

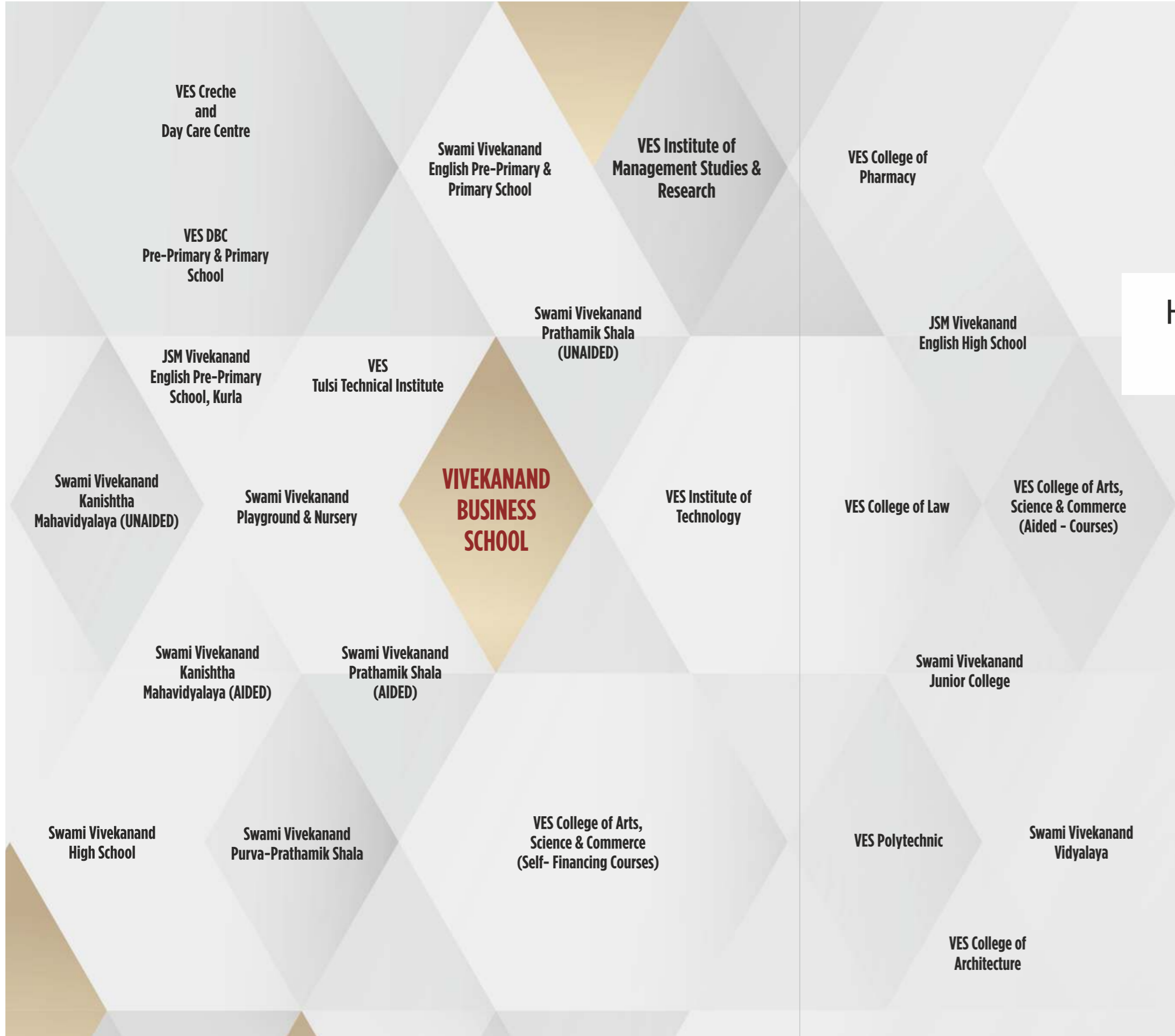


Vivekanand Education Society's  
BUSINESS SCHOOL

PGDM  
PROSPECTUS 2024-26

# The World is our Classroom





# VIVEKANAND EDUCATION SOCIETY

HAS **24** INSTITUTES WITH OVER **25000** STUDENTS



24 Institutes of VES



# CONTENTS

<b>1. About Vivekanand Education Society [About the Trust/Institute]</b>	
About VES	09
About Vivekanand Business School (VBS)	10
President's Message	13
Director's Message	15
Vision, Mission & Values	16
Campus Tour	17
<b>2. The Program</b>	
About Post Graduate Diploma in Management (PGDM)	18
Specializations Offered	20
Pedagogical Innovation	22
Program Structure	23
VBS Faculty and Administrative Staff	35
Board of Studies	36
<b>3. VBS Accolades</b>	
Accreditation	37
Ranking & Awards	38
<b>4. Industry Institution Engagement</b>	
International Study Tour	40
Industry Institute Interface	42
Domestic Tie-ups	44
International Tie-ups	45
Business Analytics & Social Innovation Conference	46
<b>5. Beyond Academics</b>	
Outbound Program	48
Innovation Lab & Analytics Lab	49
Leadership Talk Series	50
Student Committees	51
Extra-Curricular Achievements	52
<b>6. Placement &amp; Training</b>	
Placement Record	53
Corporate Testimonials	54
Summer Internship Program	55
Our Recruiters	56
<b>7. Eligibility Criteria &amp; Admission Details</b>	
Intake	58
Eligibility	58
Important Dates	58
<b>8. Fee Structure and Financial Assistance</b>	
Program Fee	59
Scholarships	60
<b>9. Mandatory Disclosures</b>	
Code of Conduct and Discipline	64
Governing Council	65



**VBS,**  
A TRADITION FOR  
EXCELLENCE



“Start your Legacy  
with **VBS**”



## About VES

Late Shri Hashu Advani was a visionary who chose education to build a strong nation. He felt the compelling need to build an institution, which makes education accessible to students from all strata of society and inculcates high moral values in them. It was his inspirational vision that laid the foundation of Vivekanand Education Society (VES) in the year 1962.

Big thinking indeed precedes great achievements. Today, the society runs 24 educational institutions offering courses from Pre-Primary to Ph.D. The journey that started with 256 students in 1962 has now expanded to accommodate more than 25000 students, who are taking various courses across these 24 institutes. Addressing the rising importance of corporate governance and the need for global management education, the Vivekanand Business School (VBS) came into being.

Since its inception, VBS with its proven pedagogy, multi interdisciplinary approach, state-of-the-art facility, outstanding faculty members and industry experts have produced several distinguished corporate leaders. We are dedicated to transforming each student into a future-ready manager and a global citizen with a rewarding career.

Our Founder  
**Late Shri. Hashu Advani**  
The Visionary Behind VES

## ► About - Vivekanand Business School

All top Educational Institutes of repute work with a sole focus on holistic and multidisciplinary education. This makes them appealing to society and stakeholders. Being an Institute of International Repute, at Vivekanand Education Society, we have always strived to uphold the values and interests of students and the community as a whole. Staying true to our commitment of empowering students today for the world of tomorrow, we have set up the Vivekanand Business School (VBS). At VBS, we have channelized our energies to strengthen our name and good standing as a business school that attracts talented and career-focused students highly qualified and experienced faculties and top business organizations for placement every year.

The rich legacy of Management Learning at VESIM, is reflected in VBS. As a part of our endeavor to shape future business leaders and people's managers, VBS currently offers a two-year, full-time Post Graduate Diploma in Management (PGDM), which is approved by the All India Council for Technical Education (AICTE), accredited by the National Board of Accreditation (NBA), and has received equivalence as an MBA Degree of an Indian University from the Association of Indian Universities (AIU). VBS is a member of the Association to Advance Collegiate Schools of Business (AACSB).





**Shri. Suresh Malkani**  
President - Vivekanand  
Education Society (VES)

## President's Message

Dear Prospective Students,

I am delighted to welcome you to Vivekanand Business School (VBS) for your management programme.

We believe that your desire to pursue an MBA has been kindled by several factors, including your desire to make it to the Top Echelons at Businesses, to advance your careers or to utilize the opportunity to hone your skills. Irrespective of your objectives and perspectives, we are committed to delivering an exhilarating learning experience and providing all the support needed to meet your life's goals.

VBS has been building a unique brand and has gained recognition with the help of its vast resource pool that includes its highly-distinguished academicians and visiting faculties, the modern state-of-the-art infrastructure, and an applied approach to management education. At VBS, the students get to immerse themselves in an environment that stimulates their minds and helps them acquire the skills imperative to excelling in the fiercely competitive world of business while fuelling their passion for social causes. To facilitate this experience, VBS relies on its faculty that includes its core, visiting, and adjunct faculty, and the thriving alumni network that is spread across the world.

The in-depth knowledge of the current global economic and social landscape, and a commitment to creating responsible global market leaders of tomorrow, has ensured we are "a management school with a global outlook". We are continuously innovating the syllabus of our management programmes, to shape the leaders of tomorrow who will be able to contribute to the industry and society alike, and facing up to the challenges of their jobs smartly. We clearly understand that today's businesses demand multi-talented professionals and our faculty is working hard to fulfil this requirement.

For anyone looking to seriously pursue a management education programme at an Institution that supports your dreams even as it helps you find a footing in the business world, you have found the right place. I wish you all the success while you set out on this memorable journey with VBS that is destined to change your life for the better, and for posterity.

“We are Swift,  
We are Smart,  
We are **VBS**”



“Creating Leaders  
in an era of  
Constant Change”



**Dr. Sachin Deshmukh**  
Director

## Message from Director

It's my pleasure to introduce you to Vivekanand Business School. As a director, I am honoured and proud of the transformational education offered at Vivekanand Business School that is built on sixty years plus history of Vivekanand Education Society, helping various stakeholders across businesses and society. The success of Vivekanand Business School centres on training its students in solving complex business problems, inculcating innovative and critical thinking abilities, and sensitising students to emotional intelligence which business community try to identify as being a requirement that is of importance for future of the industry.

Recognizing the expectations of the industry from employees, the best preparation for the future of work is to gain knowledge in all aspects of business which includes leadership, data analysis, entrepreneurial skills, decision making, conflict resolution, consumer behaviour and accounting. Such knowledge is applicable to all business types like Healthcare, FMCG, Finance & Banking, Government and Not-for-Profit Companies.

Our PGDM program is committed to develop highly committed business professionals who can play a leading role in the sustainable development of a global economy. Vivekanand Business School has recently introduced a VBS Ideation Lab, where students come together to develop ideas on new products and business processes and convert these into successful start-ups.

Experiential learning is the foundation of our PGDM Curriculum. Our students get opportunities to work on projects of various companies that help them to apply the concepts they learn in the classroom to the problem situations. Vivekanand Business School has international linkages with foreign institutes and universities which help our students and faculty members in conducting collaborative research.

At Vivekanand Business School you will work closely with the best faculty members. Who take out time to know you personally, understand your aspirations and offer you guidance as you work towards your goals.



▶▶ VBS

24 Institutes  
of VES

## VISION

To strive for excellence in Management Education by serving the changing needs of industry and society while fostering ethical values and a global outlook.

## MISSION

We want "THAT" Education by which character is formed, Strength of mind is increased, the intellect is expanded and One can stand on one's own feet.

## VALUES

Teaching will be based on continuously updated courses that inculcate the principle of entrepreneurship.

Pedagogy will incorporate global best practices in management education.

Research will be based on theoretical and evidence based practices, with integrity and frontier based approach.

Emphasis will be given on building social consciousness.

## ▶▶ Campus Tour



VBS, renowned for its expansive campus covering approximately 5 acres, centrally located in the heart of Mumbai and cutting-edge facilities, has established itself as a leading business school in India. At VBS, we embrace the significant responsibility of nurturing future leaders. To fulfil this mission, we are dedicated to offering absolute excellence in education, faculty, and infrastructure. We strongly encourage our students to take full advantage of the various state-of-the-art facilities available to them, including:

- Ergonomically designed Digital Classrooms equipped with MaxHub Interactive Smart Panels for an immersive learning experience. Each classroom is equipped with air conditioning and high-speed internet connectivity, ensuring a comfortable and technologically advanced environment for the future leaders of tomorrow. Our cutting-edge communication and audio-visual teaching aids further elevate the educational experience, providing all the necessary academic amenities for our students.
- The library, spread over 2 floors hosts an extensive collection of more than 15,000 books and journals, encompassing a wide range of management subjects in both national and international academia. A dedicated digital section offers a collection of more than 40,000 E-books including Pearson E-books. Our library maintains an impressive array of subscriptions, of numerous national and international periodicals. We also provide access to a rich assortment of online databases, including NGEN, ProQuest, Ticker Plant, EBSCO and the research database Prowess IQ and Industry Outlook from CMIE.
- The turf play area is more than just a field – it's a space for rejuvenation. VBS believes that the education is about nurturing both the mind and the body and understands the importance of not just academic growth, but also the well-being of students. Whether it's a friendly match of football or basketball, an exciting game of cricket, or simply soaking in a breath of fresh air, this area serves as a hub for physical well-being and companionship. There is also an additional open area available for students to engage in various other sports and recreational activities.
- Innovation lab at VBS is a dynamic space that serve as incubators for creativity, experimentation, and the development of groundbreaking ideas and solutions. The lab is designed to foster a culture of innovation and to drive forward-thinking initiatives crafted to ignite the entrepreneurial drive within individuals.
- State-of-the-art Analytics studio provides students with the opportunity to engage in identifying, collecting, analyzing, and interpreting business data to address a wide range of challenges they might encounter in a real-world business setting. With 100 student workstations equipped with advanced, licensed software and backed by an advanced IBM server, our students can hone their skills in data analysis and interpretation through hands-on practice in the lab.
- Wi-Fi enabled campus backed by a robust IT infrastructure that ensures security and minimum downtime.
- Our auditorium boasts latest amenities, including exceptional audibility and multimedia tools. This versatile space is regularly utilized by both students and faculties for a variety of events such as seminars, panel discussions, meetings, and gatherings.
- Cafeteria that provides a vibrant atmosphere to students and encourages them to improve their interpersonal skills.

## ► The Program

### About Post Graduate Diploma in Management (PGDM)

Today, every business is technology driven, and business knowledge alone is no longer a suitable foundation for a successful career. Vivekanand Business School employs a unique cross-disciplinary approach to education emphasizing Technology, Data Analytics along with Leadership Skills that create employment opportunities for students. VBS strives to keep the curriculum ahead of the curve in a fast changing business world.

VBS is centrally-located in Chembur, Mumbai with good connectivity, helping in easy engagement with Industries, Researchers and International Teaching.

The PGDM of VBS has been accorded equivalence of an MBA degree by the Association of Indian Universities(AIU)

### Program Overview

The institute began the unique two-year, full-time Post Graduate Diploma in Management (PGDM) to provide students cutting edge knowledge and advanced learning skills in Business Analytics. The program is designed keeping in mind the industry's needs in the emerging business scenario where corporates are using Big Data and Big Data Analytics to gain edge over competitors.

The Program covers six specializations: **Business Analytics, Banking & Finance, Marketing, Operations & Supply Chain Management, Human Resource Management & Entrepreneurship Management.** The program will help students to sharpen their ability in decision making on critical management and policy issues.

The Business Analytics specialization includes 13 Analytics focused subjects, while Banking and Finance, Marketing, Operations & Supply Chain Management, Human Resource Management and Entrepreneurship Management specializations each include subjects that focus on analytics.

