Realizing Potential

VIGNANA JYOTHI INSTITUTE OF MANAGEMENT
(Approved by All India Council for Technical Education, Ministry of Human Resource Development Government of India)
Vignana Jyothi
(The Promoting Education 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
The world is witnessing 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 Andhra Pradesh but one of the top fifty 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. A respectable annual salary range of Rs. 7 to 8 lakhs p.a. and an average package of Rs. 4.5 lakhs p.a. offered by the campus recruiters last year.

2. Very senior, mature, research-oriented, caring and highly experienced faculty members with right blend of academic & industry experiences.

3. Serious academic rigor and congenial environment that nurture students to grow mentally and intellectually.

4. Dynamic curriculum that is continuously updated.

5. Effective pedagogical tools like POGIL (Process Oriented Guided Inquiry Learning) and Socratic methods.

6. VJIM students have been identified by some companies in Hyderabad to formulate business plans for them.

7. VJIM students make remarkable impressions in most of the B-school student events conducted on Pan India basis.

8. VJIM’s unique concept of ‘Course of Independent Study’ provides an opportunity to the students to develop appropriate management skills by applying their knowledge to the complex business situation.

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.
Recognizing the need to have effective executives to manage business, American businessmen set up institutions at Wharton and Harvard, at the turn of 19th Century. Till date these institutes serve as a benchmark of the Management Education for the whole world. "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 Vignanajyothi Institute Management was founded in 1993, 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).

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 prepares 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 30B-Schools by various rating agencies.

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.
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 learning needs of the students and endeavours to create a positive impact on their learning. Described below are some of the innovative strategies used at VJIM.

**POGIL** (an acronym for 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-centered 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 Method:** “Serial questioning” is used to whet 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.

**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 is conducted.

**Tutorial:** It is a great challenge to address the problem of heterogeneity of the student's mental abilities and tutorial is an effective technique of levelling out differences in a heterogeneous group of learners. It is a method where personal attention is paid to the student. It creates a spirit of enquiry and competitive desire to excel among the peers. The faculty customizes and fine tunes the instructional objectives to the learning needs of individual student.

**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 and Conferences:** Eminent personalities from the industry continuously interact with the students on a regular basis to help them understand the dynamics of businesses and the skills required to excel in the professional world.
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. **Highly qualified and experienced faculty** who update their domain knowledge every year through faculty internship in industry and conduct MDPs in reputed corporates in different sectors.

2. **Serious academic rigor and congenial environment** that nurture students to grow mentally and intellectually. VJIM students have left their mark in many of the B-school events conducted on Pan India basis. VJIM also has a vast alumni network spread across companies like Google, Amazon, Facebook, Deloitte etc.

3. **Unique pedagogy & innovative training methods**, market driven syllabi and experiential learning methods. Students are nurtured and trained with adequate knowledge & skills to make them industry-ready by exposing them to various industry practices.

4. **POGIL activities** for ensuring that students learn the concepts with clarity.

5. **Dynamic Curriculum**. The Curriculum is continuously updated to incorporate new concepts and thoughts as they emerge.

6. **Practical exposure to the students**. VJIM students have been identified by some companies in Hyderabad to formulate business plans for them. Our student CIS (Course of Independent Study) is unique course taken independently by the student to connect the theory problems with real time problem solving and also gain the right exposure to work in a multi-cultural environment, with strong emphasis on team-based learning methods.
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 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 curriculum is formulated by synthesising the inputs received from different quarters. The courseware has a contemporary relevance and is specially designed to train the students in a systematic manner and make them industry ready at the end of the two year program.

Written and oral communication skills in English are given priority and a fully equipped Communication Lab is available to the students.

Students are given exposure to real business environment through various guest lectures, panel discussions, seminars that are addressed by experts from the industry. Faculty from reputed universities from abroad are invited to impart international perspectives to the learning process. 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 fosters a spirit of learning by discovery.

