



Estd: 1993

VJIM

AN INNOVATION DRIVEN B-SCHOOL

PGDM

Post Graduate Diploma
in Management



AICTE Approved



Equivalent to MBA (AIU)

Vignana Jyothi
Institute of Management

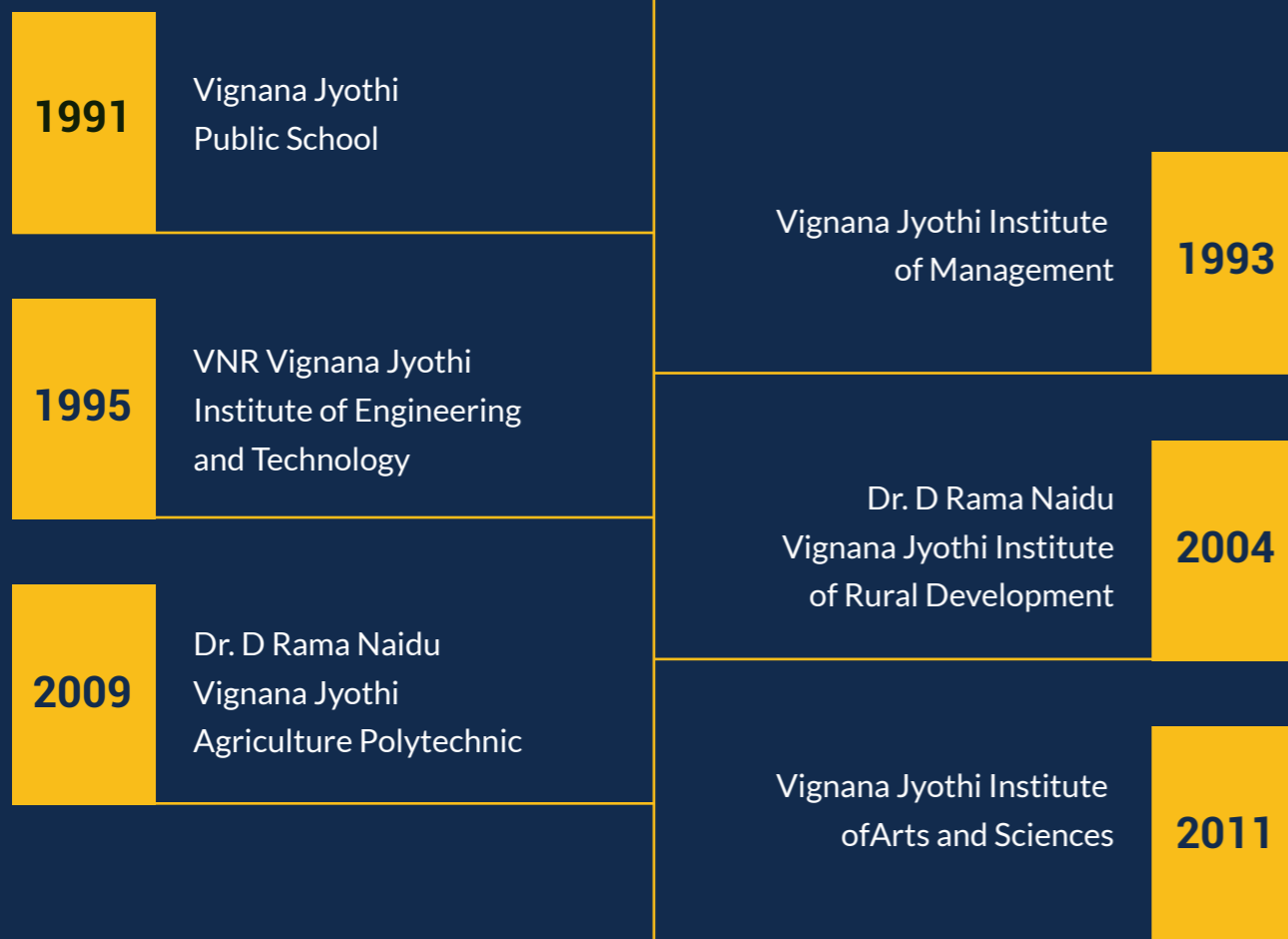
ABOUT VIGNANA JYOTHI

The Vignana Jyothi Society, a non-profit organization, was established in 1991 by a consortium of distinguished industrialists, businessmen, academicians, and professionals. Registered under the Andhra Pradesh (Telangana Areas) Public Societies Registration Act, the Society's primary objectives encompass the promotion of social, cultural, educational, scientific, and research activities among all individuals, with a particular emphasis on youth engagement.

