



VJIM

Estd: 1993

AN INNOVATION DRIVEN B-SCHOOL

PGDM Admissions

2022

Post Graduate
Diploma in
Management



About Vignana Jyothi

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

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



1992

Vignana Jyothi
Public School

1993

Vignana Jyothi
Institute of Management

1995

VNR Vignana Jyothi
Institute Of Engineering
& Technology

2004

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

2009

Dr. D. Rama Naidu
Vignana Jyothi
Agriculture Polytechnic

2011

Vignana Jyothi Institute
Of Arts And Sciences

About VJIM

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



Vision

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

Mission

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



Chairman's Message

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



The guiding philosophy of VJIM has been to create an influential knowledge base and to introduce management practices that will integrate it globally.

The objectives create a synergistic impact of imparting management education combined with creation, dissemination and application of knowledge in an integrated form. The institute fosters and nurtures future leaders who can make a change in the world of business and business of the world. We at VJIM inculcate human values blended with professional ethics among students, which enables them to make a difference to their own lives as well as in society. Each member at VJIM strives to achieve excellence in every endeavour – be it Education or Research – by making continuous improvements in curricula and pedagogical tools.

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

Mr. K Harishchandra Prasad

Chairman, VJIM



15th

**Best B-School
in South India by
Outlook 2021**



49th

**Best Private
B-School in the
Country by
Outlook 2021**



4th

**Best B-School
in Hyderabad by
The Week 2021**

Director's Message

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

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

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

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

Dr. Ch.S. Durga Prasad

Director, VJIM



THE WEEK

22nd

**Best B-School
in South India
by The Week 2021**



8th

**among Top 20
B-Schools
South India by
Times B-School Survey**

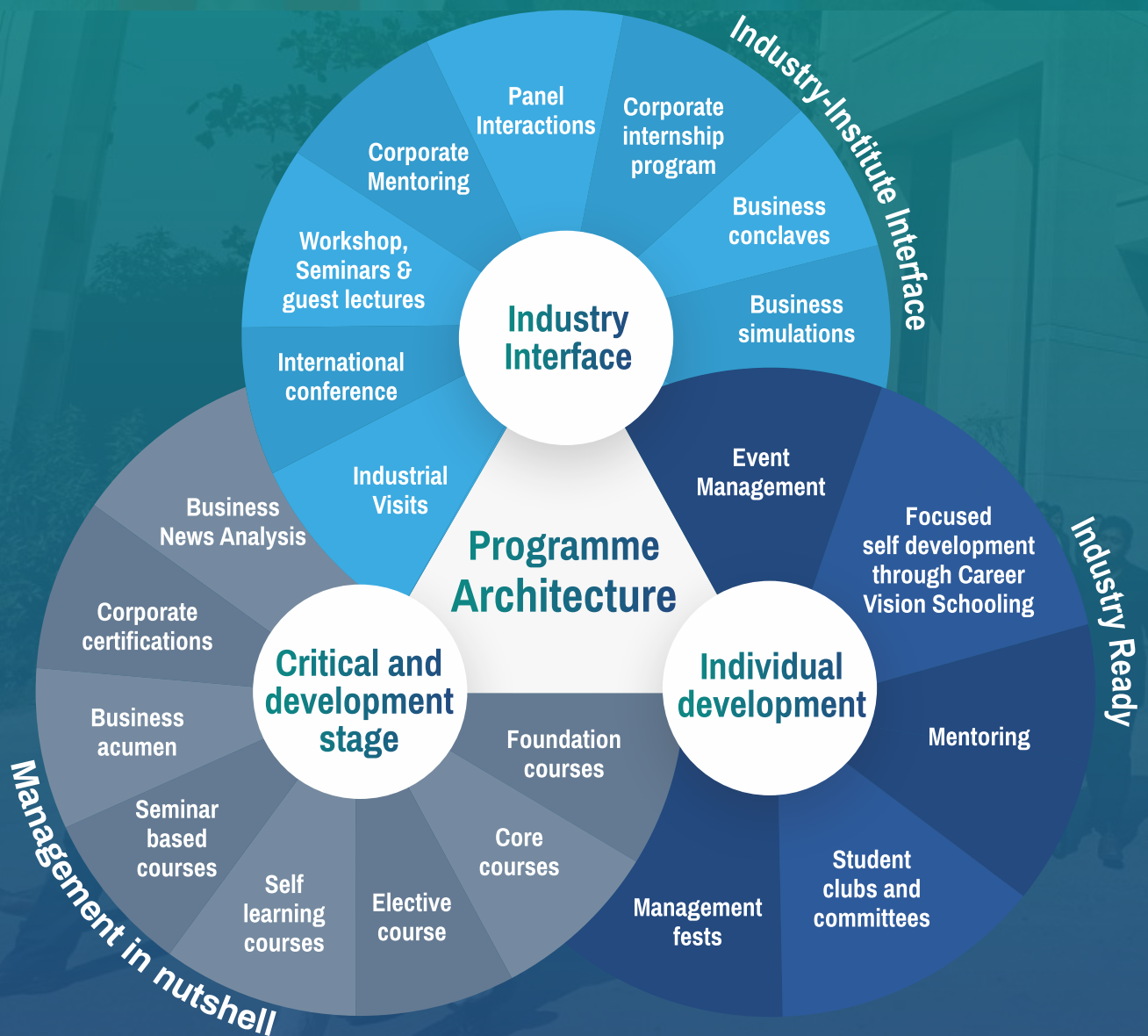


25th

**among Top
Private Institutes
in the country by
Times B-School Survey**



Journey @ VJIM



Teaching Methodology

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

- Industry oriented curriculum
- Investigative case-based learning
- Live Project/Internships
- Interactive lectures
- Customized experiential learning
- Use of principles of inquisition
- Coaching
- Interdisciplinary approach



AICTE Approved



NBA Accredited



CRISIL Rated Grade 'A'



Equivalent to MBA (AIU)

