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

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

VIIM, has responded to the clarion call embarked on strategic mission and come up with focus on providing “Global Width and Local Depth” in management education and became a leading Game Changer among the premier B-schools in India. The ‘local depth’ is explored through developing ‘industry-specific skills’, while meeting the needs of Indian businesses. By repositioning business education, VIIM is committed to producing 'locally fit' and 'globally sensitive' managers who can possess agile leadership qualities to deliver sustainable value to all stakeholders in the emerging economies.
Business Education has reached an inflexion point. The world is experiencing an information explosion; we are in an age of fierce competition. The demands of business have undergone a change and mediocrity is no longer being tolerated. Companies recruiting management graduates want people who can deliver results in a globalized world. Professionals with analytical bent of mind are the need of the hour. To rub shoulders with the updated technological revolution, management graduates have to come off the pre-digital age habits and imbibe contemporary professional requirements.

We realize the conservative approach of ‘follow the big’ has made the business education fairly humdrum and far away from business reality. In India, business education is now at the cross road intersecting conventional curriculum and traditional learning methods. Therefore, in many a case the ‘managers-in-the-making’ is not sensitized towards applying global knowledge for the local problems.

Hence, Vignana Jyothi Institute of Management, Hyderabad is actively engaged in repositioning business education. We at VJIM have redefined business education as a perfect mix of ‘global width’ with ‘local depth’. We seek to achieve the ‘global width’ by adopting the international curriculum, pedagogy and best practices, which are applied in the local business settings. The ‘local depth’ is explored through developing ‘industry-specific skills’, while meeting the needs of Indian businesses for which, VJIM has repositioned business education.

By repositioning business education, VJIM is committed to producing ‘locally fit’ and ‘globally sensitive’ managers. For the last few years, we have been getting good number of students from other states from other states of the country.

Naturally, the competition amongst the aspiring management graduates for making entry to VJIM has increased many folds. An honest scrutiny of such transformation reveals that VJIM has the following differentiating features.

1. International pedagogy such as Process Oriented Guided Inquiry Learning (POGIL) and Socratic dialogue for teaching and learning.
2. The concept of reverse orientation for second year students so as to reinforce the concepts taught in the first year.
3. Sectoral electives in the area of Pharmaceuticals, Business Analytics and Banking Financial Services & Insurance (BFSI).
4. Industry immersion program for all faculties through internship and externship.
5. Interdisciplinary learning aimed at creating competent managers.

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

I welcome you all to VJIM.
Vision

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

Mission

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

Objectives

1. To provide value based education with ancient wisdom and global awareness.
2. To promote industry/market ready professionals through excellent classroom teaching, training in soft skills and personality development.
3. To continuously update curriculum to be in tune with the latest developments in Industries and Academia.
4. To undertake academic and extramural research networking with industry, academic and research institutions.
5. To promote extracurricular activities among students by providing state of the art sports complex and through various hobby centers.
6. To target 100% campus selection.
7. To have career vision program for students to facilitate them to choose their careers.
8. To promote incubation centers and encourage entrepreneurship among prospective entrepreneurs.
9. To offer Twinning programs with reputed foreign institutions.
Recognizing the need to have effective executives to manage business, American businessmen setup institutions at Wharton and Harvard, at the turn of 19th Century. Till date these institutes serve as a benchmark of the Management Education for the whole world. Andhra Pradesh became pioneers of management education in India, when management department was formed in Andhra University in 1953. Firms to management education in India was that management graduates were not available to the local industry in Andhra Pradesh which was steadily humming with business activity. Firms, not nations, compete in international markets, says Micheal Porter. With globalization and savage competition, the need for professional managers was felt acutely.

Keeping these needs in view Vignana Jyothi Institute Management was founded in 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), PGDM-General and PGDM-Marketing.

The PGDM programmes at VJIM, aims to create holistic managers, synthesizing conventional and modern management thinking with a global outlook. VJIM equips students with a sound knowledge of all core business skills together with the ability to manage creatively from a strategic perspective within the context of ethical standards. Appreciating the pace and direction of changes in international business education, the course structure at VJIM is constantly updated in line with the changing needs of the business world. Students at VJIM are presented with the opportunities to consider and evaluate business problems and policy issues, which 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 30 B Schools by various rating agencies.
**Academic Objectives**

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

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

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

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

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

**Contribute to Society**
Sustainable growth of an individual to a great extent depends on his ability to connect with the society and contribute to the society. Hence, the institute encourages students to contribute to the society.