The Society is committed to the establishment, management, support, and maintenance of educational institutions that provide comprehensive training in various fields including Engineering, Agriculture, Commerce,

Arts and Science, and Management. The aim is to disseminate useful knowledge and training, with a special focus on fostering confidence, creative thinking, and entrepreneurship among students and trainees.

Over the past three decades, the Society has made significant strides in establishing state-of-the-art infrastructure, recruiting experienced and well-rounded faculty, developing innovative and customized curriculums, and refining pedagogical practices. These efforts have been instrumental in realizing the Society's vision and contributing to its ongoing success.



ABOUT VIGNANA JYOTHI INSTITUTE OF MANAGEMENT

Vignana Jyothi Institute of Management, Hyderabad is an Autonomous Institution founded in 1993 to develop professional managers. Approved by All-India Council of Technical Education (AICTE) and accredited by NAAC (National Assessment and Accreditation Council), it offers Two-Year Full-Time Post Graduate Diploma in Management (PGDM) programmes accredited by NBA (National Board of Accreditation, India) and certified as MBA equivalent by AIU (Association of Indian Universities, India).

The PGDM programmes at VJIM, aim 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 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.



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.

Core Values:
Commitment to task, Ethical Behaviour, Transparency, Concern for Community and Environment

Quality Statements:

VJIM is committed to providing learning opportunities that meet the expectations of the stake holders, comply with regulatory requirements and meet national standards of excellence through continuous process improvement.

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 manifests its core purpose of development and design, the implementation, support and dissemination of diligent, 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 globally.

The objectives create a synergistic impact of imparting management education blended with creation, dissemination and application of knowledge.

The institute fosters and nurtures future leaders who can impact a transformation in the world of business and business of the world. We at VJIM inculcate human values blended with professional ethics among students, which enable them to ameliorate their own lives as well as the society on the whole.

Each member at VJIM strives to achieve excellence in every endeavour – be it Education or Research – by making continuous improvements in curricula and pedagogical practices.

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



Mr. K Harishchandra Prasad
Chairman, VJIM



DIRECTOR'S MESSAGE



Dr. Dammalapati Ravinath
I/C Director, VJIM

Dear Vignana Jyothi Institute of Management Family,

It is with immense pleasure and a deep sense of responsibility that I extend a heartfelt welcome to all members of the Vignana Jyothi Institute of Management community - our esteemed faculty, dedicated staff, aspiring students, and valued partners.

I am honoured to lead an institution that is committed to excellence in management education. At Vignana Jyothi Institute of Management, we believe in nurturing not just academic proficiency but also the development of well-rounded individuals equipped to face the challenges of the dynamic business world.

Our commitment to academic excellence is reflected in our faculty, a team of accomplished educators and industry practitioners who are dedicated to providing a learning environment that goes beyond textbooks. We strive to create an atmosphere where intellectual curiosity is not just encouraged but celebrated, where students are inspired to think critically, innovate, and develop a passion for lifelong learning.

Vignana Jyothi Institute of Management is not just a place for academic pursuits; it is a community that values diversity, inclusivity, and mutual respect. We take pride in our students who come from various backgrounds, contributing to the rich tapestry of experiences that make our campus vibrant and dynamic.

As we navigate the ever-changing landscape of management education, our focus remains on staying ahead of the curve, adapting to emerging trends, and preparing our students to be leaders in their respective fields. Our curriculum is designed to instill a strong foundation in business fundamentals while also promoting skills such as critical thinking, communication, and leadership - essential attributes for success in the business arena.

I encourage all members of Vignana Jyothi Institute of Management family to actively engage in the multitude of opportunities available within and beyond the classroom. Participate in seminars, industry interactions, and extracurricular activities that will not only enhance your academic experience but also contribute to your holistic development.