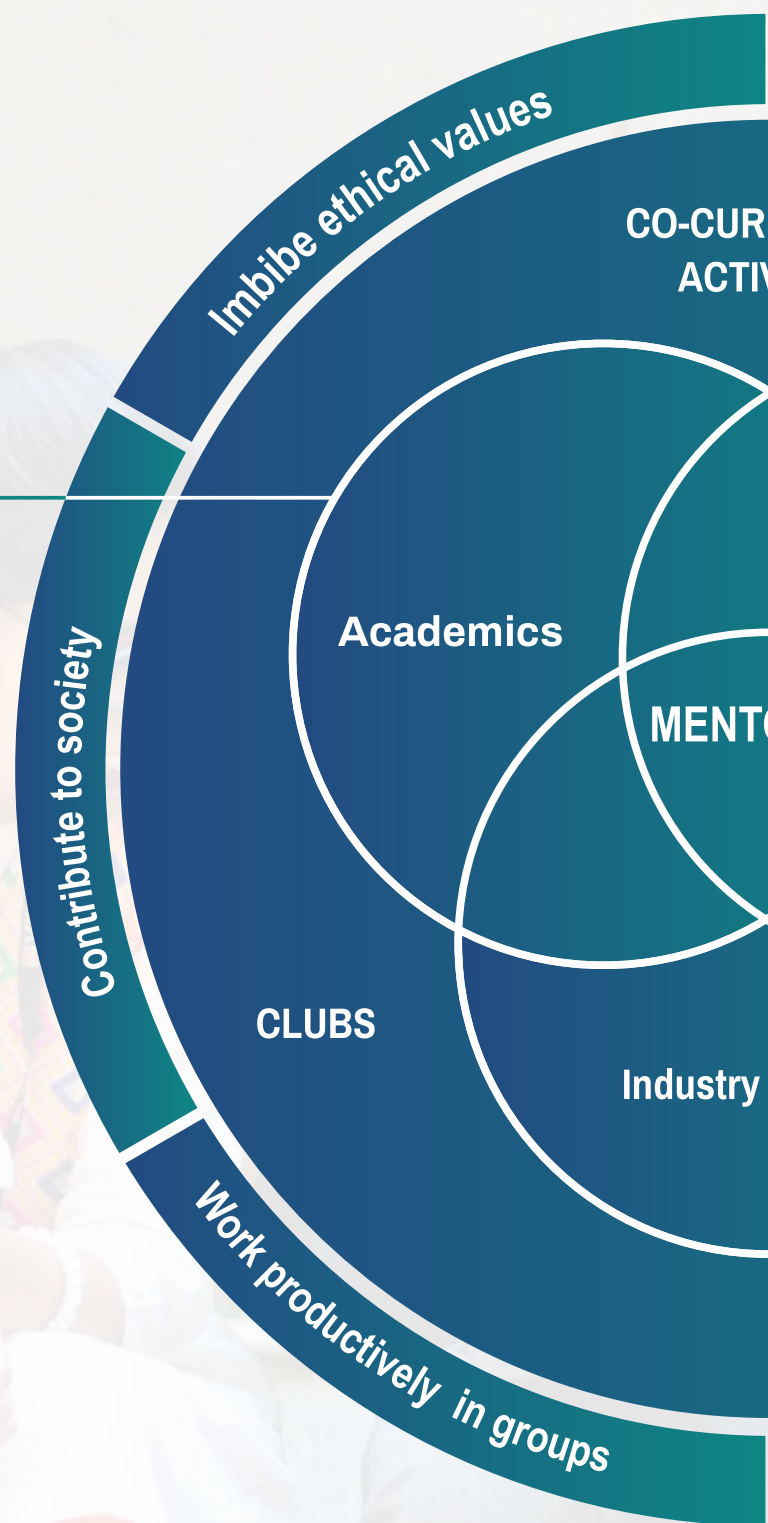
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