



# Admission Prospectus 2020



**GITAM INSTITUTE OF MANAGEMENT**  
GITAM (Deemed to be University), Visakhapatnam





## President's Message

**"Education is simply the soul of a society as it passes from one generation to another" - G K Chesterton**

GITAM, founded by a visionary leader, Dr. M V V S Murthi, close to being four decades old, has been driven with a mission of imparting education of global standards in the field of higher education.

GITAM has been imparting quality based innovative programs by partnering with the various stakeholders. GITAM has its alumni spread across the globe, as entrepreneurs, business leaders, key decision makers, bringing laurels to the Institute.

The strength of this institute is the campus with diversity in the students and the programs offered along with state of art infrastructure and knowledgeable faculty. Along with academics, emphasis is given to sports, literary and arts, social awareness, by providing the right infrastructure and encouraging participation.

In today's dynamic and complex global business environment, recruiters need youngsters with capability and willingness to handle the complexity with focus on values. The students at GITAM are groomed to be conscientious citizens and trained with the required skill sets to match corporate need.

This academic year 2019-20, I extend a warm welcome to our valued recruiters to visit our vibrant GITAM campus, and consider our talent pool for their requirement, which further enriches the mutually beneficial relationship.

Thanking You,

**Sri M. Sri Bharat**



# Governing Body of GITAM Society

M. Sri Bharat  
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M. Gangadhara Rao  
*Vice-President*

B. V. Mohana Rao  
*Secretary*

M. Bharadwaj  
*Joint Secretary*

B. S. S. N. Raju  
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V. V. Bhanoji Rao

M. J. Rama Rao

M. V. S. Srinivas

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V. Harsha

Hamza. K. Mehdi

K. Ramakrishna Rao  
*Chancellor*

## Board of Management of GITAM (Deemed to be University)

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K. V. G. D. Balaji  
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N. Siva Prasad  
*Pro Vice-Chancellor, Hyderabad*

P. V. Sivapullaiah  
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Y. Gouthama Rao  
*Director, GITAM Institute of Management  
Visakhapatnam campus*

K. Balaveera Reddy  
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T. Ravi Raju  
*Former VC, Dr. NTR UHS, Vijayawada*

Ghanta Subba Rao  
*Former Secretary, AP Skill Development*

*Member to be nominated by UGC  
UGC Nominee*

P. Hema Prakash Kumari  
*Professor, Department of Microbiology,  
GIMSR, Visakhapatnam campus*

R. Anita Rao  
*Director, School of Law  
Visakhapatnam campus*

M. Gangadhara Rao  
*Vice President*

B. V. Mohana Rao  
*Secretary*

M. Bharadwaj  
*Joint Secretary*

Hamza K Mehdi  
*Governing body member*



# GITAM



Dr. M.V.V.S. Murthi (Late)  
Founder





## Chancellor's Message

GITAM deemed to be University, with three scenic and cosmopolitan campuses at Visakhapatnam, Hyderabad and Bengaluru, is known throughout the country as an institution providing high quality value based education. Our alumni are spread across the globe handling senior positions in various reputed corporate houses. GITAM has been accredited by NAAC with an "A+" grade.

We, at GITAM, believe in the holistic development of young minds, and our students are nurtured to thrive in any environment, with the skills and values to enable life-long success.

We constantly strive to understand the needs of society, business and environment, and to adapt and keep pace with the ever-changing needs. The student faculty collaboration attempts to strive towards generating ideas that benefit society, and to educate and train people to work in fields where they will be valued both for their specialized knowledge, and for their ability to research, communicate and solve problems. We take pride in our partnerships with international universities of repute, and industry majors through various collaborations.

We welcome you to visit this campus and partner with us in creating and strengthening a rewarding and lasting association between the industry and the University.

**Prof. K. Rama Krishna Rao**







## Vice-Chancellor's Message

"The purpose of education is to make good human beings with skill and expertise....."

*- A P J Abdul Kalam*

At "GITAM", the student is encouraged to dream big! Dreams coupled with quality higher education can create a professional who can be instrumental in positively impacting a country's economy by creating and driving the industry to great heights through a holistic perspective. GITAM itself is the dream of its founder visionary leader, Dr M V V S Murthi.

GITAM has been providing quality higher education to the society for nearly four decades and has created a mark for itself as an institute of higher learning to reckon with. The ambience of the environment, the faculty with a mix of industry experience and Doctoral degrees, international partnerships with reputed global institutions, and the heterogeneous student community have been instrumental in GITAM achieving its reputation and place in the list of top Universities in the country. GITAM always takes pride in its focus on value based higher education and its contribution to the society.

GITAM's interface with the industry for various research and consultancy services, resulting in creating knowledge and addressing the need of the industry, is one of the main activities of this deemed to be University. Interdisciplinary research is our forte, given the existence of various faculties which include Technology, Management, Science, Humanities, Law, Medicine and Architecture.

Students at GITAM are encouraged to develop their creative and critical thinking, manage activities and events to develop their technical, managerial and entrepreneurial skills and enhance the right decision making skills to be able to better handle situations in their personal and professional life.

We thank the recruiters who have been with us in our journey, constantly supporting us and wish to see you again this year in our campus for your hiring needs. We also invite new recruiting partners in becoming our stakeholders and choose from the talent pool that GITAM creates.

**K. SIVA RAMA KRISHNA**



# Director's Message

GITAM Institute of Management is a Business School under the umbrella of GITAM (Deemed to be University), situated in Visakhapatnam, Andhra Pradesh. GITAM Institute of Management (GIM), which has completed three decades of its existence, has grown leaps and bounds by being the institute of choice for the aspiring management professionals. They can choose from a wide range of exciting and innovative undergraduate and post graduate programs.

GIM has been providing the platform for many youngsters in nurturing their talents, honing their skills to become budding entrepreneurs, business leaders and professional managers. Alumni of GIM are spread across the globe, in various managerial and leadership roles, making the Institute proud.

The portfolio of activities undertaken in the Institute range from the academic programs of post graduate and undergraduate programs to research and consultancy and also executive development courses. The programs are customised to meet the industry needs, and are modified from time to time in line with the stakeholder feedback. The programs include the post graduate programs, MBA, MBA (HRM), MBA (Fintech), MBA (Intl. Business), MBA (Intl. B&F) and MBA GLSM) and the undergraduate programs of BBA (Entrepreneurial Orientation), BBA (MA) with CIMA (UK), BBA (Business Analytics), BBA (Logistics), BBA (FinTech) and B. Com (Hons) with ACCA (UK).

Students are trained in a challenging environment with special focus on values and skills to ensure that they successfully cope up with high-pressure work atmosphere later. Personality Development is a key focus area for the students.

We take this opportunity to express our heartfelt appreciation of the long and mutually beneficial association with our esteemed recruiters. I sincerely wish for strengthening of the existing relationships and invite fresh recruiting companies to form alliance with the Institute for our mutual needs.