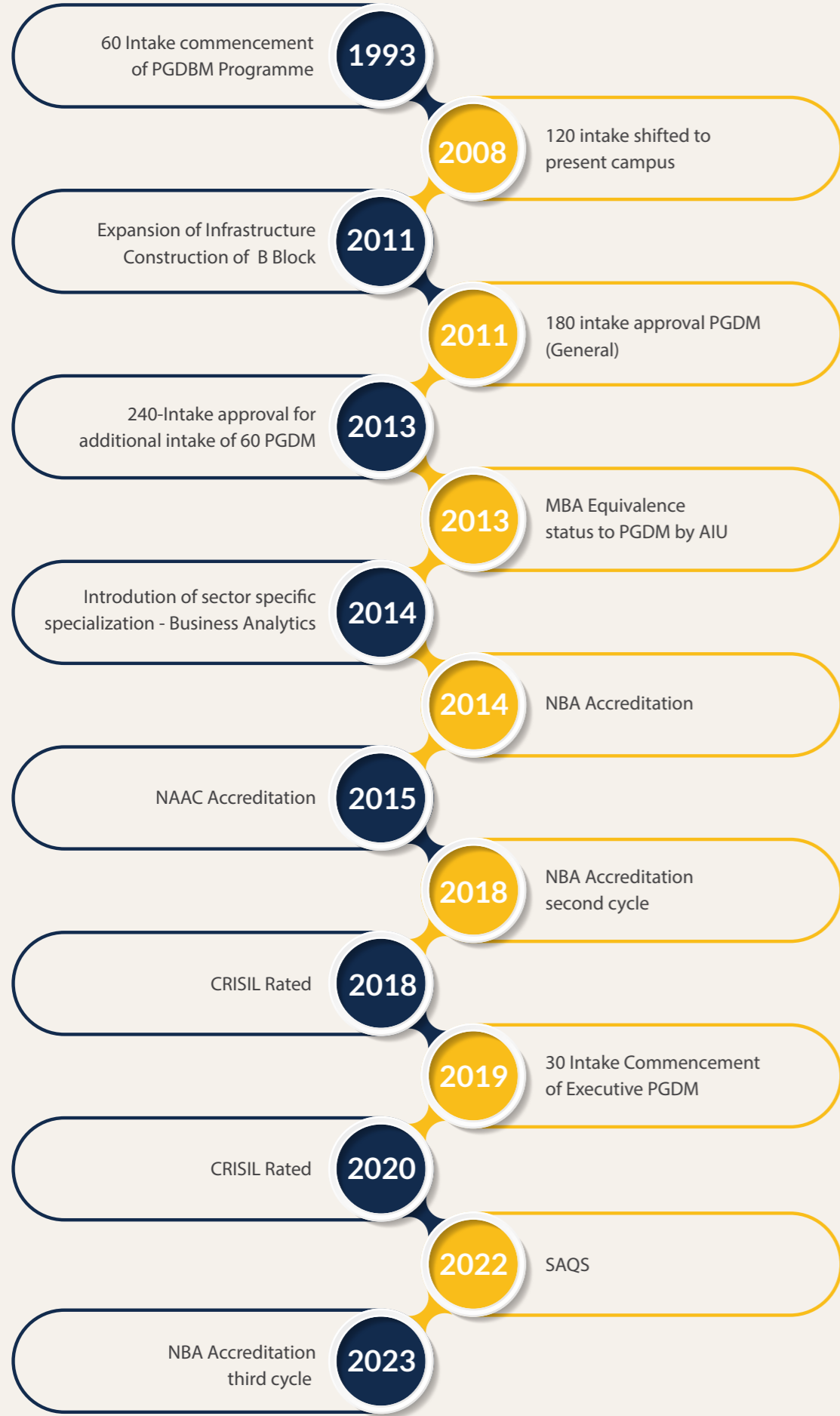
I am excited about the journey ahead and confident that together, as a united community, we will achieve new heights of success and make a positive impact on the world. Let us embrace the spirit of collaboration, innovation, and continuous improvement as we collectively shape the future of our institution.

Thank you for being a part of Vignana Jyothi Institute of Management family.

