Head & Professor of Operations Research & Information Systems, Eastern Michigan University; Chairperson & Professor, Department of Management of Manufacturing Engineering & Engineering Management, City University of Hong Kong are some of the positions he has previously held.

His current research interests include Supply Chain Management, Quality Management, Product and Process Development, Risk Management, Project Management, Analytic Hierarchy Process, Decision Analysis, Bayesian Decision Theory and Forecasting. He is an active member of prestigious bodies like Decision Science Institute, American Society for Quality Control, APICS – The Educational Society for Resource Management.

“I have always enjoyed my visits to VJIM. I have been regularly visiting the Institute to handle sessions in the area of Quality Control and Supply Chain Management. It has been a very good and enthusiastic experience interacting with the young and energetic Faculty and student. The Institute has made great strides and I wish them all success in all their future endeavors”.

Sanjit Sengupta, PhD, Professor, Marketing

Sanjit Sengupta (Ph.D 1990, University of California, Berkeley), professor of marketing, teaches courses in strategic marketing, business-to-business marketing, high-tech marketing and E-business marketing strategy. He has also taught at the University of Maryland, College Park and in many executive development programs in the USA, India, Finland and South Korea.

“I taught a course in New Product Development and Marketing of High Technology Products in the year 2009, 2010, 2011 & 2012 at VJIM. I’m very passionate about my work and am glad some of that rubbed off on everyone I interacted with. You all have something special at VJIM and I’m confident the institute will grow in results and reputation”.
The Institute has strong mutually beneficial and synergistic relationship with various corporate houses and industry organizations like Federation of Andhra Pradesh Chamber of Commerce and Industry (FAPCCI) & Hyderabad Management Association (HMA). Such associations give the Institute an opportunity to breathe real life situations into the learning material used in the class room. The Institute regularly conducts National Conference/Seminars and Management Development programs to ensure sharpen learning curves of the faculty.

**MOU's**

We have a joint academic programme with HDFC Bank Ltd, on bank operations and management. On successful completion of this course, students are recruited by HDFC Bank at middle level officers position.

HCL Info Systems entered into a MOU with VJIM to impart training to our students and recruit them for summer internship as well as final placement with them. The agreement also extends to our faculty for conducting research at their facilities in Taiwan and Singapore.

**Research**

Research is at the core of VJIM and it stimulates progress in teaching by encouraging professors to keep abreast of developments in their respective disciplines through the Institute's Interdisciplinary Research Cell (IRC). As our faculty is involved in high quality research in a number of areas, our curriculum is research based. This reflects in their publications and participation at National and International levels. As the Institute firmly believes in Social Science Research, it has been encouraging its faculty to conduct conferences, seminars and workshops on various contemporary issues for acquisition and dissemination of inputs to the relevant fields of their research. While some research is internally driven, some are funded.

**Consultancy**

To make learning effective, the faculty needs to bring some practical aspects to the classroom. In order to bring these inputs to the classroom. VJIM encourages the faculty to undertake the consulting assignments with organization on contemporary issues.

**Collaboration**

We have academic collaboration with University of North Texas (UNT), Denton, TX, USA in terms of students’ exchange, faculty exchange, joint research, seminars & conferences.
Continuous Evaluation

The institute strongly believes that continuous evaluation is the most effective way to build the holistic development of the personality of the students. Therefore continuous evaluation of the students' performance in the class is accorded 50% weightage while the remaining 50% weightage is earmarked for the end-term examination.

The objective of the continuous evaluation is to test the conceptual clarity of the student and the end term examination helps in evaluating the application ability of the student in the respective areas.

The Continuous assessment is carried out through the following:

Evaluation Pattern

Performance of the student in each subject will be evaluated based on two components:

Mode of evaluation     Weightage
Quiz(es)               25% (for any four components)
Article summary        25% (for any four components)
Assignments            25% (for any four components)
News analysis          25% (for any four components)
Written case analysis  25% (for any four components)
Numericals             25% (for any four components)
Term paper (Fixed)     15%
End-term viva (Fixed)  10%
End-term examination   50%
Total                  100%

Credit system

VJIM follows a full and half credit system. Full credit means 4 credits 2 credit represents half credit. Each credit accrues on the basis of 10 hours teaching and so a full credit entails 40 hours of teaching. Each student is expected to complete the stipulated credits offered by the institute.