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

**PGDM Curriculum**

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

The main thrust of the curriculum is designed to make the students industry ready by inculcating in them an ability to learn from real life situations. The course curriculum is designed to foster strong conceptual orientation on the basis of various Management disciplines; a positive attitude with sound business ethics to make the students excel both personally and professionally.

**Reverse Orientation**
During the first year, students are exposed to many theories/concepts in different domains. Recruiters expect the students to be familiar with some important concepts, along with their practical applications. To help students re-familiarize themselves with some fundamental concepts, after a summer break for their Summer Internship Project. It is proposed that a four-week Reverse Orientation program be conducted. To be implemented before the commencement of their Second Year, the program would not only help students to revisit the terms but also help in gaining confidence for the forthcoming Campus Placement.

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

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

**Academic Delivery**
An array of teaching methods is employed to address the needs of students who have different learning styles and come from different socio-cultural backgrounds. The faculty at VJIM is sensitive to the individualised student’s learning needs and endeavours to create a positive impact on their learning.

Redefining teaching objectives is influenced by:
- Expanding knowledge frontier and its preservation.
- Self-understanding, self-discovery and imaginative thinking
- Developing oral and written competency.
Some of the instruction methods that are followed at VJIM are:

- Engage the students in rigorous intellectual exercises. A good amount of reading, thinking and independent work is exercised by the students.
- Regular positive criticism, challenge or stimulation of the students during the class sessions based on their reply / discussion.
- Allow the students with patience to acquire a gradual, orderly and sequential progression from a broad and relatively simple level to one of much greater depth and complexity.
- Last but not the least, classes are designed in such a way that it is different from what the students are used to, emphasizing examples, demonstration through numbers and facts, relating to real life situations or relating to inter disciplinary learning.

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

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

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

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

Pre-Term

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Core</th>
<th>Electives</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-term</td>
<td>6</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td>1st Year</td>
<td>20</td>
<td>Nil</td>
<td>20</td>
</tr>
<tr>
<td>2nd Year</td>
<td>4</td>
<td>10</td>
<td>14</td>
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</table>

Total subjects during the programme: 34 + 6 pre-term courses

<table>
<thead>
<tr>
<th>Trimester I</th>
<th>Trimester II</th>
<th>Trimester III</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Business English</td>
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</tr>
<tr>
<td>Trimester IV</td>
<td>Trimester V</td>
<td>Trimester VI</td>
</tr>
<tr>
<td>1. Leadership</td>
<td>1. Strategic Management</td>
<td>1. International Trade and Business</td>
</tr>
<tr>
<td>2. Elective-I</td>
<td>2. Elective – V</td>
<td>2. Entrepreneurship</td>
</tr>
<tr>
<td>5. Elective – IV</td>
<td>5. Elective – VIII</td>
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Elective Courses