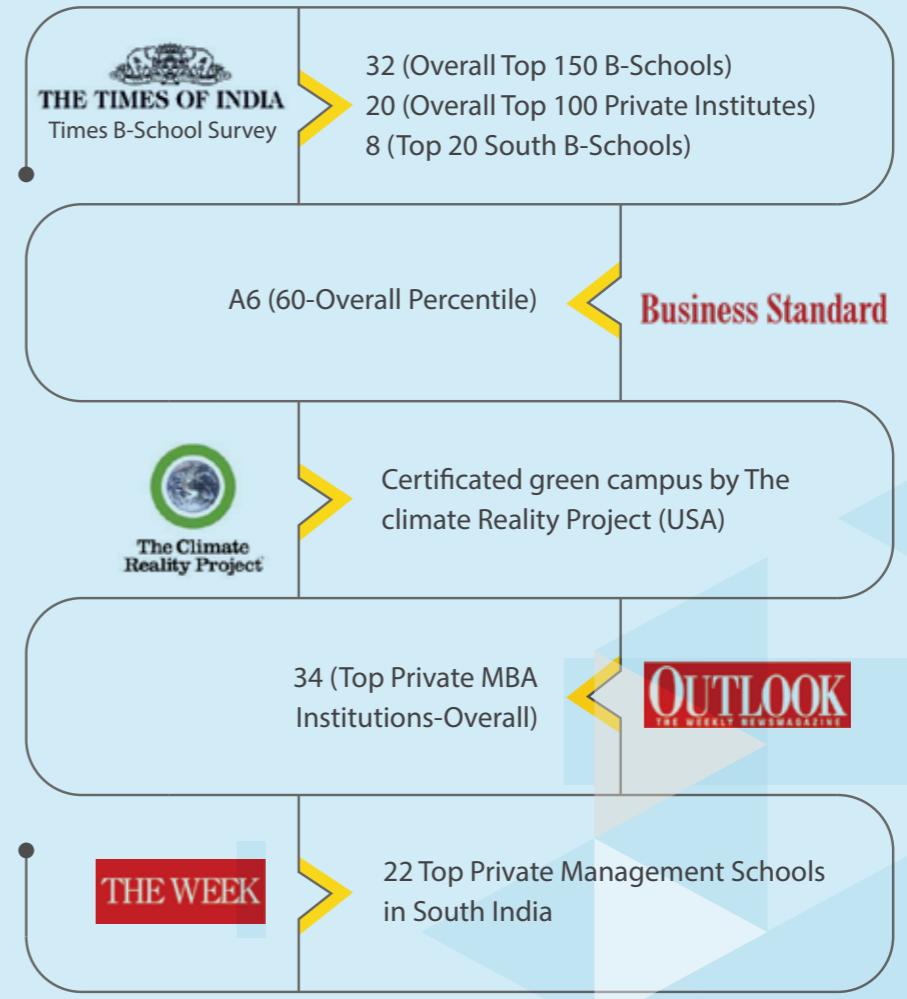
Dr. Dammalapati Ravinath

I/c Director -
Vignana Jyothi Institute of Management

HISTORY OF VJIM



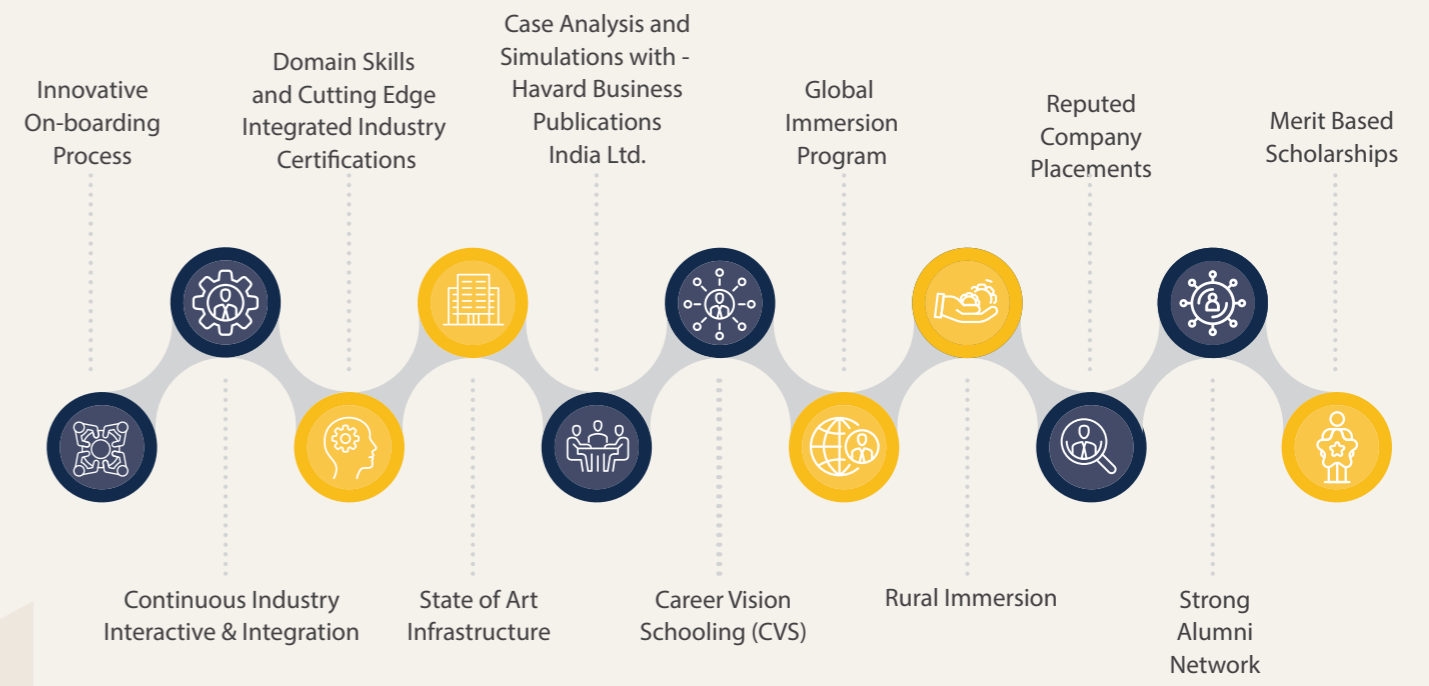
RANKING



DIFFERENTIATORS



WHY VJIM




Dynamic Faculty



Dr. Dammalapati Ravinath
M.Com., Ph.D.
Professor
Teaching Experience: 25 Yrs
Industry Experience: 2 Yrs