Warm Regards,

**Prof. Y. Gouthama Rao**





## VISION

To become a global leader in Management Education.

## MISSION

To impart comprehensive managerial knowledge, entrepreneurial skills and provide corporate exposure through contemporary curriculum.

## OBJECTIVES

To offer world class undergraduate, post-graduate and doctoral programmes in management education.

To provide enriching, stimulating and rewarding experience from the practical world.

To promote and strengthen national and international linkages with industry, academics and society in general.

To carry out research and development activities useful to the industry and society.

To develop a holistic personality with positive and creative attitudes.

Since its establishment in 1988, GITAM INSTITUTE OF MANAGEMENT (GIM), a constituent unit of GITAM, has dedicated itself to the cause of quality higher education in Management. It has been successfully shaping the careers of young minds from 3 decades and has emerged with laurels at the forefront of professional management education and research. GIM relentlessly pursues its efforts to achieve the corporate philosophy of GITAM – “Strive, Serve and Thrive”, with a vision to become a global leader in higher education, and with a mission to impart futuristic and comprehensive education of global standards, with a high sense of discipline and social relevance in a serene and invigorating environment.

Andhra Pradesh	South India	All India
# 1	# 8	# 37
<small>Private</small>	<small>Private</small>	<small>Private</small>
business today	OUTLOOK	THEWEEK





GIM offers various graduate, post-graduate and doctoral academic Programmes which are constantly updated to match the latest industrial and societal requirements. The enrolment of GIM is about 700 students every year. GIM's strength lies in its Faculty. The institute has 64 full-time, 15 part-time and 12 visiting faculty members. Majority of them hold Ph.D. and are from industrial background. Some of the visiting faculty are from USA, UK, Canada, Zambia and Papua New Guinea. Diversity of teaching methods, practical and situational delivery of courses, exposure to real life managerial situations through case studies and use of information and communication technology characterize the unique and enriching teaching-learning ambience at GIM. GIM boasts of world-class amenities, and is located in a hundred acre lush green campus abutting the Bay of Bengal in the port city of Visakhapatnam, famously known as 'The City of Destiny'.

### Programmes Offered

Post Graduate Programmes				
MBA General-Dual Specialization	MBA HRM	MBA International Business		
MBA Banking & Financial Services		MBA Logistics & SCM		
MBA FinTech	MBA Business Analytics	Executive MBA		
Under Graduate Programmes				
BBA General	BBA Business Analytics	BBA Logistics with LSC	BBA FinTech	BBA Financial Markets
BBA + CIMA UK Management Accounting	B. Com. (Honours) + Think Ahead ACCA, UK		B. Com. (Accounting, Auditing & Taxation)	

### Collaborations

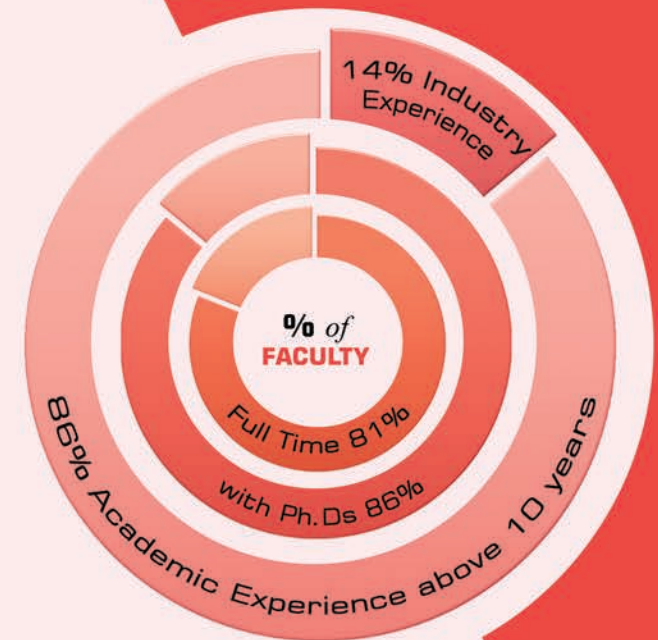
International Collaborations and Exchange Programs
Industries
Professional Bodies
Research Industries



GITAM Institute of Management has highly committed and experienced faculty in all its departments - Entrepreneurship, International Business, Logistics, Operations, Finance, Marketing and Human resource. 64 full time faculty are spread across these departments 86 percent having the highest qualifications, the doctoral degree. Most of them also bring their industry experience in to the classroom. All of them are continuous researchers and share their new found knowledge with students to enrich their knowledge repositories and train them on the industry required skills. Faculty inputs are supported by a number of guest lectures from eminent personalities from the industry and the academia.

FACULTY DEVELOPMENT PROGRAMS CONDUCTED 2018-19		
Name of the Program	Date(s)	Resource Persons & Organization
Five Day FDP on Advanced Research Methods and Data Analysis for the faculty of GIM	19 <sup>th</sup> June 2018	Faculty from GITAM Institute of Management
FDP on Measurement and Design	19 <sup>th</sup> June 2018	Prof. M.Lakshmi pathi Raju, Damodaram Sanjivayya National Law University, Visakhapatnam
FDP on Inventory Pedagogy	17 <sup>th</sup> July 2018	Dr. Praveen Malla, Managing Director, LemonBridge Group, Hyderabad
FDP ON Business Data Analytics Transforming Big Datasets into Business Assets	19 <sup>th</sup> Nov 2018	Prof. Ravi Vatrupu, Dept. of Digitilization, Copenhagen Business School, Denmark
FDP on Advanced Research Methods and Data Analysis for Research Scholars	26 <sup>th</sup> to 30 <sup>th</sup> Nov 2018	Faculty from GITAM Institute of Management
FDP on Academics for Business Management Program	6 <sup>th</sup> Feb 2019	Prof. Vemuri Sivaram, Charles Darwin University, Australia
FDP on Design Thinking	28 <sup>th</sup> Feb 2019	Mr. V. Yashwanth, Chief Executive Officer, OSO Books, Hyderabad
FDP on Brand Building	8 <sup>th</sup> March 2019	Mr. Sandeep Ranade, Executive Director, Kantar Millward Brown, Mumbai

Faculty





Finance



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# Curriculum

## Trimester-I

Management Theory & Practice  
Business Environment  
Managerial Economics  
Organizational Behavior  
Financial Accounting and Analysis  
Business Statistics  
IT for Management  
Trimester-end Viva-voce

## Trimester-II

Managerial Communication  
Cost & Management Accounting  
Business Laws  
Ethics and Values in Business  
Business Research Methodology  
Operations Research  
Trimester-end Viva-voce

## Trimester-III

Gandhian Thought and Management  
Operations Management  
Marketing Management  
Financial Management  
Entrepreneurship  
Human Resource Management  
Year end Viva-voce

