



Estd: 1993

VJIM

AN INNOVATION DRIVEN B-SCHOOL

PGDM Admissions 2021

Post Graduate
Diploma in
Management



About Vignana Jyothi

Vignana Jyothi is a not for profit society founded by a group of Industrialists, Academicians, Businessmen, NRIs and Professionals, who are known for achieving commendable results in their respective fields. Vignana Jyothi was registered during the year 1991 under the Andhra Pradesh (Telangana Areas) Public Societies Registration Act. The objective was to promote social, cultural, educational, scientific and research activities among men and women, particularly the youth.

It also aimed to establish, manage, aid and maintain educational Institutions, impart education and training at all stages for the promotion of Engineering, Agricultural, Commerce, Arts and Science, Management and other subjects and allied activities for diffusion of useful knowledge and training, specially to instil confidence, creative thinking and entrepreneurship in students and trainees and to issue Degrees / Diplomas / Certificates to the successful candidates.



About VJIM

Vignana Jyothi Institute of Management, Hyderabad is an autonomous B-School founded in 1993 to develop professional managers. It is approved by AICTE and accredited by NBA & NAAC. It offers 2-Year Full Time PGDM programmes and is certified by AIU (Association of Indian Universities) as MBA equivalent. The PGDM programmes at VJIM, aim to create holistic managers, synthesizing conventional and modern management thinking with a global outlook. VJIM equips students with core business skills together with the ability to manage their work creatively and strategically within the context of ethical standards. Appreciating the pace and direction of changes in international business education, the course structure at VJIM is continuously updated in line with the changing needs of the modern business world. Students at VJIM, are presented with 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 a high calibre.

Vignana Jyothi Public School

1992

1993

Vignana Jyothi
Institute of Management

1995

VNR Vignana Jyothi
Institute Of Engineering &
Technology

2004

Dr. D. Rama Naidu
Vignana Jyothi Institute Of
Rural Development

Dr. D. Rama Naidu
Vignana Jyothi Agriculture
Polytechnic

2009

2011

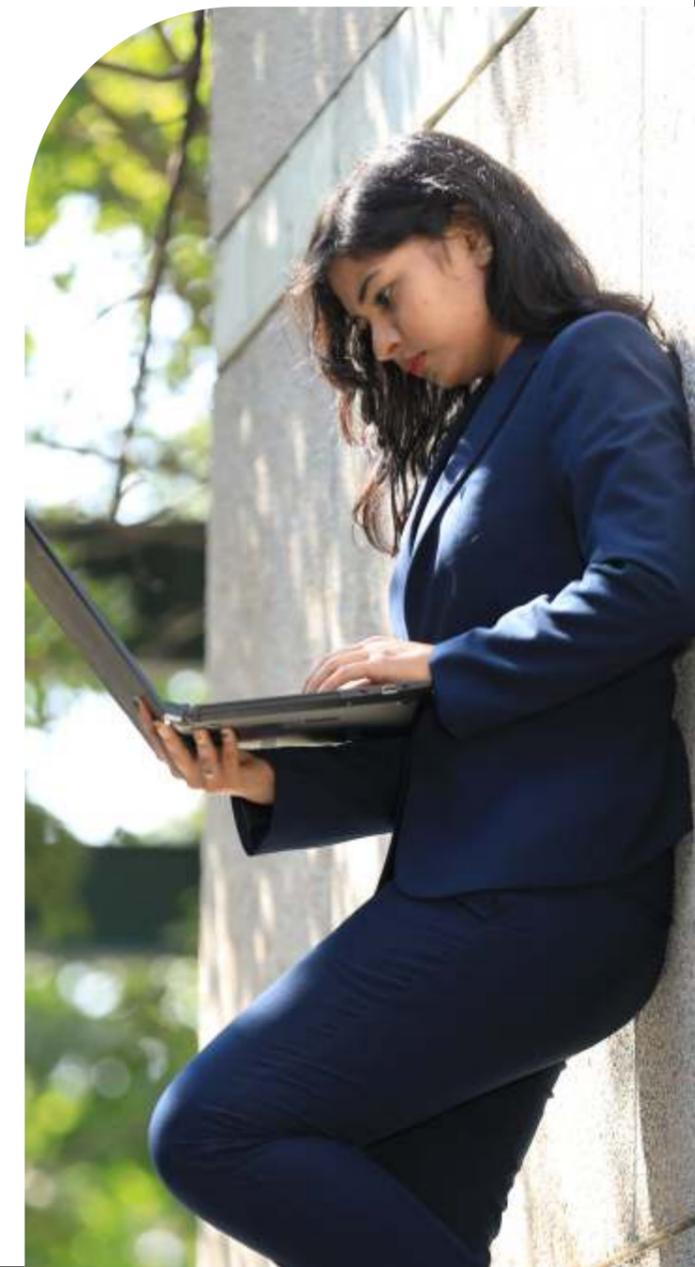
Vignana Jyothi Institute
Of Arts And Sciences

Vision

"To be a leading B-School in the region through the process of transformation of students into management professionals"

Mission

"To prepare students for careers in Entrepreneurship and Business Management by providing an innovative learning environment"



Chairman's Message

The dynamism of a complex global education system necessitates an introspection of the ongoing practices in any academic institute. As the education system evolves and assumes new dimensions it places new challenges on our educational programs and practices. VJIM has as its core purpose of development and design, the implementation, support and dissemination of rigorous, relevant and useful educational evaluation which helps us to meet this challenge.



The guiding philosophy of VJIM has been to create an influential knowledge base and to introduce management practices that will integrate 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 future leaders who can make a change in the world of business and business of the world. We at VJIM inculcate human values blended with professional ethics among students, which enables them to make a difference to their own lives as well as in society. Each member at VJIM strives to achieve excellence in every endeavour – be it Education or Research – by making continuous improvements in curricula and pedagogical tools.