Dr. Niharika Atchyutuni
MBA, Ph.D.
Sr. Asst. Professor
Teaching Experience: 10 Yrs
Industry Experience: 7 Yrs




Dr. Sheelam Jain
MBA, Ph.D.
Associate Professor
Teaching Experience: 12 Yrs
Industry Experience: 7 Yrs



Mr. A. Ramesh
MBA
Sr. Asst. Professor
Teaching Experience: 25 Yrs
Industry Experience: 2 Yrs



Mr. Sanjiv Srinivasan
MBA
Asst. Professor
Teaching Experience: 11 Yrs
Industry Experience: 11 Yrs



Dr. D. Sri Janani
M.com, MBA, M.Phil., Ph.D.
Associate Professor
Teaching Experience: 23 Yrs
Industry Experience: 2 Yrs



Dr. Vinit Vijay Dani
M.Sc., MBA, Ph.D
Associate Professor
Teaching Experience: 17 Yrs
Industry Experience: 10 Yrs



Mr. K.V.S. Krishnamohan
BE, MBA (PhD)
Adjunct Professor
Teaching Experience: 17 Yrs
Industry Experience: 18 Yrs




Dr. Atluri Sree Ram
MBA, M.Ed., MA, M.Phil, Ph.D
Professor
Teaching Experience: 30 Yrs
Industry Experience: 18 Yrs




Dr. Bhavanam Amarnath Reddy,
MBA, LLB, Ph.D. Secretary,
Human Rights Cell,
Telangana State ,
Member, A.P. Bar Council
15 years of Teaching experience




Dr. Falguni H Pandya
MBA, Ph.D.
Sr. Asst. Professor
Teaching Experience: 14 Yrs



Dr. Vishal Kutchu
M. Phil., MBA, Ph.D.
Sr. Asst. Professor
Teaching Experience: 20 Yrs
Industry Experience: 3 Yrs



Dr. Thota Haripriya
MBA, Ph.D.
Asst. Professor
Teaching Experience: 10 Yrs
Industry Experience: 6 Yrs



Dr. Nityasundar Nanda
MBA, Ph.D.
Sr. Asst. Professor
Teaching Experience: 18 Yrs
Industry Experience: 2 Yrs



Dr. Padmaja Nalluri
M.Sc., Ph.D.
Associate Professor
Teaching Experience: 12 Yrs
Industry Experience: 7 Yrs



Dr. R. Srinivasa Rao
M.Sc., M.Phil., Ph.D.
Sr. Asst. Professor
Teaching Experience: 22 Yrs



Dr. Aman Shahni
B.A, MA TESL, CELTA, Ph.D
Assistant Professor
Teaching Experience: 6 years
Industry Experience: 10 years



Mr. Yugandhar Chodagam
MBA
Sr. Asst. Professor
Teaching Experience: 5 Yrs
Industry Experience: 23 Yrs



Mr. N. Srinivas Chakravarthi
MA, M.Phil.
Asst. Prof.
Teaching Experience: 31 Yrs



Mr. A.S. Angirasa Acharya
PGDBM
Asst. Professor
Teaching Experience: 7 Yrs
Industry Experience: 9 Yrs



Dr. Rakesh Patra
Designation: Associate Professor
Qualification : MBA, Ph.D.
Teaching Experience : 13 years
Industry Experience : 5 years

INDUSTRY BASED CURRICULUM



CRITICAL THINKING



GLOBAL IMMERSION PROGRAM @ VJIM

Global Immersion at VJIM is designed to provide our students and faculty members with the most enriching global exposure throughout their academic journey. It offers participants from VJIM the opportunity to learn and explore new approaches towards problem-solving while gaining exposure to global culture, art, environment, politics, etc. These programmes not only provide a unique learning experience, but they also go on to provide cultural and global exposure.