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<tr>
<th>Marketing</th>
<th>Finance</th>
<th>OB/HR</th>
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<tbody>
<tr>
<td>• Advertising and Sales Promotion</td>
<td>• Financial Markets and Financial Services</td>
<td>• Employee Recruitment and Selection</td>
</tr>
<tr>
<td>• Sales and Distribution Management</td>
<td>• Advanced Equity Research</td>
<td>• Human Resource Development</td>
</tr>
<tr>
<td>• Corporate Identity and Strategic Brand Management</td>
<td>• Microfinance</td>
<td>• Performance Management Systems</td>
</tr>
<tr>
<td>• Consumer Behaviour</td>
<td>• Treasury Management</td>
<td>• Compensation Management</td>
</tr>
<tr>
<td>• Services Marketing</td>
<td>• Fixed income Markets</td>
<td>• Employee Relationship Management</td>
</tr>
<tr>
<td>• Total Management</td>
<td>• Derivatives Markets</td>
<td>• Organisation Development and Change</td>
</tr>
<tr>
<td>• Digital Marketing</td>
<td>• Management of Banks</td>
<td>• Strategic HRM &amp; International</td>
</tr>
<tr>
<td>• International Marketing</td>
<td>• Project Appraisal and Financing</td>
<td>Perspective</td>
</tr>
<tr>
<td>• Rural Marketing</td>
<td>• Mergers and Acquisitions and</td>
<td>• Competency Based Management</td>
</tr>
<tr>
<td>• Customer Relationship Management</td>
<td>• Corporate Valuation</td>
<td>• Human Resource Metrics</td>
</tr>
<tr>
<td>• B2B Marketing</td>
<td>• Enterprise Risk Management</td>
<td></td>
</tr>
<tr>
<td>• New Product Development</td>
<td>• Security Analysis and Portfolio</td>
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</tr>
<tr>
<td>• Marketing Communications</td>
<td>• Management Control System</td>
<td></td>
</tr>
<tr>
<td>• Strategic Marketing</td>
<td>• Behavioral Finance</td>
<td></td>
</tr>
<tr>
<td>• Marketing of High Technology Products</td>
<td>• Financial Modeling</td>
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</tr>
<tr>
<td>• Advanced Marketing Research</td>
<td>• Financial Engineering</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Operations</th>
<th>Information Systems</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Logistics and Service Operations</td>
<td>• Data Warehousing &amp; Data Mining</td>
<td>• Entrepreneurship</td>
</tr>
<tr>
<td>Management</td>
<td>• Business Process Re-engineering</td>
<td>• Industry and Competitive Analysis</td>
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<tr>
<td>• Service Operations Management</td>
<td>• Enterprise Resource Planning</td>
<td>• Decision Making</td>
</tr>
<tr>
<td>• Project Management</td>
<td>• Business Module for e-commerce</td>
<td>• Managing Change and Transformation</td>
</tr>
<tr>
<td>• Total Quality Management</td>
<td>• Management Software Development</td>
<td>• Managing New Venture</td>
</tr>
<tr>
<td>• Six Sigma</td>
<td>• Knowledge Management</td>
<td>• New Product Development</td>
</tr>
<tr>
<td>• Purchase and Negotiations Management</td>
<td>• Decision Making</td>
<td>• Corporate Restructuring</td>
</tr>
<tr>
<td>• Lean Management</td>
<td>• Entrepreneurship</td>
<td>• Managing Non-profit Organizations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Strategic Leadership</td>
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<table>
<thead>
<tr>
<th>General Management</th>
<th>International Business</th>
<th>International</th>
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<tbody>
<tr>
<td>• Managing Family Business</td>
<td>• International Marketing</td>
<td>• International Marketing</td>
</tr>
<tr>
<td></td>
<td>• International Finance</td>
<td>• International Finance</td>
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<td></td>
<td>• International Trade Policy Framework</td>
<td>• International Trade Policy Framework</td>
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<td></td>
<td>• Global Sourcing and Business</td>
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<td>Development</td>
<td>• Emerging Economies</td>
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<tr>
<td></td>
<td>• Managing Multinational Enterprises</td>
<td>• Managing Multinational Enterprises</td>
</tr>
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<td>• Intellectual Property Rights Law</td>
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<table>
<thead>
<tr>
<th>SECTORAL ELECTIVES</th>
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<tbody>
<tr>
<td>Pharma</td>
<td>Banking, Finance Services and Insurance</td>
<td>Business Analytics</td>
</tr>
<tr>
<td>Pharma Marketing</td>
<td>Operations in Banks and Insurance Companies</td>
<td>Data Mining and Data Warehousing</td>
</tr>
<tr>
<td>Operations in Pharmaceutical Manufacturing</td>
<td>Accounting and Financial Management of Banks and Insurance Companies</td>
<td>Advanced Statistical Techniques</td>
</tr>
<tr>
<td>Pharma Manufacturing and Regulatory Affairs</td>
<td>Marketing of Banking, Insurance and Financial Services</td>
<td>Statistical Analysis - Estimation and Testing</td>
</tr>
<tr>
<td>Pharma Sales and Distribution</td>
<td>Risk Management in Banking and Insurance Companies</td>
<td>Predictive Analysis</td>
</tr>
<tr>
<td>Pharma Business Environment</td>
<td>Banking Law and Practices</td>
<td>Statistical Modelling</td>
</tr>
</tbody>
</table>

*All subjects except Business English (3 credits) is of 4 credits

Credit Requirement

<table>
<thead>
<tr>
<th>Type of course</th>
<th>No. of courses</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Core</td>
<td>21</td>
<td>21 X 3 = 63</td>
</tr>
<tr>
<td>English</td>
<td>3</td>
<td>3 X 2 = 6</td>
</tr>
<tr>
<td>Electives</td>
<td>10</td>
<td>10 X 3 = 30</td>
</tr>
<tr>
<td>Summer Project</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Viva-voxe</td>
<td>2</td>
<td>2 X 3 = 6</td>
</tr>
<tr>
<td>Personality Development</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Pre-placement Training</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>114</td>
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</table>
PGDM - General Management