I wish all of you an enriching learning experience in the safe hands of our mentors in the serene learning environs of this institute.

Mr. K Harishchandra Prasad
Chairman, VJIM

Director's Message

Management education has a strong and positive impact on the career growth of an individual. Being tied into the synergistic fabric of his or her personality, it tends to evolve from management education which, in its truest sense, combines creation, application and dissemination of knowledge in an integrated form.

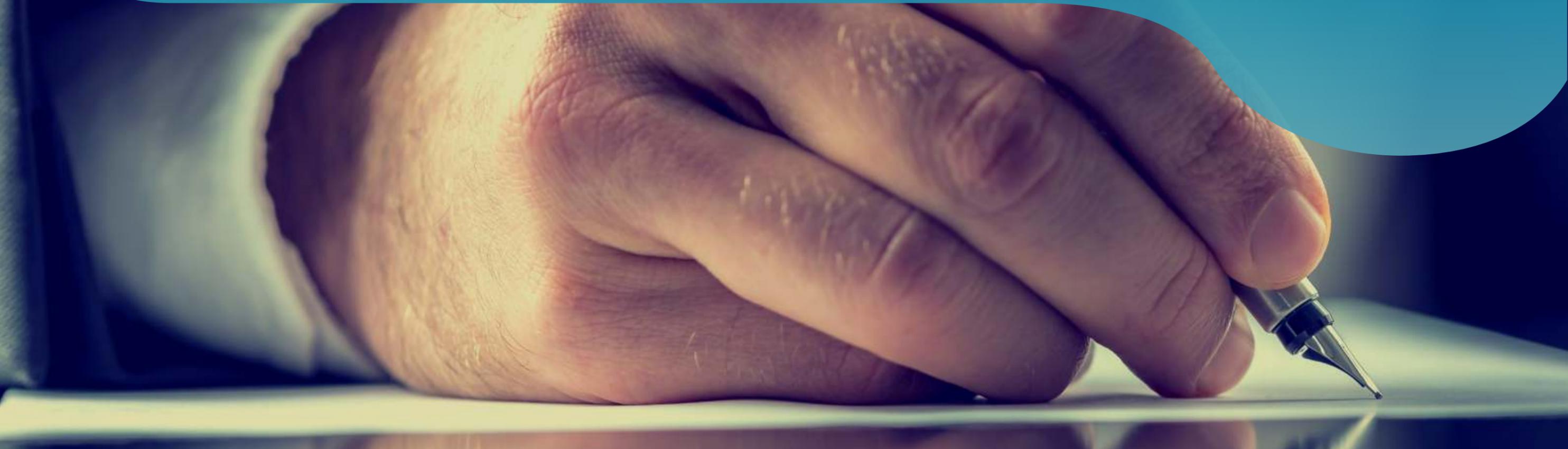


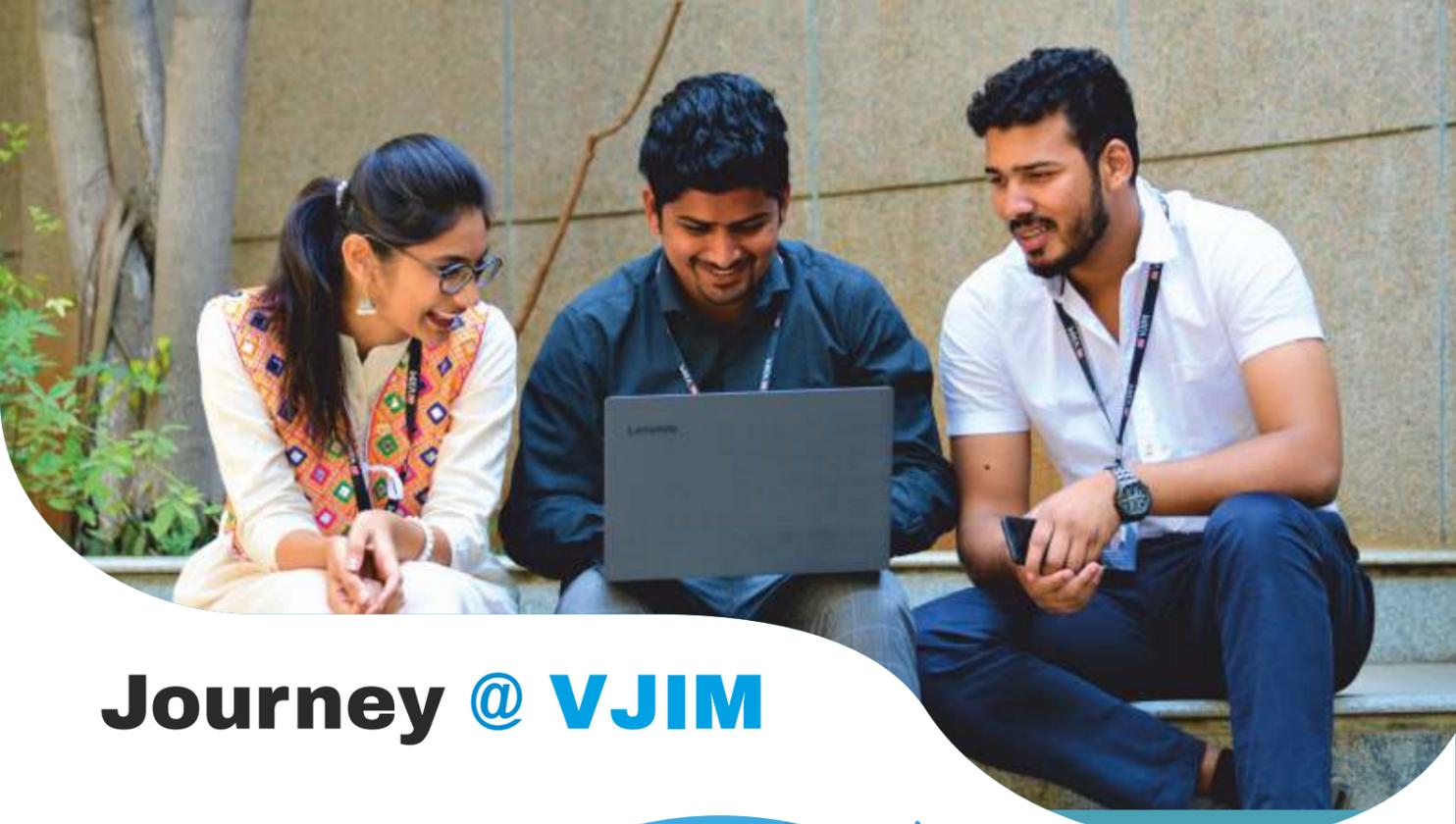
The world is experiencing information explosion. We are simultaneously also caught in an age of fierce competition. Companies that are recruiting management graduates want to hire people who are capable of delivering results in an increasingly competitive and globalized world. Professionals with an analytical bent of mind are the need of the hour.