Objectives of Global Immersion

- Increase access to high-impact learning experiences
- Understand a region's cultural and business environment
- Deepen student cultural competence through global engagement
- Develop faculty expertise in building global relationships
- To bring learning, and understanding back to VJIM

Highlights of the Programme

- Interactive sessions and training
- Study tour
- Cultural insights
- Science & Technology
- Engagement with the local community

Management Student Innovation Program

- Leadership in International Relations
- Critical Thinking and Problem Solving
- Business Geographics
- Market Entry Strategy for Agribusiness Management
- Digital Transformation in Business
- Technology Innovation & Management
- Chat GPT and Generative AI for Business Growth
- Discussion on Mini Innov Project
- CP All and PIM Overview
- Business Digitalization- simulation game for business operation
- Aviation Management Demo
- Business Information Management
- Crowdsourcing for Business Database



INDUSTRY CONNECT

Mr. C K Kumaravel, Co-Founder and CEO of Naturals Salon & Spa, had an insightful conversation with Dr. Jayashree Veluthakkal, Faculty of Marketing, VJIM.

He shared his entrepreneurial journey, challenges, and philosophy of life with the young professionals of VJIM. His roller coaster ride from Raaga to Naturals was definitely a lesson for the young minds. His advice to the youngsters was, "Success is not a straight line. It is a journey of resilience and unwavering determination". He shared that the growth philosophy of Naturals was the confidence he built in customers, employees and franchisee partners. Post the address, Mr C K Kumaravel was felicitated by Prof. Srinivas Subbarao Pasumarti, Director, VJIM.



VJIM students attended the Millet Conclave 2023, organised by NABARD - National Bank for Agriculture and Rural Development and The Hindu businessline.

Millet Conclave 2023 focussed on bringing together experts, stakeholders, and thought leaders to delve into various aspects of millets, ranging from cultivation and yield to exports, marketing, health, and nutrition.

The VJIM students, accompanied by Dr Dammalapati Ravinath, attended the Millets Conclave.



The key objective of the conclave was to brainstorm solutions to enhance the existing millet-value chain collectively and to learn the Marketing perspective of agri products.



VJIM's PGDM batch - 31 visited T-Works as a part of experiential learning. TWorks is India's largest prototyping service centre initiated by the Government of Telangana. It's where ideas and designs are ideated and developed for a product prototype from any sector with the Telangana Government's support and initiative. The products are further commercialized to cater to the market's needs.

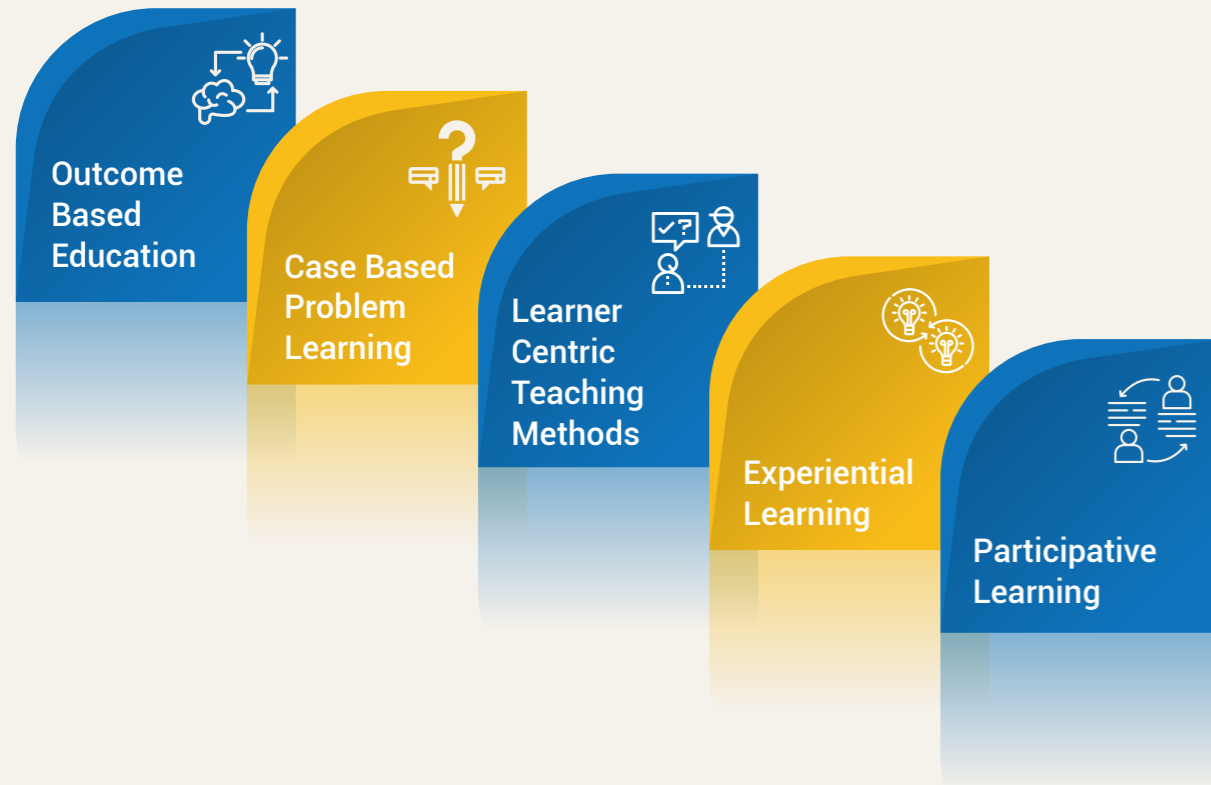
This visit to T-Works helped our students understand how an idea or a solution to a problem can be developed for a business.