Relative Grading

VJIM follows relative grading system

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<th>Grade Points (For Four Credits)</th>
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<td>A+</td>
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<tr>
<td>C+</td>
<td>2.5</td>
<td>10.0</td>
</tr>
<tr>
<td>C</td>
<td>2.0</td>
<td>8.0</td>
</tr>
<tr>
<td>D</td>
<td>1.0</td>
<td>4.0</td>
</tr>
<tr>
<td>F</td>
<td>0.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>
Board of Governors

Chairman
Nominated by the Registered Society

Dr. D. Nageswara Rao
General Secretary, Vignana Jyothi

Members
Nominees of the society

Sri. K. Harishchandra Prasad
Joint Secretary, Vignana Jyothi

Sri. Narne Prabhakar
Member, Vignana Jyothi

Sri. Harish Cherukuri
Member, Vignana Jyothi

Sri. Venkat Ramdev
Member, Vignana Jyothi

Sri. D. Ashok
Member, Vignana Jyothi

Sri. Sandeep Ramesh
Member, Vignana Jyothi

Sri. D. Suresh Babu
Member, Vignana Jyothi

Nominee of AICTE

Nominee of State Board of Technical Education

Nominee of State Government

Educationalists

Sri. Ch. Venkateswara Rao
Member Secretary, Vignana Jyothi

Dr. A.S. Rao
Director, Centre for Project Mobilization & Globalisation, VNR VJIET

Faculty Members

Dr. G. Manchala
Professor, VJIM

Sri. P. Sishir Reddy
Sr. Assistant Professor, VJIM

Member Secretary

Dr. Kamal Ghosh Ray
Director, VJIM

Advisory Body

Chairman

Prof. R. Radhakrishna
Former Chairman – National Statistical Commission, Director-CESS, Director-IGIRD, VC-AU

Members

Prof. V. Venkaiah
Vice Chancellor, Krishna University

Dr. M. Rammohan Rao
Provost, WOXSEN School of Business

Prof. Ashoka K Dutta
Former Director, IIM-Shillong

Sri. K. Vinay Kumar
CEO, Datawise, Ex-E&Y, Ex-RPG

Sri Kaushik Srinivasan
CEO, KaN Talent, Ex-PWC, Ex-Deloitte

Sri. Satish Shah
Human Resource Business Partner, Google

Prof. B. Rajasekhar
Faculty, University of Hyderabad

Prof. P. Manikandan
Head, HR, NAARM

Dr. N. Mallikarjuna Rao
Vice President-HR, Mylan Labs

Dr. D. Nageswara Rao
General Secretary, Vignana Jyothi

Sri. K. Harishchandra Prasad
Joint Secretary, Vignana Jyothi

Sri. N. Prabhakar
Member, Vignana Jyothi

Sri. Harish Cherukuri
Member, Vignana Jyothi

Sri. A. Sashi Mohan,
PGDM, ISB

Sri. Ch. Venkateswara Rao
Member Secretary, Vignana Jyothi

Prof. G. Manchala,
Professor, VJIM

Member Secretary

Dr. Kamal Ghosh Ray
Director, VJIM
Vignana Jyothi Executive Committee

President
Dr. D. Rama Naidu
Dada Saheb Phalke Awardee
Film Producer, M/s. Suresh Productions, Hyderabad

Vice-Presidents
Mr. V. Raja Rama Mohan Rao
Former Chairman, M/s. SEW Infrastructures Ltd., Hyderabad

Sri. B. Krishnaiah
Chairman, B Seenaiah & Company, Hyderabad

General Secretary
Dr. D. Nageswara Rao
Managing Director, M/s. X _Design Ventures Ltd., Hyderabad.

Joint secretaries
Sri. K. Satyanarayana
Chairman & Managing Director, M/s. Spectra Shares & Scrips Pvt. Ltd., Hyderabad.

Sri. K Harischandra Prasad
Managing Director, M/s. Lakshmi Finance & Industrial Corporation Ltd., Hyderabad.

Treasurer
Sri. Koteshwara Rao, S.S.R.
Partner, Brahmayya & Co., Hyderabad.

Members
Sri. Harish Cherukuri
Managing Director M/s. Priyadarshini Spinning Mills Ltd., Hyderabad

Sri. Narne Prabhakar
Managing Director, M/s. Hyderabad Tuliam Ltd., Hyderabad

Er. J.S. Rao
Managing Director, M/s. Keerthi Industries Ltd., Hyderabad

Sri. Sandeep V Ramesh
Executive Director Nile Limited

Member Secretary
Sri. Ch. Venkateswara Rao
Former Registrar, Jawaharlal Nehru Technological University (JNTU), Hyderabad,
Adviser, Vignana Jyothi, Hyderabad.
Admission Categories

There are four categories of students for admission:

a) Fresh Graduates from recognized universities.

b) Candidates sponsored by member Industry of Vignana Jyothi.

c) Working executives, from Govt. Depts. and PSUs, with more than 5 years service. They are expected to join the parent organization after the successful completion of the program.

d) NRI sponsored candidates.