Students are trained on the latest technologies of Data Analytics including Hadoop, Python, R programming, Machine Learning, Tableau and MongoDB thus generating innovative insights that may be hidden within the data.



### Pedagogy

At VBS, we emphasize honing leadership skills and cultivating analytical thinking in students. We live by the philosophy of “Learning by Doing”.

Program Modules are delivered through impactful teaching methods including Lectures, Role Play, Case Study Discussions, Fieldwork, Workshops, Counselling Sessions, Educational and Informative Videos. In addition to that, the students are encouraged to complete their Assignments, Participate in Quizzes, Tests, Live Projects, Presentations, Simulations, Academic and Extracurricular Activities. We regularly hold Industrial Visits, Summer Internship Projects, Capstone Project, Industry-Specific Skills and Training & Development sessions.

### The Features of the Program

The PGDM program is designed to ensure the holistic development of the students. The curriculum has been structured to develop skills like Leadership, Innovative and Critical Thinking, Data Analysis and Emotional Intelligence.

Our PGDM program not only teaches the business concepts, but also helps them understand the importance of networking with their colleagues, faculty members and corporates to make appropriate business decisions. In essence, students are job-ready from day one.

### In a nutshell, the PGDM program offers

- 🔗 A strong curriculum approved by Industry Experts;
- 🔗 Training to the students to face Global Challenges;
- 🔗 Experiential learning through Industry-Based Projects;
- 🔗 An Additional Certification Program from Reputed Certifying Bodies;
- 🔗 Training on innovation and critical thinking and the opportunity to participate in VBS Ideation Lab;
- 🔗 An Analytics Lab equipped with the latest hardware and software to acquire skills in Artificial Intelligence and Machine Learning;
- 🔗 A strong mentoring program that will guide you in your career development and placement;
- 🔗 An Industrial visit to get real life exposure.

## ► Specializations Offered

### ► Business Analytics

- 🌀 Every corporation in the current business climate is seeking for a strategy to increase the effectiveness of its decision-making and Business Analytics gives them that advantage. The fact that Business Analytics may be used in numerous contexts is what sets it apart.
- 🌀 Distilling the data/information into actionable insights using Business Analytics tools gives a business a competitive advantage. Professionals with data literacy are more coveted by prospective employers than ever before.
- 🌀 The Vivekanand Business School offers programming languages like R, Python, software/tools like Excel, SQL, Hadoop, Tableau, MongoDB and approaches like Predictive Modelling, Artificial Intelligence and Deep Learning.
- 🌀 13 Analytics-related subjects are covered in the Specialization. Hence, students will get an opportunity to work on various live projects on Analytics. A certificate in Power BI is also offered.
- 🌀 Placement opportunities are excellent as the need for effective and efficient Business Analyst is stronger than ever. There is a growing opportunity today in Management Consulting, Business Consulting, Sales, HR, Marketing, Finance, Growth, and Strategic Roles.

### ► Banking & Finance

- 🌀 Finance is an integral and essential part of an economy to function, deal with crises and grow. Finance is a major contributor for the resources utilised by the corporates and business houses. The changing dynamics of finance makes Banking and Finance subject fascinating area to study. Finance is among the most important and popular areas of specialization selected by management students.
- 🌀 In addition to the general management subjects, the Banking & Finance Specialization also offers Financial Analytics driven by the emergence of new business models, the changing role of the traditional finance department, modifications to the business processes and advancement in technology.
- 🌀 Keeping the above aspects in mind and for the purpose of producing and developing skilful and knowledgeable professionals in the field of finance, the specialization of Banking and Finance gives the students exposure and opportunity to understand the changes and developments in the world of finance.
- 🌀 A certificate course on the NSE Knowledge hub, a complete AI-powered learning platform in finance, has also been introduced which is recognized by the National Stock Exchange (NSE). This course helps students to find employment in different areas of finance as it covers all important financial concepts and modules. Apart from providing the students with the domain knowledge of finance, this certification course makes the students more efficient and familiar with topics in finance through continuous learning and helps them prepare to be future-ready talents who are skilled to meet the demands of the banking and finance industry.

### ► Marketing

- 🌀 Marketing is dynamic and creative unit of any organisation. The most disruptive innovations in technology have changed the market. At Vivekanand Business School we raise the bar in educating and training future leaders in marketing. The Marketing specialization offered by the institute helps the students to build the concepts and applications in the real world.
- 🌀 The course provides theoretical models in marketing with fundamentals that add value to the students' knowledge of understanding market and skills in how to compete effectively in the markets. The course pedagogy is an eclectic blend of theories and experiential learning.
- 🌀 At VBS, students specialise and learn subjects like Digital Marketing, Marketing Analytics, Emerging Trends in Marketing, Brand Management, Innovation in Rural Markets, Delivering and Managing Customer Value etc and get exposure through networking and interaction with industry experts and alumni to the main field of marketing.
- 🌀 The Marketing program creates employable professionals catering to the industry by imparting focused live project, internship opportunity, workshop, and Certification to job aspirants.
- 🌀 At VBS, Marketing Department helps the students to bridge the gap between industry and academia, encourage to conduct and participate in competitions like Marketing Quiz, Sell On, Blog Writing Competition, AD MAD Show, Making Creatives & Promotions for Events via social media handles.

### ► Human Resource Management

- 🌀 Human Resource Management (HRM) is the heart of every organization. It keeps the organization and employees healthy. To ensure that HRM attracts, motivates, and prepares the right minds and responsible business leaders that make every discipline work in collaboration, develop the right strategy to achieve organizational goals, and make the organizations exemplary.
- 🌀 Our Post Graduate DIPLOMA Program in Human Resource Management is unique in many ways. The course has exceptional subjects such as Organisational Psychology, Diversity Management, People Dynamics in Organisations, People Analytics, Leadership and Change & SHRM Certification courses.
- 🌀 The HRM department organizes activities such as the Outbound Program, Management Games, HR Panel Discussion, PoSH Panel Discussion, Management Quizzes, Personality Assessment, Case Writing and Publishing, and Student Grooming Exercises.
- 🌀 HRM department sensitizes students in industrial immersion visits to organizations to enable their learning and engage them in live projects. The department invites HR experts from industries, Alumni, and faculty from reputed institutes for guest lectures.
- 🌀 HRM department feels happy to use participative pedagogy in every subject, Creative Activities, Assignments and Discussion to develop each student and progress them into responsible, ethical, and catalyst leaders and managers. As a result, our management graduates become industry ready and proficient in all aspects of Human Resource Management

### ► Entrepreneurship Management

- 🌀 In a fast-changing world that has been turned by pandemic, social upheavals, environmental disasters, and economic disruptions, the need for reinvention is paramount. While many entrepreneurs and innovators have brilliant ideas, they desperately need the skills to successfully articulate their vision to investors, prospective customers, employees, and stakeholders. There is dire need in our country to have a structured course to this effect. The Entrepreneurship Program at VES Business School aims to fulfil this gap.
- 🌀 The specialization provides a comprehensive view of the entrepreneurial dynamics within startups by analysing their marketing strategies in the context of exploiting new opportunities, enhancing stakeholder values, and protecting their business ecosystem for continuous growth.
- 🌀 Startups live fast and die young. Most of them never make it past the seed stage. The causes are multifold, bad advice, bad products, bad teams, bad strategy, bad storytelling, bad choices, bad leadership, bad at discerning what's bad.

### ► Operations & Supply Chain Management

- 🌀 Operations and supply chain management are critical components of any firm. It primarily involves production and delivery of services. The scope of operations and supply chain management has seen phenomenal growth when customers migrated online during pandemic and companies moved to e-commerce model. Operations and supply chain management is the most important vertical to any businesses firm because they enable companies to make better decisions, accurately predict and respond to changes in market demand, reduce supply chain disruptions, lower expenses, increase revenue, and improve profits.
- 🌀 This course helps students to understand the key concepts of operations with supply chain management and logistics such as Procurement, Manufacturing Resource Planning, Capacity Planning, and Operations Analytics which includes 5 - analytics focused subjects such as Supply Chain Analytics, Decision Science, Optimisation Techniques, Digital Trends in Operations and Python.
- 🌀 The students enrolled in the course get opportunity to attend software-based workshops on ERP (SAP) in industry and also derive benefit from experiential learnings on facility layout, process studies, field visits and live projects to multinational companies. Students also gets an opportunity to do certificate program on Simulation on Digital Twin for Manufacturing and Services.
- 🌀 We use innovative methods and best pedagogy to develop our students into dynamic, responsible and ethical managers. As a result, our management graduates are industry-ready, have lucrative career in India and abroad and proficient in all aspects of Operations and Supply Chain management.

- 🌀 Managing startup enterprises is a complex managerial task, as these businesses need to overcome the competition by understanding thoroughly all the moves of rival firms in the local-global markets. This specialization explores the incidence and severity of problems pertaining to organizational design, marketing strategy, the consumer-centric approach, and the transaction-based approach faced by start-up enterprises in order to improve business performance.

- 🌀 In this informative and exciting course, the entire journey of an entrepreneur is depicted and demonstrated in a uncluttered and a practical way. This specialization on Entrepreneurship introduces the theories of strategic entrepreneurship and accounts of their real-world applications in the entrepreneurial sector. Presenting a view of strategic entrepreneurship across diverse sectors and industries, this specialization will be attractive to researchers and students interested in Management, Entrepreneurship, Economics, Public Administration, and Public Policy, as well as Corporate Strategists.

## ► Pedagogical Innovation

W.B. Yeats has rightly said, "Education is not the filling of a pail, but the lighting of a fire." VBS strives to ignite a spark in each student through various innovative approaches and alternative learning methods. This has helped us create a learning environment that leads to success and shape students into better individuals.

### Global Trends and International Perspective

Global trends in technology and international issues are the key topics that we address every day. We have incorporated specialization like Data Analytics in our curriculum. These subjects allow students to focus on matters that are relevant in today's business world. In the last few years, we have organized various international conferences and seminars with distinguished speakers from India and abroad presenting their views on various global issues and technology related topics. These events have helped students improve their understanding of various global topics.

### International Immersion at VBS

VBS truly believes in providing a global outlook to business leaders of tomorrow who are required to work in an interconnected world. Every admitted student will get an opportunity to visit a foreign country as part of the program (with no additional cost to the student). It includes visit to companies abroad, cultural exchange, visit to tourist places in that country and of course learning with lots of fun.

This is a meticulously crafted program designed to cultivate global business skills in our students. This program offers many benefits for VBS students, equipping them with the skills and perspectives necessary to thrive in today's business world. Students will gain a comprehensive understanding of the overarching business landscape and the intricacies of the global economy.

This program provides students with the opportunity to develop global business acumen, enhance cross-cultural communication skills, gain a global perspective and develop adaptability and flexibility. Students get a unique and transformative learning experience that prepares them for success in the global business world.

### Simulation

Simulations mimic the real-world business scenarios in the form of a game for students to learn decision making. At VBS, we use this pedagogy extensively to give the students a glimpse into the world of corporate strategy. By experiencing the simulation, the students can test themselves before encountering such situations in their careers. It is a very proactive learning pedagogy as compared to 'Chalk and Talk' that traditional classes offer. In the Simulation program offered by VBS, students get to results through a trial-and-error method which results in self-learning. Moreover, this is played in a competitive mode between teams leading to enthusiastic participation. The learners grow their skills and knowledge, by scanning the internal and external environment of business. It thus

allows them to consider multiple variables on which the business depends. The Simulation requires data gathering and analysis thus expanding their horizon. Learning from Simulation games is a 'Game-Changer' in our Management Institute.

### Capstone Project

A "Cap-stone" is actually used to complete a monument or building. As a future leader, students would have to establish many such successful projects. We facilitate them to hone those skills through a "Capstone Project"

Capstone projects are generally developed to energize students' critical thinking, problem-solving, oral communication, research, and teamwork abilities. Additionally, this project enables student to figure out how to connect with the real life problems and find solutions for them. In the process students enhance their skills and knowledge through self-driven research under a faculty guide. This independent research based project allows higher level analytical and synthesis learning.

### Experiential Learning

Learning by Doing is the main motto of our program. We encourage students to take up on-the-job training and corporate internships at various reputed organizations. This helps students gain experience of working in a business organization, while grasping curriculum related information. Besides this, students are given corporate and industrial exposure through a slew of programs such as - industry visits, special guest lectures and industry interaction. Students get an opportunity to work on industry projects.

### YUVA for SEVA

VBS's Social Immersion Program - YUVA for SEVA is designed for igniting a sense of social responsibility and sensitivity in students. During this 3-week program, students are encouraged to work with various NGOs across the country. Students are required to come up with solutions for social issues addressed by these NGOs.

### Mentoring Program

At VBS, we believe in moulding future business leaders by giving them personal guidance. We conduct a Guru-Shishya program to assist our students as they enter the early years of their professional life. Our faculty members guide the students on key issues to help them become effective managers.

### Personality Development Program

At VBS, we understand the importance of all-round personality development. When not teaching, our well-experienced faculty members conduct individual personality profiling of each student and identify their areas of improvement. Students are helped to polish their communication skills, build positive attitude towards life, improve their leadership qualities, network with people and business management through various tailored personality development programs.

## ► Program Structure of PGDM Business Analytics

### 1st Year

#### Foundation Course

- Perspective Management
  - Applied Economics
- Basic & Advanced Excel
- Accounting for Managers
  - Business Ethics
- Selling & Negotiation

#### Semester I

- Marketing Management
- Financial Management
  - Business Statistics
- Operations Management
  - People Management
- Python Programming (Basic and Advance)

#### Semester II

- Corporate Valuation
- Research Methodology
- Strategic Management
- People Dynamics in Organization
  - Decision Science
- Machine Learning with Python
  - Data Visualization
  - SQL

### 2nd Year

#### Semester III

- Project Management
- Web Analytics
- Text Mining
- Hadoop
- MongoDB
- Cloud Computing

#### • Summer Internship Project

#### Semester IV

- Artificial Intelligence and Deep Learning
- Predictive Analytics using Python
- Data Analytics using SAS
- Data Analytics using R Programming

#### Select any one

- HR Analytics / Marketing Analytics / Operation Analytics / Financial Analytics

#### • Capstone Project

Note: The syllabus shall be subject to change, if any, by AICTE Directives. Minimum 10 students shall be necessary for starting any specialization.

### Value Added Track

The Value Added Track provides opportunities to the student to gain holistic knowledge in an experiential mode. These activities are designed to increase the student's employability and prepare them to be successful in life. The Value Added Track nurtures students' progress alongside their regular courses to ensure that they are on a path to progress in their chosen field. The Value Added Track is mandatory for all students and he/she is not eligible for final award of the degree if the requirement of Value Added Track are not satisfied.

### Following are the activities that a student must complete as part of the 'Value Added Track'.

1. International Immersion Program
2. Soft Skills Course
3. Employability Skills Course
4. Power BI Certification Course
5. Value Workshops
6. Self-Guided Learning
7. Mentoring
8. Outbound Program (Parichay)
9. Participation in International Conference (BASIC)
10. Participation in Leadership Talk Series
11. Guest Lectures

## ▶ Alumni Story

### GAUTAM RANGRAS

Batch 2017-19  
Forex Derivatives Analyst  
Citi Bank NA



The two years of the PGDM Program have been an amazing journey filled with opportunities and growth that have included not only academics but also a wide range of extracurricular activities and research studies. Every student's goals are supported by the VBS's distinguished faculty, who are leaders in diverse management fields.