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. 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.
## Batch XXI (I year)

### Pre-term courses:
1. Accountancy
2. Statistics
3. Economics
4. Computers
5. Spoken English
6. Business History

### I Year -- Core courses

<table>
<thead>
<tr>
<th>Trimester I</th>
<th>Trimester II</th>
<th>Trimester III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management 360</td>
<td>Accounting for Managers</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td>Organisational Behaviour</td>
<td>Statistics for Managers</td>
<td>Business Research Methods</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>Operations Management</td>
<td>Corporate Financial Management</td>
</tr>
<tr>
<td>Managerial Economics</td>
<td>Business Laws</td>
<td>ERP - FICO, S&amp;D, Purchase &amp; HR</td>
</tr>
<tr>
<td>Excel for Business Applications</td>
<td>Business English (2 Credits)</td>
<td>Business English(2 Credits)</td>
</tr>
</tbody>
</table>

### II Year -- Core + Elective courses

<table>
<thead>
<tr>
<th>Trimester IV</th>
<th>Trimester V</th>
<th>Trimester VI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core: Strategic Management</td>
<td>Core: Global Business Management</td>
<td>Core: Leadership</td>
</tr>
<tr>
<td>Marketing:</td>
<td>Marketing:</td>
<td>Marketing:</td>
</tr>
<tr>
<td>• Consumer Behaviour</td>
<td>• Services Marketing</td>
<td>• Innovation and New Product Development</td>
</tr>
<tr>
<td>• Sales and Distribution Management</td>
<td>• B2B Marketing</td>
<td>Finance:</td>
</tr>
<tr>
<td>• Retail Management</td>
<td>• International Marketing</td>
<td>• Enterprise Risk Management</td>
</tr>
<tr>
<td>• Advertising and Public Relations</td>
<td>• Strategic Marketing</td>
<td>Human Resources:</td>
</tr>
<tr>
<td>• Internet Marketing</td>
<td>• Marketing Research</td>
<td>• Competency Based HRM</td>
</tr>
<tr>
<td>Finance:</td>
<td>Finance:</td>
<td>Operations:</td>
</tr>
<tr>
<td>• Investment Analysis and Portfolio Management</td>
<td>• Derivatives</td>
<td>• Six Sigma</td>
</tr>
<tr>
<td>• Management of Banks</td>
<td>• Fixed Income Securities</td>
<td>• Lean Management and Total Productive Maintenance</td>
</tr>
<tr>
<td>• Financial Services</td>
<td>• Multinational Financial Management</td>
<td>• Total Quality Management</td>
</tr>
<tr>
<td>• Project Appraisal and Financing</td>
<td>• Financial Modelling with Excel</td>
<td>Business Analytics:</td>
</tr>
<tr>
<td>• Financial Statement Analysis</td>
<td>• Mergers and Acquisitions</td>
<td>• Unstructured Data and Big Data, Visualization and Reporting</td>
</tr>
<tr>
<td>Human Resources:</td>
<td>Human Resources:</td>
<td>Self-taught course:</td>
</tr>
<tr>
<td>• Learning and Development</td>
<td>• Compensation Management</td>
<td>Corporate Governance and Corporate Social Responsibility</td>
</tr>
<tr>
<td>• Talent Acquisition and Selection</td>
<td>• Performance Management</td>
<td>Additional Course:</td>
</tr>
<tr>
<td>• Labour Laws</td>
<td></td>
<td>Entrepreneurship</td>
</tr>
</tbody>
</table>
SPECIALIZATION IN OPERATIONS MANAGEMENT

Distribution of students based on graduation

<table>
<thead>
<tr>
<th>Graduation</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.E / B.Tech</td>
<td>36</td>
</tr>
<tr>
<td>B.Sc.</td>
<td>2</td>
</tr>
<tr>
<td>B.Com</td>
<td>3</td>
</tr>
<tr>
<td>Others</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>46</strong></td>
</tr>
</tbody>
</table>