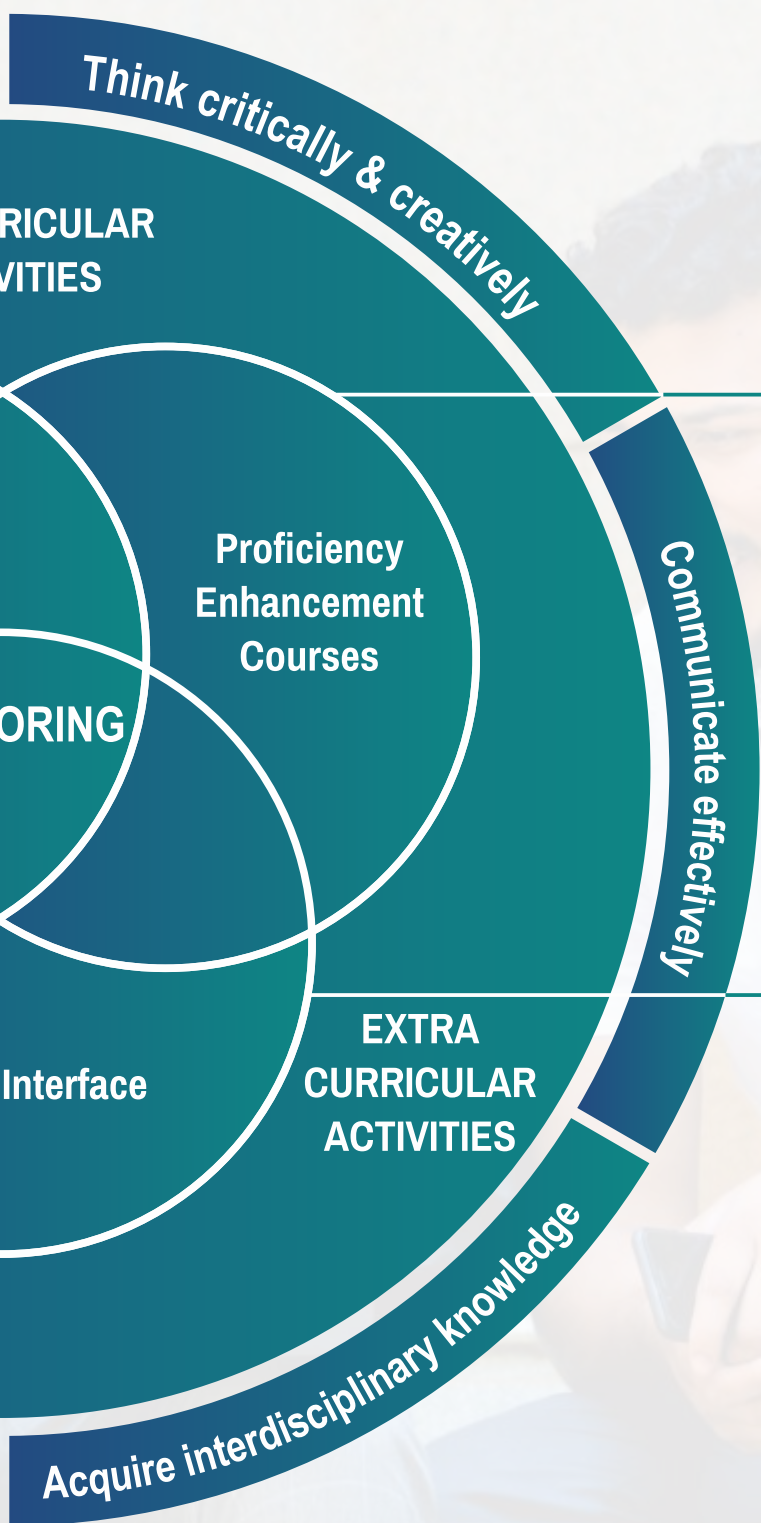
Program Structure

