# VIT-AP UNIVERSITY

# VIT-AP SCHOOL OF BUSINESS

**ASU** Arizona State University

**VSB** •VIT-AP SCHOOL OF BUSINESS•

**M** DEARBORN



# PROGRAMME
## BROCHURE 2022

- B.Com (Finance)

- BBA (Specialisation in Business Analytics, Digital Marketing, Fintech, General Management)

- BBA from University of Michigan, Dearborn (UMD), USA
  - 2 years at VSB + 2 years at UMD
  (Majors in Accounting, Digital Marketing, Finance, HRM, IS Management, Marketing, and Supply Chain Management)

- BS Business Analytics from Arizona State University (ASU), USA
  - 2 years at VSB + 2 years at ASU

## ABOUT VIT-AP

VIT-AP offers distinctive education through its undergraduate, postgraduate and Ph.D programmes. The teaching learning process at the institute strives to prepare students for the future. Students are pro-actively involved in the process of applied learning with the help of experienced faculty who enable the students to channelize their talent and intellect to contribute effectively towards the development and sustainability of society, with an emphasis on innovation and applying technology to improve life.

## ABOUT VIT-AP SCHOOL OF BUSINESS (VSB)

VIT-AP School of Business (VSB) was launched with the vision of preparing the future leaders of India to face the emerging crisis-opportunities. With management knowledge and leadership being integral parts of the modern age, VSB programs are designed to enhance leadership competencies, social and ecological sensitivity and systems thinking of the participants.

## THE VSB ADVANTAGE



Multi Disciplinary Approach

International Collaboration

Industry Connect

Experiential Learning

Merit based Scholarships

Visiting Faculties from Abroad & IIMs

Liberal Education

Mentoring

Clubs & Chapters

## KEY FEATURES OF THE VSB PROGRAMS

- Industry recognised certification
- Co-Opt project during the 6th Semester
- Curriculum benchmarked against US Universities
- Liberal Arts Foundation + Exposure to Technology
- Visiting faculty from US Universities and IIMs

## UNIQUE CURRICULUM

**Liberal Arts Courses –** Anthropology, Sociology, Psychology, Social Psychology, Theatre and Literature.

**STEM Courses –** Environmental Studies, Physics, Chemistry, Mathematics, Statistics Python, Mechanical Workshop.
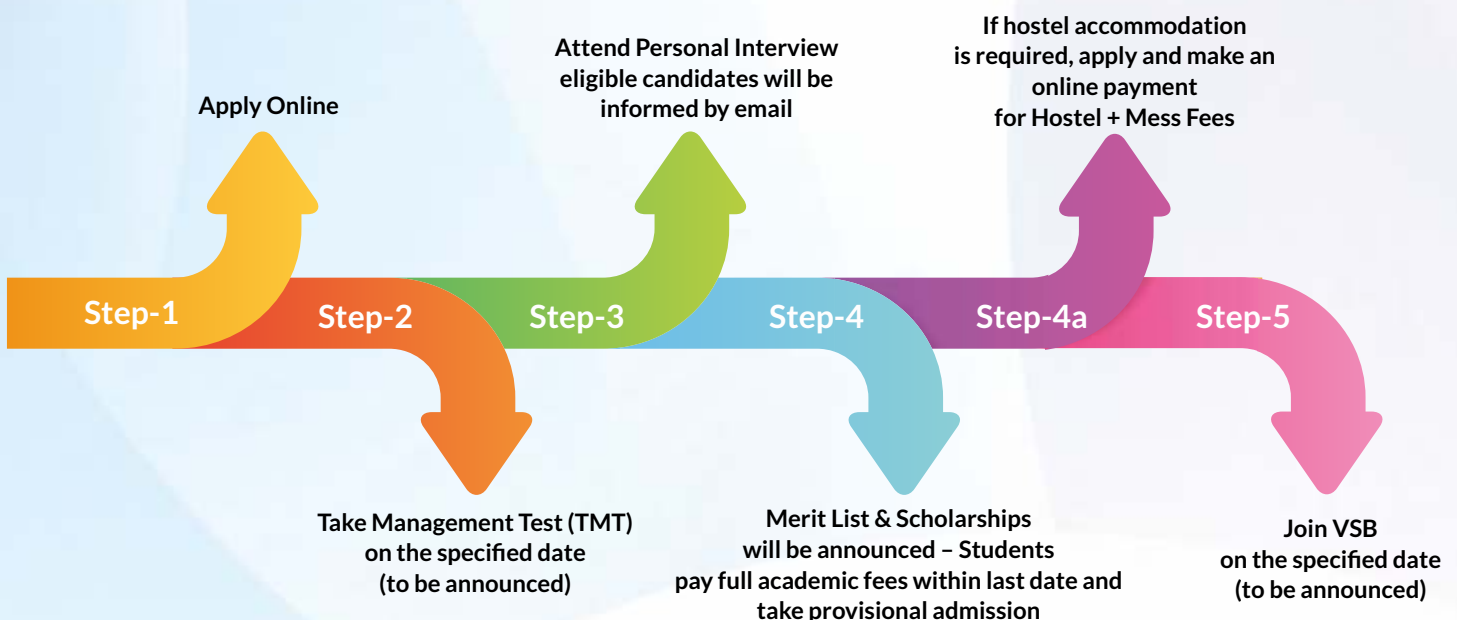
**Unique Courses –** Ethics & Values, Systems Thinking & Dynamics, Design Thinking & Innovation.