VJIM has been ever responsive to the varied requirements of the industry. It constantly strives to fulfil the unceasing demand for industry-ready professionals. Through peer influence, VJIM has been consistently ranked among the top five B-schools on an all India basis. VJIM strives to provide quality management education at an affordable price to the young graduates of the nation who aspire to become management professionals.

VJIM focuses its resources to impart this process of intellectual evolution to foster and nurture leaders of the future who are equipped to not only mould their own careers, but to make a change in the world of business while at the same time, helping to mould the generations that follow them

Dr. Ch.S. Durga Prasad
Director, VJIM





Journey @ VJIM



Teaching Methodology

Our teaching methodology aims to equip students with competencies for the future.

Live Project Internships, Short duration real-time live exposure, at corporate desks/on-the job/shop floor.

Interactive Lectures engage students in activities that help them to understand core concepts with considerable clarity. The activity can be a classroom experiment, a survey, a simulation or analysis of secondary data.

Customized experiential learning experiences designed to trigger curiosity and to raise questions in the minds of the students. Such exposure allows theoretical subjects and concepts to be anchored mentally in the real-world, making them impossible to forget or ignore.

Using the 'Principles of Inquisition', students question, and cross examine theories as well as engage in debate to evolve their own understanding of the theories and principles of management.

Campus-Based Learning uses the campus environment itself as a teaching tool.

Timely Assessment provides educators with a better understanding of what students are learning and engages students more deeply in

the process of learning content.

Coached Problem Solving is a class format in which professors provide a structured, guided context for students to work collaboratively and solve problems.

Interdisciplinary Approach: the use of frameworks from more than one academic discipline to examine a theme, issue, question or topic, in an integrated manner.

Summer Internship on live projects, Placement in diverse companies, participation in National and International Conferences.

Industry Oriented Curriculum that works hand-in-hand with the industry and its recruiters to constantly fine-tune the programme to ensure that the students are primed and prepared perfectly for the roles and responsibilities that the industry has available the moment the students pass out.

Investigative Case-Based Learning to involve students in real world corporate situations and scenarios.



AICTE Approved



NBA Accredited



CRISIL Rated Grade 'A'



Equivalent to MBA (AIU)

Program Overview

Explore

Enable every student to learn by themselves. Cultivate inquisitiveness amongst students through different academic activities and empower them to learn beyond classroom.

Exercise

Practise different management theories. Ample opportunities are provided to understand management practically through learning by doing.

Experience

Support the students to internalize the learnings from the classroom. Provide opportunities to experience the journey of their change.

Express

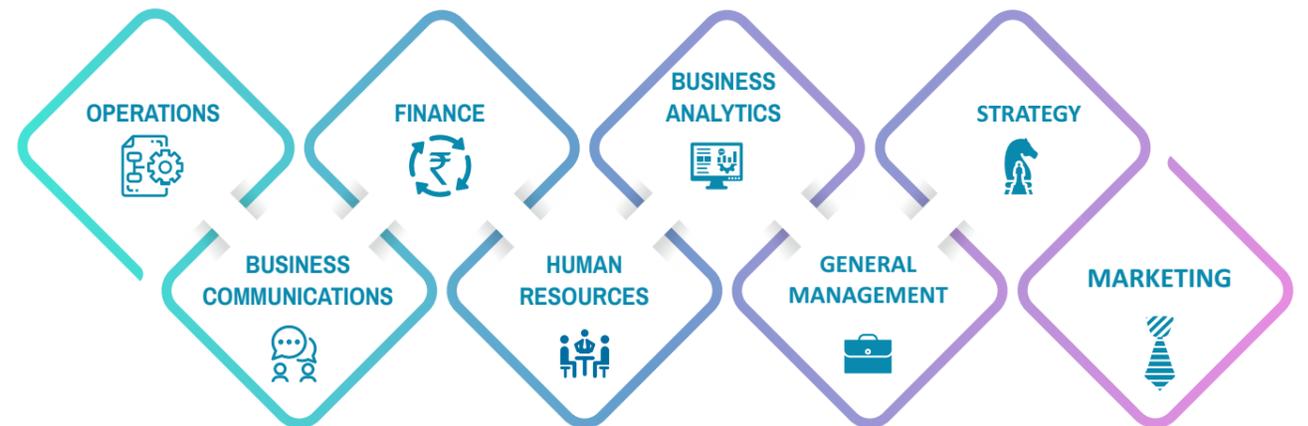
Converse with ease and confidence. Develop the ability of creative expression of thoughts in every student.