Courses offered under operations domain

<table>
<thead>
<tr>
<th>S.No.</th>
<th>COURSE</th>
<th>COURSE OUTLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Operations Management</td>
<td>To appreciate the strategic role of Operations Management and its competitive advantage for organizational survival.</td>
</tr>
<tr>
<td>2</td>
<td>Service Operations Management</td>
<td>The course mainly deals with 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.</td>
</tr>
<tr>
<td>3</td>
<td>Logistics And Supply Chain Management</td>
<td>The course deals with models, concepts and solutions that are important for the design, control, operation and management of supply chain systems.</td>
</tr>
<tr>
<td>4</td>
<td>Project Management</td>
<td>The course develops the competencies and skills for planning and controlling projects and understanding various issues that drive successful project outcomes.</td>
</tr>
<tr>
<td>5</td>
<td>Purchasing And Negotiations Management</td>
<td>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.</td>
</tr>
<tr>
<td>6</td>
<td>Total Quality Management</td>
<td>The course deals with the fundamental principles, criteria and historical foundations of total quality, while providing a foundation for understanding &amp; applying technical tools.</td>
</tr>
<tr>
<td>7</td>
<td>Six Sigma</td>
<td>The course mainly deals with the concept of six sigma, its origin, development and framework and its implementation. It also provides an insight into the design, tools and metrics of six sigma.</td>
</tr>
<tr>
<td>8</td>
<td>Lean Management</td>
<td>To enable management students of all disciplines to understand lean philosophy, processes and implement the same in the organizations.nger phases of product life cycle.</td>
</tr>
<tr>
<td>9</td>
<td>Operations Research</td>
<td>Operations Research is a science of modeling and optimization. It allows the managers to model real-world problems by using mathematics, statistics and computers.</td>
</tr>
</tbody>
</table>
SPECIALIZATION IN FINANCE MANAGEMENT

Distribution of students based on graduation

<table>
<thead>
<tr>
<th>Graduation</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.E. / B.Tech</td>
<td>58</td>
</tr>
<tr>
<td>B.Sc.</td>
<td>4</td>
</tr>
<tr>
<td>B.Com</td>
<td>25</td>
</tr>
<tr>
<td>Others</td>
<td>19</td>
</tr>
<tr>
<td>Total</td>
<td>106</td>
</tr>
</tbody>
</table>

Courses offered under Finance domain

<table>
<thead>
<tr>
<th>S.No.</th>
<th>COURSE</th>
<th>COURSE OUTLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Corporate Financial Management</td>
<td>This course aims at introducing the students to the theory, the methods, and the 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.</td>
</tr>
<tr>
<td>2</td>
<td>Derivatives</td>
<td>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.</td>
</tr>
<tr>
<td>3</td>
<td>Enterprise Valuation</td>
<td>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.</td>
</tr>
<tr>
<td>4</td>
<td>Enterprise Risk Management</td>
<td>The aim of the subject is to instill in participants, the key principles underlying the implementation and application of ERM within an organisation, 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.</td>
</tr>
<tr>
<td>5</td>
<td>Financial Statement Analysis</td>
<td>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.</td>
</tr>
<tr>
<td>6</td>
<td>Fixed Income Securities</td>
<td>Course aims at introducing the students the basics of innovative financial instruments derived from fixed income securities, risks associated with these securities, measurement of interest rate risk, valuation of securities with embedded options etc.</td>
</tr>
<tr>
<td>7</td>
<td>Investment Analysis and Portfolio Management</td>
<td>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.</td>
</tr>
<tr>
<td>8</td>
<td>Financial Services</td>
<td>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.</td>
</tr>
<tr>
<td>9</td>
<td>Mergers &amp; Acquisition</td>
<td>The course aims at imparting knowledge on the nitty-gritty of the subject, when two or more companies unify to form a bigger economic power. Even though the scope is limited, attempts have been made to familiarize the students the ‘A to Z’ of how to merge for business growth and success.</td>
</tr>
<tr>
<td>10</td>
<td>Management of Banks</td>
<td>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.</td>
</tr>
<tr>
<td>11</td>
<td>Financial Modeling using Excel</td>
<td>This course bridges this gap between theory and practice by providing a nuts-and-bolts guide to solving common financial problems with spread sheets.</td>
</tr>
<tr>
<td>12</td>
<td>Multinational Financial Management</td>
<td>The course is intended to give an exposure on the international foreign exchange management of Banks and Financial Institutions. It would discuss the risk exposure to the exchange reserves and how MNCs would manage the risks.</td>
</tr>
<tr>
<td>13</td>
<td>Project Appraisal and Financing</td>
<td>The course enables students to learn the techniques adopted by Banks, Financial Institutions and Project Consultants for project appraisal and equips them with skill of preparation of detailed projects for the projects planned based on the criteria of financing of projects ideas.</td>
</tr>
</tbody>
</table>
## DISTRIBUTION OF STUDENTS BASED ON GRADUATION