Academics

- Innovative On-Boarding Process - Parichay
- Foundation Courses
- Functional Elective Courses
 - Marketing
 - Finance
 - HR
 - Operations
 - Business Analytics
 - General Management
- Sectoral Courses
- Self Learning Courses
- Menternships(Mentoring+Internship)



GUIDE > INSPIRE > TEACH > CATALYSE



Proficiency Enhancement Courses

- Business News Analysis
- Career Vision Schooling
- Students' Forum

Industry Interface

- Cutting-edge integrated industry certifications
- Business Conclaves
- Seminars and Conference
- Guest Lectures
- Industry Visits
- Experiential Learning by Practice
- Objective Oriented Market Study



ACCELERATE



COUNSEL



GROOM

Career Vision Schooling (CVS)

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



Self-Learning Courses

In the fast-paced dynamic business environment, the first-time employees are struggling to compete which is leading to stress and depression resulting in frequent job change.

To create a learning experience through autonomy, VJIM offers self-learning courses, which encourages the students to learn on their own. Autonomy in learning is suggested to eliminate the power relationship existing between the teacher and student enabling the learner to involve through the learning process with higher motivation (Nunan, 1996).

Objectives of these courses are:

- Develop learning culture without guided instruction
- Reduce hand-holding and getting the students to start learning courses on their own.

The self-learning modules at VJIM is attempted to focus on information identification, processing and applicability of data that is available in abundance in the form of online and offline content.

Business News Analysis

Business News Paper Analysis is an integral part of the VJIM curriculum. A session is allocated for BNA on all the working days.

Objectives

- To develop a habit of reading business newspapers among students.
- To know the current events in business and understand the contemporary trends in this field.
- Relate the business events and trends to the concepts taught in the class.
- Improve the students' ability to understand and analyse real-life business situations.

Students' Forum

This is a Forum that is organized by the students for the students which comprises of various activities like quizzes, debates, JAM, group discussion etc.