Programme Structure

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

1. Statistics
2. Accountancy
3. Economics
4. Introduction to MS Word & Powerpoint
5. Spoken English
6. Business History

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Total subjects during the programme: 34 + 6 pre-term courses

Elective Courses

Marketing
- Advertising and Sales Promotion
- Sales and Distribution Management
- Corporate Identity and Strategic Brand Management
- Consumer Behaviour
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- Retail Management
- Digital Marketing
- International Marketing
- Rural Marketing
- Customer Relationship Management
- B2B Marketing
- New Product Development
- Marketing Communications
- Strategic Marketing
- Marketing of High Technology Products
- Advanced Marketing Research

Operations
- Logistics and Service Operations Management
- Service Operations Management
- Project Management
- Total Quality Management
- Six Sigma
- Purchase and Negotiations Management
- Lean Management

Information Systems
- Data Warehousing & Data Mining
- Business Process Re-engineering
- Enterprise Resource Planning
- Business Module for e-commerce
- Management Software Development
- Data Warehousing & Data Mining
- Advanced Statistical Techniques
- Predictive Analysis

Finance
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- Strategic Leadership

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- Intellectual Property Rights Law

SECTORAL ELECTIVES

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<td>6</td>
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</tr>
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<td>2nd Year</td>
<td>4</td>
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<td>14</td>
</tr>
</tbody>
</table>

Total subjects during the programme: 34 + 6 pre-term courses

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**Elective Courses**

**PGDM - Marketing**

**Programme Structure**

**Pre-Term**

- Advertising and Sales Promotion
- Sales and Distribution Management
- Corporate Identity and Strategic Brand Management
- Consumer Behaviour
- Services Marketing
- Retail Management
- Digital Marketing
- International Marketing
- Rural Marketing
- Customer Relationship Management
- B2B Marketing
- New Product Development
- Marketing Communications
- Strategic Marketing
- Marketing of High Technology Products
- Advanced Marketing Research

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**Credit Requirement**

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</tr>
<tr>
<td>Viva-voce</td>
<td>2</td>
<td>2 x 3 = 6</td>
</tr>
<tr>
<td>Personality Development</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Pre-placement Training</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>114</strong></td>
</tr>
</tbody>
</table>

*All subjects except Business English (3 credits) is of 4 credits*
We have hired associates from VJIM and we found them to be smart, able, quickly acclimatize with the corporate environment and start delivering the responsibilities assigned to them with little guidance and coaching. The subject knowledge and application of the same in their day to day work is also good”. – Srinivas Kulkarni, Ops Integrator – IBG Continental Europe

“Students of VJIM are adaptable and willing to go extra mile. Our experience with campus joinees from VJIM has been quite positive”. – PS Ravindran, South – HDFC Bank Ltd.

Corporate Speak

1. Dr. Y. V. Venu Gopal Reddy, Former Governor Reserve Bank of India along with
Dr. D. N Rao General Secretary at the Fr.Y. Papiah S.K. Memorial Endowment Lecture “Future of India”
2. Dr. Unnava Rao Fisher Business Ohio State University USA
3. Finalists at the Peter F Drucker Memorial All India Debate Competition-2012

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2. Dr. Unnava Rao Fisher Business Ohio State University USA
3. Finalists at the Peter F Drucker Memorial All India Debate Competition-2012

4. National seminar on “Managing Workforce Diversity”
5. 6th National Conference held at VJIM on “Leveraging India’s Competitiveness in a Globalised Economy: Issues and Perspectives”
6. Business Conclave 2013, on “HR Interventions in Strategic Decisions”

“Students of VJIM are adaptable and willing to go extra mile. Our experience with campus joinees from VJIM has been quite positive”. – PS Ravindran, South – HDFC Bank Ltd.

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

We at Future Vista, are very happy to have the Management Trainees from esteemed institute. They have been doing their job with dedication, clarity and within the framework of company values, policy and systems. The very pertinent qualities of them would be:
1. Commitment – they are very committed to the job and the work
2. Flexible – they easily adjust to the new/change in work profile or the working atmosphere around.
3. Hardworking – very hardworking which can be seen from their work, when it requires them to be on marketing ground activity, they have delivered it with complete commitment and dedication.
4. Team work – there co-ordination within the team and across the company hierarchy has been commendable.
5. Confidence- ‘Never Say No’ attitude has kept their confidence high and booming.