With a focus on case-study-based experiential learning, the PGDM Program stands out for its engaging and successful pedagogy. Understanding the fundamental ideas and theories was just the beginning of how this pragmatic approach has assisted me develop into a professional who is ready for the workplace and well-equipped to deal with real-world challenges. Due to the time and effort I put into learning, I was given the chance to apply this knowledge to actual situations, which helped me hone my problem-solving abilities.

The program's curriculum was meticulously planned, and it gave me a broad range of skills that have been extremely useful in my position as a Derivatives Analyst at CITI Bank. The technical knowledge I gained while attending VBS has greatly improved my performance and effectiveness at work. Additionally, VBS has given me the self-assurance I need to take advantage of new opportunities that present themselves. As a result, I feel equipped to face challenges and take on leadership roles with poise and tenacity.

I actively participated in extracurricular activities and research projects, demonstrating the institute's support for me even outside the classroom. As a result of these encounters, I was able to develop a well-rounded personality and advance my career as well as my personal development over the years. For me, the Program has provided a solid foundation in management principles and an opportunity to develop valuable skills. I firmly believe that my education and exposure at VBS have equipped me for a fruitful and satisfying career. I am grateful to the faculty, the encouraging learning environment, and the institute as a whole for giving me such an enriching and unforgettable journey, and if you are looking for a program that fosters both personal and professional growth as well as imparts knowledge, I strongly recommend VBS.

The PGDM Program at VBS has been helpful in equipping me with the necessary insights and resources to excel in the industry. Despite the challenging times brought on by the pandemic, our batch persevered, and VBS proved to be a resilient institute that ensured our placements were not impacted. The institute's adaptability to the online mode of learning enabled us to continue our education without compromise. Although our PGDM journey was different from what we might have initially anticipated, it was still an exciting and challenging experience. The virtual lectures and interactions with both classmates and faculty members created a strong sense of companionship, fostering a supportive learning environment.

One of the highlights of the program was the Virtual Guest Lectures by industry experts. These priceless sessions offered practical information that expanded our understanding beyond its theoretical components. The demands of extracurricular activities and academic rigor combined to highlight the value of teamwork, which I am sure will be an asset in my professional life.

My overall knowledge was further enriched by the faculty's experience and proficiency in a range of management-related fields. This comprehensive exposure empowered me to take up numerous initiatives in my current role as a U.S. Tax Associate at Aldrich Business Services Pvt. Ltd. The skills I acquired during the program have proven to be invaluable in my daily tasks and responsibilities.

I am grateful of VBS's opportunities and constant encouragement all through the placement process. Throughout our journey, the institute's dedication to our success has been clear, and I feel fortunate to have been a part of such a supportive and encouraging academic community. Along with preparing me for the corporate world, it also taught me the value of flexibility, resiliency, and cooperation. I have no doubt that the knowledge and experiences gained here will provide a solid foundation for a future career that is productive and fulfilling.

### HRIKA JOSHI

Batch 2020-22  
US Tax Associate  
Aldrich Business Services Pvt. Ltd.



## ▶ Program Structure of PGDM Banking & Finance

### 1st Year

#### Foundation Course

- Perspective Management
  - Applied Economics
- Basic & Advanced Excel
- Accounting for Managers
  - Business Ethics
- Selling & Negotiation

#### Semester I

- Marketing Management
- Financial Management
  - Business Statistics
- Operations Management
  - People Management
- Cost and Management accounting
- Financial Markets, Institutions and Services

#### Semester II

- Corporate Valuation
- Research Methodology
- Strategic Management
- People Dynamics in Organization
  - Decision Science
- Financial Planning and Wealth Management
  - Financial Modelling

### 2nd Year

#### Semester III

- Project Management
- Strategic Finance
- Financial Risk Management
- Derivatives and Risk Management
- Investment Banking
- Security Analysis and Portfolio Management (SAPM)
- **Summer Internship Project**

#### Semester IV

- Treasury Management
- International Finance
- Mergers, Acquisitions and Corporate Restructuring
- Commercial Banking and NPA Management
- Financial Reporting Analysis
- **Capstone Project**

Note: The syllabus shall be subject to change, if any, by AICTE Directives. Minimum 10 students shall be necessary for starting any specialization.

### Value Added Track

The Value Added Track provides opportunities to the student to gain holistic knowledge in an experiential mode. These activities are designed to increase the student's employability and prepare them to be successful in life. The Value Added Track nurtures students' progress alongside their regular courses to ensure that they are on a path to progress in their chosen field. The Value Added Track is mandatory for all students and he/she is not eligible for final award of the degree if the requirement of Value Added Track are not satisfied.

### Following are the activities that a student must complete as part of the 'Value Added Track'.

1. International Immersion Program
2. Soft Skills Course
3. Employability Skills Course
4. NSE Knowledge Hub (25 courses) Certification
5. Value Workshops
6. Self-Guided Learning
7. Mentoring
8. Outbound Program (Parichay)
9. Participation in International Conference (BASIC)
10. Participation in Leadership Talk Series
11. Guest Lectures

## ▶ Alumni Story

### MANISH NAIR

Batch 2018-20  
Business Analyst  
General Mills India



My time at Vivekanand Business School was nothing short of an exhilarating journey filled with a rollercoaster of emotions. It was a period of healthy competitions, abundant knowledge, and profound learning experiences that left a lasting impact on me. Looking back, I can only describe my experience in one word: Exceptional.

I learned life-changing lessons at VBS that have helped me become an effective negotiator, a disciplined person, a responsible professional, and a sound business strategist. The institute gave me a positive outlook that allowed me to take on challenges with confidence and develop a clear vertical distinction in my approach to problem-solving. The lectures were purposefully planned to address actual business situations, giving us valuable knowledge and abilities which assisted us to succeed in our careers right away after graduation. For me, the solid analytics foundation, especially in the Marketing Specialization, changed everything. It paved the way for my placement in General Mills as a Business Analyst in Sales Strategy and Intelligence, a role that aligns perfectly with my interests and expertise.

VBS has not only equipped me with academic knowledge but also prepared me for the professional journey ahead and has laid the groundwork for my continued success in every role I pursue. The institute's emphasis on holistic development has nurtured my growth as an individual, enabling me to thrive in both personal and professional spheres and I am immensely grateful to VBS for providing me with an environment that fosters continuous improvement and encourages students to strive for excellence. The institute has been nothing short of a heaven for those who seek more from life and are eager to embrace opportunities for growth.

After two years working in a leading fintech company, I realized that a graduate degree is no longer enough to thrive in today's fiercely competitive job market. I decided to pursue post-graduation because I wanted to expand my opportunities and develop new skills. With a case-based teaching methodology that perfectly matches my goals, VBS emerged as my top choice.

The marketing program at VBS offers an extensive education that integrates theory and practice across various functional areas of management. The curriculum uses an integrated approach, putting equal emphasis on managerial skills and responsibilities. The program's ability to adjust to the changing market demands impressed me the most because it made sure we acquired the skills and expertise that were pertinent to the sector. I have acquired leadership skills and comprehensive marketing knowledge, which makes me a valuable asset to prospective employers, thanks to the program. My ability to tackle challenges in the real world has been boosted by the program's emphasis on experiential learning and relevance to the industry.

I was fortunate enough to have extremely knowledgeable, experienced, and friendly professors throughout my time at VBS. Their commitment and inspiration significantly influenced my development, and their insightful guidance and advice have been crucial in directing my career in the right direction. The lessons I learned from the marketing program proved to be transformative, and during my final semester, I was able to secure an interview with a prestigious MNC in Mumbai. Because of the abilities and knowledge I had gained from my course, I approached the interview with professionalism and confidence. Not only did I secure the role I had always desired, but I also received an impressive 100% raise from my previous package, a testament to the program's efficacy in opening up new and rewarding career opportunities.

I am now resilient and innovative in my approach to the challenging world of marketing thanks to VBS and I am deeply grateful to my college and its faculty for giving me the skills and knowledge I need to succeed in my field.

### SWATI SINGH

Batch 2018-20  
Product Marketing Manager  
Oorjan Cleantech Pvt. Ltd.



## ▶ Program Structure of PGDM Marketing

### 1st Year

#### Foundation Course

- Perspective Management
  - Applied Economics
- Basic & Advanced Excel
- Accounting for Managers
  - Business Ethics
- Selling & Negotiation

#### Semester I

- Marketing Management
- Financial Management
  - Business Statistics
- Operations Management
  - People Management
- Managing Sales and Distribution Management
  - Marketing Research

#### Semester II

- Corporate Valuation
- Research Methodology
- Strategic Management
- People Dynamics in Organization
  - Decision Science
- Digital & Social Media Marketing
  - Innovation in Rural Marketing

### 2nd Year

#### Semester III

- Project Management
- Consumer Behaviour & Neuro Marketing
- Delivering and Managing Customer Value
- Services Marketing
- Brand Management
- Marketing Strategy
- **Summer Internship Project**

#### Semester IV

- International Marketing
- Retail Management
- Trends in Emerging Markets
- Integrated Marketing Communication
- Marketing Analytics
- **Capstone Project**

Note: The syllabus shall be subject to change, if any, by AICTE Directives. Minimum 10 students shall be necessary for starting any specialization.

### Value Added Track

The Value Added Track provides opportunities to the student to gain holistic knowledge in an experiential mode. These activities are designed to increase the student's employability and prepare them to be successful in life. The Value Added Track nurtures students' progress alongside their regular courses to ensure that they are on a path to progress in their chosen field. The Value Added Track is mandatory for all students and he/she is not eligible for final award of the degree if the requirement of Value Added Track are not satisfied.

### Following are the activities that a student must complete as part of the 'Value Added Track'.

1. International Immersion Program
2. Soft Skills Course
3. Employability Skills Course
4. Digital Marketing Certification Course
5. Value Workshops
6. Self-Guided Learning
7. Mentoring
8. Outbound Program (Parichay)
9. Participation in International Conference (BASIC)
10. Participation in Leadership Talk Series
11. Guest Lectures

## ▶ Alumni Story

### SWAPNIL KOLI

Batch 2014-16  
Assistant Manager- HR  
Unichem Laboratories Ltd.



As an alumna of the VBS's PGDM HR Batch 2014–2016, I am tremendously proud because the institute promotes a culture where students are not just learners but ambitious managers and leaders. VBS's commitment to holistic development sets it apart, offering a platform for academic enrichment as well as overall personal growth.

A lively and intellectually stimulating environment was created by co-curricular events that VBS organized, including workshops on MS-Excel, business simulation, case studies, and guest lectures by illustrious professionals. These activities not only compelled us to think critically but also showed us how to put the knowledge we learned in class into practice. The Business Analytics program was undoubtedly the cherry on top of the many enriching courses, giving us invaluable insights into data-driven decision-making.

The exposure to classroom presentations was among the most transformational elements of my experience at VBS. Through these experiences, I was able to get over my fear of public speaking and gain the confidence I needed to effectively present my ideas - a skill that has been crucial to my corporate career. It was a remarkable experience to have the chance to be engaged in two internships during the course as beyond what was covered in the lectures, these internships gave me a practical understanding of HR practices. They served as my personal laboratory, enabling me to experiment with various HR concepts and apply what I learned in real-life circumstances.

I sincerely acknowledge the selfless support and commitment to our success shown by the entire VBS team. My path to success as a professional has been significantly impacted by their dedication to developing the next generation of leaders.

### YASHNA BHAGCHANDANI

Batch 2020-22  
Team Lead for HR/Sales Operations  
Scaler Academy



Vivekanand Business School has a special place in my heart because some of my relatives also attended the same b-school, so selecting VBS as my academic destination was an easy choice. I had no idea that the beginning of my PGDM journey would coincide with a global pandemic and introduce me to a completely different approach to learning. Despite the challenges, VBS exceeded my expectations in terms of teaching and support, giving me the edge I needed to succeed in the competitive business world.

My embracement of the online learning environment during the pandemic was illuminating. The faculty and resources at VBS, who helped the transition go smoothly, allowed us to effectively continue our education. The exposure I gained from taking part in various activities, contests, and networking opportunities with students from other colleges further enabled me to hone essential skills. VBS' emphasis on practical experience is one of its distinctive features. During my internship, I had a great time working with the Scaler Academy, an ed-tech company based in Bangalore. While working as a talent acquisition intern, I thoroughly explored the challenges of hiring and talent management, and was thrilled to receive a Pre-Placement Offer (PPO) from the company three months later. Currently, I work as a Team Lead for HR/Sales Operations, overseeing the adherence to company policies, employee grievances, and ad-hoc work in support of the Senior Manager.

I am truly thankful to VBS for giving me the confidence to take on challenges and discover unknown territories. My professional path and the development of the person I am today were significantly shaped by the college's support and encouragement. The college's persistent dedication to our education and growth, despite unexpected circumstances, has helped me succeed in my career. I am incredibly grateful to VBS for giving me the chance to learn, develop, and, in the end, become a successful professional.

## ▶ Program Structure of PGDM Human Resource Management

### 1st Year

#### Foundation Course

- Perspective Management
  - Applied Economics
- Basic & Advanced Excel
- Accounting for Managers
  - Business Ethics
- Selling & Negotiation

#### Semester I

- Marketing Management
- Financial Management
  - Business Statistics
- Operations Management
  - People Management
- Organization Theory & Design
- Organisational Psychology

#### Semester II

- Corporate Valuation
- Research Methodology
- Strategic Management
- People Dynamics in Organization
  - Decision Science
  - Talent Management
- Learning & Development

### 2nd Year

#### Semester III

- Project Management
- OD & Change Management
- Competency Mapping
- Leadership & Culture (Succession)
- SHRM Basic
- Labour Laws
- **Summer Internship Project**

#### Semester IV

- Managing Performance at works
- Managing Diversity & Inclusion (DEI)
- Compensation & Reward Management
- International HRM
- HR Statistics & People Analytics
- **Capstone Project**

Note: The syllabus shall be subject to change, if any, by AICTE Directives. Minimum 10 students shall be necessary for starting any specialization.

### Value Added Track

The Value Added Track provides opportunities to the student to gain holistic knowledge in an experiential mode. These activities are designed to increase the student's employability and prepare them to be successful in life. The Value Added Track nurtures students' progress alongside their regular courses to ensure that they are on a path to progress in their chosen field. The Value Added Track is mandatory for all students and he/she is not eligible for final award of the degree if the requirement of Value Added Track are not satisfied.

### Following are the activities that a student must complete as part of the 'Value Added Track'.

1. International Immersion Program
2. Soft Skills Course
3. Employability Skills Course
4. SHRM Certification Course
5. Value Workshops
6. Self-Guided Learning
7. Mentoring
8. Outbound Program (Parichay)
9. Participation in International Conference (BASIC)
10. Participation in Leadership Talk Series
11. Guest Lectures

## ▶ Alumni Story

### PAWAN AMARNANI

Batch 2016-18  
NTT Global Networks  
Sr. Business Intelligence And Analyst



The PGDM program at VBS was a significant turning point in my life that helped me grow and develop professionally, paving the way for an incredibly fulfilling career. My strong expertise in the field of Business Intelligence & Data Analytics made me sought out a professional institute that could advance my skills and knowledge, and VBS was the right fit.