## Trimester-IV

Strategic Management  
Electives-5  
Summer Internship Project Report & Viva  
Trimester end Viva-Voce

## Trimester-V

Electives-5  
Comprehensive Viva

## Trimester-VI

Contemporary Courses-2  
Venture Planning/ Research Papers/ Project Report  
Open Electives  
Project Viva

## Trimester-IV Elective Courses

Finance  
Financial Markets and Services  
Security Analysis & Portfolio Management  
Financial Derivatives  
Insurance Management  
Financial Statement Analysis

## Marketing

Consumer Behaviour  
Advertising & Brand Management  
Sales & Distribution Management  
Retail Management  
Digital Marketing

## HRM

Human Resource Development  
Employee Welfare & Labour Administration  
Employment Laws - 1  
Compensation Management  
HR Value Proposition

## Operations

Enterprise Resource Planning  
Logistics & Supply Chain Management  
Project Management

## Systems

Business Analytics  
Decision Support System

## Business Analytics

Data Science with R  
Data Visualization with Tableau and Power BI  
DBMS & Data Warehousing  
Marketing Analytics  
HR Analytics

## Trimester-V Elective Courses

Finance  
Financial Risk Management  
Retail Bank Management  
International Financial Management  
Corporate Valuation  
Fixed Income Markets

## Marketing

Rural Marketing  
Services Marketing  
Marketing Research  
Customer Relationship Management  
B2B Marketing

## HRM

Employment Laws-2  
Industrial Relations  
Global Human Resource Management  
Strategic HRM  
Drafting - Statutory Compliance Forms

## Operations

Materials Management  
Total Quality Management

## Systems

E-Business  
Software Project Management

## Business Analytics

Data Science with Python  
Big Data Analytics with Hadoop  
Data Mining for Analytics  
Financial Analytics  
Web Analytics

## Marketing | Finance | Systems Operations | Business Analytics

Our programs will produce management professionals who:

- Are competent, creative, and highly valued professionals in industry, academia, or government.
- Are flexible and adaptable in the workplace, possess the capacity to embrace new opportunities of emerging technologies, and embrace leadership and teamwork opportunities.
- Continue their professional development by obtaining advanced degrees in Management or other professional fields.
- Act with global, ethical, societal, ecological, and commercial awareness expected of practicing management professionals.

**MBA (GENERAL)**

### Contemporary Courses

CSR & Sustainable Development  
Social Innovation  
Behavioral Economics  
Technology Management  
Change Management  
Environmental Sciences  
Intellectual Property Systems  
Technological Entrepreneurship  
Alternate Dispute Resolution  
Alternative Investments  
Financial Analytics  
Contemporary HR Practices  
HR in Knowledge Management  
Psychometrics  
Performance Management  
HR Metrics

### Professional Competency Courses

Outbound Training (OBT)  
Yoga & Meditation  
Soft Skills  
Social Project  
Business English Certificate (BEC)  
Book Review  
Current Business Affairs (CBA)  
Business Simulation



**Eligibility :** 50% aggregate marks in qualified degree examinations from a recognized Board / University





## MBA (HR)

Our program will produce graduates who have attained:

- an ability to apply knowledge of HR management skills
- an ability to function in multi-disciplinary teams;
- an ability to identify, formulate, and solve HR management problems;
- an understanding of professional and ethical responsibility;
- the broad education necessary to understand the impact of HR management solutions in a global and societal context;
- a knowledge of contemporary issues; and
- an ability to use the techniques, skills, and modern tools necessary for HR management practice.

### Curriculum

#### Trimester-I

Management Theory & Practice  
Business Environment  
Managerial Economics  
Organizational Behavior  
Financial Accounting and Analysis  
Business Statistics  
IT for Management  
Field Work - I The Factories Act, 1948  
Trimester-end Viva-voce

#### Trimester-II

Managerial  
Communication  
Cost & Management Accounting  
Business Laws  
Ethics and Values in Business  
Business Research Methodology  
Human Resource Management – I  
Field Work - II Govt. Organizations  
Trimester-end Viva-voce

#### Trimester-III

Gandhian Thought and Management  
Operations Management  
Marketing Management  
Financial Management  
Entrepreneurship  
Human Resource Management - II  
Field Work - III (The Contract Labour Regulation & Abolition) Act, 1970  
Year end Viva-voce

#### Trimester-IV

Human Resource Development  
Employee Welfare & Labour Administration  
Employment Laws - 1  
Compensation Management  
HR Value Proposition  
Human Resource Information Systems  
Summer Internship Project Report & Viva  
Trimester end Viva-Voce

#### Trimester-V

Employment Laws-2  
Industrial Relations  
Global Human Resource Management  
Strategic HRM  
Drafting - Statutory Compliance Forms  
Comprehensive Viva

#### Trimester-VI

Contemporary-2 \*  
Venture Planning/ Project Report  
Open Electives  
Viva on course

## MBA (FinTech)

With technology leading the way for better services, banking, financial institutions and services companies have seen a significant growth in their business, by harnessing the power of technology. FinTech is the buzzword of the day, where technology is used to enhance traditional financial systems, making them much more customer centric and highly secure. GITAM FinTech Academy has successfully rolled out the MBA(FinTech) program in partnership with industry stalwarts, starting from academic year 2017.

This is a unique program and the first of its kind in the country, designed keeping student and working executives in perspective. The first year of three trimesters are common for both PGD (FinTech) and MBA (FinTech) programs. On completion of the first year, students who wish to continue and obtain their MBA (FinTech) degree, can do so and will have to complete the second year, consisting of an additional three trimesters. Provision has been made to support and encourage those students who wish to complete the first year PGD (FinTech) and then work for some time to gain corporate experience, before coming back to complete the second year and obtain their MBA (FinTech) degree, within a period of six years from the time they joined their PGD (FinTech) program.

#### Trimester-I

Buss Env & Strategic Mgmt  
Micro Economics  
R-Programming  
Statistics  
Business Communications

#### Trimester-II

Financial Management  
Hadoop  
Investment Analysis  
Human Resource Management  
Project-I \*\*

#### Trimester-III

Marketing Management  
Financial Derivatives  
MATLAB  
Artificial Intelligence  
Entrepreneurship  
Technical & Fundamental Analysis  
Online Course-I  
Viva-I

#### Trimester-IV

Financial Risk, Compliance & Regulations  
Database Systems  
Business Analytics  
Macro Economics  
Internship

#### Trimester-V

Banking, Mortgage & Insurance  
Python Programming  
Digital Marketing  
Cryptography  
Mergers, Acquisition & Intl Finance  
Project-II \*\*

#### Trimester-VI

Cyber Laws  
Design Thinking  
Security Analysis & Port Mgmt  
Corporate Governance & Ethics  
Blockchain  
Online Course-II  
Viva-II

### Curriculum

#### Eligibility :

1. Aggregate marks in qualified degree examinations from a recognized University 60% for MBA (FinTech) and 50% for MBA (HRM).