<table>
<thead>
<tr>
<th>Graduation</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>B.E. / B.Tech</td>
<td>97</td>
<td>11</td>
<td>26</td>
<td>20</td>
<td>154</td>
</tr>
</tbody>
</table>

### COURSES OFFERED UNDER MARKETING DOMAIN

<table>
<thead>
<tr>
<th>S.No.</th>
<th>COURSE</th>
<th>COURSE OUTLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Consumer Behaviour</td>
<td>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.</td>
</tr>
<tr>
<td>2</td>
<td>B2B</td>
<td>Business markets are significantly larger &amp; 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.</td>
</tr>
<tr>
<td>3</td>
<td>Sales and Distribution Management</td>
<td>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.</td>
</tr>
<tr>
<td>4</td>
<td>Retail Management</td>
<td>The course introduces the student to the fundamentals of store operations in different retail formats, besides capturing strategic initiatives of different retailers.</td>
</tr>
<tr>
<td>5</td>
<td>Advertising And Public Relations</td>
<td>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.</td>
</tr>
<tr>
<td>6</td>
<td>Strategic Marketing</td>
<td>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.</td>
</tr>
<tr>
<td>7</td>
<td>Internet Marketing</td>
<td>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”.</td>
</tr>
<tr>
<td>8</td>
<td>Services Marketing</td>
<td>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.</td>
</tr>
<tr>
<td>9</td>
<td>Advanced Marketing Research</td>
<td>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.</td>
</tr>
</tbody>
</table>
### SPECIALIZATION IN HUMAN RESOURCES MANAGEMENT

#### Distribution of students based on graduation

<table>
<thead>
<tr>
<th></th>
<th>B.E. / B.Tech</th>
<th>B.Sc.</th>
<th>B.Com</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>44</td>
<td>3</td>
<td>11</td>
<td>6</td>
<td>64</td>
</tr>
</tbody>
</table>

Courses offered under Human Resources domain

<table>
<thead>
<tr>
<th>S.No.</th>
<th>COURSE</th>
<th>COURSE OUTLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Organizational Behaviour</td>
<td>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.</td>
</tr>
<tr>
<td>2</td>
<td>Human Resource Management</td>
<td>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.</td>
</tr>
<tr>
<td>3</td>
<td>Labour Laws</td>
<td>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.</td>
</tr>
<tr>
<td>4</td>
<td>Learning and Development</td>
<td>The course provides an in-depth understanding of the learning &amp; development function's priorities, roles, expectations and activities.</td>
</tr>
<tr>
<td>5</td>
<td>Talent Acquisition</td>
<td>The course deals with understanding talent acquisition as a dynamic process of attracting, identifying, developing &amp; retaining employees to accomplish organizational goals.</td>
</tr>
<tr>
<td>6</td>
<td>Compensation Management</td>
<td>The course is designed to provide an edge to the students in designing the compensation systems by integrating employee processes, information and organizational goals.</td>
</tr>
<tr>
<td>7</td>
<td>Performance Management System</td>
<td>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.</td>
</tr>
<tr>
<td>8</td>
<td>Competency Based HRM</td>
<td>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.</td>
</tr>
</tbody>
</table>
SPECIALIZATION IN BUSINESS ANALYTICS

Distribution of students based on graduation

<table>
<thead>
<tr>
<th>Graduation</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.E. / B.Tech</td>
<td>21</td>
</tr>
<tr>
<td>B.Sc.</td>
<td>6</td>
</tr>
<tr>
<td>B.Com</td>
<td>1</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>

