

Promoted by
IIT-IIM Alumni



VANGUARD BUSINESS SCHOOL BANGALORE

PGPM, PGPM+MBA (Bangalore University)



Our Mission

"Vanguard has been started with a mission to create frontline managers for the businesses of today and tomorrow"

Reasons to Choose Vanguard Business School

- ✓ Faculty from Tier-1 B-Schools
- ✓ Affordable Fees Structure
- ✓ 100% Return on Investment
- ✓ 100% Placements
- ✓ Dual Certification
- ✓ Live Industry Projects



Admissions Open Batch IX 2019-2021

FOUNDERS & FACULTY

FOUNDERS



Ulhas Vairagkar

PGDM - IIM Ahmedabad,
B. Tech. - Nagpur University



ARKS Srinivas

PGDCM – IIM Calcutta,
B E – Osmania University



Balasubramanian Srinivasan

PGDM – IIM Ahmedabad,
B. Tech – IIT Madras



Ajay Arora

PGDBA – XLRI Jamshedpur,
B.Tech – Manipal Institute of Technology



Nishant Priyadarshi

PGDM - IIM Kozhikode,
B. Tech. – NIT Kurukshetra



Rahul Reddy

PGDM – IIM Calcutta,
B.E – Kakatiya University

CORE FACULTY



Ajay Nayar

Marketing Management
Director, Corporate Relations
PGDM (C) – MICA



Alvis Lazarus

Supply Chain Management
PGDM – IIM Calcutta



Rishiraj Dasgupta

Finance
PGDM – IIM Calcutta



Sheela Krishnan

Human Resources
PGDM - XIME Bangalore



Praveen Hatti

Entrepreneurship
PGP – IIM Ahmedabad



Anik Saha

B2B Marketing
PGDM – IIM Bangalore

DIRECTOR'S MESSAGE



Maj Gen N George (Retd) DIRECTOR

director@vanguardbschool.com

Vanguard Business School prides itself in its uniqueness. With its exceptional pedigree, we have travelled the less trodden path in the domain of Management education. We identify and create Frontline Managers, those who provide practical solutions to everyday problems that are a common feature of these volatile times.

The learning process at Vanguard is highly adaptive and always contemporary. While imparting knowledge is the foundation, its assimilation process is varied and vibrant. The underlying theme is experiential learning.

To be able to achieve our stated objectives, we have a commendable Faculty Team. They serve as Facilitators and Mentors. The Vanguard experience embodies their evolved knowledge and experience.

We do believe that the product of Vanguard, our Students as Frontline Managers, provide the foundation for the edifice that is any Organization

WHY VANGUARD?

What makes Vanguard the right choice for you? You must have heard of the 4Ps of Marketing. Let me explain 4 Ps of Vanguard



PEOPLE

Education is about teachers. At Vanguard we select our faculty based on three simple parameters. One, they should be from the best Bschoools themselves, so that they can share the learning and culture of the IIMs and top Bschoools. Two, they should have worked as managers in the best of Corporates, so that they have practical experience. Three, they should care for the student, to look at teaching as a mission rather than a job. Based on these parameters we ended up with a team of alumni of top Bschoools like ... IIM Ahmedabad, Calcutta, Kozhikode, MICA and IMI Delhi. Similarly, we have a strong visiting faculty team from top Bschoools like IIM-C, FMS Delhi, MDI Gurgaon, Symbiosis, TAPMI and more. These faculty also bring with them expertise in leading Corporates like Yesbank, Hindustan Unilever and Maruthi.



PERSONALIZED MENTORSHIP

Each Student is unique; they have a unique personality and aspirations. At Vanguard we assign individual mentors to students, so that we can work with them on personal improvement. In the 2nd year they are then assigned external mentors from the corporate who can help them create a suitable career plan. What that means for you is a learning program that is based on your needs and dreams and which gets you the best possible career opening for you. This personalized learning is connected to our strong placement program which allows you to target a wide range of Companies and roles ranging from Business Analyst, Equity Research, Consultant, Corporate Sales, Channel Sales to Digital Marketing and much more.