(Upto a maximum of 25% seats may be allotted in categories (b) to (d), subject to specified eligibility criteria.)

Eligibility Criteria

For admission categories (a) & (b), Graduates in any branch may apply. Those who are appearing for their final year examinations can also apply subject to the condition that they qualify before the commencement of the course.

Working executive and NRI sponsored candidates must have secured minimum first class in the qualifying degree or PG examination, and shall appear for personal interview for selection.

Selection Process

Admission Brochure and Application Form can be obtained from VJIM on payment of Rs. 1000/- The forms are required to be completed and submitted in the admission office. Application form can also be downloaded from the Institute's website www.vjim.edu.in.

Eligible candidates form the categories (a) and (b) above shall appear for a written Entrance Test conducted by CAT/MAT/XAT/ATMA/CAT/ICET.

Those short listed on the basis of above scores shall be called of Group Discussion (GD) and Panel Interview (PI) for final selection.

A merit list will be displayed after the selection process. Candidates shall be admitted based on the merit list subject to payment of fees within the stipulated time. Merit list would be prepared with weightages as follows:

Evaluation criteria for admissions:

The evaluation criteria for admissions is as follows:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Criteria</th>
<th>Weightages (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>X</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>XII</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Graduation</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>All India Test Score</td>
<td>30</td>
</tr>
<tr>
<td>5</td>
<td>Group Discussion</td>
<td>15</td>
</tr>
<tr>
<td>6</td>
<td>Panel Interview</td>
<td>30</td>
</tr>
<tr>
<td>7</td>
<td>Work Experience</td>
<td>5</td>
</tr>
</tbody>
</table>

Suitable conversion or equivalence factor is worked out internally.

Mandatory: It is mandatory for all candidates to have an aggregate of 50% in latest qualification attained.
Fee for all courses

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Rupees</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year</td>
<td></td>
</tr>
<tr>
<td>Tuition Fees</td>
<td>2,00,000/-</td>
</tr>
<tr>
<td>Other fees</td>
<td>1,25,000/-</td>
</tr>
<tr>
<td>Second Year</td>
<td></td>
</tr>
<tr>
<td>Tuition fees</td>
<td>1,95,000/-</td>
</tr>
<tr>
<td>Other fees</td>
<td>1,30,000/-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6,50,000/-</strong></td>
</tr>
</tbody>
</table>

**Caution Deposit**
Rs. 10,000 refundable caution deposit to be paid along with the first year fees.

**Scholarships**
Two merit scholarships upto 50% of fees are offered to first two ranks in each Trimester.

<table>
<thead>
<tr>
<th>MAT/CAT/ATMA Percentile</th>
<th>CAT/XAT Percentile</th>
<th>Scholarship Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>98 - 100</td>
<td>75 &amp; above</td>
<td>Rs. 1.50 Lakhs</td>
</tr>
<tr>
<td>96 - 97</td>
<td>70 - 74</td>
<td>Rs. 1.25 Lakhs</td>
</tr>
<tr>
<td>90 - 95</td>
<td>65 - 69</td>
<td>Rs. 1.00 Lakhs</td>
</tr>
<tr>
<td>85 - 89</td>
<td>60 - 64</td>
<td>Rs. 0.75 Lakhs</td>
</tr>
<tr>
<td>80 - 84</td>
<td>55 - 59</td>
<td>Rs. 0.50 Lakhs</td>
</tr>
</tbody>
</table>

**Withdrawal / Cancellation of Admission**
1. If a candidate cancels admission before admission cut-off date, a processing fee of Rs. 1000 will be deducted.
2. If a candidate cancels admission after the cut-off date, fees will not be refunded.

**Refund Policy**
VJIM Hyderabad follows the refund policy announced by AICTE which is as follows
- The candidate who has been provisionally admitted may request for refund of fee by submitting a written application countersigned by the parent to the admission office at VJIM Hyderabad.
- All requests for refund of admission must be submitted before the cutoff date which is July 15th 2015.
- Refund for such request will be made within 4 weeks after the Cutoff date, after deducting cancellation charges as follows:
  i. If the seat could be filled by the Institute by the cutoff date the entire fee less Rs. 1000/- will be refunded.
  ii. If the seat could not be filled by the Institute by the cutoff date, no amount will be refunded.

**Admissions Department**
A. VIJAYA LAXMI
Executive - Admissions

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https://www.facebook.com/vjimhyd