## **BBA** (Entrepreneurial Orientation)

The three year BBA program aims at developing a student's intellectual ability, executive personality and management skills through an appropriate blend of business and general education.

The program assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions in an organizational unit or an enterprise.

The program also seeks to prepare students for higher education in business at home and abroad.

Eligibility : 50% aggregate marks in qualified 10+2/Inter examinations from a recognized Board.

## **Integrated MBA** (5 Years)

At the end of the five year Integrated Masters in Business Administration program, students would have a thorough grounding in management fundamentals with a BBA degree and gain specialization in Finance, HR, Marketing or Operations with an MBA degree .

The industry and entrepreneurship oriented curriculum offers a number of specializations and practical exposures which would equip the student to face the contemporary challenges in the field.

The program with extra-curricular competency development courses with a strong value base enables students to take up leadership challenges , and become socially involved, innovative business leaders and entrepreneurs.

# Curriculum

### SEMESTER-I

English  
MS Office & IT  
Business Economics  
Financial Accounting  
Business Mathematics  
Indian Business Environment  
Semester End Viva

### SEMESTER-II

Telugu/Sanskrit/Hindi/Special English\*  
Principles and Practice of Management  
Self Awareness & Personality Development  
Cost and Management Accounting  
Business Statistics  
Creativity and Innovation  
Semester end Viva

### SEMESTER-III

Indian Heritage & Culture  
Business Communication  
MS Excel  
Human Resource Management  
Fundamentals of Entrepreneurship  
Marketing Management  
Social Project/Rural Project  
Semester End Viva

### SEMESTER-IV

Environmental Science  
Banking Theory & Practice  
Organizational Behavior  
Sales and Distribution Management  
Business Laws  
Financial Management  
Semester End Viva-Voce

### SEMESTER-V

Business Plan Preparation  
Production & Operations Management  
Social Entrepreneurship  
Family Business Management  
Consumer Behavior  
Logistics and Supply Chain Management  
Stock Market Operation  
Indian Financial System  
Human Resource Development  
Performance management  
Industrial Project Report/Business Plan & Viva-voce  
Semester End Viva

### SEMESTER-VI

Government Support and Financial Aspects of Entrepreneurship  
E-Commerce  
Business Simulation  
Families in Business  
Customer Relationship Management  
Advertising and Brand Management  
Insurance Management  
Income Tax Law & Practice  
Industrial Relations  
Employment Laws  
Comprehensive Viva

### Professional Competency Development Courses

OBT  
Yoga  
CBA(Current Business Affairs)  
Soft Skills  
BEC  
General Book Review  
Management Book Review





## BBA (Business Analytics)

BBA (Business Analytics) is a three year undergraduate course with objectives of to develop individuals with conceptual knowledge in the multiple disciplines of analytics comprising of mathematics, statistics, information technology and management

to develop individuals who can pursue career in the area of analytics and continue their professional development by obtaining masters degree specializing in different domains related to analytics.

to develop individuals who can apply analytics tools and techniques to solve business analytics problems.

to imbibe value based education to the students that will help them to function effectively in their business analytics career.



# Curriculum

## SEMESTER I

English  
Information Technology for Business Analytics  
Business Economics  
Financial Accounting  
Business Mathematics  
Indian Business Environment  
Semester End Viva-Voce

## SEMESTER II

Telugu/ Sanskrit/Hindi/ Special English\*\*  
Principles and Practices of Management  
Business Research Methodology  
Excel VBA  
Business Statistics – I  
Data Structures with C++  
Semester End Viva Voce

## SEMESTER III

Indian Heritage and Culture  
Database Management Systems  
Business Statistics – II  
Human Resource Management  
Decision Support Systems with MS Excel  
Marketing Management  
Minor Project  
Semester End Viva

## SEMESTER IV

Environmental science  
Data warehousing and OLAP  
Operations Research  
Predictive Analytics and Decision Making  
Introduction to R  
Financial Management  
Semester end Viva Voce

## SEMESTER V

Programming with Java  
Production and Operations Management  
Data Visualization  
Data Mining  
Statistical Quality Control and Six Sigma  
Project Management  
Minor Project  
Semester End Viva Voce

## SEMESTER VI

Big Data Analytics  
Ecommerce  
Business Analysis  
Data Analysis with Python  
Elective 1  
Elective 2  
Semester End Viva Voce

## ELECTIVES

Web and Social Media Analytics  
Logistics and Supply Chain Analytics  
Financial Analytics  
HR Analytics  
Healthcare Analytics  
Econometrics  
Marketing Metrics  
Elements of Actuarial Science

## PROFICIENCY DEVELOPMENT COURSES

Out-Bound Training  
Book Review  
Introduction to Gandhian Thoughts  
Public Speaking  
Yoga and Meditation  
Business English Certificate (BEC)  
Soft Skills

**Eligibility :** 60% with Maths aggregate marks in qualified 10+2/Inter examinations from a recognized Board.



## BBA (Logistics)

Presently, the logistics business is the most sort after business worldwide. It covers a wide range of services that have an impact on how a product moves from the maker to the recipient. No matter where your business fits in the production and shipment line, it's always a good idea to get a feel of how a product gets from Point A to Point B. Making note of these types of logistic services and how they may impact the business or customers like Warehousing Services, Freight Shipping and Courier Shipping etc. and the role of third party logistics is also becoming important to ensure that all of these services and others associated with logistics seamlessly flow together. This requires a great deal of coordination, organization, and time management. Therefore, such professionals are in demand. It is a three years undergraduate programme comprising of six semesters.

# Curriculum

### SEMESTER I

English  
Hindi/Sanskrit /Special English  
Fundamentals of Logistics  
Principles of Management  
Business Statistics  
Materials Management  
Warehousing and Distribution Centre Operations  
Semester End Viva Voce

### SEMESTER II

Materials Management – Practical  
Warehousing Management – Practical  
Allied course (1 out of 2)  
Apprenticeship - Level 1  
Semester End Viva

### SEMESTER III

Soft Skills  
Business Communication  
Freight Forwarding (Ocean & Air Cargo)  
Forecasting and Inventory Management  
Surface Transportation & Courier, Express, and Parcel  
Human Resources Management  
Management and Cost Accounting  
Semester End Viva

### SEMESTER IV

Surface Transportation – Practical  
Forecasting and Inventory Management – Practical  
Allied Course (1 out of 2)  
Apprenticeship – Level 2  
Semester End Viva

### SEMESTER V

MIS for Logistics  
International Logistics Management  
Marketing Management  
Retail Logistics and E-Commerce  
Logistics Network Design  
Port Terminal Logistics  
Liner Logistics  
Semester End Viva

### SEMESTER VI

Logistics Network Design – Practical  
Freight Forwarding – Practical  
Allied Course (1 out of 2)  
Apprenticeship – Level 3  
Semester End Viva

## BBA (FinTech)

In the present day, technology is driving businesses and in particular the financial and banking sectors. The impact of technology on the business, however, has seen a distinctive shift from enabler to positive disrupter. What's more, business executives are looking at virtual personal assistants as key channels for consumer conversations and engagement by exploring AI, Blockchain, Drones, IOT, AR, VR and 3D Printing. BBA (FinTech) professionals can attend and address the challenges as posed by today's business environment. It is a three years undergraduate programme comprising of six semesters.