As I was deciding to take this bold step in my career, I left my job and enrolled in the 2-year full-time PGDM program of Business Analytics at VBS. This decision turned out to be a game-changer because the course not only helped me hone my existing skills but also gave me the chance to work on a variety of projects, both big and small, which opened doors to better job prospects.

The entire teaching and non-teaching staff provided me with unwavering support throughout my academic career, and their warmth and approachability enabled me to foster a supportive learning environment where I felt at ease asking for advice and clearing up doubts. The faculty members were instrumental in my development, providing invaluable guidance and mentoring that had a big impact on the direction of my career. More than meeting my expectations, the Business Analytics specialization gave me a thorough understanding of a variety of tools and techniques, enabling me to tackle challenging problems in the data analytics industry.

The program's emphasis on hands-on activities and practical applications equipped me with the skills I needed to meet the customer demands. My professional development has been accelerated by VBS, allowing me to succeed in the field of business analytics and my career path has been significantly shaped by the encouraging faculty, interesting curriculum, and practical experience. I am glad that I chose VBS for my PGDM program because it not only broadened my perspectives, but also gave me the confidence to explore new options in the field of business analytics.

At VBS, I had the opportunity to fully immerse myself in a learning environment supported by state-of-the-art infrastructure and faculty who were highly competent, experienced, and open-minded. Throughout my journey, I saw my abilities soar to peaks I never imagined were possible.

The Program is designed to push students to reach their full potential in their personal and professional lives as it inspires us to go beyond our comfort zones and pursue excellence in all facets of our lives. The workshops and cultural events that various clubs host are noteworthy because they provide participants with the chance to execute tasks while honing their interpersonal abilities which are crucial in the workplace. I am thankful to VBS for giving me a solid foundation and opening doors to successful placement in my preferred specialization because it has significantly accelerated my professional journey and exposed me to new and exciting challenges.

I found the data-focused workshops held in the analytics lab to be one of the most impressive aspects of VBS and the knowledge I gained from these workshops has been extremely helpful for the projects I am currently working on at GEP as a sourcing analyst. I was able to gain valuable insights based on data, which improved my ability to contribute to the organization.

VBS is more than just a B-school; it is a stimulating environment that has helped me develop the knowledge and skills I need to succeed in life. My time at VBS has been transformative, preparing me to face the challenges of the professional world with confidence. The mentoring program, the demanding environment, and the variety of opportunities for personal growth have all played vital roles in shaping my journey to success. It is a privilege to be a member of the VBS community.

### ASHUTOSH ALURKAR

Batch 2020-22  
Sourcing Analyst  
GEP Worldwide



## ▶ Program Structure of PGDM Operations & Supply Chain Management

### 1st Year

#### Foundation Course

- Perspective Management
  - Applied Economics
- Basic & Advanced Excel
- Accounting for Managers
  - Business Ethics
- Selling & Negotiation

#### Semester I

- Marketing Management
- Financial Management
  - Business Statistics
- Operations Management
  - People Management
  - Fundamentals of ERP
- Supply Chain Management

#### Semester II

- Corporate Valuation
- Research Methodology
- Strategic Management
- People Dynamics in Organization
  - Decision Science
- International Logistics
- Supply Chain Analytics

### 2nd Year

#### Semester III

- Project Management
- Fulfillment Centre Management
- Strategic Sourcing
- Data Visualisation
- Python App in SCM
- Service Operations
- **Summer Internship Project**

#### Semester IV

- Quality & Lean Management
- Digital Trends in Operations Management
- Optimization Techniques
- Resources Optimization
- Operations Analytics
- **Capstone Project**

Note: The syllabus shall be subject to change, if any, by AICTE Directives. Minimum 10 students shall be necessary for starting any specialization.

### Value Added Track

The Value Added Track provides opportunities to the student to gain holistic knowledge in an experiential mode. These activities are designed to increase the student's employability and prepare them to be successful in life. The Value Added Track nurtures students' progress alongside their regular courses to ensure that they are on a path to progress in their chosen field. The Value Added Track is mandatory for all students and he/she is not eligible for final award of the degree if the requirement of Value Added Track are not satisfied.

### Following are the activities that a student must complete as part of the 'Value Added Track'.

1. International Immersion Program
2. Soft Skills Course
3. Employability Skills Course
4. ERP Certification Course
5. Value Workshops
6. Self-Guided Learning
7. Mentoring
8. Outbound Program (Parichay)
9. Participation in International Conference (BASIC)
10. Participation in Leadership Talk Series
11. Guest Lectures



## ▶ Alumni Story

### OMKAR ALHAT

Batch 2021-23  
Founder & Director  
Nippon Crop Science



Entrepreneurship has always fascinated me, and gave me the courage to quit my well-paying job after 2.5 Years in order to pursue an MBA that would help me understand the fine details of businesses. Which is why I enrolled in the PGDM Program at Vivekanand Business School, because it integrates entrepreneurship into the curriculum and it gave me an excellent platform to understand entrepreneurship and what it takes to become an entrepreneur. One of the reasons I joined VBS is because, the entrepreneurial experience is blended into the program, and to encourage an entrepreneurial mindset in students, the institute has collaborated with NEN's Wadhvani Foundation. The collaboration utilizes a highly immersive learning structure. and sticks to the "Watch - Think - Do - Explore - Collaborate" pedagogy. In addition to getting real-life business experience, the PGDM Program also combines live projects, coursework, assignments, and activities. The regular presentations allowed me to boost my confidence and communication skills. I am now able to confidently present to any audience, no matter the size or topic. The course also helped me develop my personality, as I was encouraged to think outside of the box, take the initiative, and use my creativity to solve problems. The Institute focuses on enhancing our innovative and proactive thinking by providing us with a platform through competitions and mentoring from venture capitalists. With a focus on data-driven decisions, I am better equipped to make informed choices that will prove beneficial in my business in the long run. VBS is truly a place where students are inspired to pursue their entrepreneurial passions.

Vivekanand Business School offers a holistic education that transcends the typical classroom environment. Throughout my journey, I was immersed in live projects, corporate interactions, and enlightening industrial visits, which provided invaluable insights into real-world business operations. Witnessing the entrepreneurial spirit nurtured by the institute, I gained the confidence to establish my own business within just one year of leaving the campus. This exceptional experience has led me to my true calling - Entrepreneurship.

The PGDM curriculum effectively incorporated entrepreneurship programs, which helped me develop the confidence I needed to execute my business ideas. I gained a thorough understanding of management concepts as well as the ability to turn them into useful insights. With more experience, I am now confident in suggesting new ideas, and my outlook on management has changed. Along with the faculty's unwavering support, VBS has played a significant role in helping me have a well-rounded academic experience. Their willingness to offer guidance and impart their knowledge has been essential to my development both personally and professionally. Along with providing me with the expertise, the institute also instilled in me a sense of experiential learning. It has been incredibly rewarding to form relationships with my classmates and make meaningful connections through the alumni network. Additionally, being exposed to a global mind-set has broadened my horizons and has given me the ability to seize opportunities of all kinds.

I am incredibly appreciative of the life-changing opportunity this institute has given me, and I am thrilled about the opportunities that lie ahead. I would highly recommend this institute to any aspiring student seeking a holistic and enriching educational experience, where the tools for success are not only provided but also passionately encouraged.

### DEEPAK KUBADIA

Batch: 2018-20  
CEO  
Tradique Fabric



## ▶ Program Structure of Entrepreneurship Management

### 1st Year

#### Foundation Course

- Perspective Management
  - Applied Economics
- Basic & Advanced Excel
- Accounting for Managers
  - Business Ethics
- Selling & Negotiation

#### Semester I

- Marketing Management
- Financial Management
  - Business Statistics
- Operations Management
  - People Management
- Foundation of Entrepreneurship
- Prototyping of physical Offerings

#### Semester II

- Corporate Valuation
- Research Methodology
- Strategic Management
- People Dynamics in Organization
  - Decision Science
- Prototyping of Digital Offerings
  - Copyright & IPR

### 2nd Year

#### Semester III

- Project Management
- Elevator Pitch
- Customer Acquisition
- Entrepreneurial Business Plan
- Managing Talent in Start-ups
- Entrepreneurial Operation
- **Summer Internship Project**

#### Semester IV

- Entrepreneurial Finance
- Cloud Technology for Lean startup
- Raising Capital and Divesting Stake
- Legal Aspects of Start-ups
- Entrepreneurial Marketing
- **Capstone Project**

Note: The syllabus shall be subject to change, if any, by AICTE Directives. Minimum 10 students shall be necessary for starting any specialization.

### Value Added Track

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1. International Immersion Program
2. Soft Skills Course
3. Employability Skills Course
4. Financial Modelling Certification Course
5. Value Workshops
6. Self-Guided Learning
7. Mentoring
8. Outbound Program (Parichay)
9. Participation in International Conference (BASIC)
10. Participation in Leadership Talk Series
11. Guest Lectures

## ►► Certification Courses

- Power BI Certification
- NSE Knowledge Hub (25 Courses) Certification
- Digital Marketing Certification
- SHRM Certification
- ERP Certification
- Financial Modelling Certification

\*Certification courses are subject to change

## ►► Workshops

- Personal Financial Planning and Wealth Management
- FinTech Fundamentals
- Changing Trends of Fashion & Luxury Retailing in India
- Understanding the Psychology of the Organizations
- How to Succeed at Work
- Visualization through Power BI
- Professional Etiquette
- Soft Skills & Attitudes for Youth
- Operations and Supply Chain Modelling using Excel and Excel Solver
- Operation Research Techniques using Excel Solver
- Social Innovation for Better Business Opportunities
- Game Theory-Science of Strategic Decision Making
- Design Thinking



## ►► VBS Faculty & Administrative Staff

VBS takes pride in its faculties comprising of highly qualified Managers, Academicians and Administrators. The faculty members have published various research papers and articles in leading Indian, as well as International journals. Apart from regular teaching, our faculty members constantly try to update themselves and develop innovative teaching methods that ensures desired outcomes.

Our faculties constantly review curriculum, inspire students to perform their best, conduct workshops, training programs and seminars regularly.

Along with faculty members, the students also get a chance to interact with other Academic and Non-Academic Staff, Industry Experts and Administrative Staff on a regular basis. The members of staff are cooperative, friendly and help students immensely in the campus. Thus, interactions with such helpful and lively people help enrich the learning experience of students at VBS and allows them to improve their knowledge in new areas.



## ▶ Board of Studies

### The Goal

VBS believes in imparting quality education. Our main focus is on shaping individuals who can emerge as well-known Industrialists, Agile Administrators and Shrewd Leader-Managers. We work towards this goal by introducing courses, programmes and exercises that help students develop logical thinking skills, aptitude to make the right business decisions, a knack for self-review decisions and the ability to identify hidden talents.

To achieve this goal, VBS has established a well-respected advisory board known as the Board of Studies.

The Board of Studies at VBS advises the Institute on academic matters and the need-of-the-hour in the business world. Currently, the board comprises of 28 members who have great experience in diverse fields of Administration, Education and Business.

The Board plays a pivotal role in examining the syllabus, suggesting amendments in the syllabus based on industry trends, understanding existing teaching pedagogy and proposing changes and encouraging industry engagements in the form of Internships, Projects or Guest Lectures.

### ▶ List of Members

Sr No.	BOS Member Name	Organization	Designation
1	Mr. L.Ganapatty	IIM, Mumbai	Professor
2	Dr. Chintan Vora	5nance.com	Sr. Vice President
4	Mr. Sanket Ramesh Somkuwar	ICICI Bank	General Manager
5	Mr. Dilip Tikle	Startup Consultant	Founder and Consultant
6	Mr. Vilas Kumar Chaudhari	3SV Edumentors and Consultants	Chief Executive Officer
7	Mr. Ameya Dandekar	Er. Ameya Dandekar & Associates	Founder
8	Dr. Sarala Rao	Tata Institute of Social Sciences	Associate professor
9	Mr. Sanjeev Doshi	RCF- Participated online	General Manager - HR
10	Mr. Anand Desai	IMC & CBB	Visiting Faculty
11	Mr. Vivek Sharma	B Braun-Healthcare	Head Marketing
12	Mr. Sanjeev Prakash	HDFC ERGO	Vice President, Distribution Planning and Support
13	Mrs. Lata Thyagarajan	Dhanlaxmi Bank	Ex MD & CEO
14	Mr. Nagesh Pai	Automattic INC	Manager Team Support
15	Mr. Akshay Jain	UNIACCO	Sr. Manager
16	Ms. Neha Patil	Infra Market	Head Working
17	Mr. Sanjay Ghanghaw	Tata Institute of Social Sciences	Head HR
18	Mr. Kalyan Despande	Recykal.com	General Manager
19	Mr. Dilip Tikle	Startup Consultant	Founder and Consultant
20	Mr. Shubham Mawande	GEP Worldwide	Senior Sourcing Analyst
21	Mrs. Purwashri Vaidya	Tata Institute of Social Sciences	HR Professional
22	Mr. Sushil Dixit	Info Edge	Sr. Manager
23	Ms. Honey Kithani	StartupsXchange & an Angel Investor	Co Founder
24	Mr. Harshal Fuse	InternIn	Founder & CEO
25	Mr. Suraj Lala	IDFC First Bank	Deputy Manager
26	Mr. Abhishek Sharma	Willis Towers Watson Pvt. Ltd	Senior Analyst - Core Analytics
27	Mr. Pawankumar Ramchandra Pal	Chia Technologies Private Limited (Little Olive)	Senior Operations Manager - Procurement & logistics
28	Mr. Sagar Ahuja	P&G Media Planning & Buying	Media Brand Manager

## ▶ VBS Accolades

### Accreditations

Vivekanand Business School is committed to delivering value-based business education that will create career-focused individuals with requisite managerial skills. Our program Post Graduate Diploma in Management (PGDM) is Accredited by NBA. The accreditations are an attestation of the quality and standard of education that students receive at Vivekanand Business School. These accreditations also help assure students, their families, employers and other stakeholders about the quality education imparted by the Institute which meets the contemporary need of the corporate world.

- **National Board of Accreditation (NBA):** The Programme of PGDM is accredited in its 3rd cycle.
- **AIU Equivalence to MBA:** The PGDM program of VBS is equivalent to Master of Business Administration (MBA) granted by the Association of Indian Universities (AIU). If any Student intends to pursue Higher Studies in the Area of Research (Ph.D.) the Students will get Equivalence and Acceptance to continue their Studies.
- **Association of Advance Collegiate Schools of Business (AACSB):** AACSB is an International body for the accreditation of educational programs. The accreditation is offered to an Institute if it achieves global standards in education. Vivekanand Business School is now a member of this accreditation body and is in the process of acquiring this prestigious accreditation.
- Vivekanand Business School has got the **Graded Autonomy in Category II by AICTE**, in its very first year of Inception based on its high attainment standard in NBA scoring this achievement was received.



## ▶ Ranking and Awards

VBS was carved out of VESIM, the parent Institute, to meet the statutory requirement and provide an industry-relevant education in preparing leaders of tomorrow. In its vision to excel in the field of Management Education by serving the changing needs of the Industry and Society fostering through Ethical Values with a Global Outlook - It has kept on raising its bar in Terms of Achievements.

We have been able to make our mark within such a short span by believing in our objective and continuously striving to Excel.

Our Post Graduate Diploma in Management (PGDM) has won recognition in the marketplace for our quality of education, industry connections, student encouragement programs, and career services. Since its inception, the Institute has won several awards and recognitions.