Business Simulations

Management games are simulations where participants are confronted with business situations and issues. They are asked to take management decisions and see the business effect of such decisions soon thereafter. Participants play to win and in seeking to win, they imbibe new forms of competitive behaviour that are ideal for today's highly chaotic business situations. The competition urges participants to learn willingly, and the in-built interactivity enhances the pace of learning. The frustration and excitement of managing a company from top-downwards ensures that the learning elements are retained with the participants for a long time.

Faculty

HR



Dr. Ch. S. Durga Prasad
M.Com., Ph.D.
Director
HR
Teaching Experience: 32 Yrs
Industry Experience: 2 Yrs



Dr. Franklin John S
MBA, Ph.D.
Professor
Marketing
Teaching Experience: 20 Yrs
Industry Experience: 2 Yrs



Dr. Sheelam Jain
MBA, Ph.D.
Associate Professor
HR
Teaching Experience: 11 Yrs
Industry Experience: 7 Yrs



Dr. Vinit Vijay Dani
M.Sc., MBA, Ph.D
Associate Professor
Marketing
Teaching Experience: 16 Yrs
Industry Experience: 10 Yrs



Dr. Anjali Rai
MBA, Ph.D.
Associate Professor
HR
Teaching Experience: 11 Yrs
Industry Experience: 0.6 Yrs



Dr. V. Jayashree
MBA, Ph.D.
Sr. Asst. Professor
Marketing
Teaching Experience: 23 Yrs
Industry Experience: 1 Yrs



Mrs. Niharika Atchyutuni
MBA
Asst. Prof.
HR
Teaching Experience: 9 Yrs
Industry Experience: 7 Yrs



Mr. A. Ramesh
MBA
Sr. Asst. Professor
Marketing
Teaching Experience: 24 Yrs
Industry Experience: 2 Yrs

Marketing



Dr. G. Somayajulu
MBA, MS, Ph.D.
Professor
Marketing
Teaching Experience: 24 Yrs
Industry Experience: 14 Yrs



Dr. Sagyam Sagarika Mohanty
MBA, Ph.D.
Asst. Prof.
Marketing
Teaching Experience: 13 Yrs
Industry Experience: 1 Yrs



Dr. Dammalapati Ravinath
M.Com., Ph.D
Professor
Marketing
Teaching Experience: 24 Yrs
Industry Experience: 2 Yrs



Mr. NSNM Kesava Rao
PGDBM
Asst. Prof. & Placement Coordinator
Marketing
Teaching Experience: 5 Yrs
Industry Experience: 10 Yrs

Finance



Dr. D. Sri Janani
MBA, M.Phil., Ph.D.
Associate Professor
Finance
Teaching Experience: 22 Yrs
Industry Experience: 2 Yrs



Mr. Yugandhar Chodagam
MBA
Sr. Asst. Professor
Business Analytics
Teaching Experience: 3.8 Yrs
Industry Experience: 23 Yrs



Dr. Vishal Kutchu
M. Phil., MBA, Ph.D.
Sr. Asst. Professor
Finance
Teaching Experience: 19 Yrs
Industry Experience: 3 Yrs



Dr. R. Srinivasa Rao
M.Sc., M.Phil., Ph.D.
Asst. Prof.
Business Analytics
Teaching Experience: 21 Yrs



Dr. Nityasundar Nanda
MBA, Ph.D.
Sr. Asst. Professor
Finance
Teaching Experience: 17 Yrs
Industry Experience: 2 Yrs

Operations Management



Dr. Subramani K
MBA, Ph.D.
Asst. Prof.
Operations Management
Teaching Experience: 7 Yrs
Industry Experience: 4 Yrs



Dr. Falguni H Pandya
MBA, Ph.D.
Sr. Asst. Professor
Finance
Teaching Experience: 13 Yrs

General Management



Mr. Sishir Polasani
MBA, MS
Sr. Asst. Professor
General Management
Teaching Experience: 11 Yrs
Industry Experience: 16 Yrs



Dr. Thota Haripriya
MBA, Ph.D.
Asst. Prof.
Finance
Teaching Experience: 9 Yrs
Industry Experience: 6 Yrs