Enhance

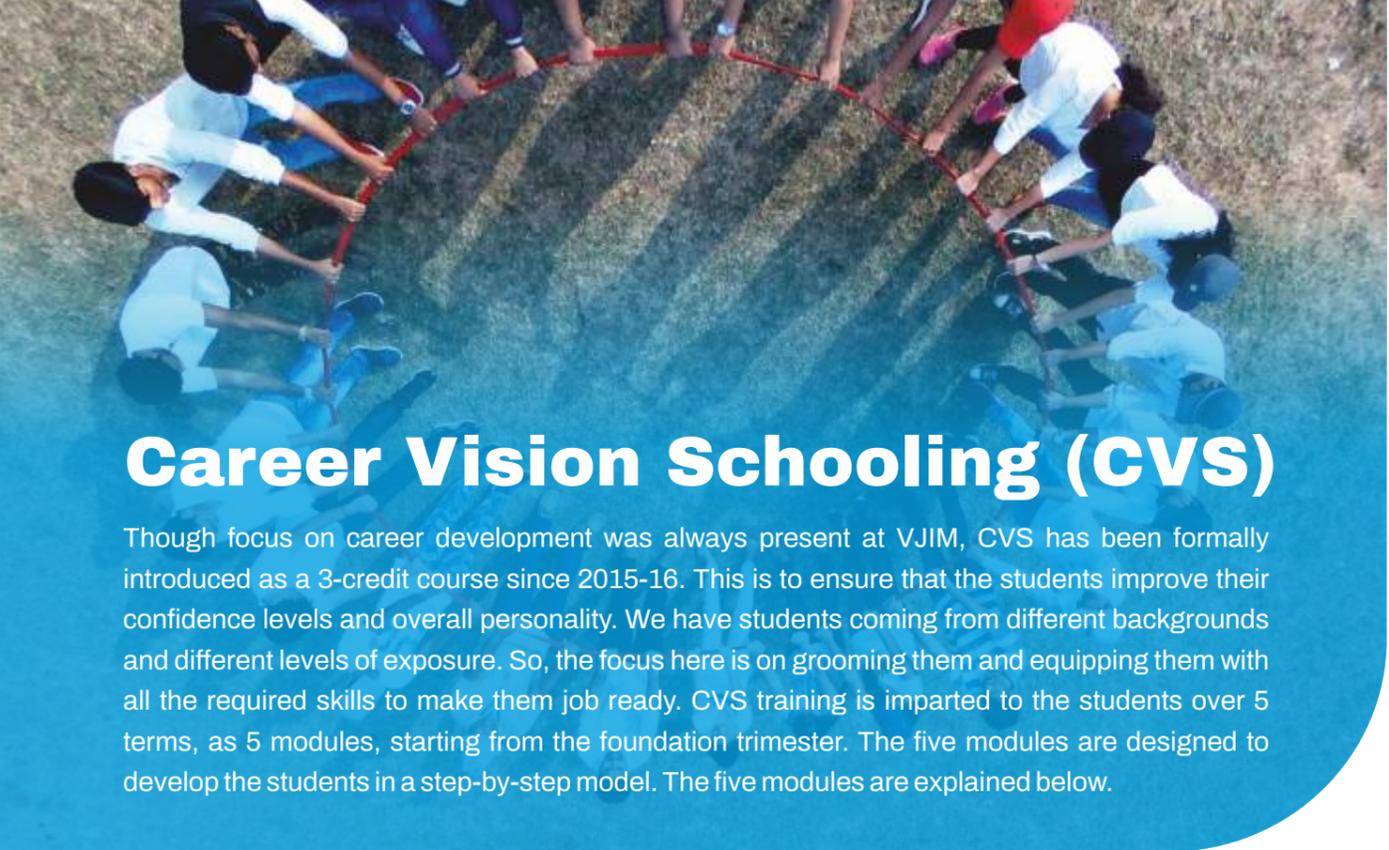
Improve knowledge and skills for better business management. The program is designed to enhance the business competencies of students, often referred to as 5 E process of achieving personal effectiveness.



Core Courses



GUIDE > INSPIRE > TEACH > CATALYSE > ACCELERATE > COUNSEL > GROOM

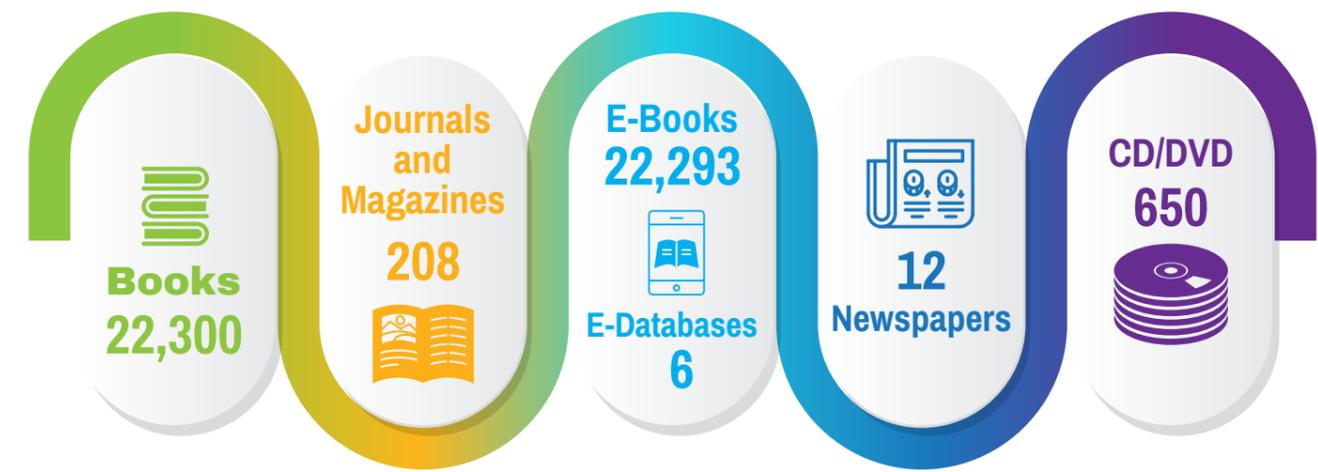


Career Vision Schooling (CVS)

Though focus on career development was always present at VJIM, CVS has been formally introduced as a 3-credit course since 2015-16. This is to ensure that the students improve their confidence levels and overall personality. We have students coming from different backgrounds and different levels of exposure. So, the focus here is on grooming them and equipping them with all the required skills to make them job ready. CVS training is imparted to the students over 5 terms, as 5 modules, starting from the foundation trimester. The five modules are designed to develop the students in a step-by-step model. The five modules are explained below.