### SEMESTER I

English  
Indian Business Environment  
Business Mathematics  
Financial Accounting and Analysis  
Business Economics  
MS Office and IT  
Semester-end Viva Voce

### SEMESTER II

Telugu/Sanskrit/Hindi/Special English (Second Language)  
Principles of Management  
E-Commerce  
Business Statistics  
Advanced Excel  
R- Programming  
Semester-end Viva Voce

### SEMESTER III

Human Resources Management  
Environmental Management  
Marketing Management  
Financial Management  
Block Chain  
Hadoop  
Semester-end Viva Voce

### SEMESTER IV

Retail Bank Management  
Business Laws and Ethics  
Cyber Laws and Security  
Financial Markets and Services  
Operations Management  
MAT LAB  
Semester-end Viva Voce

### SEMESTER V

Business Startups and Entrepreneurship  
Relational Data Base Systems  
Risk Management  
International Financial Management  
Bitcoin and Crypto Currency  
Digital Marketing  
Semester-end Viva Voce

### SEMESTER VI

Python Programming  
Innovative Payment Solutions  
Artificial Intelligence  
Online Course – 1 (Student's Choice)  
Online Course – 2 (Student's Choice)  
Project  
Project Viva Voce  
Comprehensive Viva Voce

# Curriculum

**Eligibility :** 60% with Maths aggregate marks in qualified 10+2/Inter examinations from a recognized Board.





**BBA** (Management Accounting) with



This is a three-year full time Bachelor of Business Administration in Management Accounting providing an in-depth knowledge of business functions along with Chartered Institute of Management Accountants (CIMA)'s globally recognized qualification. CIMA is world's largest professional body for Management Accountants and its qualification is accepted by over 4500 employers globally. Broad business knowledge of these graduates qualifies them to work in a wide variety of roles inside and outside the finance function. With the new curriculum, student would be able to get 10 exemptions and pass only three courses for attaining Advanced Diploma in Management Accounting from CIMA within three years. In 2014 & 2015, this program has won Best university embedded program in India award from CIMA.

**CIMA** (Chartered institute of Management Accountants) established in the year 1919, is a globally recognized qualification for careers in Business & Finance. CIMA is the world's largest professional body of Management Accountants with more than 218,000 members working in 177 countries.

**Eligibility** :50% for aggregate marks in qualified 10+2/Inter examinations from a recognized Board.

# Curriculum

## SEMESTER I

English  
Fundamentals of Business  
MS Office & IT  
Financial Accounting  
Business Law  
Semester End Viva Voce

## SEMESTER II

Telugu/Sanskrit/ Hindi/Special English  
Principles and Practices of Management  
Management  
Accounting - I  
Business Economics  
Ethics and Corporate Governance  
Semester End Viva Voce

## SEMESTER III

Indian Heritage and Culture  
Excel  
Financial Reporting and Taxation  
Organizational Management - I  
Organizational Management - II  
Practice School Report  
Semester End Viva Voce

## SEMESTER IV

Environmental Science  
Business Communication  
Tally  
Management Accounting - II  
Case Study Analysis  
Semester End Viva Voce

## SEMESTER V

Social Project  
Banking Theory and Practice  
Project and Relationship Management  
Advanced Financial Reporting  
Disaster Management  
Introduction to Psychology  
Semester End Viva Voce

## SEMESTER VI

Income Tax Law and Practice  
Entrepreneurship  
Advanced Management Accounting – I  
Advanced Management Accounting - II  
Case Study Analysis  
Comprehensive Viva Voce  
Professional Competency Development Courses

## PROFICIENCY DEVELOPMENT COURSES

Out-Bound Training  
Book Review  
Introduction to Gandhian Thoughts  
Public Speaking  
Yoga and Meditation  
Business English Certificate (BEC)  
Soft Skills





## B.Com. (Hons.) with Think Ahead

The B.Com (H) program is intended to provide a career in the field of commerce & accounting, train the students as best financial accountants. B.Com (H) offers different entry levels to start a student's journey in Accounting and Finance. It aims to equip the students with knowledge & competence in the field of business and commerce.

### ACCA

Founded in 1904, the Association of Chartered Certified Accountants (ACCA) is the global professional accounting body, offering the Chartered Certified Accountant qualification (ACCA). ACCA's headquarters are in London with principal administrative office in Glasgow. ACCA works through a network of over 104 offices and centres in 52 countries - with 323 Approved Learning Partners (ALP) and more than 7,300 Approved Employers worldwide, who provide employee development.

**Eligibility** : 50% aggregate marks in qualified 10+2/Inter examinations from a recognized Board.

# Curriculum

## SEMESTER I

English  
Fundamentals of Business  
MS Office & IT  
Financial Accounting  
Business Law  
Semester End Viva Voce

## SEMESTER II

Telugu/Sanskrit/ Hindi/Special English  
Principles and Practices of Management  
Management  
Accounting - I  
Business Economics  
Ethics and Corporate Governance  
Semester End Viva Voce

## SEMESTER III

Indian Heritage and Culture  
Excel  
Financial Reporting and Taxation  
Organizational Management - I  
Organizational Management - II  
Practice School Report  
Semester End Viva Voce

## SEMESTER IV

Environmental Science  
Business Communication  
Tally  
Management Accounting - II  
Case Study Analysis  
Semester End Viva Voce

## SEMESTER V

Social Project  
Banking Theory and Practice  
Project and Relationship Management  
Advanced Financial Reporting  
Disaster Management  
Introduction to Psychology  
Semester End Viva Voce

## SEMESTER VI

Income Tax Law and Practice  
Entrepreneurship  
Advanced Management Accounting - I  
Advanced Management Accounting - II  
Case Study Analysis  
Comprehensive Viva Voce  
Professional Competency Development Courses.