-Krishna Rao A, CEO
Students of VJIM come in with different backgrounds. The curriculum and career guidance cell takes care of the heterogeneous background of the students and lays emphasis on making them job creators rather than job seekers. The choice of specializations, being vast, prepares them for the current day’s dynamic requirement of the market. The responsibility of the institute does not cease after equipping its students with the necessary managerial students. The institute strives to place its students in the best of the industries.

VJIM has consistently been rated higher in Placement aspect of B-schools ratings. This is made possible by the placement process which converts a student into a placement fit mode. The students are prepared for the final placement by a systematic, well laid out process spread over a period of two years. A small but significant number has become entrepreneurs even in distant land like USA. Others are providing professional service to the corporate in various capacities. VJIM has an enviable record of excellent placement even during business downturns. Leading corporate regularly visit VJIM to select students. Distribution of placement varies from year to year.
VJIM is ranked as number-1, AICTE approved private autonomous PGDM institute in Andhra Pradesh, and VJIM students are placed in reputed companies with an average salary of Rs. 4.80 Lakhs.
Students Clubs
With a view to nurture the talents dormant in the students that will lead to personality development, competitive spirit, planning and organizing abilities, the institute has constituted Co-Curricular Clubs and Extra-Curricular Clubs. The objectives of these clubs are:

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

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

Study Loans
The institute has arrangement with the following banks for Student study loans:
- HDFC (Credila Education Loans)
- Corporation Bank
- Andhra Bank
- Vijaya Bank
- United Bank of India

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

Learning Facilities

Information Resource Centre
Vignana Jyothi Institute of Management Information Resource Centre (VJIM IRC) offers an excellent collection of over 9500 titles (over 15000 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 reports and Economic Intelligence Service Reports of Centre for Monitoring Indian Economy (CMIE). IRC collection also includes the electronic databases like PROQUEST, J-GATE, CAPITALINE 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, PowerPoint, Access, Publisher), Statistical Package for Social Sciences (Systat), Integrated Accounting Package (TALLY), Business Planner, Microsoft Project, Microsoft Dynamics Navision ERP. Facilities are also provided to work on Computer Aided Software Engineering (CASE), Relational Database Management Systems (RDBMS), Oracle, Visual Studio and MSDN Library etc. The curriculum encourages interactive use of computers as an integral part of the learning process. Internet facilities (20 MBPS) leased line are provided.

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

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

Learning Facilities
Hostel

Living on campus is one of the key contributors to an intensive and effective learning experience. Staying in the hostel helps develop group dynamics amongst the students and broadens their socio-cultural horizons.

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

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

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

Facilities

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

The following table lists the hostel charges for 1st and 2nd year students:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>1st Year</th>
<th>2nd Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hostel Fees</td>
<td>Rs. 35,000/-</td>
<td>Rs. 35,000/-</td>
</tr>
<tr>
<td>Maintenance</td>
<td>Rs. 5,000/-</td>
<td>Rs. 5,000/-</td>
</tr>
<tr>
<td>Caution Deposit</td>
<td>Rs. 5000/-  (Refundable)</td>
<td></td>
</tr>
<tr>
<td>*Mess Charges</td>
<td>Rs. 29,000/-</td>
<td>Rs. 29,000/-</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>Rs. 74,000/-</td>
<td>Rs. 69,000/-</td>
</tr>
</tbody>
</table>
Industry Interactions

Management Development Programme (MDP)
The institute regularly conducts MDPs for corporate executives of various organizations like BHEL, Vijay Electricals, Anu Laboratories, Shivashakti group etc. These programmes enable the managers to take on the challenges in the globally competitive environment. The institute also delivers client specific programmes to suit the requirements of the concerned organization.

Area/Topic

- Finance for Non-finance Executives
- Business Environment
- Global Success Practices
- Project Management
- HR Skills for Supervisors
- Demystifying Finance
- Supply Chain Management-Latest Trends
- Power Selling-Win Win
- IT Enabled Services
- CRM

Facilities (contd.)