VJIM Learning and Resource Centre



With its modern collection of knowledge resources and innovative information services, VJIM Library is an excellent Learning Resource Centre for students and faculty. The library proactively acquires all the books and other materials needed by the stakeholders in the area of General Management, Finance, Marketing, Operations, Business Analytics, Statistics, Economics, Machine Learning and other allied subjects of Management. Along with the books LRC subscribes to various International and National Journals and Magazines like HBR, MIT Sloan, AMA Collection, Academy of Management Journals, Journal of Finance, Corporate Finance, etc.

The LRC also holds best Business Newspapers like Economic Times, MINT, Business Standard, Wall Street Journal etc. The LRC is fully automated providing the students all the needful information using Internet and Intranet. The LRC offers a range of information services to support the learning process set to the highest professional standards. LRC provides services such as WEB- OPAC, circulation, reference and inter library loan, reprographic facilities and database search service, internet services etc.

LRC also subscribes informative online databases like EUROMONITOR, ProQuest, CAPITALINE, JGATE, Economic Outlook(CMIE) and Online Journals from Sage. LRC holds good number of DVD, CDs of business movies and lecture videos. An E-Book collection of 22,293 are made available to all the stake holders. Users can access the online databases and also find out the real-time availability of library materials from their own computer terminals.

The LRC provides remote access facility to all the students and faculty members to access the learning resources. Kindles are made available to encourage e-learning. The students can borrow the Kindles from the LRC. LRC is an institutional member of DELNET & MANLIBNET.

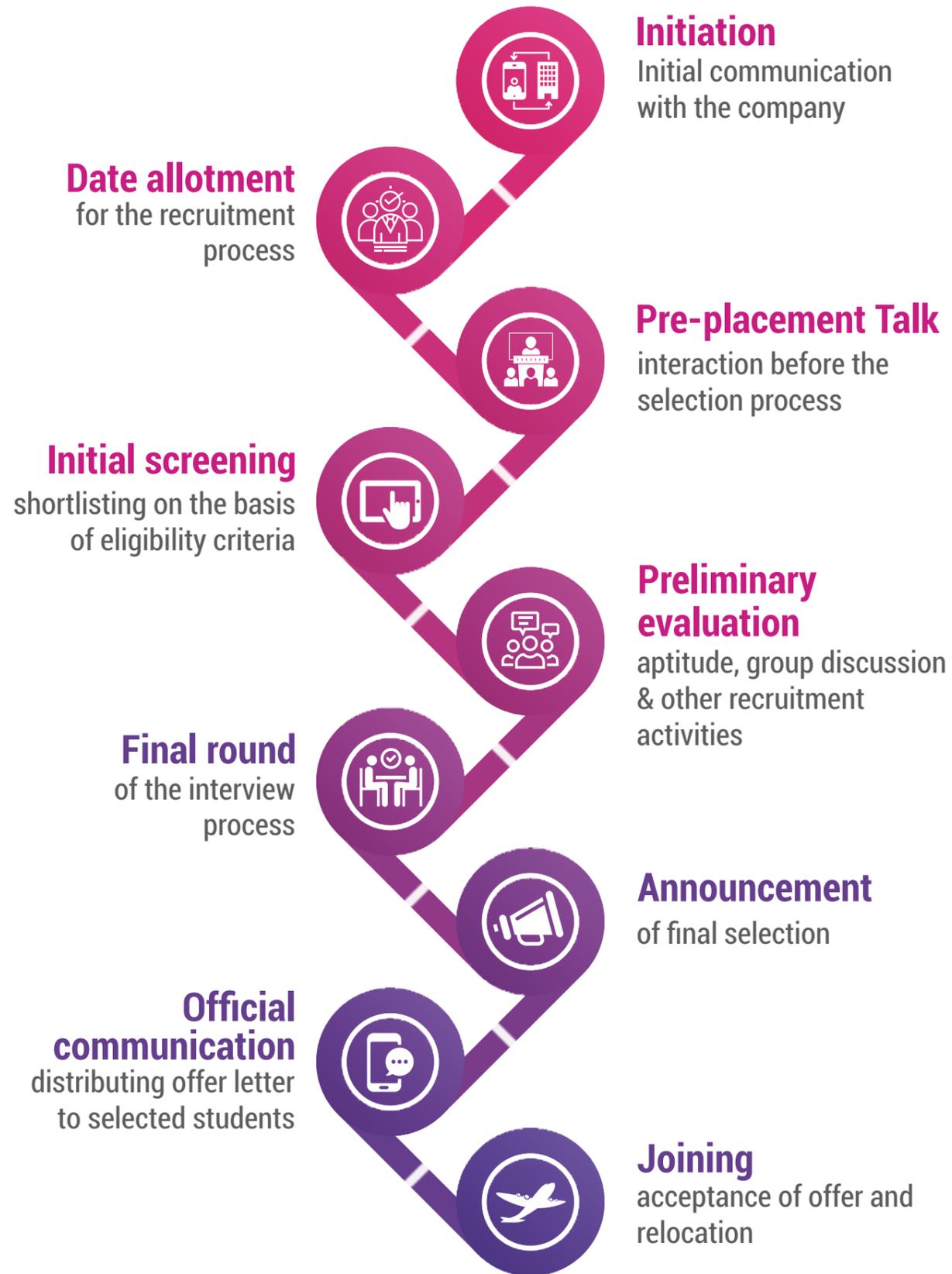
LRC created spaces for engaging the users in the LRC by providing space for a mini-theatre for Management Learning, reading hall, reference area, closed and open discussion area.