Courses offered under business analytics domain

<table>
<thead>
<tr>
<th>S.No.</th>
<th>COURSE</th>
<th>COURSE OUTLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Analytics</td>
<td>This course focuses on tools and programming for Business Analytics: R, EXCEL and SQL.</td>
</tr>
<tr>
<td>2</td>
<td>The Analytical Mindset</td>
<td>The students are taught some of the structured thinking techniques, trained to apply these techniques to real world business/ non-business situations and the ability to explain the results through appropriate story telling techniques that make sense to business stakeholders. The students are also introduced to preliminary aspects of data visualization.</td>
</tr>
<tr>
<td>3a</td>
<td>Basic Analytical Techniques</td>
<td>The students are introduced to the fundamentals of data warehousing where they are made to differentiate between the OLTP and OLAP systems, ETL &amp; Dimensional modelling techniques. Students are also introduced to some commonly used data mining techniques viz. Logistic Regression, Decision Trees and Neural Networks.</td>
</tr>
<tr>
<td>3b</td>
<td>Data Mining and Data Warehousing</td>
<td>This course focuses on some of the commonly used multivariate analytical techniques viz. Factor Analysis, Cluster Analysis, Discriminant Analysis and Conjoint Analysis.</td>
</tr>
<tr>
<td>4a</td>
<td>Modelling</td>
<td>The students will be taught about the three levels of data modeling, conceptual, logical and physical data model.</td>
</tr>
<tr>
<td>4b</td>
<td>Advanced Analytical Techniques</td>
<td>During this course, the students are exposed to the advanced data mining techniques viz. Logistic Regression, Decision Trees and Neural Networks. They are also exposed to specific application of unsupervised algorithms viz. Market Basket Analysis and Sequence Analysis.</td>
</tr>
<tr>
<td>5</td>
<td>Marketing Analytics</td>
<td>The students are introduced to the concepts of database marketing and the issues of customer privacy. They are then introduced to the applications of data analytics in marketing viz. Customer Life Time Value, Cross-sell / Up-sell, issues in designing reward programs, Churn Management, Campaign Management and Pricing.</td>
</tr>
<tr>
<td>6</td>
<td>Financial Analytics</td>
<td>The students are introduced to the concepts of financial risk analytics, financial market analytics and credit analytics.</td>
</tr>
<tr>
<td>7</td>
<td>Unstructured Data and Big Data,</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Visualization and Reporting</td>
<td></td>
</tr>
</tbody>
</table>
Learning Facilities

Student Support Services

Student Clubs

The institute has constituted Co-Curricular and Extra-Curricular Clubs to nurture the latent talent in the students. The objectives of these clubs are:

- **Spotting talent**: These clubs provide a platform to the students to exhibit their potential and represent the institution in various B-school competitions.

- **Personality Development**: Various programs are organized in the weekly Students' Forum which helps in developing their personality holistically.

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

Multimedia Communication Skills Lab

English is the language of corporate India. 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 phonetics, facility has been created for activities such as Role Play, Group Discussions, Mock Interviews and other confidence enhancing activities. The lab is also equipped with the facility to record the activities of the students on video for the purpose of evaluating and guiding them to develop an effective and professionally acceptable communication style.
Information Resource Centre

Vignana Jyothi Institute of Management Information Resource Centre (VJIM IRC) offers an excellent collection of over 10,163 titles (over 16,507 volumes) to which 600 titles are added every year. In addition, IRC subscribes to about 250 journals and magazines, both national and international. The IRC 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). IRC collection also includes the electronic databases like PROQUEST, J-GATE, CAPITALLINE and CYGNUS. VJIM IRC 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 2008 platform.

Facilities include contemporary packages like Microsoft Office Productivity Tools (Word, Excel, Power point, Access, Publisher), Statistical Package for Social Sciences (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 (20 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 pre-placement training provided at the institution prepares the students for the dynamic requirement of the job market. The Institution also invites guest speakers and industry expert to keep the students and faculty abreast with the latest developments in the industry and trends in the job market. The responsibility of the institute does not cease after equipping its students with the necessary managerial qualities. 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. The CSR-GHRDC survey (that lays strong emphasis on validation of data and ranks B Schools on several parameters) ranked VJIM as the Number-1 AICTE approved private autonomous PGDM institute in Andhra Pradesh. 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 a 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. 4.5 lakh. VJIM has an enviable record of excellent placement even during business downturns.