LDP for Executives of ShivaShakti Group

Mr. Harishchandra Prasad at 5th National Conference on Accelerating India’s Economic Growth: Is Manufacturing a Prime Driver
Alumni Activities

VIJM Alumni Association is now 1,150 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 out below. Alumni interact in twos or threes with the students in the “Meet our Alumni” program and give useful feedback and tips on their industry experiences.

Placements
By virtue of their being in the industry, the Alumni have built up contacts and networks over the years and are thus helping the Institute in terms of either giving placements or the necessary leads for the Institute’s placement efforts.

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

Networking and e-groups
By maintaining the e-group, they are in touch with each other as well as the institute. This e-group is a forum for expression of their ideas, career openings and growth prospects as well as a link to the updates of institute happenings.

Alumni Meet 2012
VJIM annual feast, Chrysalis

Alumni Meetings
Every year the Alumni Meetings in July and December to take stock of last one year happenings and to propose new ways in which they can help the Alma Mater. As an outcome of these meets, various workshops to particularly give GD and Interview skills and also their communication skills are organized. In addition, they also interact in twos or threes with the students in the “Meet our Alumni” program and give useful feedback and tips on their industry experiences.

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

Cultural Activities
Faculty

Dr. Kamal Ghosh Ray
Director
Finance & Accounting

Dr. Ch. Durga Prasad
Dean – Academics (on lien), OB & HR

Dr. G. Manchala
Dean-Academics
OB & HR

Prof. R. Rama Rao
Professor
IB/ Genl. Management

Dr. Krishna Kumar V.
Professor
Marketing

Dr. K. Martina Rani
Asso. Professor
Finance

Dr. N. Padmaja
Asso. Professor
Statistics & QT

Mr. Y. Rama krishna
Asso. Professor
Operations

Mr. Sishir Polasani
Sr. Asst. Professor
Strategy

Mrs. V. Jayasheer
Sr. Asst. Professor
Marketing

Mr. A. Ramesh
Sr. Asst. Professor
Marketing

Mrs. I. Padmini
Sr. Asst. Professor
Bus. Communications

Mr. K. Suresh
Sr. Asst. Professor
Marketing

Mrs. VDMV Lakshmi
Sr. Asst. Professor
Finance

Dr. Sushma Kaza
Sr. Asst. Professor
Economics

Ms. D. Sri Janani
Asst. Professor
Finance & Accounting

Ms. C. Jyothi
Asst. Professor
IT/Finance

Mr. Arvind Gandhi
Asst. Professor
Marketing

Mr. Kalicharan Sabat
Asst. Professor
Operations

Mr. Abhishek Sinha
Asst. Professor
Finance

Ms. Poonam Jindal
Asst. Professor
HR & OB

Mrs. T.S. Kameswari
Asst. Professor
Soft Skills

Mr. Siva Ram Prasad
Asst. Professor
English

Mrs. M. Yamini
Research Assistant
HR & OB

Mrs. Rash Mahesh
Research Assistant
HR & OB

Ms. M. Lakshmi Mouna
Academic Asst. Trainee
Marketing

Administrative Staff

Mr. P. V. Sekhar Babu
Manager-Administration

Mr. V Ravichand
Hostel Manager

Mr. M Raghu
Librarian

Mrs. B Madhavi
Asst. Librarian

Mrs. K Geetha
Asst. Librarian

Mr. T L Narayana
Jr. Computer Programmer

Mr. G John Samson
Computer Operator

Mr. D Srinivasa Rao
Training Officer

Mr. N. Srinivas Rao
Accountant

Mr. S Nageswara Rao
Asst. cum Typist

Ms. Jhunu Bose
Office Asst.

Ms. P B Kanthisri
Admin Asst.

Support Staff

Mr. A Satyanarayana
Attender

Mr. Surjan Singh
Helper

Mrs. Mary
Helper

Mr. L Lakshman
Driver

Mr. VENKATESH
Driver

Mr. Mariya Das
Electrician cum Plumber

Admissions Department

M. RAGHU
Manager-Admissions

Toll free 1800 425 1767
Mobile 098498 00819, 040-2304 4951/951
040-6555 5596

www.vjim.edu.in
Dr. A.V. Subbarao is a Professor of Human Resource Management at the School of Management of the University of Ottawa for the last thirty-five years. He was the Head of the Human Resource Management and Marketing Section of the School of Management for two terms from 1995 to 2000. Professor Subbarao holds a Ph.D degree from the University of Minnesota (USA), DBM and L.L.B degrees from Osmania University. M.S.W from University of Lucknow, and B.A in Economics from Andhra University. Professor Subbarao is a well-known Researcher in Human Resource Management and Industrial Relations had published over 50 articles in scholarly journals and proceedings of the Canadian, American and International Conferences. He has consulting experience in performance appraisal, workforce diversity and pay policy as well as mediation. Professor Subbarao was a Fulbright Scholar in the USA, The Department Head & Professor of Operations Research & Information Systems, Eastern Michigan University; Chairperson & Professor, Department of Management of Manufacturing Engineering & Engineering Management, City University of Hong Kong are some of the positions he has previously held.