Mr. N. Srinivas Chakravarthi
MA, M.Phil.
Asst. Prof.
General Management
Teaching Experience: 30 Yrs

Business Analytics



Dr. N. Padmaja
M.Sc., Ph.D.
Associate Professor
Business Analytics
Teaching Experience: 25 Yrs



Mr. A.S. Angirasa Acharya
PGDBM
Asst. Prof.
General Management
Teaching Experience: 6 Yrs
Industry Experience: 9 Yrs

Adjunct faculty

Mr. Srikanth Subramanian

PGDBM & MA Economics

Certified PMP Trainer & Consultant

Dr. Rajesh Prabhakar Kaila

Ph.D.

Founder, DataAdvanceR Labs

Mr. P. Gopala Krishnan

B. Com., CA

Director & Principal Consultant,
Stabaka Consulting

Mr. Harish Raichandani

Founder & CEO,
Potentia Growth Services Pvt. Ltd.

Mr. Chaitanya Sagar

PG in Electronics & MBA (ICFAI University)

ExcelR Consultant

Mr. Debasish Mukherjee

PGDBM

Consultant & Trainer

Mr. Alla Srinivas Rao

M.Com., M. Phil. (Ph.D.)

Consultant



VJIM Learning Resource Centre (LRC)



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

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

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

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

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

Infrastructure



Front view of the Institute



Side view of the Institute



Class Room



Auditorium



Learning Resource Centre (LRC)



VIGNANA JYOTHI
INSTITUTE OF MANAGEMENT



IT Lab



Amphitheater



Canteen Dining Area



Tennis Court



Sports Complex



Sports Complex



Basketball Court



Gymnasium

Placement Process



Our Recruiters



Admission Process

COUNSELLING

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



APPLICATION

Fill and submit the online application or physical form

PERSONAL INTERVIEW

Short-listed candidates shall be called for Personal Interview (PI)



SELECTION

Selection will be based on meritorious performance as per the selection criteria

OFFER LETTER

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



ADMISSION FEE

Candidates will require to indicate their commitment to the programme by submitting the first instalment as indicated in the Offer Letter on or before the prescribed date

CLASSES COMMENCE

The date of commencement of classes will be communicated to the enrolled students via email.



Eligibility Criteria

Bachelor's Degree from a UGC recognized university with minimum 50% Marks (45% in case of SC/ST). Students graduating in 2022 can also apply subject to:

1. Study certificate from the principal of the college.
2. Final mark sheets to be submitted by 31st Aug 2022.

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

Application

Candidates may apply online through www.vjim.edu.in by paying Rs.1000/- towards application fee. Upload scanned copies of all supporting documents.

Get Selected

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

Composite Score Weightage

| | |
|--------------------------|-------------|
| 10th Class | 02 % |
| 12th Class | 03% |
| Degree | 05% |
| PI & Communication Round | 25% |
| National level Test | 60% |
| Diversity | 05% |
| Total | 100% |

Entry level Scholarships

The admissions scholarship will be calculated as follows: 70% of NLT and 30% of PI