PLACE

Management and Industry have a synergistic relationship. Guest lectures, Industry projects, Internships are some of the ways that Bschoools interact with Corporates. Bangalore as a city has a unique mix of Top Indian corporates, MNCs and Indian. Infosys, Wipro, Accenture, Mindtree, Amazon, iGATE, Saasken and many more. Also crucially, Bangalore has become the startup capital of India, our very own silicon valley. Flipkart, Myntra, Ola, Goibibo, Inmobi and most of India's hottest startups operate from Bangalore.



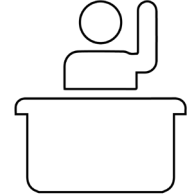
PLACEMENTS

The team at Vanguard is connected to a rich network of practicing managers across Industries. At the same time, Vanguard curriculum and teaching methodology have been built in consultation with them. Finally, during internships and on the job, Vanguard students have earned the appreciation of their managers. This helps us achieve 100% placement every year faster than any comparable Bschoool. No forced 'opting out of placements' no hidden conditions, EVERYONE at Vanguard gets placed, period.

And lastly, Vanguard is designed to be affordable, to get you one of the best ROI among Bschoools. Vanguard is one of the rare Bschoools with 100% ROI i.e. Median/Avg placement is greater than the 2 year fee!

OUR METHODOLOGY

After extensive consultation with best managers across corporates, Vanguard Business School has designed a unique curriculum and teaching methodology to create frontline managers: the ASK approach.



ATTITUDE

Having the right attitude is perhaps the most critical ingredient in management. At Vanguard the focus is on aspects like Pro-activeness, Goal setting, Time management and creation of positive habits. This is done through our mentorship program, various clubs and activities as well as through courses like personal transformation.



SKILLS

At Vanguard we have identified certain core skills that are critically important to a frontline manager. These skills include Communication skills, Team skills, Digital skills, Quantitative and Analytical skills. The basics of these skills are imparted in the 1st year through core courses like WoC, IT, QM etc. More importantly these skills are learned by application: Industry projects, Event organizations, Intra and Inter B school Contests teach application of knowledge to solve real life problems



KNOWLEDGE

Management knowledge involves a theoretical foundation and its application to understanding and solving business problems. The courses give the basic foundation and the case studies and examples illustrate the application. Here, Vanguard faculty have worked in some of India's best corporates and thus have the industry exposure to explain the practical application of the subjects. The result is a vigorous program of over 30 subjects across 6 trimesters updated every year.

OUR CURRICULUM

COURSE STRUCTURE & SUBJECT LIST (MAJORS AND MINORS)

TRIMESTER 1 (Jul to Sep)	<ol style="list-style-type: none">1. Written and Oral Communication -1 (WOC)2. Quantitative Skills –1 (QM 1)3. IT Skills -1 (IT 1)4. Financial Accounting (FA)5. Marketing Management 1 (MM 1)6. Case Analysis (Non Credit)
TRIMESTER 2 (Oct to Dec)	<ol style="list-style-type: none">1. Marketing Management –II2. Quantitative Skills (QM II)3. Organizational Behaviour4. Economics5. Financial Management6. Business Analysis
TRIMESTER 3 (Jan to Mar)	<ol style="list-style-type: none">1. Research Methods in Management2. Macroeconomics and International Business3. Human Resource Management4. Operations Management5. Business Communication Skills6. Industrial Project7. Advanced IT Skills
Apr to Jun	SUMMER INTERNSHIP PROGRAMME (3 Credits)
TRIMESTER 4 (Jul to Sep)	Strategic Management Electives- 5
TRIMESTER 5 (Oct to Dec)	Electives 5 Placement Training
TRIMESTER 6 (Jan to Mar)	Placement Training Soft Skills Training Managing Personal Finance (Non Credit)

LIST OF ELECTIVES

MARKETING

- Sales and Distribution Management
- Consumer Behaviour & Brand Management
- Marketing of Services
- Digital Marketing
- Business to Business Marketing
- Customer Relationship Management

FINANCE

- Security Analysis and Portfolio Management
- Financial Derivatives & Risk Management
- Banking & Financial Services
- Corporate Finance
- Equity Research
- Data Analysis & Modelling

OPERATIONS / SUPPLY CHAIN MANAGEMENT

- Supply Chain Management
- Supply Chain in Practice
- Lean and Six Sigma
- Project Management
- Category Management
- ERP

HUMAN RESOURCES

- Performance Management
- Compensation Management
- Human resource development
- Managing conflict and Negotiations
- Stress Management & Payroll Management
- Learning & Development

RECRUITER SPEAK

“Hi everyone. So, I am happy to talk about your institute which we have been working with you all for about two-three years now. So three years back when our HR said let’s start looking at a new school called Vanguard. I mean we did not even know who Vanguard was. We had no impression whatsoever.