Dr. V.M. Rao Tummala is Professor of Production/Operations Management in Eastern Michigan University, USA. He is a Ph.D. in Management Science and MA in Mathematical Statistics from Michigan State University, USA. The Department Head & Professor of Operations Research & Information Systems, Eastern Michigan University; Chairperson & Professor, Department of Management of Manufacturing Engineering & Engineering Management, City University of Hong Kong.

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

“Dr. V.M. Rao Tummala is Professor of Production/Operations Management in Eastern Michigan University, USA. His current research interests include Supply Chain Management, Quality Management, Product and Process Development, Risk Management, Project Management, Analytic Hierarchy Process, Decision Analysis, Bayesian Decision Theory and Forecasting. He is an active member of prestigious bodies like Decision Science Institute, American Society for Quality Control, APICS - The Educational Society for Resource Management.

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

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

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

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

**Research**
Research is at the core of VJIM and it stimulates progress in teaching by encouraging professors to keep abreast of developments in their respective disciplines through the Institute’s Interdisciplinary Research Cell (IRC). As our faculty is involved in high quality research in a number of areas, our curriculum is research based. This reflects in their publications and participation at National and International levels. As the Institute firmly believes in Social Science Research, it has been encouraging its faculty to conduct conferences, seminars and workshops on various contemporary issues. The project report proposals, project research at their facilities in Taiwan and Singapore.

**Consultancy**
To make learning effective, the faculty needs to bring some practical aspects to the classroom. In order to bring these inputs to the classroom, VJIM encourages the faculty to undertake the consulting assignments with organization on contemporary issues. The project report proposals, project evaluation, market surveys, impact assessments etc.

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

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

The components of continuous internal assessment are:
1. Economic Times Discussion,
2. Quiz
3. Assignment
4. Term Paper
5. Book Review
6. Article Summary and
7. Class Participation

Any four of the above mentioned components would be adopted by the faculty as per the objective of the course.

**Credit system**
VJIM follows a full and half credit system. Full credit means 3 credits 1.5 credit represents half credit. Each credit accrues on the basis of 10 hour teaching and so a full credit entails 30 hours of teaching. Each student is expected to complete the stipulated credits offered by the institute.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>% Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>5</td>
<td>80 or above</td>
</tr>
<tr>
<td>A</td>
<td>4.5</td>
<td>75-79%</td>
</tr>
<tr>
<td>B+</td>
<td>4</td>
<td>70-74%</td>
</tr>
<tr>
<td>B</td>
<td>3.5</td>
<td>65-69%</td>
</tr>
<tr>
<td>C+</td>
<td>3</td>
<td>60-64%</td>
</tr>
<tr>
<td>C</td>
<td>2.5</td>
<td>55-59%</td>
</tr>
<tr>
<td>D</td>
<td>2</td>
<td>50-54%</td>
</tr>
<tr>
<td>F</td>
<td>1</td>
<td>45-49%</td>
</tr>
<tr>
<td>Below</td>
<td>0</td>
<td>Below-45%</td>
</tr>
</tbody>
</table>

**Evaluation Pattern**

<table>
<thead>
<tr>
<th>Mode of Evaluation</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes + Term Paper + Assignments + ET Analysis</td>
<td>50 %</td>
</tr>
<tr>
<td>End – Term Examination</td>
<td>50 %</td>
</tr>
<tr>
<td>Total</td>
<td>100 %</td>
</tr>
</tbody>
</table>

**Mode of Evaluation Weightage**

- Quizzes + Term Paper + Assignments + ET Analysis: 50 %
- End – Term Examination: 50 %
- Total: 100 %

**Evaluation Pattern**
Admission Process

Admission Categories
There are four categories of students for admission:

a) Fresh Graduates from recognized universities.
b) Candidates sponsored by member Industry of Vignana Jyothi.
c) Working executives, from Govt. Depts. and PSUs, with more than 5 years service. They are expected to join the parent organization after the successful completion of the program.
d) NRI sponsored candidates.