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 1150 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. A few of these areas are listed below. The VJIM alumni are invited as Guest Lecturers and Speakers to address the students and give useful feedback and tips on their industry experiences. Mentioned below is the list of Alumni who addressed the students last year:

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 entrepreneurship. We trust this is the recipe for success in today’s 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

One has to be very careful in selecting a B-School. Joining VJIM was correct for me. The learning environment in the Institute helped me get the critical skillsets required for successful decision making in today’s dynamic business situations.

Mr. S. R. Sreecharan
(Batch IX),
Manager (Marketing) TIME

Doing Management Course at VJIM was challenging as well as fun. This mix of soft and rigorous academic curriculum makes one acquire the critical skills required for a manager in a dynamic business environment and grow in the corporate world.

Ms. Bhumika Sanwal
(Batch XIII),
Data Monitor
“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 joinees 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 so No’ attitude has kept their confidence high and booming.

- Krishna Rao A, CEO
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.

Course of Independent Study (CIS)

A student may opt for a Course of Independent Study (CIS) equivalent to one course credit. CIS comprises of an investigation, together with the written report and interpretation of a subject accepted and approved by a member of the faculty. It can be either theoretical or empirical exercise, or a combination of both.

The CIS represents an opportunity to the students to explore a topic in depth in his/her field of concentration or in an area of special interest. It makes possible the integration of several fields of study in searching for the solution to a single problem. For an empirical work, it provides valuable experience in the research process in the definition of a problem, in search of relevant data, in the analysis of the data, and in deriving the conclusions and implications of the data for the problem under study.

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 organization concerned.

- 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

Industry Visits
Student Achievements in Academic Year (2013-14)

1. Mr. Vishnu K. Suresh, XX Batch, presented the paper “A study on Retail Merchandising Efficiency of Vodafone” in a 2-Day National Conference on ‘Retailing in India’, organized by the School of Management Studies, JNTU, Hyderabad during 13-14 Aug 2013. Also the paper was published in the book titled “Retailing in India” with ISBN: 978-93-5062-330-5.

2. Six students Joshi Ranganath, Sushmita Basu, Rabinarayan Sahoo, Vinod Allam, Vinod Reddy, Ashwini R (all from 20th Batch) participated in the National Level Technical Fest “FURCATEZ’13” conducted by Malla Reddy Institute of Technology and Science on 13th-14th September, 2013. The following are the achievements of VJIM students:

<table>
<thead>
<tr>
<th>Event</th>
<th>Prize</th>
<th>Participants</th>
<th>Medal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young Manager</td>
<td>1st</td>
<td>Rabinarayan Sahoo</td>
<td>Gold</td>
</tr>
<tr>
<td>Paper Presentation</td>
<td>2nd</td>
<td>Rabinarayan Sahoo, Vinod Allam</td>
<td>Silver</td>
</tr>
<tr>
<td>Business Quiz</td>
<td>2nd</td>
<td>Joshi Ranganath, Vinod Reddy</td>
<td>Silver</td>
</tr>
</tbody>
</table>

3. B. Ravi Teja (21st Batch) successfully cleared the rounds 1 & 2 and was shortlisted among Top 50 entries for the Final round in KIAMS Young Leaders Challenge 2014 conducted by Kirloskar Institute of Advanced Management Studies during February, 2014.


5. Nivedita Paul (21st Batch) and Michael Jackson (21st Batch) won First prize in the event “Optimizer” conducted by School of Management Studies, University of Hyderabad on 14th-15th March, 2014.
Guest Lectures:
Mr Kaushik Srinivasan
MD, Kan Associates

Mr. Amitabha Jha
Sr. Manager, Learning & Development, BHEL, Noida

Col. Ankaiah
Management Consultant

Mr. IVNS Raju
GM-HR Vivimed Labs

Prof. Audhesh Paswan
Univ. of North Texas.

Dr. Sandhya Kode
Director Enhance Edu, IIIT Hyd

Dr. Suresh
Vice President HR, Aurobindo Pharma

Mr. Noor Farishta,
Soft Skills Trainer conducted Ice Breaking & Team Activity

Capt. Raj Kumar Selva Raj,
President, S&S Green Projects

Mrs. Lataji, Convener,
Art of Living Foundation,

Dr. Bhakthiar Choudhary
Convener, Art of Living Foundation

Mr. Nagaraj,
Assistant Commissioner of Police (Traffic), Kukatpally

Distinguished Speakers

Ms Haritha Madeshetty
Sr. Manager (HR), Mylan Laboratories

Dr. Srinagesh Chatarjupalli
Principal (E&R), Infosys

Mr Aun Paul
Sr. DGM (HR) Recruitment & Manpower Planning, BHEL

Dr. Michael Levi,
Senior fellow for Energy and the Environment at Council of Foreign Relations, USA

David M. Rubenste
Director of the CFR Program on Energy Security and Climate Change, USA.