PGDM @ VJIM



Placement Process



Placement & Career Development

At VJIM, a committee comprising both faculty as well as students drives placements. The mission of the Placements Team is to engage with the industry and identify roles and organizations whose prospects align with the strengths of the students.

The primary goals of the placement cell are: to develop awareness among the students about the industry in general; to understand possible career options, and; to enable organizations to interact with and to understand the students for eventual future placement.

For the most part, the Placement Team has earmarked specific industries and targets:

IT/ITES/BPO/KPOs

FMCG and Manufacturing firms

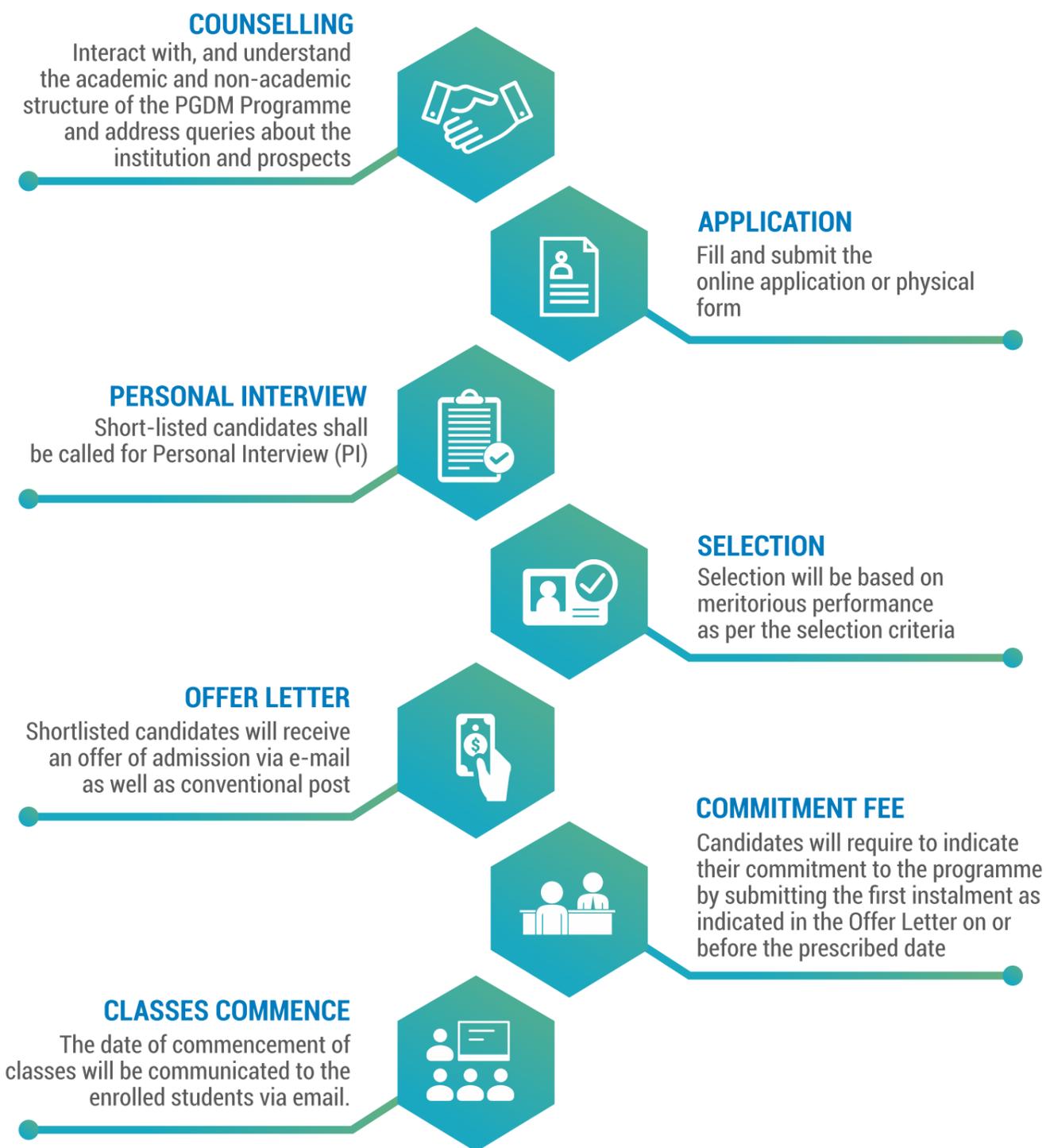
Asset Management companies, with a focus on Tax, Risk Management and Financial Research firms

Market Research and Business Research for Business Analytics

Our Recruiters



Admission Process



Prerequisites

Bachelor's Degree from a UGC recognized university with minimum 50% Marks (45% in case of SC/ST). Students graduating in 2020 can also apply subject to:

1. Study certificate from the principal of the college.
2. Final mark sheets to be submitted by 31st Aug 2020.

Test scores accepted CAT / XAT / CMAT / MAT/GMAT.

Application

1. Candidates may apply online through www.vjim.edu.in by paying Rs.1000/- towards application fee. Upload scanned copies of all supporting documents.
2. The application form can also be obtained in person from the VJIM campus.
3. Filled in application form, along with supporting documents should be submitted either in person or via post along with payment of Rs. 1000/- towards application fee.