RURAL IMMERSION

VJIM Hyderabad is taking a step forward by introducing a Rural Immersion Program for its PGDM students. Recognizing the vast potential and unique dynamics of India's rural economy, this immersive experience aims to expose students to the intricacies of the rural ecosystem. Participants will have the opportunity to dive deep into rural business strategies and marketing practices, gaining insights that classroom learning alone can't provide. Beyond business theories, students will also work on developing case studies that spotlight successful initiatives in rural empowerment, employment, and entrepreneurship. This hands-on approach ensures that students not only understand the rural marketplace but also appreciate the innovations and resilience of rural communities. Through this initiative, VJIM Hyderabad is emphasizing the importance of holistic education that bridges the urban-rural divide and nurtures future business leaders equipping them to navigate the diverse economic landscapes in India.



INNOVATION EVOLVE YOUR FUTURE:



TEACHING METHODOLOGY



YOUR JOURNEY

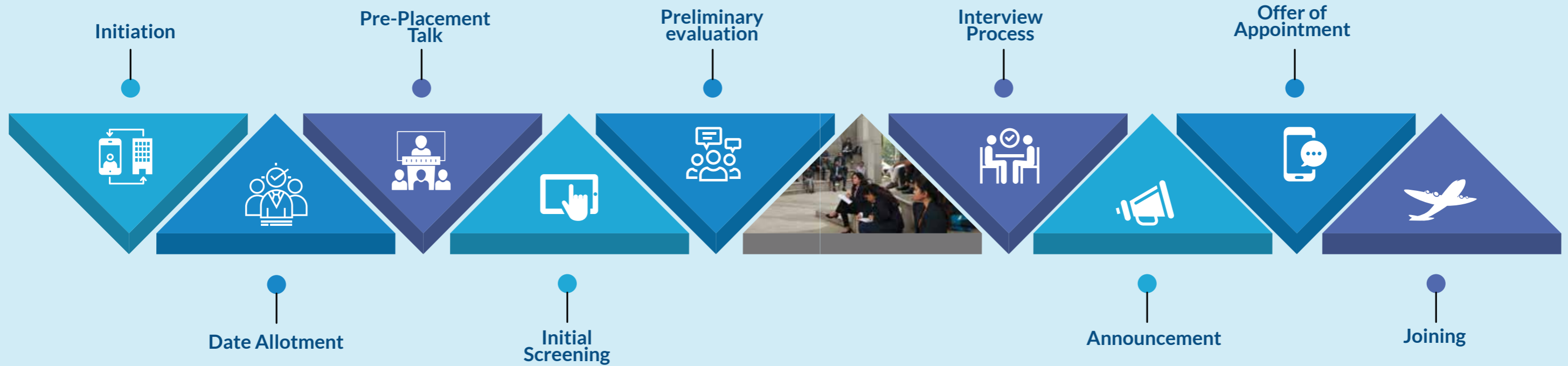


Marketing | Human Resource | Operations and Supplychain & Logistics | Business Analytics | Finance | Agri-Business Management

INFRASTRUCTURE



PLACEMENT PROCESS



OUR RECRUITERS



INDUSTRY INTERFACE



ADMISSION PROCESS



APPLICATION

Fill and submit the online application or physical form



COUNSELLING

Interact with, and understand the academic and non-academic structure of the PGDM Programme and address queries about the institution and prospects



PERSONAL INTERVIEW

Short-listed candidates are called for Personal Interview (PI)



SELECTION

Selection is based on meritorious performance as per the selection criteria



OFFER LETTER

Shortlisted candidates receive an offer of admission via e-mail as well as conventional post

ADMISSION FEE

Candidates are required to indicate their admission confirmation to the programme by submitting the first fee instalment as indicated in the Offer Letter on or before the prescribed date



COMMENCEMENT OF CLASSES

Commencement of classes is communicated to the enrolled students via email.