## RANKING AND AWARDS

- Ranked 4th under the category of Top Private MBA Institutions Mumbai by Outlook iCare India MBA Ranking -2023
- Ranked 2nd in "A" Category B Schools and ranked 7th amongst the TOP B schools in "Western Region" by 13th Chronicle All India B School Survey 2023
- Ranked 7th amongst Top Private PGDM Institutes in Mumbai by Times of India B-School Survey 2023
- Ranked 12th among the Top Institutions of Super Excellence by 'Competition Success Review: GHRDC Ranking 2023
- Ranked 13th amongst TOP B-Schools in Maharashtra State, Private Category, by 'Competition Success Review: GHRDC Ranking 2023
- Ranked 13th among Private Affiliated College and 19th among Top MBA Institution - West Zone by Outlook iCare India MBA Ranking 2023
- Ranked 6th amongst Top MBA Institute in Mumbai and 58th in India by MBAUniverse
- Ranked 16th Across Maharashtra in GLOBAL HUMAN RESOURCE DEVELOPMENT CENTRE (GHRDC) B School Survey, 2022
- Ranked 9th in Top B Schools in Mumbai in GLOBAL HUMAN RESOURCE DEVELOPMENT CENTRE (GHRDC) B School Survey, 2022
- Ranked 58th in 12th Annual MBA Universe Survey, 2022
- Ranked 196th in Marketing & Development Research Associates, MDRA 2022
- Received Best Management College in Maharashtra for Placement 2021 Award at 15th Rashtriya Shiksha Gaurav Puraskar Ceremony by India's Leading Education Think Tank, CEGR.
- Ranked 11th in Top B Schools of Eminence by Competition Success Review
- Best B School awarded for Innovation in Teaching Pedagogy by 13th World Education Summit
- Ranked in Top B Schools by Business Today
- Awarded Best Business Schools by ABP News
- Best Emerging Institute in Management Awarded by DNA
- B School with an Industry related curriculum in Business Analytics by Worls Education Congress
- Institute with Best Placement awarded by 9th National Awards in Indian Education
- Recognized as most upcoming B School by ASSOCHAM, India at EduMeet 2019 and Education Excellence Awards.

## ▶ Industry Institution Engagement

### International Study Tour

When you learn at Vivekanand Business School, you can lead anywhere in the world.

Business is now a global affair and Vivekanand Business School's commitment to International engagement prepares you for every challenge in the International business environment. At Vivekanand Business School, you can learn the language of a good business, get a close view of complex interconnected global issues, gain opportunities to study and travel abroad and become an empowered global citizen.

The international study tour is an elective program, which is designed to provide the students with a first-hand experience of the Economic, Cultural and Geopolitical Drivers in regions integral to the global economy.

Every year, Vivekanand Business School organizes an international study tour to a defined location of international recognition. Students get an opportunity to perform activities like attending training programs at the university, visiting headquarters of prime facilities owned by several leading industrial brands and undertaking a guided cultural and heritage exposure tour. This study tour also comprises management games, student group activities and several interesting activities such as blogging and video filmmaking. The students opting for the study tour will get opportunities to learn from a group of professionals and perform leadership activities while immersing themselves in another culture and building strong relationships.



## ▶ Industry Institute Interface



**Narayan Murthy**  
Founder Infosys



**Dr RA Mashelkar**  
Indian Chemical Engineer and a Former Director General of the Council of Scientific & Industrial Research



**Y M Deosthalee**  
CFO and Director of L & T



**Dr D Subbarao**  
Ex. Governor RBI



**O. P. Bhatt**  
Ex. Head of SBI



**S. Mahalingam**  
Executive Director & CFO, TCS



**Terence Wee**  
Head - Professional Services & Delivery organization for SAS in South Asia



**Chetan Bhagat**  
Indian Author, Columnist Screenwriter, Television Personality and Motivational Speaker



**Dr Kewal Nohria**  
Ex. C.M.D. Crompton & Grives Ltd.



**Madhumita Ghosh**  
Practice Leader – Big Data & Advance analytics with IBM India



**Bhagwan Chowdhry**  
Professor of Finance- UCLA Anderson School of Management in California



**Indranil Dasgupta**  
Business Head, OneLRM Intellect Design Arena Ltd.



**Arup Gupta**  
Senior VP HR, Reliance



**Sudipta Sen**  
VC & Board Member India Regional Director South East Asia SAS Apac Head



**V. P. Sreekrishnan**  
GM (Operations) RCF



**Vikrant Sankhe**  
Vertical Market Leader Oil and Gas Siemens Limited



**Aniruddha Khekale**  
Director HR-Emerson



**Anand Pillai**  
Sr. Executive Vice President & Chief Learning Officer at Reliance Industries Ltd.



**Rani Desai**  
Chief People Officer Deloitte



**Sanjay Arora**  
Chief Manager, RCF



**Jatin Panchal**  
Head-Alternate Channels at Godrej Customer Products Ltd



**Prof. Frances Bowen**  
Head of the School of Business and Management, and Professor of Innovation Studies. Queen Mary University of London.

## ► Domestic Tie-Ups

VBS was Conceptualized and Instituted with the only goal of providing quality business education that will enable students to thrive and excel in the highly competitive business world. To achieve this goal, among various other initiatives, VBS has established domestic partnerships with leading business training organizations in India. The tie-ups have helped us gain in terms of academic inputs, which make our students practical, competitive and future-ready.

**Our domestic partnerships allow us to serve the students through the following:**

- Corporate training programs that are specially designed to address the various key aspects of management such as entrepreneurship, project management skills, soft skills development, etc.
- Academic programs and workshops where the information and material is exchanged between VBS and partnering organization.
- Institutional training programs that help students sharpen their analytical skills and technology-related knowledge.

► Following are some of the tie-ups that Enhance Student Learning:-



NISM for Joint Program on Securities Markets



National Entrepreneurship Network to Empower students with entrepreneurial mindset



RCF for SAP (ERP) Training and Consultancy



SHRM India Pvt Ltd for aligning the HR curriculum and Master Certificate Course (Project)



Indian Institute of Banking & Finance (IIBF) for Education Training in Finance



Engaging Ideas Pvt Ltd (Digital Vidya) for working towards a long-term mechanism to deliver digital marketing curriculum to the students



MVW Network International Pvt Ltd Marketing consultancy firm with their professors and students working on the proposal to the and projects



Compunnel Technology India (P) Ltd for Business in software solutions, analytics and product development



WEGROW for establishing channels of communication and cooperation that will promote and advance their respective operations



eClerx Services Ltd to Enhance the employability of students of the institute through skill-based training in investment Banking



Bhanushali Chamber of Commerce for providing overall mentoring, guidance and support implentation of the programme including Vision, Strategy and execution

## ► International Tie-Ups

Vivekanand Business School offers a distinct learning experience to its students, which is in line with the complexity and challenges of the interconnected, globalized business landscape. Thanks to our rich educational legacy and academic recognition, we have built strong academic alliances with leading universities and business schools in India and from across the Globe. These alliances have helped us deliver relevant and experiential learning experiences to students, as well as stay true to our commitment to producing future-ready professionals. Also, these mutually enriching

alliances have helped Vivekanand Business School grow into one of the leading business schools in India, with expanded research capabilities, prestigious international scholarships for students and enriching inbound and outbound faculty and student exchange programs. The combined perspectives, efforts and expertise of our partnering organizations have aided us in developing globalized business education programs that answer the concerns of the global business community.

► Few of our International Tie-ups are:-



Technical University of Cartagena, Spain for Student & Faculty Exchange, Joint Research & Academic Activities, Joint Academic Programs



University of Economics in Katowice, Poland for Student & Faculty Exchange, Joint Research & Academic Activities, Joint Academic Programs



Zagreb School of Economics and Management, Croatia for Erasmus+, Student and Faculty Exchange, Joint Research Activities and Academic Program



Uni- Italia, Italian Universities for sharing a common interest in terms of education, Research, Student and Faculty Exchange Programs



CSIM College of Business at Delaware State University, USA for Research Project, Academic Presentations, Academic and Industry Conference, Jointly Develop Research Papers for Conferences



University of Ain Temouchent Joint courses, for Faculty Exchange and Student Exchange, Research Exchange etc.



University of Highlands and Islands, Scotland, UK for Joint Certification Program, Student Exchange, Conducting Lectures and Organizing Symposia



PSB Academy Singapore, for International Student Exchange, Faculty Exchange, Joint Research



Lincoln University, California, USA for Student and Faculty Exchange



Faculty of Information Studies in Novo Mesto, Slovenia, for International Student Exchange, Faculty Exchange, Joint Research



Doctoral College UK, England to Look into the Possibilities of Collaborating on Academic Projects in areas like, but not limited to Business Education and Information Technology



Cape Peninsula University of Technology, Bellville, Cape Town, South Africa, for International Student Exchange, Faculty Exchange, Joint Research

## ► BASIC - Business Analytics & Social Innovation Conference

Data science is an emerging field in industry and is getting well defined in the academia also but as with any human endeavor a lot more is desired and more important structured. Moving forward, the key challenge in harnessing the power of big data analytics will be, to keep pace with the speed with which technology is evolving, and skilling and reskilling raw talent with the same velocity. Organizing conferences for cross pollination of ideas and thought through sharing of experiences and observation is the answer. Social innovation for bringing social change is also not immune to the technological interventions.

Analytics and Social Innovation are the two key areas that can keep students addressing their contemporary needs.

We as a Business School want our students to understand these practices. Keeping this in mind we have been organizing an International Conference partnering with International Universities for the last 7 years.

The Business Analytics and Social Innovation Conference (BASIC 2024) is a forum which helps stimulate, discuss, debate and publish new developments and advances in various areas of Big Data and analytics quickly and with a high quality. The intent is to cover the theory, research, development, and applications of Big Data, as embedded in the fields of business, management and social innovation and social entrepreneurship.

### SOME OF OUR SPEAKERS



**Dr. Carlos M. Rodriguez**  
Associate Professor of Marketing and Director of the Center for the Study of Innovation Management, CSIM, College of Business, Delaware State University, USA

## ► BASIC - Unleashing Innovation and Transforming Uncertainty to Certainty

BASIC will have experts in Analytics, Artificial Intelligence and Machine Learning come together and share their knowledge and experience.

This has become important as a wave of disruption is changing businesses today. Companies like Uber, Airbnb, Alibaba are leveraging technology to offer solutions to their customers. Banks are providing services to the market that previously couldn't be served. These disruptors leverage technologies that would understand the customers well, sense shifts in the market and innovate faster. BASIC provides a platform for such disruptive innovations that use Big Data.

BASIC also provides a platform for social innovators to exchange/share their ideas with the audience. The Events at our International Conference include:

- A series of Power Talks/lectures by industry, academic experts and practitioners on Analytics and Social Innovation.
- Research paper presentations.
- Data Quest - A competition on Data Analytics for students from India and abroad.



**Jitendra Kanojia**  
Head: Marketing Analytics & Customer Loyalty Future Group India



**Gautam Balakrishnan**  
Vice President Head - Tata Projects



**Dr. Sunil Bhardwaj**  
Education Consultant - SAS



**Ujjayini Mitra**  
Head Analytics AVP Strategy Viacom18 Media Private Limited



**Dr. Andrés Artal-Tur**  
Associate Professor of Economics, Technical University of Cartagena UPCT (Spain)



**Amol Nisal**  
Head Smart Energy Smart Cities SBU Tata Projects Ltd



**Nimish Danani**  
Associate Director: Digital Consulting (IOT) KPMG India



**Dr Rafael Toledo Moreo**  
Deputy Director International & Corporate Affairs, School of Telecommunication Engineering With the Technical University of Cartagena UPCT (Spain)



**Kshitij Ashtekar**  
Associate Director Accenture



**Shivajee Roy**  
President Sales Ashtech Infotech Pvt. Ltd.



**Pandian Muneeswara C**  
Assistant Vice President Hexaware Technologies



**Dr Vaishnavi Boda**  
Analytics Trainer SAS



**Manuel Rincón**  
Dean - ENAE Business School



**Bharath V**  
Business Leader - Customer Analytics & Big Data; Brandscapes Worldwide



**Rupam Upadhyay**  
Banking Consultant - Data Science & Predictive Analytics, IFC - International Finance Corporation



**Shahvir Irani**  
Vice President - Human Resources, Accenture India



**Utkarsh B. Somaiya**  
Head Consumer Analytics: Aditya Birla Group



**Vinay Gupta**  
Head- Data Analytics & Business Excellence Division Suzlon Energy Ltd.



**Dr. Soudip R. Chowdhury**  
Director - Fractal Analytics



**Indranil Dasgupta**  
Business Head, OneLRM Intellect Design Arena Ltd.



## ► Beyond Academics

### Outbound Programs

“Give a man a fish and you feed him for a day;  
teach a man to fish and you feed him for a lifetime.”  
- Maimonides

We, at VBS, believe in enabling our students with the knowledge, skills and attitude to understand the world problems, analyse them and solve them. And that starts the very first day with PARICHAY-our outbound experiential learning program. As, Malcolm Forbes said “Education’s purpose is to replace an empty mind with an open one”. We at VBS at the very start of the 2-year program take our students “out in the open” to experience the foundation of management with an open mind. Students learn to communicate with each other, solve problems and build healthy relationships. It gives them the space to explore, discover and think freely, thus reducing barriers to communication.

The students with their faculties get introduced to each other through energetic ice breaking activities. This lays the foundation for trust and camaraderie which is an essential element of teamwork. Through various outdoor activities and games, they recognize the essentials of management of Planning, Organizing, Staffing, Coordinating, Budgeting etc. Through problem solving activities students are able to build their cognitive skills, creativity and recognizing innovation as an effective tool to achieve objectives. Through simulations students are able to recognize their behavioural tendencies, biases and attitudes. The program gives an opportunity to students to find their strengths and their interests which can be further developed during the course of 2-year program.

We, at VBS, believe that “Learning is not attained by chance; it must be sought for with ardor and attended to with diligence.” (Abigail Adams) and works towards it.



## ► Innovation Lab Powering Inventions

The Innovation Lab at VES Business School is a dynamic hub employing agile startup methods to generate innovative ideas with the potential to disrupt or complement businesses. It encourages students to embark on creative journeys, including brainstorming and design thinking, which foster ideation and the development of fresh innovations. Students keen on transforming their business concepts into start-ups can leverage our Innovation Lab's resources. They can assemble creative teams to devise new business models, services, or products while enhancing existing processes. Our dedicated faculty team guides and supports all Lab projects.

### Areas of Emerging Innovation

At VBS Innovation Lab, areas of emerging innovation are, but not limited to

- Data Analytics and Business Intelligence focusing on specific sector problems in energy, urban, transport, poverty, and other areas.
- Unmanned aerial vehicles, 3D printing, artificial intelligence, digital economy,
- Social innovation
- Clean energy & water
- Crowd funding
- Manufacturing (Industry 4.0)
- AR & VR
- Robotics

## ► Analytics Lab

The state-of-the-art Analytics Lab in VBS Campus was set up in recognition of the rising importance of “data analytics” in the business. The lab supports the Business Analytics course being taught at VBS. Students are taught to gather, analyze and interpret relevant data for solving business problems.