## PROFICIENCY DEVELOPMENT COURSES

Out-Bound Training  
Book Review  
Introduction to Gandhian Thoughts  
Public Speaking  
Yoga and Meditation  
Business English Certificate (BEC)  
Soft Skills



# Certificate Programs

## Finance

FinTech  
Block Chain  
Anti Money Laundering  
PG Diploma in Financial Markets  
PG Diploma in Risk and Insurance Management  
PG Diploma in Banking  
NSE Certifications

## Human Resources

Certificate in HR Analytics  
Certificate in Psychometrics  
Certificate in Occupational Safety and Health  
Certificate in Statutory Compliance  
IELTS (International English Language Testing System)  
Basic English Communication  
Advanced English Communication

## Entrepreneurship

Certificate in Entrepreneurship  
Certificate in Corporate Social Responsibility  
Certificate in Renewable Energy Management  
Certificate in Business Plan  
Certificate in Social Entrepreneurship

## Marketing

PG Diploma in Retail Management  
Certificate in Digital Marketing  
Certificate in RTI and Consumer Protection

## Operations

PG Diploma in Logistics and Supply Chain Management  
Certificate in Six Sigma





## Gold Medal Winners 2019 - All Rounder Category (2018 Graduating)



**S. BHAVYA SAI NISHITHA**  
MBA (2016 - 18)



**PULMARSETTI SOWJANYA**  
IMBA (2013 - 18)



**SHIKHA THAKUR**  
BBM (2015 - 18)



**DUGGIRALA HARSHINI**  
B.Com. (Hons.) (2015 - 18)



**KANDAN SRAVANI**  
BBA (MA) (2015 - 18)



**CHILUKURI SAI AKHIL**  
BBA (BA) (2015 - 18)

Being a football player of GIM is a pride that I carry everyday when I enter the GIM building and being the captain of the Management team has always been a crucial role to play.

Football has given me a motive to strive for the goal that I always wanted to achieve.

I still remember the first day when i stepped on the field after joining GITAM. I was nothing but all shivers, a scared boy who had passion for football and was also equally scared to share the field with the seniors.

In football it is said " the more experience you have the more decisive you can be " and it can be seen on the field. Seniors helped me a lot to brush up my skills,motivate me and also many a times challenge me. They have always been someone who I could look to during my nervous times or during the times when I had to bring out the best in me.

I was well supported by my faculty who always asked me about my journey as a footballer, and encouraged my involvement in the sport.

GIM provided me with big oppurtunity in leading GIM football team for 3 years with countless memories which I will be cherished throughout my life.

Thank You.



**Saksham S Chaurasiaa**  
Captain  
GIM FOOTBALL TEAM



I, **Elaha Abidi** from Afghanistan came to India pursuing my higher education at GITAM Institute of Management (GIM), GITAM (Deemed to be University)situated in the scenic city of Visakhapatnam. I am enrolled for a Master's program in Human Resources, MBA (HRM) which is for a duration of two years, 2018-20. Being new to this culture, initially I was worried about adjusting here. But, fortunately, the students and faculties at GIM were very understanding and helpful and made myinduction into this environment easy and seamless.

GIM provides every facility for students to make them comfortable andprovide quality education. Apart from academics, there is immense scope for individual development through various activities designed for the students for experiential learning. I was also pleasantly surprised to know that the institute also provides for placementsupport.Ifelt the academic rigour and learning culture is very robust and Ifeel very fortunate for getting an opportunity to be here. I was also pleasantly surprised that the University also provides placement support. I consider myself very fortunate for making GIM my choice!



# GITAM EXCELLENCE MEET







**OBT**  
OUT BOUND TRAINING





Former President of India and Bharat Ratna Awardee **Shri Pranab Mukherjee** along with the president **Shri M. Sri Bharat**, GITAM (Deemed to be University), inaugurated the bronze statue of Late **Dr. M.V.V.S.Murthi** a great visionary and founder of GITAM, on 39<sup>th</sup> Foundation day.



# Unique@ GITAM

GIM adds an unmatched academic rigor to its students as a distinct advantage. Adjunct and additional co-curricular facilities and academic extension activities offered by GIM provide students access to a range of learning, development and enrichment experiences. These programmes promote academic rigor and provide opportunities for critical analysis with an emphasis on higher order thinking. The programmes are inclusive, dynamic, and provide an overall positive environment.

**SOFT SKILLS DEVELOPMENT** In order to meet the corporate requirements, GIM has introduced Soft Skills as part of its curriculum. Students are motivated and encouraged to improve their communication skills through participation and experiential learning. In this regard, a unique concept "Competent Communication & Leadership Development (CCLD)" the soul of soft skills, has been created, which provides a great platform for students to hone their communication & leadership skills.

**BUSINESS ENGLISH CERTIFICATE (BEC)** from Cambridge University, UK GIM is the first college in AP, to have received MoU from the British Council to deliver industry sought Business English Certificate program of Cambridge University. After the diagnostic test, training is offered to students in BEC modules. At the end of the training and examination the students receive certificate from Cambridge University in either BEC Preliminary, Vantage or Higher. This program has been made mandatory for all the students.

**BUSINESS SIMULATION** The students of GIM compete in the CAPSTONE Business Simulation as part of their curriculum. The simulation will help students to make their decisions on a number of issues while running the company they represent. This is highly productive in preparing students for a competitive world. Also this will equip the students to improve team working skills, decision making and leadership qualities while applying business knowledge they have learnt.

**CERTIFICATE PROGRAMS** In addition to the intensive trimester curriculum the students of GIM also can get certifications in upcoming areas in Management concepts & models. These programs are offered by practitioners from industry or eminent faculty from reputed B-Schools. This will challenge the highly intelligent students in the class with additional knowledge and certifications.

**CURRENT BUSINESS AFFAIRS** Current Business Affairs is a credit course focusing on enhancing the employability skills of students and grooming them to meet the industry requirement. Communication, Creativity, Confidence and Collaboration are the four competencies developed in students through this course. The course ensures the student is updated with the latest happenings of the world around. They have the opportunity of developing their presentation skills, group discussion abilities, updating their knowledge on current business affairs and bring out their hidden talents during the sessions. These sessions are designed in such a way that the student develops managerial skills and etiquettes and most importantly becomes confident!

**YOGA AND MEDITATION** Healthy mind demands healthy body. Today's competitive environment generates stress and to cope with this stress students need to develop control over their minds which is possible through meditation. To train the students in this line, the institute organizes Yoga & Meditation classes.







#### GITAM KNOWLEDGE RESOURCE CENTRE :

The centre has a collection of over two lakh twenty one thousand volumes and e-books are above thirty one lakh. 2.2 GBPS Leased Line, providing connectivity to all the systems over the campus. The Digital Library provides free access to all research publications of GITAM faculty and scholars, subscribed ejournals of reputed publishers like IEEE, Springerlink, ACM, ASME, ASCE, EBSCO, Capitaline, etc over GITAM Intranet.

#### INSTITUTION LIBRARY :

The Institute has rich collection of management books, journals and self improvement books located at Management Information Centre and Department libraries within the premises.