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

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

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

Selection Process
Admission Brochure and Application Form can be obtained from VJIM on payment of Rs. 1000/-.

Equivalence factor of All India Test Score:
MAT score of 100 is equivalent to CAT score of 40, XAT score of 40, C-MAT score of 100, ATMA score of 120 and GMAT score of 60.

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

Evaluation criteria for admissions:
It has been discussed and decided to change the evaluation criteria for admissions as follows:

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

Merit list would be prepared with weightages as follows:

<table>
<thead>
<tr>
<th>Evaluation for admissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 X 5</td>
</tr>
<tr>
<td>2 XII 5</td>
</tr>
<tr>
<td>3 Graduation 10</td>
</tr>
<tr>
<td>4 All India Test Score 30</td>
</tr>
<tr>
<td>5 Group Discussion 15</td>
</tr>
<tr>
<td>6 Panel Interview 30</td>
</tr>
<tr>
<td>7 Work Experience 5</td>
</tr>
</tbody>
</table>

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

For Contact us on: 0-98498 00819 or mail us at: admissions@vjim.edu.in

Fees for all courses

<table>
<thead>
<tr>
<th>Particulars</th>
<th>First Year</th>
<th>Second Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition fees</td>
<td>2,00,000/-</td>
<td>1,95,000/-</td>
</tr>
<tr>
<td>Other fees*</td>
<td>1,25,000/-</td>
<td>1,30,000/-</td>
</tr>
</tbody>
</table>

| Total | 6,50,000/- |

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

Scholarships

<table>
<thead>
<tr>
<th>MAT/CMAT Percentile</th>
<th>CAT/XAT Percentile</th>
<th>Scholarship Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>98-100</td>
<td>Up to 75</td>
<td>Rs.1.50 Lakhs</td>
</tr>
<tr>
<td>96-97</td>
<td>70-75</td>
<td>Rs.1.25 Lakhs</td>
</tr>
<tr>
<td>90-95</td>
<td>65-69</td>
<td>Rs.1.00 Lakhs</td>
</tr>
</tbody>
</table>

Withdrawal / Cancellation of Admission

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

Refund policy
VJIM Hyderabad follows the refund policy announced by AICTE which is as follows:

- The candidate who has been provisionally admitted may request for refund of fee by submitting a written application counter signed by the parent to the admission office at VJIM Hyderabad.
- Refund of Admission Fee 2014-16
- All requests for refund of admission must be submitted before the cut off date which is July 15th 2014.
- Refund for such request will be made within 4 weeks after the cut off date, after deducting cancellation charges as follows:
  i. If the seat could be filled by the Institute by the cut off date the entire fee less Rs.1000/- will be refunded.
  ii. If the seat could not be filled by the Institute by the cut off date, no amount will be refunded.
Board of Governors

Chairman
Nominated by the Registered Society
Dr. D. Nageswara Rao

General Secretary Vignana Jyothi

Members
Nominees of the society
Sri K. Harish Chandra Prasad
Joint Secretary Vignana Jyothi
Sri Narne Prabhakar
Member, Vignana Jyothi
Sri Harish Cherukuri
Member, Vignana Jyothi
Sri Venkat Ramdev
Member, Vignana Jyothi
Sri D. Ashok
Member, Vignana Jyothi

Faculty Members

Sri Sandeep Ramesh
Member, Vignana Jyothi
Sri D. Suresh Babu
Member, Vignana Jyothi
Nominee of AICTE
Nominee of State Board of Technical Education
Nominee of State Government

Educationalists

Sri Ch. Venkateswara Rao
Member Secretary, Vignana Jyothi
Prof. J.M. Naidu
Chief Administrator, Vignana Jyothi
Dr. A. S. Rao
Director, Centre for Project Mobilization & Globalisation, VNR VJET

Advisory Body

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

Members
Prof. V. Venkaiah
Vice Chancellor, Krishna University
Dr. M. Rammohan Rao
Dean Emeritus, Indian School of Business
Prof. Ashoke K Dutta
Former Director, IIM- Shillong
Sri. K. Vinay Kumar
CEO, Datawise, Ex-EY, Ex-RPG

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