### Features

The lab creates a dynamic environment for students and helps them gain hands-on experience in all aspects of data modeling. Our lab features:

- 100 student stations equipped with advanced hardware and licensed software
- Collaborative stations for teams to discuss their ideas
- IBM servers

**In both labs, students are given ample opportunities to:**

- Sharpen their understanding on important areas of Data Analysis such as Statistical Analysis, Data Mining, Text Mining, Sentiment Analytics, High-Performance Analytics and Visual Analytics on Data sets collected from Industry.
- Learn statistical languages like R Programming and Python.



Vivekanand Education Society's  
BUSINESS SCHOOL

## ▶ LEADERSHIP Series talks

**Everyone has the power to dream. But dreams should be turned into resolutions. Never allow any idea to die - Shri. Narendra Modi.**

At VBS we passionately believe in the power of IDEAS to change attitude, lives and ultimately the world. VBx Talk "Let's Make it Happen", a step towards "Nai Soch Nai Khoj".

In this series, different leaders from various disciplines and cultures are invited to share what made them great leaders in their respective fields. They talk about their entire journey how they started, what challenges

they faced and how they conquered these challenges. These inspirational stories help our students to know how a good leader is evolved. This opens our eyes to a different perspective of leadership and life in totality. These talks offer surprising approaches on how to inspire and empower others to do their best.

## ▶ Koffee with Korporate

Vivekanand Business School has a mission to "Develop faculty capable of synthesizing, communicating and creating knowledge in collaboration with industry, peers, alumni and students". With this in mind, we have introduced a series of face to face dialogue with industry personnel. It offers faculties an opportunity to look beyond academics and know about the happenings in the industry. The series of events is titled 'Koffee with Korporate' and it's conducted in a Talk show format. This event connects faculties of Vivekanand Business School with industry.

The event involves inviting a senior executive (CXO, Vice President, General Manager or equivalent) from the corporate and letting the

faculties understand the business from the insider perspective. The format is semi-casual, where the host asks questions about the business, its competitors, customers etc. The guest also talks about his/her career journey.

The idea behind this is to expose faculties to emerging trends in business so that they can transfer the real world knowledge to the students in the class. In the end, faculties interact with the guest to take the relationship further by exploring areas of common interest like student internships, placements, MDP and consultancy.



## ▶ Student Committees

### Students Cell

The student's committee offers all VBS students independent professional and confidential advice and support on various issues that they may face during their tenure at VBS. Comprising of various cells, students can seek help in various areas related to Academics, Marketing, Career Guidance, Motivation, etc.

Currently, the following cells are working under the umbrella of student's committee cell.

- ☞ **Incubation & Entrepreneurship Cell:** The cell encourages students with enterprising ideas and delivers them professional mentorship.
- ☞ **Placement Cell:** All the VBS recruitment activities are coordinated through the cell. This cell provides information about existing job opportunities and guidance on matters of self employment.
- ☞ **Alumni Cell:** The Alumni Cell is established for strengthening the bond between VBS and its alumni for mutual benefits.
- ☞ **Branding and Social Media Cell:** The cell strives to enhance digital marketing and branding capabilities of students.
- ☞ **CSR Cell:** The basic objective of this cell is to develop social responsibilities in students.
- ☞ **Students Welfare Committee Cell:** The main purpose of this cell is to ensure students welfare in all aspects within the campus.
- ☞ **Finance Cell:** The cell facilitates knowledge sharing on financial matters and provide insights into the finance sector.
- ☞ **HR Cell:** The initiative aims to raise awareness about Human Resource Management among VBS students.
- ☞ **Operations and Supply Chain Management Cell:** This initiative aims at strengthening students knowledge and experiences in the area of operations and supply chain management in organisational environment.
- ☞ **Marketing Cell:** The marketing cell at VBS helps students to understand the trade of marketing, build innovative marketing strategies and develop marketing skills.
- ☞ **Women Development Cell (WDC):** Seminars where successful women from different walks of life are invited to share their various life experiences and motivate women.

and many more...

## ▶ Extra-Curricular Achievements

The ultimate goal of any Business School is preparing students for the future. As per the industry standards, the term student achievement refers to the amount of academic content a student learns and expresses in a determined amount of time. However, at VBS, the definition of student

achievement and its implementation largely varies. For us, it is always the amount of involvement that students show in learning things their own way. As a result, we encourage students to participate in various cross cultural programs throughout the year.



The following are the highlights of students achievements.

Name of Event	Name of organizing body	Name of Student	Award if any
National Level Poster Making Competition	IIM, Lucknow	Arzoo Verma	Second Runner Up plus Cash of Rs.1000/- & Certificates
"2020 The Year that Shaped Us" Annual Magazine - Knowsis edition 13	Narsee Monjee Institute of Management Studies (NMIMS), Bangalore	Bhakti Sachade	Article published in the Magazine (Edition 13) & Certificate of Achievement
National Level Case Study Competition "Ecostacy"	IIM Trichy	Aakash Soni, Allan Paul and Sweta Kumari	Top 5 position, Awarded with Certification of Achievement
Logo Design Competition	IIM Shillong	Deepesh Jain	First Runner Up, Certificate of Recognition and Cash Award of Rs.6000/-
Innovative Business Manager	Amity Business School	Vaibhav Sheth	Winner and Cash Prize of Rs.15,000/-
Prodyogiki - an IT and Analytics-Based Case Study Competition	IIM Rohtak	Kartik Shanbhag, Rhemaa Gangwani and Prajakta Lakade	Certificate of Participation
IMAGE 2023 National Level Quiz Competition	GLS University, Ahmedabad	Bhanu Prasad Mardana, Gowtham Anumakonda, Tanmoy Bal, Ipsita Das	Cash Prize of 10000/-, First Runner Ups
Prastuti	IIM-Nagpur	Dhairya Jain, Sanket Deshmukh, Bhanu Prasad Maradana, Abinay Gururani	Certificate of Participation
Bit A Thon Data mining and Analytics Competition (National Level)	SAS/Goa Institute of Management	Jomon George P, Rakeshkumar Sen, Tanmay Churi	National Finalists/ SAS Badge
Sports (Carrom)	NITIE	Lata Raisinghani	Trophy and Certificate
Think-O-Nomics	Birla Institute of Management Technology (BIMTECH), Greater Noida	Lata Raisinghani	Certificate of Participation

## ▶ Placements & Training

### Placements - A Top Priority at VBS

Choose a job you love and you will never have to work a day in your life, says a quote attributed to the Chinese philosopher Confucius. VBS strives to give proper guidance on placements through its Placement Cell comprising of an Assistant Director, a Senior Manager, and the Students.

The placement cell organizes a number of activities for the students to make them ready to be placed on the jobs. A comprehensive framework of the placement cell is mentioned below.

### Career Counselling

The placement team organizes a number of sessions in career counselling during the first year of the program to clear any uncertainty on the career prospects. The cell tries to clear the doubts of the students and help them make appropriate choice on their specialization.

### Workshops

Workshops on Communications Skills, Aptitude Tests and Domain Skills are conducted by the placement cell. Throughout these workshops, students are trained on how to perform better in Selection Process.

### Training

Continuous Training on various fronts ensures that the Students are job-ready from day one. This includes Domain as well as Self-Development.

Students are provided training to improve their Aptitude, Logical Reasoning and Quantitative Skills. From communication skills to clothing etiquettes, the placement cell incorporates training in each and every aspect of the personality.

## Companies on campus and salient features of Placements

**350**

Total companies on campus for Final Placements

**145**

New Recruiters on campus

**105**

Recruiters on campus for Summer Internship

**8 Lakh**

Average Package given to a student

**12 Lakh**

Highest Domestic Package

**21.42 Lakh**

International Package

**93%**

Students Placed for the Academic year 2022-2023

**10**

Students are either budding on entrepreneurs / joining their family business and or opting for further studies

### Industry Sectors that have recruited our students:

BFSI

Consultancy

E-Commerce

EduTech

FMCG

Hospitality & Travel

IT / ITES / Telecom

Logistics & Shipping

Manufacturing & Engineering

Media / Advertising / Publishing

Pharma

Realty

Research & Analytics

Retail

## ▶ Corporate Testimonials



We take extreme pleasure in getting associated with VBS for recruiting your students. We anticipate your extended service for fulfilling our manpower requirements in a long run. Wishing you the best! Thank you.

**Subramanian**  
**Manager-Human Resource - Lifestyle Group**  
**Khimji Ramdas LLC, Sultanate of Oman**



My sincere appreciation & gratitude to the Training & Placement Department and all students of VBS for their efforts in imparting quality Technical and Aptitude Training. I am very grateful to them for effectively and sincerely helping me to grab first ever opportunity for the placement process of our company.

**Deepak Sharma**  
**Deputy Manager - HR, Lumina Datamatics**



The VBS students were thoroughly prepared, possessed the required Technical skills and are well-disciplined with good attitude.

**Chirag Sinari**  
**Campus Recruiter, Deloitte USI**



VBS has been a key partner with SS&C on academia-industry collaboration for Certificate in Alternative Program. This program has helped us hire smart and talented management graduates with good knowledge in financial products, pursuing a career in alternative investment industry. Many of VBS & VESIM students are sincere with a focus approach towards growth and learning. It is probably the life skills and perspective that faculties of VBS inculcate in students. Glad to be collaborate for more than 7 years and still going on.

**Sasmit Ghodke, SS&C GlobeOp**  
**Associate Director - Human Resources**



The VBS students are really Articulate, Well Communicated and Confidence is remarkable. Extremely Happy to get some good recruits.

**Ms. Poornima**  
**Manager HR - Aldrich Partners**



VBS Students had good communication, interpersonal skills and analytical skills and are exactly matching our requirements since last many years.

**Radhika Wagle**  
**Talent Acquisition**  
 901, Ventura, Hiranandani Business Park, Powai, Mumbai 400076, India  
 General Mills India Page

## ▶ Summer Internship Program

In today's era, with the fast-changing trends at the marketplace, the economy is changing rapidly. The skill and experience needed to succeed in the job market is daunting if you are not in the right academic institution to get you a foot in the door. Internships are the best way to do so. It can present you with new skills that you may not develop otherwise.

**Summer Internship Program (SIP)**  
 Summer internship allows a student to get the requisite job experience. This program helps students to build their resumes. SIP helps students to develop practical business skills and decision-making capabilities while the Corporates gain insights from some of the brightest minds. Interns not only gain technical knowledge, but also develop soft skills like communication skills for interacting with fellow professionals at the workplace. It is not just the students who benefit from such internship programs, but also the companies who get the opportunity to get the first look at the new talent before the final placements.

At VBS, summer internship is of eight weeks after the completion of the second semester, held during the months of May and June.

### Top Companies Offering Internships

HDFC Bank, Bank of Baroda, Future Group, Walplast, IMRB, Kelly Services, Sharekhan, Aditya Birla Capital, RCF Ltd., Parag Milk Foods, GSK, Godrej Properties, PWC, Emphasys, GEP Solutions, Amazon, KRG, JLL, Aptech, General Mills etc.

### Benefit for Students

- Experiential learning within an organizational set up; appreciation of the in-class learning
- Opportunity to work under the expert guidance of a practicing manager
- Opportunity for career planning while remaining informed about real life situations

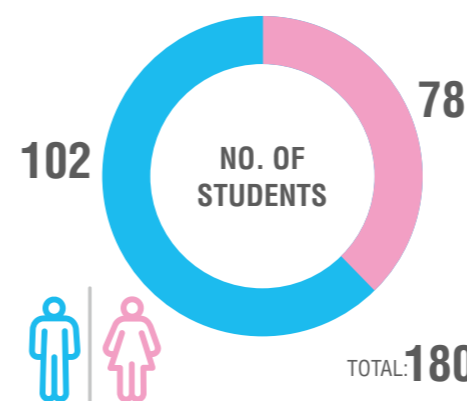
### For Organizations

- Value addition through participation in project work of direct interest to the organization
- Direct access to faculty expertise available with VBS
- Opportunity to participate in VBS's industry-institute interaction process

### For the Faculty and VBS

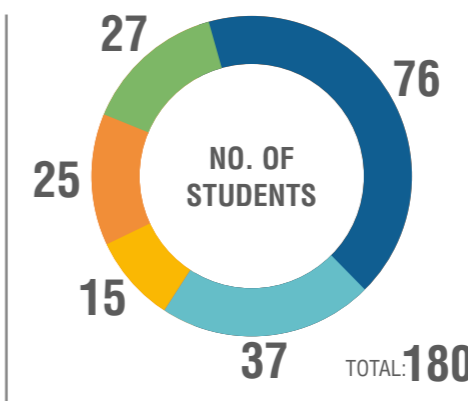
- Faculties get an opportunity to work on some area of research interest.
- Inputs for updating the curriculum to make it industry relevant.
- Opportunity to develop teaching material based on real life situations.

## ▶ PGDM Admitted Students



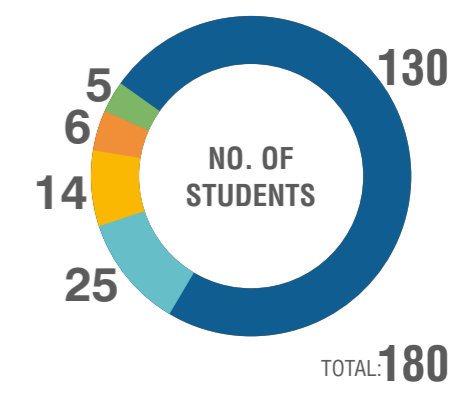
### Gender Wise:

- ▶ Male
- ▶ Female



### Name of the Degree:

- ▶ Commerce
- ▶ Management
- ▶ Engineering
- ▶ Science
- ▶ Others



### Work Experience:

- ▶ Fresher
- ▶ 0-1 Year
- ▶ 1-2 Years
- ▶ 2-3 Years
- ▶ 3+ Years

## ▶ Our Recruiters

### ◆ **Advertising & Media**

Autowiz  
Blue Bang Media  
Commedia Solutions  
Coviam  
DigiXpression Media  
ERTC Media  
FCB Ulka-Lodestar  
Fresh Box  
Future Bridge  
ICE Balaji Telefilms  
INDIGO Communications  
Logic Serve Media  
Madison India  
Media.net  
MX Player  
MITR Media  
Prisma Global  
Publicis Media  
TDI MAD  
Thomson Reuters  
Times Group  
UBS Forum

### ◆ **BFSI**

63Moons Technology  
Aditya Birla Capital  
AK Capital Services Ltd  
Angel Broking Ltd  
APAC Finance  
AU Bank Ltd  
Axis Bank  
Bajaj Allianz Life Insurance  
Bandhan Bank  
Black Stone  
C2L BIZ Solutions  
Chola People & Marketing  
Citi Group  
DCB Bank  
Decimal Point Analytics  
E Clerx  
Electronica Finance Ltd  
Enfusion  
Federal Bank Ltd  
Equitas Small Bank  
FISDOM  
Fullerton India  
Future Generali Life Insurance  
Gravitas  
HDFC Life Insurance  
Home First Finance Company  
HSBC Bank  
ICICI Bank Ltd  
IDFC First Bank  
IIFL  
Iperitus  
IndusInd Bank  
Institutional Shareholder Services

India Pvt. Ltd  
Interactive Brokers  
KPMG Global  
Kroll Duff & Phelps  
Kotak Life Insurance  
Leela Debt Ventures  
Line Data  
LINK Group  
MSCI  
Morning Star  
Nomura Financial Services  
Phillip Capital Ltd  
PINC  
Profectus Capita  
S&P Global  
SBI Capital Ltd  
SBI Life Insurance Ltd  
SS&C GlobeOps  
StockAxis  
Tata AIG Gen Insurance  
TickerPlant  
Transparent Value  
TresVista  
Unity Small Finance Bank Ltd  
Visible Alpha  
XL Dynamics  
Yes Securities Ltd