#### COMPUTER / IT FACILITIES :

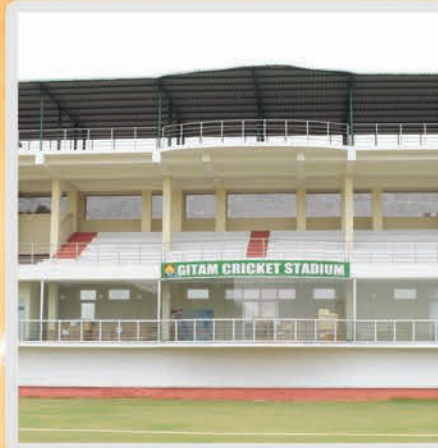
The Institute has a computer lab with 387 desktops with internet service and 60 workstations at the HSBC Language Learning Centre.

#### OTHER FACILITIES :

The campus is having captive facilities for banking, shopping, Sports, Gymnasium, Post Office, Food Courts and telecommunications.









# HOSPITAL

GITAM INSTITUTE OF MEDICAL SCIENCES AND RESEARCH established for admitting 150 MBBS students annually to give world class training. Initially, it is operational with 360 beds with all basic specialities like Medicine, Surgery, Obstetrics, Gynaecology, Orthopaedics, Ophthalmology, Paediatrics, Dermatology, ENT, Psychiatry, Pulmonology, Physiotherapy etc. There are 5 Nos. of operation theatres to cater to the needs of various specialties. The out-patient departments are run by qualified specialists. The emergency medicine and trauma departments are working round the clock. It is adequately equipped to deal with all emergencies. The Intensive care unit is well equipped with monitors, ventilators and other supportive systems for giving necessary treatment to the critically ill-patients. The well established and state-of-the art central clinical laboratory and modern blood bank facilities are available for handling all types of elective and emergency medical and Surgical problems. The Hospital will be upgraded to a full fledged 850 beds teaching hospital with all basic and super speciality departments to take care of tertiary medical problems. Specialists visit the centre during their appointed hours. An ambulance is made available on 24x7 basis to attend to medical emergencies. Students and Staff also have free access to dental college and hospital located in the campus to get their dental problems treated.

The University is striving relentlessly to impart futuristic and comprehensive education of global standards with a high sense of discipline and social relevance in a serene and invigorating environment.



## HOSTELS

GITAM hostels on campus consist of four for boys and two for girls.

These hostels provide accommodation to 3438 for boys and 1350 for girls.

Separate hostel for International Student with Gym, Kitchen and other facilities.



A couple of decades have passed by, but I still remember it as clearly as yesterday, it was a hot and humid morning when I boarded 17A bus from Sagar nagar to E reach my college. Even though its been quite a long time, I still remember that first day feeling.



**Naveen Chand Kunisetty**  
Entrepreneur  
BBM (BBM 1995-98)

A feeling of nervousness filled with excitement and hope. A hope to get an opportunity to prove myself. After all, I had arrived, to that phase of my life where I could learn to be a man! As I reminisce, it was quite a big thing for a boy who was at the fag end of teenage adolescence and mind, if there was one! The major fear in my mind that day was the fact that I am not a studious person, is a degree in Management really something I will be able to do? I wasn't from a business background, so I had no idea about businesses, but as the classes went deeper into the subject, I realised I had gained immense interest in the subjects because of the atmosphere created by my professors and the college as a whole.

Many years have passed by since I graduated in BBM from GITAM college. But the foundation that was laid there has had a deep impact on all facets of my life. Achieving success in my professional life as an Entrepreneur is just one of the things I could achieve with the help of the strong foundation laid in me by GITAM. What I cherish the most is the fact that the college made me ready psychologically to face any situation in the society. From those transformative lessons delivered by my professors, the scoldings from the director and seniors alike to the life changing experiences with friends in endless debates and case studies. I often wonder sometimes how fortunate I am to have got the opportunity to accomplished all this.

If I have to sum up in my life experience at this esteemed college in a few words, my time in college has enriched my life in many ways. The experience at GITAM is truly irreplaceable and I would not trade them for anything, a lifetime lesson of management studies with wonderful teachers and friends, who never gave up on me and a value system that has been engraved on me is all a part of what I am today.

God bless my beloved college, faculty and students. Keep the Josh rocking.

Forever and always...

Over the past several years of my career in demanding roles, I have most often fallen back on simple management fundamentals I picked up during my education at GIM. [College of Management Studies back then]



**Mohan Simham**  
VP and Head of the Consumer IOT Business  
Vodafone Idea Limited  
BBM (1993-96)

A lush green campus set against the mountains and the sea, a set of highly knowledgeable and forthcoming teachers and a set of great class mates wonderfully came together to prepare me for my future. The college created and provided for an environment of wholesome development along with ample exposure to Industry environment and interaction. Memories of the several events and competitions on campus still excite energize me. So much of learning and fun!

I fondly recall the joy of learning here and will always be grateful to both this great institution and its teachers who remain a strong foundation to who I am as a person and a profession.

The first time I visited the college was for my EAMCET examination in 1996 at the Engineering campus. Fresh out of hostel, I was amazed at the size of the campus and the sheer space it had. Little did I know I would spend the next three years in the college. Personally it was a tough time when I saw my dream crash. I had to pick up my pieces and start life all over again.

Anyways, I joined after weighing my options across different streams and decided Management was the choice. The first year was challenging considering the change of stream. All the faculty members were very helpful and considerate and was able to wade through the first year with their help. The second year was more of consolidation where I was far more relaxed and reinforced my learning through the available resources. I do not remember a single instance where I spoke to a faculty and did not have my question answered.

The third and final year saw us jostling for electives and preparing for the eventual battle once we stepped out of college. The focus was a ideal mix of content and soft skills that I was able to get in the college. On hindsight, there was no particular portion that seemed to have changed our lives, it was more of a natural and organic process that we imbibed. The testimony to this state was evident when I went to do an international MBA in the UK. There was nothing new that I had to learn on the academic front because the foundation had been laid. The entire learning environment was made such easy by the faculty. They did sound stern and tough when it happened but it sure taught us on how to sort ourselves in life.

I had a wonderful experience at College of Management Studies, GITAM. The faculty, the curriculum, the industry and competitive exposure coupled with the rigor and discipline had a great positive impact in my personal and professional development.



**Biplab Mandal**  
VP Global Solution Delivery  
HCL Power Objects  
(BBM 1996-99)

It gave me tremendous exposure, knowledge and confidence to step into the corporate world and have an accelerated career growth. It helped me build a solid foundation and practical outlook on finance, human resources, marketing, organization behavior and IT. The infrastructure and the library were fantastic. It is great to see some of the faculties are still there at GITAM and developing future leaders. If I had to go back in time, I would have no hesitation in joining GITAM again and again for my Education and professional journey.



**Aditya Karri**  
Senior Manager Data Analytics and Data Science  
Standard Chartered Bank.  
(BBM 1996-99)

# Alumni Feedback



# Recruiters Feedback



Pleasure to be here for our recruitment drive. We could see good talent here and would like to explore for other functions too. Overall, an excellent experience for us and thanks for the hospitality.