Composite Score Weightage

10th Class	05 %
12th Class	10%
Degree	15%
PI & Communication Round	30%
National level Test	35%
Diversity	05%
Total	100%

Merit Scholarships

Scholarships at entry level based on weighted evaluation of academic and non-academic scores

- 90% and above - Rs 1, 00,000/-
- 85% and above - Rs 75, 000/-
- 80% and above - Rs 50, 000/-
- 75% and above - Rs 25, 000/-

Note : Merit & Means Scholarships are available for economically backward students

In addition to the above, VJIM also provides Merit Scholarships of up to 50% of fee in each trimester to meritorial students.

Get Selected

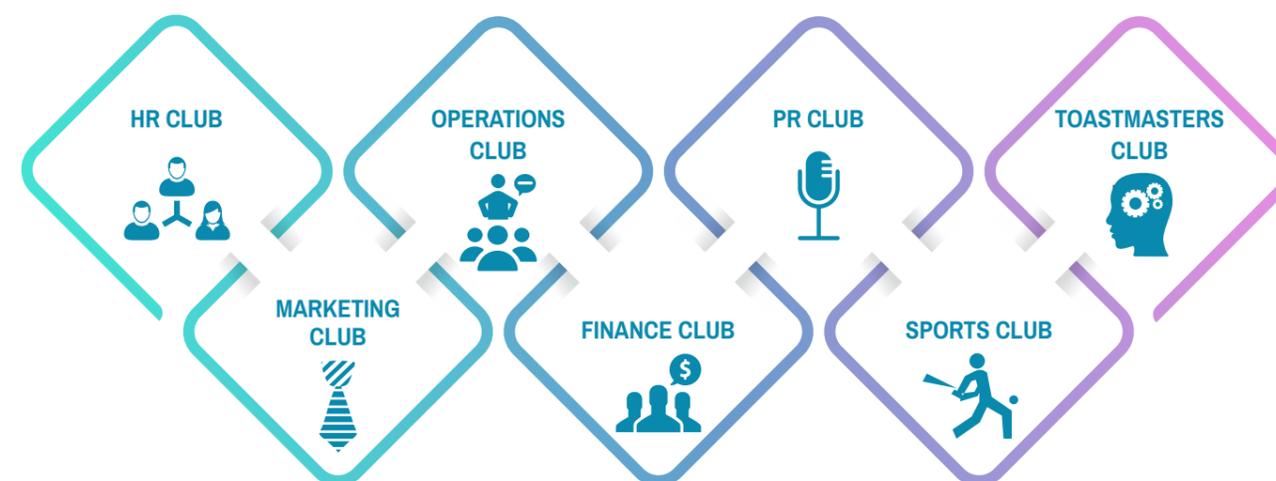
The selection criteria will be based on the Composite Score as per AICTE Norms. Shortlisted candidates will be informed to appear for a personal interview via sms/mail/phone.

Programme Fee

First Year	
Registration Fees	Rs. 50,000/-
Instalment 1	Rs. 2,50,000/-
Instalment 2	Rs. 2,50,000/-
Instalment 3	Rs. 2,00,000/-
TOTAL :	Rs. 7,50,000/-
Caution Deposit (Refundable)	Rs. 10,000/-

Hostel Fee: Rs. 1,10,000 per year and Rs. 10,000 Caution deposit (Refundable)

Clubs @ VJIM



Infrastructure



The lecture halls are designed as galleries with step-up seating to facilitate discussions and are equipped with computers and LCDs for effective learning. The air-conditioning in the classrooms creates the right atmosphere for long hours of learning. Lectures are delivered using latest & modern teaching aids.



The academic life at vjim goes beyond the curriculum. For cultural and social functions, the auditorium in the campus provides an ideal platform for students to express themselves in public for speech, plays and general entertainment. Guest lectures, seminars & conferences are organized to enable them to be better managers and leaders.



The Library Resource Centre is well-stocked with Indian and International books and journals covering all areas of management, commerce etc. to meet the needs of students, faculty and research scholars from varied areas. The library is continuously augmented with the latest books and journals to help the students keep abreast of current and contemporary issues.



The computer lab is connected with 2 Mbps leased line internet connection, has latest software and operating systems and other peripherals facilitates the budding managers in getting the desired technical skills. The networking facilities are both with help of LAN as well as Wi-Fi connectivity



The healthy body acts as a catalyst in the process of gaining knowledge. The sports facilities facilitate the students in strengthening their physical energy level as well as in fostering team spirit. The indoor and outdoor facilities are available and the sports kit is readily available for the students for games like Basketball, Table Tennis, Snooker, Chess, Badminton etc.



The vibrant and intelligent minds fuelled with the passion to excel need a rich and hygienic diet. The Institute provides canteen facilities within the campus. Every effort is made to see that hygiene is maintained. The cafeteria becomes a place of attraction for relaxation as well as for snacks. This is an ideal place to chill out after the hectic class schedule to recharge for the next session.