Eligibility Criteria

Bachelor's Degree from a UGC recognized university with minimum 50% Marks (45% in case of SC/ST). Students graduating in 2024 can also apply subject to:

1. Study certificate from the principal of the college.
2. Final mark sheets to be submitted by 31st Aug 2024.

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

Application

Candidate may apply online through <http://vjim.edu.in> fee of Rs. 1000/- Applicable.

Get Selected

The selection criteria will be based on the Composite Score as per AICTE Norms. Candidate will be informed to appear for Personal Interview via sms and e-mail.

Composite Score Weightage

10th Class	05%
12th Class	05%
Degree	10%
PI & Communication Round	40%
National Level Test	35%
Diversity	05%
Total	100%

Entry level Scholarships

VJIM will conduct an exclusive test for giving scholarships to students. The amount of the scholarship is as follows:

- 75% to 79.9% - Rs. 25,000/-
- 80% to 84.9% - Rs. 50,000/-
- 85% to 89.9% - Rs.75,000/-
- Above 90% - Rs. 1,00,000/-

Programme Fee

First Year	
Particulars	Amount
Registration Fee	Rs. 60,000/-
Tuition Fee	
Instalment 1	Rs. 2,00,000/-
Instalment 2	Rs. 2,00,000/-
Second Year	
Tuition Fee	
Instalment 3	Rs. 2,00,000/-
Instalment 4	Rs. 2,00,000/-
In Addition	
Caution Deposit (Refundable)	Rs. 10,000/-
Grand Total	Rs. 8,60,000
Hostel Rent	
1st Year + Caution Deposit	Rs. 1,10,000/-
	+ Rs. 10,000/-
2nd Year	Rs. 1,10,000/-
Total	Rs.2,30,000/-



ALUMNI TESTIMONIAL



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

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.



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

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.



Varun Vardhan A
Class of 2010
Project Manager, GSC PMO
Harsco India Services Pvt. Ltd.
Harsco Global Service Centre

My time at VJIM's PGDM program had a significant impact on my professional development. It helped me develop greater proficiency in public speaking, report preparation and presentation, strategic analysis, leadership, and project management.

Not just from the textbooks and lectures, but also from the guest speakers, group projects, mentorships, and networking. The biggest takeaway for me was Chrysalis 2009, which helped me hone my leadership skills and Organizational skills.

My Alma mater is very close to my heart. I never miss any opportunity to connect with my batchmates or professors.



Vinay Singh
Class of 2013
Co-Founder Digixpressions
Mumbai

In order to get the full picture of your professional and personal successes, you need to take a trip down memory lane. College life: the lively debates, the never-ending assignments, the silent halls between lectures, the promise of a better tomorrow over coffee at the cafeteria counter, and, most significantly, the rapid guidance of your professors.

When I consider the path taken thus far, VJIM stands out as a major turning point. This is where the groundwork for future years was laid, and where the necessary abilities were honed.



Varun Ramprasad
Class of 2017
Data Scientist
Nielsen

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!!



Shruthi Padala
Class of 2017
Sr. Sales Consultant
Digital Marketing

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.



Sanku Chaitanya Prasad
Class of 2019
Dy.Manager,
Human Resource Business Partner
Dr Reddy's Laboratories

Thanks to the VJIM culture, the ability to think differently and take risks is incredibly important to me; and today, it is critical for success, given the business environment. The group learning and peer learning culture in VJIM also made me a huge fan of collaboration, yet another quality that is a must for success in today's world. VJIM taught me to value people, and as a leader, my biggest priority is to ensure I have the best people on the team and I do what it takes to ensure they work in an environment where they are motivated to be their best."

I recall my batch as extremely diverse, with a very rich experience, and an extremely fun group of people. I remember campus life as one big family with a very special bonding. From day one, the Intelligencia at VJIM have focused on developing leaders with character, integrity and empathy who believe in adding value through innovation, risk taking and collaboration.



Kampa Gopi, CHRP
Class of 2020
HR Business Partnering Specialist.
Pythian India Private limited.
26th Batch - HR Gold medalist

"Thanks to the VJIM culture, the ability to think differently and take risks is incredibly important to me; and today, it is critical for success, given the business environment. The group learning and peer learning culture in VJIM also made me a huge fan of collaboration, yet another quality that is a must for success in today's world. VJIM taught me to value people, and as a leader, my biggest priority is to ensure I have the best people on the team and I do what it takes to ensure they work in an environment where they are motivated to be their best."

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Institutional Membership:



Admissions Cordinator
Dr Srijanani Devarakonda
M: 9849673505



Vignana Jyothi Institute of Management

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