Mr. Ranga Davala
Specialist Leader - SAP and Supply Chain Management C & IP of Deloitte.

Ms. Srinidhi Dasaka,
Manager – HR, Talent Acquisition

Mr. Viswanath Tumu,
Financial Modelling expert and Fellow of Columbia University
Centre for Sustainable Development & Corporate Social Responsibility:
The Centre for Sustainable Development & Corporate Social Responsibility (CSR) is a joint initiative of Vignana Jyothi Institute of Management (VJIM) and VNR Vignana Jyothi Institute of Engineering & Technology (VNRVJIET) bringing together the disciplines of engineering and management to take up research and consultancy in sustainable development. The Centre was inaugurated by Shri. Krishna BabuIAS, Commissioner, Greater Hyderabad Municipal Corporation on 18th October 2013. The Centre was opened with an inaugural seminar on an emerging topic “Land-Fill Free Initiatives”. The Chairperson of the seminar was Mr. Mukesh Gulati, Executive Director, Foundation for MSME Clusters, New Delhi on Eco Environment and the speakers were Mr. BK Soni, Chairman & Managing Director of Eco Recycling Ltd on ‘Act Before Nature Reacts’, Mr. Durgaprasad, Founder of Creative Mind entity on ‘Green Technologies’, Mr. Gunaranjan, Founder of United Care Development Services on Don’t Waste, Donate Waste, Brig (Retd) P Ganesham, VSM, Founder President, Pallesrujana – A VO pursuing Rural creativity and Coordinator, Honeybee AP, National Innovation Foundation on CSR for a sustainable impact.

Endowment Lecture:
Rev. Fr. Y. Papiah. S. J memorial endowment lecture was held on 09.12.2013. Mr. VK. Srinivasan, Former Spl. Chief Secretary, Govt. of AP delivered a lecture on “Changing Roles of Government and Management”. Sri Narne Prabhakar, Member, Vignana Jyothi, Sri K. Harishchandra Prasad, Joint Secretary, Sri SSR Koteswara Rao, Treasurer, Vignanajyothi, Sri Ch. Venkateswara Rao, Adviser, Vignanajyothi and Prof. J. M. Naidu, CA attended.

Business Conclave:
Business Conclave was held on 20th December, 2013 at Taj Krishna, Hyderabad. There was a panel discussion on the topic “HR Intervention in Strategic Decisions”. The Moderator of the panel discussion was Ms. Tanuja Abburi, Sr. Director – HR, NTT Data and the other panel members were Mr. Harshvende Soin, President, NHRD Hyderabad; Dr. Vivekananda Suri, Director, Oracle; Ms. Uma Rao, Director – People and Organisation, MARS International; Mr. Manuel Fernandes, HR Head, Anthelio Business Technologies. It was attended by over 100 corporates. It was a student driven event guided by Mr. Y. Rama Krishna, Mr. P. Sishir Reddy & Ms. Poonam Jindal. 16 Junior students have played an important role on making the event of success, with the supporting role played by senior students. This exposure gave the junior/senior students good confidence in event management helping them in placement. VJIM obtained good mileage from the event.

Convocation:
XIX Convocation of PGDM Programme (2011-13) was held on 30.12.2013. Dr. Geeta Gouri, Member, Competition Commission of India was the Chief Guest and delivered the convocation address.