We were a little hesitant to really start with three years back. But when the first batch of students who came in, when we decided to work with them as interns within the firm, we started seeing some kind of positive response, the attitude of the students were very different as compared to other school that we work with.

And that’s when we got back to Vanguard, which was also open to listen and implement new ideas and we asked them can we get these students as interns through the year, Vanguard was very happy to bring in this change within the system and they allowed their students to practice for about ten-months time and not just the two-month intern period which also allowed us to increase the interaction and actually see what is being thought there to what is being used here. And I must mention that some of the students who have come to us and worked with us were very sharp, very focused, their thought process was very much structured.

So when we look back and see how all those evolved, we think the kind of practices that are being implemented within your institute is what is bringing some of the changes there.

I can say this with confidence because we also work with ten other institutes and we deal with a lot of students who come in but I think I would probably rate Vanguard as one of the top three among the other institutes that we really work with.

So I think we look forward to many more students coming and joining us. We have been making consistent offers to your students from the placements stand point and we are happy with the students who have joined us and we look forward to a similar support going forward in the future.”

Deepak H - Head of OTS and emerging sectors (Feedback Business Consulting)

WHY IT WORKS

Firstly, curriculum design is process that involves the Faculty and the Academic council led by the Dean. The curriculum is focused on practical application and real life problem solving. The teaching methodology includes examples, case studies and industry projects. We also follow a continuous evaluation process involving assignments, case study discussions, presentations, project reports and examinations. Thus a student should not only learn the subject, he must apply it, work in teams and present effective solutions to cases to succeed in our program.

The proof of the pudding is of course in the eating. Corporate partners who have recruited from us have praised our students, especially their ability to learn fast, work effectively with teams and their approach to problems: a strong reason why they recruit again and again from Vanguard.

“

Our Experience with students of Vanguard Business School has been extremely good, not only are the students willing to go extra mile to learn but they are also very committed towards the tasks given during internship and display qualities like discipline, eagerness to learn which makes it mutually fulfilling relation. The students hired from campus are also doing well with us in various roles in Karnataka.

- Airtel:
Akanksha Kanojia, Talent Acquisition Manager

”



CORPORATE INTERACTIONS



Mr. Bharath Shivappa
Director and
Head of Business Development
Deloitte India

Deloitte.



Mrs. Meera Iyer
Head of Marketing
BigBasket.com

bb bigbasket



Mr. Satya Pal
Director, Engineering & Innovation
Delhivery

Delhivery



Mr. Stany Lobo
Branch Manager
Amul India

Amul
The Taste of India

MENTORSHIP PROGRAM

INTERNAL MENTORSHIP

In the first year, students are assigned to our full time faculty for mentorship. Students meet mentors regularly on a one to one basis. These meetings have clear objectives.

STEP 1

Mentor will understand student's background, strengths and weaknesses and aspirations while the student will understand the mentor's profile and background.

STEP 2

Mentor will guide the student to set long term and short term goals in terms of personal improvement and career planning.

STEP 3

Based on the short term and long term goals, mentor will create action points and time based plan for each of them.

STEP 4

Mentor will monitor progress on each of the agreed action points and guide the student.

STEP 5

Student is encouraged to approach the mentor on any issue that affects the students academic and personal growth.

EXTERNAL MENTORSHIP

External mentors are practicing managers who wish to share their expertise and learning's with students. At Vanguard, we have a number of successful managers across industries as a part of our mentorship team.

A student can seek help from a mentor to understand the business model, growth drivers and challenges for any industry. For example: healthcare or financial services.

Also, a student can seek to understand various management roles in a particular industry and the skill sets required to get hired and to grow in that industry.

Eg: A student interested in say Telecom sector can seek guidance on the sales and marketing roles available in Telecom, the nature of the role and the skills required. This can help the student prepare for the recruitment processes.

External Mentors play a crucial role in shaping your career, they are real managers with real expoure with high network among the corporates.