### ◆ **Consultancy**

ABC Consultants  
Aranca  
Acura Solutions  
BDO India  
Black Turtle  
Browser Stack  
Brillio  
CMIE  
CleverTap  
Datamatics Global Ltd  
Dentsu Aegis  
EMA Partners  
EY  
Friction Integeration  
GEP Solutions  
Interview Bit  
GIPS Management Services  
Markets & Markets  
M76 Analytics  
Pecan Reams  
Pioneer Finance & Management  
Prisma Global  
PWC  
Takshashila Consulting  
Ugam Solutions  
Unbox Technologies Pvt Ltd  
XL Recruiters

### ◆ **e Commerce**

99 Acres  
Amazon India  
Avenues Payment India

Carwaale.com  
CleverTap  
Eazy Diner Pvt. Ltd  
Ergode  
IndiaMart  
Infibeam Ltd  
MyGate  
Flipkart  
Just Dial Ltd  
Magicbricks.com  
Naukri.com  
NSDL  
PayTm  
PhonePe  
Swiggy  
VFS Global  
Zoomcar  
Zomato

### ◆ **Education**

BYJU's  
Board Infinity  
UpGrad  
IIMjobs.com  
Toppr.com  
White Hat Jr  
Jaro Education  
Extramarks.com  
E4 Coaching & Development  
Mentoria  
Vedantu

### ◆ **FMCG**

Asian Paints  
Aristrocat  
Berger Paints Ltd  
Britannia  
Bosch Siemens Household  
Dabur India Ltd  
EMAMI Group  
Famy Care  
General Mills  
Glaxo Consumers  
Godrej & Boyce  
Hamilton  
Hi Care  
Hindustan Coco Cola  
HNI India  
ITC Ltd  
Khimji Ramdas  
Marico  
MTR Foods Pvt. Ltd  
Nestle  
Parag Milk Foods Ltd  
Superhouse Ltd  
VIP Industries  
Wipro Enterprises

### ◆ **Hospitality & Travel**

Trip Navigator  
Chalet Group  
Thomas Cook India Ltd

ITC Hotels  
Meru Cabs  
OYO Rooms  
Brinks India  
Treebo Hotels  
Trident Hotel Group

### ◆ **IT/ITES/Telecom**

Accenture  
ASUS  
Bysnes Technology  
Cappgemini  
Citeous Tech Solutons  
Deloitte  
GoComet  
CMS Ltd  
Hexaware Technology  
Hurix Systems  
Infrasoft  
Jupiter Infomedia Ltd  
L&T Technology  
L&T Infotech  
NCR Corporation  
Newgen Technologies Ltd  
NSE IT  
NTT Global  
OPPO  
Profile Data Centre  
Reliance Jio  
Sellergize WTS  
Syntel- Altos  
TATA Elxsi  
TATA Technologies  
TCS Ltd  
Tech Mahindra  
VIVO  
Web Werks  
Wipro BPO

### ◆ **Logistics & Shipping**

Algor Supply Chain & Logistics  
CMA CGM  
Cogoport  
DTDC Express Ltd  
DHL  
GATI  
Hind Terminals Pvt. Ltd  
GoComet  
KD Logistics  
Mahindra Logistics  
Neiron SCM  
Reliance Consumer Supply Chain  
Rhenus Supply Chain & Logistics  
Sarjak Containers  
Spear Logistics  
Stellar Value Chain  
Team Global Logistics  
Tradelink LLP Kuwait

### ◆ **Realty**

Ahuja Hive  
Anarock

Godrej Properties  
JLL  
Jaypee Infra  
K Raheja  
Kalptaru Ltd  
Kolte Patil  
Lodha Group  
Marathon Realty  
Property Pistol Realty Pvt Ltd  
Rustomjee  
SquareYards  
Transcon Group  
Wadhwa Group  
Xanadu Realty

### ◆ **Research & Analytics**

Aranca  
Acuite Ratings  
AFFLE Ltd  
Aldrich  
Allied Analytics  
Avalon Global  
Axis My India  
Azentio  
Buyer Foresight  
CMIE  
Course5i  
Crisil  
eEmphaysis  
Fractal Analytics  
High Radius  
Intertrust  
Isomatrix  
IMRB Kantar  
JM Financials  
Lumina Datamatics  
Markets & Markets  
Nielsen  
Regalix  
Skolar  
Sens  
Salesken  
UGAM Solutions  
Visible Alpha  
Experian  
Global Market Insights Research  
Private Limited  
Quoshphere  
SAS Institute  
NPCI  
Wantstats Research  
Rubicon Research  
Pecan Group  
Mazar Group

### ◆ **Retail**

Arvind Brands Ltd  
Bata India Ltd  
Cambium Retail  
Decathlon  
Future Retail

Hight street Phoenix  
Jewelex Group  
Just Life Style  
Metro  
Phoneix Mills  
Reliance Retail  
Shopperstop  
Skylark Life Style  
Staples

### ◆ **Engineering & Manufacturing**

Advik Hi-Tech Pvt. Ltd  
Adani Electricity  
Allan Group Ltd  
Alok Industries Ltd  
Alok Ingots  
Atul Ltd  
Bosch Ltd  
Chembond  
Daikin  
EPL Ltd  
Gadiya Industries  
Godrej & Boyce  
Godrej Industries Ltd  
Hettich  
Innovassynth Technologies (I) Ltd  
JSW Steel Ltd  
KPIT Technologies Ltd  
Polycab - Lite Technology  
PNR Impex  
Prism Johnson Ltd  
Repos Energy  
Sarda Metals & Alloys  
Saint Gobain  
Seeba Industries  
Shantilal C. Mehta  
Smaart Water  
Sudarshan Chemicals Ltd  
Torrent Power Ltd  
Walplast Products  
Zenith Rubber  
Welspun India Ltd

### ◆ **Pharma**

Adonis Pharmaceuticals  
Africore Finance  
Digicare Healthcare  
Cadila  
Cipla Ltd  
GCV Life  
Glaxo SmithKline  
Glenmark  
Meril Life Sciences  
Pine Labs  
Rusan Pharma  
USV Ltd  
Wisdom Lab  
Zenonco

## ► Eligibility Criteria and Admission Details

### Program Details

- 🔗 Two years full time program
- 🔗 The program features 4 Semesters with compulsory Corporate Internship
- 🔗 After the successful completion of two years full time program, students earn a Post Graduate Diploma in Management (PGDM). This Postgraduate Diploma is accorded Equivalence by AIU, with MBA Degree of an Indian University.

### Duration of PGDM Program

### Eligibility for Admission

- 🔗 A aspirant who has graduated from any recognized Indian university with a minimum 50% marks.
- 🔗 Final year graduating students can apply, but their admission will be withheld until they clear the qualifying exam with 50% marks.
- 🔗 The Candidate should fulfill the eligibility criteria as laid down by AICTE.

Intake	: 180 Students
Specializations	: Business Analytics, Banking & Finance, Marketing, Human Resource Management, Operations & Supply Chain Management, Entrepreneurship Management * Students can opt for any one specialization
Medium of Instruction	: English
Examinations & Assessment	: Examinations shall be conducted at the end of every semester.
Admission	: Students will be shortlisted on the basis of common entrance test scores of CAT/XAT/MH-CET 2024/MAT/ CMAT/GMAT / ATMA. GD - PI will be conducted by the Institute. Suitable weightage will be given to past academic record and work experience.

Lecture Timings : 8:30 am to 4:30 pm

### Important Dates

Date for Application	
Start Date	: 20th January 2024
Last Date	: 30th June 2024

\*Subject to change as per the DTE & AICTE rules

**Program Start Date : 10th July 2024\***

### Admission Details

#### Documents required with Application form for Admission

The attested copies of the following documents should be enclosed along with the application at the time of submission of application.

- Three latest photographs of the applicant.
- Photo copy of CAT/XAT/MHCET/MAT/CMAT/GMAT/ATMA/Equivalent Exam score card.
- Identity proof like Driving License, Passport, Aadhaar card or voter id
- Photo copy of SSC, HSC & Graduation all semester Marksheet & Passing Certificate
- Nationality – Birth Certificate / School Leaving Certificate / Passport / Domicile Certificate

**Original documents required at the time of Admission:** The original copies and one copy of attested Photo copies of the following documents are required at the time of admission

- CAT/XAT/MH-CET/MAT/CMAT/GMAT/ATMA/ Equivalent Exam score card.
- Marksheet of SSC examination
- Marksheet of HSC examination
- Graduation all Semester marksheets, Degree & Passing Certificate.
- Institute leaving/ Transfer Certificate
- Proof of Nationality (Birth Certificate / Domicile Certificate / School Leaving Certificate / Passport)
- Migration Certificate ( Applicable only to outside Mumbai University students)
- Gap certificate (if there is an educational gap due to any reason after passing the qualifying examination). This should be submitted as an affidavit by the candidate.
- Caste Certificate (If student belongs to Reserve Category)

**Note:** If a candidate fails to submit the above Certificates within the prescribed period of time, the admission shall be treated as cancelled and no refund shall be given.

**Office Working Hours :**  
10:30 am to 5:00 pm

## ► Fee structure & Financial Assistance

### Program Expenses

For 2024-2026, the fees and payment schedules are as follows:

PGDM Academic Fee Structure (2024-2026)			First Year
Fee Head	1st Installment	2nd Installment	Total Fee
Tutorial	₹ 2,12,500/-	₹ 2,12,500/-	
Examination	₹ 3,000/-	₹ 3,000/-	
Library	₹ 7,000/-	₹ 7,000/-	
Caution Money Deposit	₹ 2,500/-	₹ 2,500/-	
<b>1st Year Total Fee:</b>	<b>₹ 2,25,000/-</b>	<b>₹ 2,25,000/-</b>	<b>₹ 4,50,000/-</b>
Payable in the Month of	At the time of Admission	November	

		3rd Installment	4th Installment	Second Year
Tutorial		₹ 1,95,000/-	₹ 1,95,000/-	
Examination		₹ 3,000/-	₹ 3,000/-	
Alumni		₹ 3,500/-	₹ 3,500/-	
Library		₹ 9,000/-	₹ 9,000/-	
Innovation Lab		₹ 4,500/-	₹ 4,500/-	
<b>2nd Year Total Fee:</b>		<b>₹ 2,15,000/-</b>	<b>₹ 2,15,000/-</b>	<b>₹ 4,30,000/-</b>
Payable in the Month of	At the time of 2nd year Admission (June)		November	
<b>Total Program Fees:</b>				<b>₹ 8,80,000/-</b>

**Note I** the Installment I fees is to be paid as per the GD-PI result announcement.

The DD is to be drawn in favour of "VES Business School" for the payment of fees or it can be paid by online mode as well.

**Note II** Caution Money Deposit will be refunded after successful completion of course.

### Hostel Facility:

Particulars	Amount	Payable To
Hostel Accommodation Charges (Annual)	1,00,000/-	DD/Pay Order in favour of "VES Hostel"
Hostel Mess (for 10 months)	80,000/-	DD/Pay Order in favour of "Vivekanand Education Society - Mess Account"
Security Deposit (Refundable)	5,000/-	DD/Pay Order in favour of "VES Hostel"
<b>Total</b>	<b>1,85,000/-</b>	

**Note:** If the student wishes to avail the hostel facility then they shall notify the Admission Team with prior information. The Hostel Fees is Subject to change for the A.Y. 2024-2025

### Loans

Many nationalized banks in India provide loans to cover tuition, as well as program expenses for PGDM at VBS. Our Admission and Administrative Department will help students in obtaining bank loans at the time of admission.

## ▶ International Scholarships Offered to VBS Students



**Rohan Raut**  
Winner of Scholarship  
(Batch 2017 - 2019)



**Akanksha Chemburkar**  
Winner of Scholarship  
(Batch 2018 - 2020)



**Vaibhav Sheth**  
Winner of Scholarship  
(Batch 2020 - 2022)

▶ The Student Exchange Programme (SEP) enables students to understand the global business scene, and increase their competencies to survive and work in a globalized environment. As part of SEP, a number of international scholarships are now available to VBS students. Selected students get an opportunity to study at our international partner Business Schools and Universities, or become part of research, joint research projects or exchange publications.

VBS has signed Memorandum of Understanding (MoUs) with many international Universities. The selected student receives an invitation from the International Office of the host University to visit and study at their campus.

Our PGDM students have received international scholarships too while studying a semester as part of SEP at University of Cartagena, Spain and University of Economics, Katowice, Poland.

### ▶ Scholarships for Meritorious Students

VBS has always contributed to the tradition of academic excellence through its well-designed academic programs. We have always strived to honor students with brilliant academic records by providing them scholarships. A student who has scored brilliantly in graduation can approach us with the mark sheet and entrance exam score card, if he/she wishes to take advantage of this scholarship program.

#### Late Karmayogi Shri. Hashu Advani Merit Scholarship

Rank	No. of Students	Scholarship Percentage	Scholarship Amount
First	1	100% of the Tuition Fees of First Installment	Rs. 2,12,500
Second	1	75% of the Tuition Fees of First Installment	Rs. 1,59,375
Third	1	50% of the Tuition Fees of First Installment	Rs. 1,06,250
Fourth	3	25% of the Tuition Fees of First Installment	Rs. 53,125
Fifth	5	20% of the Tuition Fees of First Installment	Rs. 42,500

### ▶ VES Trust Financial Assistance Scheme (Samarthan)

VES Trust has always supported and helped needy and brilliant students from weaker sections of the society for further studies. VES Trust has been given financial assistance to the needy VES students in the name of "SAMARTHAN" for further education. The students may apply and get the financial assistance based on the eligibility criteria prescribed by the VES Trust. This financial assistance scheme will be subject to approval and approval related to all the rights are reserved.

### ▶ Special Encouragement Scholarships

1. Topper Female Student Scholarship: This merit-based scholarship is aimed at female students who have secured high marks in their PGDM program. The selected student will receive a reward amount of Rs 25,000.
2. Topper Scholarship to PH – Physically Challenged Student: This scholarship intends to provide financial assistance to differently-abled students based on their merit in the PGDM program. The selected student will receive a reward amount of Rs 25,000.

### ▶ Minority Scholarships

The objective of this scholarship scheme instituted by Maharashtra State Govt. and Central Govt. of India is to encourage studious students from minority communities such as Buddhist, Jain, Parsi, Sikh, Christian, Jew and Muslim to pursue their higher education. The scholarship worth Rs 25,000 is awarded on merit-basis and is subjected to Government policies, rules and compliance of requirements and eligibility criteria.