National Conference:
7th National Conference on “Can MSMEs be India’s Sustainable Growth Engine?” was held from 3rd to 4th January 2014. Mr. G. R. Akadas, Director, MSME-Development Institute inaugurated the conference and keynote address was delivered by Mr. K L Srivastava, Director, Centre for Social Initiative and Management & remarks was given by Dr. D N Rao, General Secretary, Vignanajyothinstitute of Management and addressed., Track I: MSME Financing; Mr. Madan Mohan, Chief Manager, National Small Industries Corporation & Ms. Vani, Asst. Manager, National Small Industries Corporation.
The speakers of the different tracks are:

- **Track 2: Women Entrepreneurship**: Ms. Soudhamini, Confederation Of Women Entrepreneurs, Ms. Sailaja, Entrepreneur from Association of Lady Entrepreneurs of Andhra Pradesh & Ms. Vasantha Chigurupati, Entrepreneur from Association of Lady Entrepreneurs of Andhra Pradesh.

- **Track 3: Social Inclusion**: Dr. A S Rao, Center for Project Mobilization & Globalization, VNR VJIET & VJIM, Ms. Naseem Shaikh, Team Lead, Grassroots India Network Program, Dr. R R Prasad, Centre Head for Social Inclusion and Equity, National Institute of Rural Development-Social Inclusion wing.

- **Mr. Abdul Mujeeb Khan**, Founding President, Bhumi; MD Tamkeen Solution & External Consultant to McKinsey on Transformational Leadership.

- **Track 4: Clusters, Innovation & Markets**: Mr. M Sreeram Murthy, Director, Macro Media Digital Imaging(P) Ltd. & Member, Managing Committee, FAPCCI, Mr. Surya Prakash Goud, Technical Advisor, National Institute of MSME, Mr. Sarat Kumar, Asst. Director, MSME Development Institute.

- **Track 5: Upskilling**: Mr. Sankar Valedi, Managing Partner, Athreya Engg. Enterprises & Past President FAPSIA, Mr. Santosh, MD, Magnacode, Mr. R. RamaRao, Vignana Jyothi Institute of Management, Hyderabad.
Dr. Kamal Ghosh Ray – Director  
M.Com, AICWA, Dip.MA (Part-1), Ph.D

Dr. G. Manchala – Dean – Academics  
MBA, MHRM, Ph.D

Prof. R. Rama Rao - Professor  
B. Tech, MBA, M.Phill

Dr. Padmaja Nalluri - Associate Professor  
M.Sc, Ph.D

Mr. Y. Ramakrishna - Associate Professor  
M.Sc (Tech), MBA, M.Phill

Dr. Sushma Kaza - Sr. Assistant Professor  
M.A, Ph.D

Mr. Sishir Reddy .P - Sr. Assistant Professor  
BE, MS, MBA

Mr. K. Suresh - Sr. Assistant Professor  
BE, MBA

Mrs. V. Jayashree - Sr. Assistant Professor  
MBA

Mr. A. Ramesh - Sr. Assistant Professor  
MBA

Dr. Shabnamdas Manna - Sr. Assistant Professor  
BA, MA, M.Phill, Ph.D

Mrs. V. D. M. V. Lakshmi - Sr. Assistant Professor  
MBA, MS (FINANCE), CFA

Mr. M. V. Yugandar - Adjunct Professor  
B.Tech (IIT), MBA (IIM-A)

Mrs. D. Srijanani - Assistant Professor  
M.Com, MBA, M.Phill

Mrs. Jyothi Chittineni - Assistant Professor  
MBA

Mr. Kalicharan. S - Assistant Professor  
BE, MBA

Mr. Abhishek Sinha - Assistant Professor  
MBA

Mrs. Poonam Jindal - Assistant Professor  
MHRM

Mrs. Rajendra Narayan Paramanik - Research Associate  
M.A, M.Phill, (Ph.D)

Mrs. M. Yamini - Research Associate  
B.Tech, PGDM

Ms. M.Lakshmi Mouna - Academic Asst. Trainee  
PGDM
Business Conclave
Prof. R. RAMA RAO, Chairperson Placement
Mr. D. SRINIVASA RAO, Training & Placement Officer
Contact No. 9701777760
040-23044901/902. E-mail: placement@vjim.edu.in

VIGNANA JYOTHI INSTITUTE OF MANAGEMENT
Vignana Jyothi Nagar, Bachupally (via) Kukatpally,
Hyderabad - 500 072. Ph.: 040-2304 4901 / 4902, 65555596.
Fax: 040-23044953. website: www.vjim.edu.in