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

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

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

Programme Fee

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

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

Clubs @ VJIM



Alumni Testimonial

Vishal Gupta

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



Vishal Gupta
Class of 2019
Academic associate
ISB, Hyderabad

Varun Ramprasad

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

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

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



Varun Ramprasad
Class of 2017
Data Scientist
Nielsen

Usha Kiran V

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

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



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

Notable - Alumni Details

| S. No | Name | Year of Graduation | Current Designation | Current Company |
|-------|-------------------------|--------------------|---|--|
| 1 | Sudhir Pjr | 1995 | Senior Director | Oracle |
| 2 | Ajay Harinath | 1997 | Director | Villaggio Agro farms pvt ltd |
| 3 | Amitabh Anand | 1997 | Director | Sunera Technologies, Inc |
| 4 | Anil Bohara | 1997 | Managing Director | Fairlinks Staffing Solutions |
| 5 | Sharath Kumar Balmuri | 1997 | Sr. Service Engineering Manager | Microsoft |
| 6 | Anil Kilaru | 1997 | VP Product Strategy & Software Development | Kaleris |
| 7 | Kaushik Srinivasan | 1998 | Managing Director | Kan Associates |
| 8 | Neelima Fernandes | 1998 | Regulatory Governance and Enforcement Officer - Chief Risk Office | Deutsche Bank |
| 9 | Sachin Koneri | 1998 | VP | Yes Bank |
| 10 | Satish Shah | 1998 | Head of HR | D. E. Shaw India Pvt. Ltd |
| 11 | Marcellus Solomon | 1999 | General Manager - India | HireRight |
| 12 | Nishit Shah | 2000 | Senior Regional Manager | Dell International Services India Pvt Ltd |
| 13 | Priyanka Ganeriwal | 2000 | Founder | Weddings N More |
| 14 | Ruchir Bharati | 2000 | DGM Associate Director | IBM India Private Limited Cognizant Technology Solutions India Pvt. Ltd |
| 15 | Siddharth Shah | 2000 | Founder & Director | Indiassetz Infra Services Private Limited |
| 16 | Rahul Sharma | 2000 | MD | HARSH ENGINEERING SALES & SERVICES PVT. LTD. |
| 17 | Vikas Kylas | 2000 | MD | Annanya gems n jewels |
| 18 | Arun Kumar Vadla | 2000 | Head - Business Development | Pinakin Green Energy Pvt Ltd |
| 19 | Priyadarshini Balireddy | 2001 | AVP and Head B2B | Happimart |
| 20 | Rahul Reddy | 2001 | Sr Staff Business Systems Analyst | NVIDIA Graphics Private Limited |
| 21 | Rahul Surana | 2001 | CEO | Screens India |
| 22 | Sandeep G Gondrala | 2001 | Founder & CEO | Essess Interio |
| 23 | Sheetal Deshpande | 2002 | VP HR | Wells Fergo |
| 24 | Rama Krishna Varma K | 2002 | M.D | Global Logistics |
| 25 | John Saginela | 2002 | Director, Performance Studies | The Hackett Group (India) Ltd |
| 26 | Sreecharan Sr | 2003 | DGM | TIME Pvt Ltd |
| 27 | Amit Hirawat | 2003 | Founder Partner | Sri Balaji Plywood and Hardware |
| 28 | Sannu Francis C | 2005 | AGM - Human Resources | Orient Cement Limited |
| 29 | Samiksha Ganeriwal | 2006 | Founder | Kagzi Bottles |
| 30 | Sriharsha Yajamanam | 2006 | Country Treasurer & Internal Auditor | Alstom Transport |
| 31 | Srikanth Poolla | 2006 | Treasury Manager | Axis Bank Limited |
| 32 | Samantha Arcot Nakkana | 2006 | HRBP | HSBC |
| 33 | Sujani Raju Indukuri | 2006 | Director | Ecoboard Industries Ltd |
| 34 | Arun Sahu | 2008 | Asst Vice President | HSBC Bank USA |
| 35 | Ananthrama Rao Poluri | 2010 | Senior Analyst | Value Lab |
| 36 | Chetna Bhalla | 2010 | Co-founder & CEO | MyTechMantra.com |
| 37 | Nagesh Manepalli | 2010 | Director Strategy, Head Market Research, Consulting & Advisory | Markets and Markets |
| 38 | P Sandeep chaitanya | 2010 | Branch Head - India & Digital Marketing Director | Optimization Services |
| 39 | Sreelal Mr | 2010 | HR Manager | Aptiv |
| 40 | Varun Vardhan | 2010 | Project Manager | Vigilant Technologies |



Institutional Memberships:



Confederation of Indian Industry



Hyderabad Management Association



AMDISA
SUPPORTED PROGRAMME



ANDHRA PRADESH PRODUCTIVITY COUNCIL
HYDERABAD



Estd: 1993

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Mob: 9618668765, 9849800819

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