**Workshops –** Theatre, Documentary Film making, Design Thinking, Innovative Research, Gender Studies, Leadership Theatre

**Field work every year –** Students will go on field work on variety of themes such as
a. Cultures of India, b. Appreciating Rural India,
c. Heritage and Current Social Reality,
or d. Dynamics of Entrepreneurship.

**Full Time Industry Internship in the Final Semester that may lead to placement offers**

## ADMISSION PROCESS

**Apply Online**

**Attend Personal Interview** eligible candidates will be informed by email

**If hostel accommodation** is required, apply and make an online payment for Hostel + Mess Fees

| Step-1 | Step-2 | Step-3 | Step-4 | Step-4a | Step-5 |

**Take Management Test (TMT)** on the specified date (to be announced)

**Merit List & Scholarships** will be announced – Students pay full academic fees within last date and take provisional admission

**Join VSB** on the specified date (to be announced)

# INTERNATIONAL COLLABORATIONS



## VIT-AP and UMD

VIT-AP University and University of Michigan- Dearborn (UMD) have collaborated to create a special programme that allows BBA students to complete their first 2 years at VIT-AP University and last 2 years at UMD to get BBA degree from UMD

- UMD - College of Business, named as **"Best Business School"** in Princeton Review
- Bloomberg Businessweek ranks undergraduate program as **third** in state



## VIT-AP and ASU

VIT-AP University and Arizona State University (ASU) have collaborated to create a special programme that allows BBA students to complete first 2 years at VIT-AP University and last 2 years at ASU to get BS Business Analytics degree from ASU

- Rank #1 for **"Most Innovative School"** in US
- ASU's Management degree program is among the **top 10** in the world

# INDUSTRY COLLABORATIONS



International Skill Development Corporatoin



AlphaBeta Inc.



Digital Scholar



Master Minds CA Academy

| Programme | Eligibility |
|---|---|
| B.Com (Finance) | ● Minimum 60% aggregate marks in 12th Std. or Equivalent |
| BBA (Specialisation in Business Analytics, Digital Marketing, Fintec, General Management) | ● Minimum 60% aggregate marks in 12th Std. or Equivalent |
| BBA from UMD<br>2 years at VSB + 2 years at UMD | ● Minimum 60% aggregate marks in 12th Std. Or Equivalent<br>● IELTS / TOEFL score (valid at the time of application to UMD) |
| BS Business Analytics from ASU<br>2 years at VSB + 2 years at ASU | ● Minimum 60% aggregate marks in 12th Std. Or Equivalent<br>● Minimum 60% marks in Maths in 12th Std.<br>● SAT score and IELTS / TOEFL score (valid at the time application to ASU) |

## Merit Scholarships

We have created merit scholarships, which reduced the academic fees substantially. A merit list will be created based on the 12th marks and performance in Management Test and Personal Interview(MTPI). Co-curricular and extra-curricular achievements at the state and above levels will also be given consideration. Only selected candidates will be considered for scholarships.

## How to Apply

- Register online to apply – visit **www.vitap.ac.in**
- You will get login id and password in registered email and mobile number
- Log in, change the password and fill in all the required details and upload scanned copies of 10th and 12th Std. mark sheets
- Submit the form and make a payment of **Rs. 500** as application fees
- Eligible candidates will be informed about the Management Test by email

**Note : Applicant waiting for 12th Std. result can also apply**



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