**Note - Please note that Students can apply for more than one scholarship, but will be considered only for any one scholarship opportunity, whichever is of higher amount.**



**Vivekanand Education Society's**  
**BUSINESS SCHOOL**

**CONGRATULATIONS**  
**To Our Scholarship Winner**

## ► Mandatory Disclosure

Sr. No.	Questioner	Information
1.	Mandatory Disclosure Uploaded on	12th September 2023
2.	AICTE File No.	Western/1-36243668194/2023/EOA
2.1	AICTE Permanent ID	1-7737715261
3.	Date of Last approval	10th June, 2023
4.	Name of the Institution	Vivekanand Education Society's Business School
4.1	Address of the Institution	495-497, Hashu Advani Memorial Complex, Collectors Colony, Chembur, Mumbai - 400 074. Maharashtra
4.2	Longitude & Latitude	Longitude 72 degrees 53 minutes 31.70 seconds (East), Latitude 19 degree 2 minutes 38.68 seconds (North)
4.3	Phone Number with STD Code	022 6789 3000
4.4	Office hours at the Institution	10:30 am to 6:00 pm
4.5	Academic hours at the Institution	8:30 am to 4:30 pm
4.6	E-mail	mail.vbs@ves.ac.in
4.7	Website	vbs.ves.ac.in
4.8	Nearest Railway Station (Dist in Km)	Central - Kurla (3.9 Km) Harbour Chembur ( 3.3 Km)
4.9	Nearest Airport (Dist in Km)	Chhatrapati Shivaji Maharaj International Airport - 14
5.	Type of Institution Category (1) of the Institution Category (2) of the Institution	AICTE/DTE Maharashtra State Govt. Approved Institute / Self Financed (Unaided) Linguistic Minority(Sindhi) Co-Education
6.	Name of the Organization Running the Institute	Vivekanand Education Society (VES), Chembur, Mumbai 400 071.
6.1	Type of Organisation	Educational Institute, Trust (Recognized as Educational Society & Public Trust)
6.2	Address of the Organisation	1st Floor, Trust Office, Sindhi Society, Chembur Mumbai - 400 071. Tel: 2523 7088 / 2522 7460 ves@ves.ac.in
6.3	Registered with	Bombay Public Trust Act 1950 (BOMXXIX of 1950)
6.4	Registration Date	6/3/1963
6.5	Website of the Organization	ves.ac.in
7.	Name of the Affiliating University / Body Address	Autonomous Course, Approved by AICTE, Ministry of HRD Govt. of India New Delhi.
8.	Name of the Director Exact Designation Phone Number with STD code Email	Dr. Sachin Deshmukh Director 022 6789 3000 sachin.deshmukh@ves.ac.in
8.1	Highest Degree	B.Sc, MBA, Ph.D
8.2	Field of Specialization	Marketing Management & Data Analytics
9.	Governing Body	Yes, Names of the Governing Body Member are already displayed herein and in the website.
9.1	Frequency of the Meetings & Last Date of Meeting	Twice in a year Last meetings held on 26th July 2023
10.	Board of Advisors / Board of Studies Frequency of the Meetings & Last Date of Meeting	Yes, Twice in a year. Last Meeting held on 31st August 2023
11.1	Student feedback mechanism on Institutional	Student's feedback regarding faculty performance is taken thrice in a year.
11.2	Governance / Faculty Performance	Every semester there is regular interaction between class representative and the Director, the same is communicated to the teachers in each faculty meetings.
12.	Grievance redressal mechanism for faculty	i) There is Institute Level Grievance Redressal Committee formed by the Institute of Management. This information is already displayed on the website and Notice Board of the Institute. Necessary links are made available on Institute website. ii) We have Suggestions cum Complaints Box facility available to Students, Parents and to all
13.	Name of the Departments of the Institute We have Following Departments of the Institute.	We have the following Departments of the Institute:- 1) Administration 2) Admission 3) Examination 4) Library 5) Placement 6) Store, Purchase & Maintenance 7) IT Department

Sr. No.	Questioner	Information
13.1	Courses offered by the Institute	Post Graduate Diploma in Management (PGDM) Approved by AICTE. NBA Accredited & AACSB Membership 1) Business Analytics 2) Banking & Finance Management 3) Marketing Management 4) Human Resource Management 5) Operations & Supply Chain Management 6) Entrepreneurship Management
13.2	Level	Post Graduate - Master Degree Level (Equivalent to MBA Degree) awarded by Indian Universities
13.3	Duration	2 Years Full - Time
13.4	Year of 1st approval by AICTE	2020-2021
14.	Admission Calendar	Admission Calendar for the institute level admission shall be displayed on Notice Board & on the Website time to time as per AICTE & DTE, State Govt. of Maharashtra Guidelines for the year 2024-25
15.	Infrastructural Information	Well-equipped & Furnished Conference, Canteen, Board Rooms, MDP - Seminar Hall, Harvard Style Classrooms, Library with Computer & Internet, Computer Lab with upgraded computer system, advanced Internet, Innovation Lab for powering inventions, Medical Room, Turf area, girls & boys Lounge for indoor activities, Recreation room, Wi-Fi Campus.
16.	Boys Hostel & Girls Hostel	There is a common Hostel run by Vivekanand Education Society for its Polytechnic, Degree level and Master Degree level students. There are separate wings for Boys and Girls students. Hostel facility is available in the Institute Campus.
17.	Academic Sessions	30 hours per Course
18.	Examination System, Year / Sem/ Trim	Semester Pattern
19.	Period of Declaration of Result	Semester wise
20.	Counseling / Mentoring	Mentoring to students is done by Senior Professors, Corporate Trainee & Industry experts, Mentors & Alumni. Students are trained by the Corporate Trainers also and the Industry Academic Connect is Achieved through Industry Institute Interface Organized by the Placement Department.
21.	Career Consulting	Career Consulting is done by Senior faculties, Placement Department & Alumni.
22.	Medical Facilities	First Aid facility & Medical Counseling Center is available in the Institute. Nearest General Hospitals facility is also available.
23.	Students Insurance	Yes, The Students are insured with The Oriental Insurance Co. Ltd, Thane divisional Office Saraswati Mandir, 3rd Floor, (Marathi Granth Sangrhalaya), Opp. Zila Parishad Office, Thane (West).
24.	Student Activity Body  Cultural Activities  Sports Activities	We have Student Welfare Committee (SWC) taking care of Students Activities.  Cultural Activities like Annual Festival "Aarohan", WDC/ICC Events, Blood Donation, Health Camp and (CSR) Social Activities during the year are organized by the Institute. Intercollegiate & state level sports competition.  Once in year we conduct Indoor & outdoor games (Sports) Girls lounge, Boys lounge & Turf is available for daily sport activities for students & staff.
25.	Literary Activities Magazine / Newsletter Technical Activities / Tech Fest Industrial Visits / Tours / CSR Alumni Activities	Yes, available Prakshepan / International Journal of Frontier Technologies & Business Yes Yes, Yearly there is one Visit  Alumni Meet is conducted every year which helps the institute to develop Industry, Corporate Relationship and the Placement of the Students. We have our Registered Alumni Association "VESMAA"
26.	Name of the Asst. Info. Officer for RTI Designation Phone Number with STD Code Email	Mr. Nandkishor Narwade Assistant Registrar 022 6789 3000 mail.vbs@ves.ac.in / nandkishor.narwade@ves.ac.in



## ▶ Code of Conduct & Discipline

- Code of conduct & discipline as prescribed by AICTE/DTE Govt. of Maharashtra shall be applicable.
- Rules regarding Conduct and Discipline and Rules against Ragging is strictly adhered to.
- Punctually, discipline and adherence to all deadlines in every respect is expected from students.
- Decency in dress code must be observed.
- Smoking and Chewing Tobacco is strictly prohibited on the campus premises and is even otherwise very much discouraged.
- Initiative and involvement in all the activities of the Institute is a must.
- Willingness to learn cross-functional skills required in the industry.
- Ability to work hard and for long hours.
- Use of mobile phone is strictly prohibited while the lectures are in progress.
- 75% Attendance of all lectures is Compulsory.
- Code of students General conduct / Discipline laid down by VBS / DTE / AICTE shall be strictly applicable / adhered by the students

### Anti Ragging Provisions

Strict compliance of Anti Ragging regulations/provisions made in AICTE regulations notified vide F.No.37-3/Legal/AICTE 2009 date 1st July 2009 for prevention and prohibition of ragging in Technical Institutions shall be adhered to by the students and the Institute. Maharashtra Prohibition of Ragging Act - 1999 and its amendments which may be published from time to time also shall be applicable. Name of the Committee Members with their contact nos. have been already displayed on the notice board and website. Complaints if any, in this regard, shall be lodged in writing to the Anti Ragging Committee. Persons to be contacted, their number, email address and required details are already available on the website.

### WDC/ICC

Women Development Cell i.e ICC/ Committee is also constituted as per the Supreme Court guidelines (In Vishakha Case Judgement), AICTE and State Government Directives. Name of the Committee Member with their contact no. have been already displayed on the notice board and website.

### Institute Level Grievance Redressal Committee

To ensure transparency by Technical Institutions imparting technical education, in admission and with paramount objectives of preventing unfair practices and to provide a mechanism to students for redressal of their grievances, AICTE has notified regulation for the establishment of mechanism for Grievance Committee and OMBUDSMAN for all the AICTE approved technical institutions vide No. 37-3 / Legal / 2012 dated 25.05.2012. Institute Level Grievance Redressal Committee information is made available on the website of the institute and on notice board.

### Attendance & Disciplinary Committee

There shall be the following committees i.e

1) a. Attendance Committee b. Disciplinary Committee c. SWC - Student Welfare Committee to ensure and maintain the general discipline and code of conduct by the students in the institute. Since the PGDM course is full time program, each student shall have to maintain his/her required attendance in each term and students with less attendance shall not be permitted to appear for the semester examinations. This committee shall submit its semester wise report to the Controller of Exam, Dean Academics and Director for their information and necessary action in this regard.

2) The admission rules mentioned in this prospectus shall be subject to change, (if any) by DTE/AICTE.

### 3) Last date of Issue of Forms & Prospectus:

These dates shall be notified on our Notice Board and Website of the Institute.

### 4) Cut-off Date of Admission & Cancellation of Admission:

As per the rules framed by AICTE in their yearly Approval Process Handbook. These dates shall also be notified and Prescribed by AICTE/DTE the Directorate of Technical Education, Maharashtra State for the Academic year 2024-25. These dates shall be binding on the Institutes and these dates shall be strictly followed.

## ▶ Mandatory Disclosure

### Governing Council (Academic year 2024-25)

Sr. No.	Name of the Committee Member	Designation	Designation in Committee
1.	Shri. Suresh Malkani	President, VES Trust	Chairman
2.	Shri. Rajesh Gehani	Secretary, VES Trust	Member
3.	Dr. Prakash Lulla	Treasurer, VES Trust	Member
4.	Smt. Kavita Valecha	Member, VES Trust	Member
5.	Dr. Kewal Nohria	Nominee, VES	Member
6.	Dr. Sachin Deshmukh	Director, VES Business School	Member Secretary
7.	Dr. Satish Modh	Director, VESIM	Member
8.	Dr. Indranath Chatterjee	Nominee, AICTE	Member
9.	Dr. Vinod Mohitkar	Director, DTE, Maharashtra State & State Govt. Nominee	Member
10.	Dr. Debjani Banerjee	Professor & Teaching Staff Representative	Member
11.	Dr. Ajay Kumar Gupta	Professor & Teaching Staff Representative	Member

### ▶ Authorities under RTI Act 2005

#### Name of the Institute:

VES Business School, Chembur, Mumbai - 400 074.  
Tel.: 022 6789 3000

#### Assistant Information Officer:

Mr Nandkishor Narwade (Assistant Registrar)  
Tel.: 022 6789 3000

#### Information Officer:

Dr. Sachin Deshmukh, Director  
Tel.: 022 6789 3000

#### Appellate Officer / Authority:

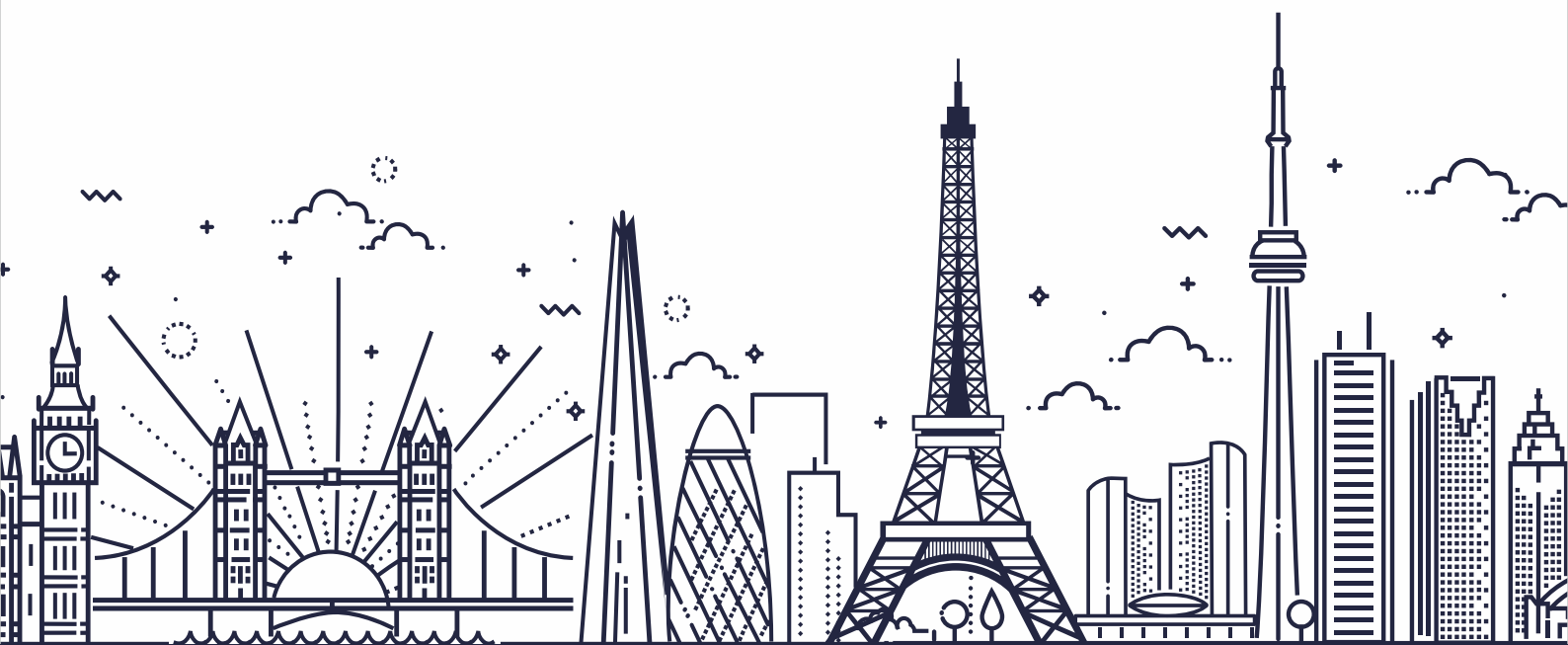
Shri. Suresh Malkani, Chairman, Governing Body, VES  
Tel.: 022 6789 3000

### ► Our Top recruiters for 2023-2024



### ► Our Top recruiters for 2023-2024





### Contact for Further Details:

Hashu Advani Memorial Complex,  
495/497, Collector's Colony, Chembur,  
Mumbai - 400 074.

E.: [admission.vbs@ves.ac.in](mailto:admission.vbs@ves.ac.in)  
Tel.: +91 22 6789 3000

Assistant Director  
Branding, Marketing & Student Relations

Ms. Hetaal Palan  
E: [hetaal.palan@ves.ac.in](mailto:hetaal.palan@ves.ac.in)  
Tel.: +91 22 6789 3000

[vbs.ves.ac.in](http://vbs.ves.ac.in)