Faculty

Dr. Ch. S. Durga Prasad
Ph.D.
Director
HR & OB

Dr. G. Somayajulu
MBA, MS, Ph.D.
Professor
Marketing

Dr. Srinivas Prasad K.
MBA, Ph.D.
Professor
Marketing

Dr. Yamini Meduri
PGDM
Asst. Professor
HR & OB

Dr. R. Srinivasa Rao
M.Sc., M.Phil., Ph.D.
Asst. Professor
Business Analytics

Mr. N. Srinivas Chakravarthi
MA, M.Phil.
Asst. Professor

Prof. R. Rama Rao
MBA
Professor
General Management

Dr. D. Ravinath
M.Com., Ph.D.
Professor
Marketing

Dr. N. Padmaja
M.Sc., Ph.D.
Associate Professor
Business Analytics

Mrs. Niharika Atchyutuni
MBA
Asst. Professor
HR & OB

Dr. Richa Pandey
MBA, Ph.D.
Asst. Professor
Finance

Mr. NSNM Kesava Rao
PGDBM
Asst. Professor
Marketing,
Placement Lead

Dr. Sri Janani
M.Com, MBA, M.Phil., Ph.D.
Associate Professor
Finance

Dr. Vinit Vijay Dani
M.Sc., MBA, Ph.D
Associate Professor
Marketing

Mr. Sishir Polasani
MBA
Sr. Asst. Professor
Marketing

Mr. A.S. Angirasa Acharya
PGDBM
Asst. Professor
IT & Systems,
Admission Lead

Dr. Sridhar Condoor
MS, Ph.D.
Adjunct Faculty

Dr. Shabnam Das Manna
Ph.D
Adjunct Faculty
Language Studies

Mr. Yugandhar Chodagam
MBA
Sr. Asst. Professor
Business Analytics

Dr. V. Jayashree
MBA
Sr. Asst. Professor
Marketing

Mr. A. Ramesh
MBA
Sr. Asst. Professor
Marketing

Mr. Srinivas Kodali
B.Tech, MBA
Adjunct Faculty
Finance

Mr. Debasish Mutcherjee
PGDBM.
Adjunct Faculty
Operations Management

Mr. Alla Srinivass Rao
M.Com., M.Phil.
Adjunct Faculty
Business Law

Dr. Vishal Kutchu
M. Phil., MBA, Ph.D.
Sr. Asst. Professor
Finance

Ms. I. Padmini
MA, M.Litt.
Sr. Asst. Professor
Language Studies

Dr. Poonam Jindal
MHRD, UGCNET, Ph.D.
Asst. Professor
HR & OB

Dr. Kavita Pillai
MBA, Ph.D.
Adjunct Faculty

Ms. Sahera Jamal
MBA
Adjunct Faculty

Dr. Manohar Rao
Ph.D.
Adjunct Faculty

Alumni Testimonial

Vishal Gupta

Vignana Jyothi Institute of Management has always believed in assisting and guiding students to make them top-notch managers. When I joined this prestigious institution straight after my B.com, I was bewildered in choosing my career options. VJIM helped me in envisioning and conceptualizing my capabilities and aided me in blending them with my career option. VJIM, unlike other B-Schools in the city, has a unique cell called Career Vision Schooling. The activities performed in this cell help the students to aggregate the raw thoughts they have about their careers and give them a conventional cast on which the students can build upon their powerful careers. Apart from this, VJIM also has some prominent and distinctive features like ET Analysis sessions to keep acumen of the students intact, Mentor-Mentee relationship, vigorous Pre-placement training, business conclaves, various clubs and committees etc. which also guided me to achieve my career goals.



Vishal Gupta
Class of 2019
Tax Consultant
Deloitte

Varun Ramprasad

VJIM always strives to provide best opportunities to students both on campus and in placements. The college has great Faculty who are mentors for a lifetime, Great On campus LRC and Placement committee who provide best of the opportunities for students to kick start careers.

The number of Industry Professional Lectures, Seminars and Workshops conducted during the PGDM certainly builds up the overall personality of a student. I owe my communication and networking abilities to all these sessions.

Thank You VJIM for all support on and off campus!!



Varun Ramprasad
Class of 2017
Data Scientist
Nielsen

Usha Kiran V

When I started on my PGDM in 2008, I was hoping that the program would provide me with the credentials and business acumen to someday take on a role like the one I am in currently, segmenting - targeting - positioning products to the right markets. I have to say that VJIM's PGDM program and more importantly the curriculum was much more than the "piece of paper" that I received at the end. It was the confidence it gave me to pursue, win, and accept this position. Thanks to the faculty of VJIM, I know that I have all of the tools to be a leader who will make a lot more leaders along the way.

I truly enjoyed my time in the program and the investment I made there in changing my future for the better.



Usha Kiran V
Class of 2009
Product Marketing &
Partner Management
NetEnrich

Sanku Chaitanya Prasad

VJIM.. The place which changed my desire into passion.

VJIM.... The place which supported me in turning my passion into reality.

VJIM.... The place which taught me lessons of life to face the world in reality.

VJIM... The place which let me to balance values with knowledge

VJIM.. The place which provided me mentors for life.

Finally.. VJIM is the place which turned me from a student to a professional.



Sanku Chaitanya Prasad
Class of 2019
HR officer
Neuland Laboratories Limited.
Unit-3

Shruthi Padala

We all believe that college is our second home to live, learn and grow as a better person.

Hi, I'm Shruthi Padala, from 23rd Batch, class 2017. I would like to share my experience at VJIM. My journey began from being an introvert to getting Industry ready by discovering myself and what I'm capable of. There is one objective that I noticed for all the faculties here which is just to focus on every student to make a better individual in contributing for a better world

The engrossing part about the groups for Marketing, Finance, Operations and HR.

They conducted debates and discussion around the latest market changes for the respective areas, so that we get a live exposure about the challenges and while discussing it we can come to the best result in the form of conclusion

Apart from the regular course, the co-curriculum programs like ET Analysis, Career Vision Schooling are such USPs for the college which helped me in self development both personally and professionally.

And now here I am - designated as Sr.Sales Consultant in Digital Marketing for one of the leading companies in the market.



Shruthi Padala
Class of 2017
Sr. Sales Consultant
Digital Marketing

Shashank Anumula,

After completing my B.Tech I was looking after the cash counter at our small cafe. I am very thankful that one of my good friends forced me to join VJIM. Once I entered VJIM my perception towards life changed. The college made me feel like an entrepreneur. I created my own way of doing business. Being an operations and finance student, I excelled in improving my current business. It's been 8 years since I completed my PGDM ,now we have made Cafe Niloufer a BRAND "CAFE NILOUFER -wahi swad ek naya andaaz"

Proud to be a student of VJIM, a college which taught me so much. Thank you VJIM.



Shashank Anumula
Class of 2011
Managing Director
ABR Cafe and Bakers Pvt.Ltd.
Cafe Niloufer



Estd: 1993

VIGNANA JYOTHI INSTITUTE OF MANAGEMENT

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