- Rakesh Rajendra  
Marketing Manager, South



Amazing experience at campus. Really impressed at the quality of talent. Looking forward to a long term association with the campus. Well coordinated effort from the team.

- Puneet Deswal



It was wonderful interacting with the students at GITAM. The university has always given strong hands to us in the past. Hoping for a long term interaction.

- Juhi Karan  
- Gourav Rajgaria



Thankyou for all the support and hospitality and making us feel welcome. There are some very bright students and it was great interacting with them.

- Invesco team



Dear GITAM Team,  
Coming to GITAM VIZAG, seems like home coming. We get energized and refreshed to meet GITAM Team and students.

Thanks a lot for inviting us on campus for so many years.

Continue the good work. We are always impressed with the quality of students at GIM.

Look forward for a long and fruitful association with GITAM.

- Ms. Aarti Datar



It was well coordinated and efficiently managed at a short notice. The placement coordinator took good care made sure all the arrangements were up to the mark. We would like to visit the campus again next year.

- Aditya. S  
DSP Investment Manager



# Message

## from **Chairperson Admissions**

The role of any business management institute is to nurture enthusiastic entrepreneurs, managers and lateral thinking leaders. GITAM Institute of Management (GIM), GITAM Deemed to be University, Visakhapatnam has been doing the same for the last thirty two years. At Present, GIM is offering Doctor of Philosophy (Ph. D), Master of Philosophy (M. Phil), Post Graduate Courses (Two Years) MBA with specializations ranging from Marketing, Finance, Systems, Operations, exclusive programmes like MBA (HRM), MBA (International Business), MBA (International Banking and Finance), MBA (Global Logistics and Supply Chain Management), MBA (FinTech), MBA (Business Analytics), MBA (Hospital Management) – Weekend Programme, Executive MBA – Weekend Programme and Under Graduate Courses (Three Years) such as BBA (with Entrepreneurial Orientation), BBA(Management Accounting) with CIMA, UK, B.Com (H) with ACCA, UK, BBA (Business Analytics), BBA (FinTech), BBA (Logistics with LSC) and BBA (Financial Markets).

The Institute is ranked 42nd among the business schools in India including government and 27th rank in among private business schools 9th in South India and 6th among private business schools by The Week Magazine November 2019 rankings. The Institute is also ranked 8th in the category of Top Business Schools of Eminence and stood 1st in the private business schools in Andhra Pradesh by CSR-GHRD B-School Survey November 2019.

For 2018-19 academic year, 56 companies visited and achieved 100 percent placement from eligible master of business administration graduates in reputed companies. To name a few Walmart, Airtel, Amazon, Flipkart, Asian Paints, Berger Paints, Bajaj General Insurance, Bandhan Bank, Big Bazar, Godrej, GSK, HDFC Bank, HDFC Ltd, ICICI Prudential, ICICI Bank, Invesco, ITC, IDFC Bank, Jaro, Naukri, Oyo, Kotak Life, Nestle, Patanjali, Ramco, Reliance Jio, SBI Cards, TVS Motors, Swiggy, Red Solar etc.

For 2019-20 academic year, so far 22 companies visited and recruited 123 students. To name a few Aditya Birla, Asian Paints, Berger Paints Amul, HDFC Bank, Hindustan Unilever, ICICI Bank, ICICI Prudential, Colgate Palmolive, Invesco, Jaro, ITC, Naukri, SpandanSpurthi, Reliance Industries Ltd etc.

GIM facilitates online/offline application and payment process for its admissions 2020 and the same shall be downloadable from [www.gim.gitam.edu](http://www.gim.gitam.edu) or contact 0891-2840309 / 7660000667

As Chairperson and Co-Chairperson Admissions, we welcome and wish the students of 2020-21 admitted batch in their flair to become vivid business management / entrepreneurial professionals

Best Regards,



**Dr. I. B. Raju**  
Chairperson - Admissions



**Prof. Ch. Venkataiah**  
Co-Chairperson - Admissions



# Invitation to Recruiters

from **Training & Placement Officer**



**Dr K V Sandhyavani**

Assistant Professor  
Training and Placement Officer

We heartily welcome all our recruiters for the Campus placement program 2020.

We have immense pleasure in thanking all the recruiters who have accepted our invitation and have given an opportunity to our students to start their career in a great way. It was a delight having you all at our campus during the academic year 2018-2019. We express our sincere gratitude to all of you. As you are all well aware, GITAM Institute of Management has been continuously striving to groom its students to meet the expectations of the corporate world. We proudly elicit that our students have been excelling in their career for years and satisfying the recruiters who believed in them. We welcome you once again to strengthen our bond through the Campus Placement program 2020.

We thank all our Alumni for staying connected to the institute and for being our strength. They have always been with us throughout the past three decades in coming back to the campus year after year with increased emotional attachment. We are proud of you and look forward for the same support that you have been extending to your juniors at college. We welcome you to the Campus placements programme 2020.

We extend our warm invitation to all of you who have been visiting us regularly and also to those of you who haven't had an opportunity to visit us in the earlier years to be a part of the '2020 Campus Placement Program'. We are sure you would fulfil your requirements for young, dynamic and creative workforce and feel satisfied visiting our Campus.

# Guidelines for Recruiters

## **Placement Windows**

GIM is organizing two placement windows for the benefit of recruiters and students.

### First Window

9<sup>th</sup> Oct 2019 - 20<sup>th</sup> Dec 2019

### Second Window

20<sup>th</sup> Jan 2020 - 31<sup>st</sup> March 2020

During this period all the out-going students of MBA, MBA (HRM), MBA (FinTech) and BBA, BBA (Business Analytics), BBA (Management Accounting), B.Com. (Hons.) with ACCA are available for campus recruitment. Recruiters may reserve their slot in advance to avoid conflict with other schedules.

For further information you may contact the following

Phone: **(O) 0891-2840303 (M) 7660000659 / 661 / 662**

E-mail: **placements.gim@gitam.edu**

## **How to reach Vizag**

Visakhapatnam popularly known as VIZAG is indeed astonishing with its beauty and freshness in the air that makes it a CITY OF DESTINY. It has got vibrant life and truly picturesque surroundings that offer a great place to study and learn, besides being a destination for tourists.

The city is well connected by AIR, RAIL and ROAD. The city is connected with flights from New Delhi, Bangalore, Tirupati, Chennai, Hyderabad, Kolkata and Mumbai. Both Private and State-owned airlines operate their flights on a regular basis. Apart from Air, the city can be reached by a number of trains touching here, coming from all parts of the country.



# Prominent Recruiting Partners







 gimgitam

 gim gitam

## **GITAM INSTITUTE OF MANAGEMENT**

GITAM (Deemed to be University)

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