GUEST LECTURES

NAME	DESIGNATION	COMPANY
Mrs RuchikaSethi	Director Talent Acquisition	Ernest & Young
Mr. Ashwin Khorana	Chief Technology Officer	ING Vysya
Mrs. ShikhaRinchin	HR Business Partner	Wildcraft
Mr. Abhishek Kumar	Co-Founder	Gift XOXO, Frogo
Mr. AtulSood	Head Digital Innovation	Mcdonald's
Ms Anju Bhatia	Founder	Light of Leadership
Mr. BurhanuddinPithawala	Head South India	OYO Rooms
Mr. Kalyan Banerjee	CoFounder	MindTree
Mr. Stanley Lobo	Branch Manager	Amul
Ms Monika Khaitan	Analyst	Goldman Sachs
Mr. Arvind Kamath	CoFounder	AppVenture
Ms Oindrilla Dasgupta	Head Customer Retention	Voonik

SUMMER INTERNSHIP FEEDBACK FROM NESTAWAY

I would like to take a minute to let you know the fantastic job done by Pavan, Intern from Vanguard Business School. Trust me It feels really great when you have a go-getter in your team just like the way I feel now.

I recently took charge of the college project and absolutely have no idea about the progress and way forward. Thats when I had met with Pavan and Wajid and had a detailed discussion. Both lined up the meetings with all the prospective clients but Pavan turned up really fast and after tasting the first success he never looked back.

@Pavan, I am extremely fortunate to have you as an intern and I hope you shall keep up the good work and earn more laurels from your peers.



Pavan Kumar GC

-Chinmya Kumar



WORKSHOPS



SUMMER INTERNSHIP FEEDBACK JIO

Happy to share that, management trainees Sravanthi and Amaresh have successfully **on boarded 100 plus retailers, both from device and connectivity channels.**

Kudos to their effort and the dedication put in for bringing 100 plus retailers in less than 2 months time. This is a great support for the Jio Centre (JC) in channel expansion.

Apart from on boarding, we had assigned them to gather the genuine issues and feedback from the markets, so that we can correct it.

Thanks to Amar Sir, Sumit ji and Lavanya for introducing MT's as a additional support to JC-17 in reaching out to many retailers and strengthening the channels for future rollouts....



Amaresh Pandey



Ketha Sravanthi

-Kiran Niranjana



VISITING FACULTY


NAME	COLLEGE	AREA OF EXPERTISE
Mr. Mukesh Jain	IIT Bombay- Executive Programme in management, Carnegie Mellon University	Business Analytics
Ms.Kavitha Narayanan	PGDM- IIM Bangalore , B.Com- Madras University	Corporate Finance
Mr.Vivek Anand	IIM Calcutta	Sales Management
Mr. A Suresh	Certified Financial Planner, CMNSE Certified Marketing Professional	Financial Planning/Insurance
Ms.Bharathy Jayaprakash	ACMA / AICWA, FCA	Finance
Mr. Sunil Prabhakar	MBA – TAPMI	ERP/IT
Mr.Vasudevan Murthy	IIM Kozhikode	Operations/Six Sigma
Mr.Vijay Rego	MBA, TAPMI	Marketing, Brand Management
Dr. U Dinesh Kumar	Ph.D. IIT Bombay	Quantitative Methods
Dr. B.V. Phani	PhD, IIM Calcutta	Finance
Dr. Deepu Philip	PhD (Industrial Engineering), MSU, Bozeman, USA	Quantitative Methods
Ravindra S	PGDM -IIM Bangalore	Project Management
Alok Chakravarthy	IIT Kanpur	Project Management
Anindya Ghosh	IIM Calcutta	Analytics



LIFE @ VANGUARD BUSINESS SCHOOL



LIFE @ VANGUARD BUSINESS SCHOOL



Vanguard has imbibed in me the right ATTITUDE that I need to carry throughout my corporate journey.

- Sayantan Datta



At Vanguard, you are not only trained to be a “Perfect Manager”, but also sculpted enough to be a Manager who is capable enough to bring in the right “CHANGE” in the things you do.

- Sharan Umesh





Vanguard taught me many things which I will cherish for life time, Morals and ethics and the values that we learn to inculcate within us and the people around us that stays with us forever.

Vishal Pillai



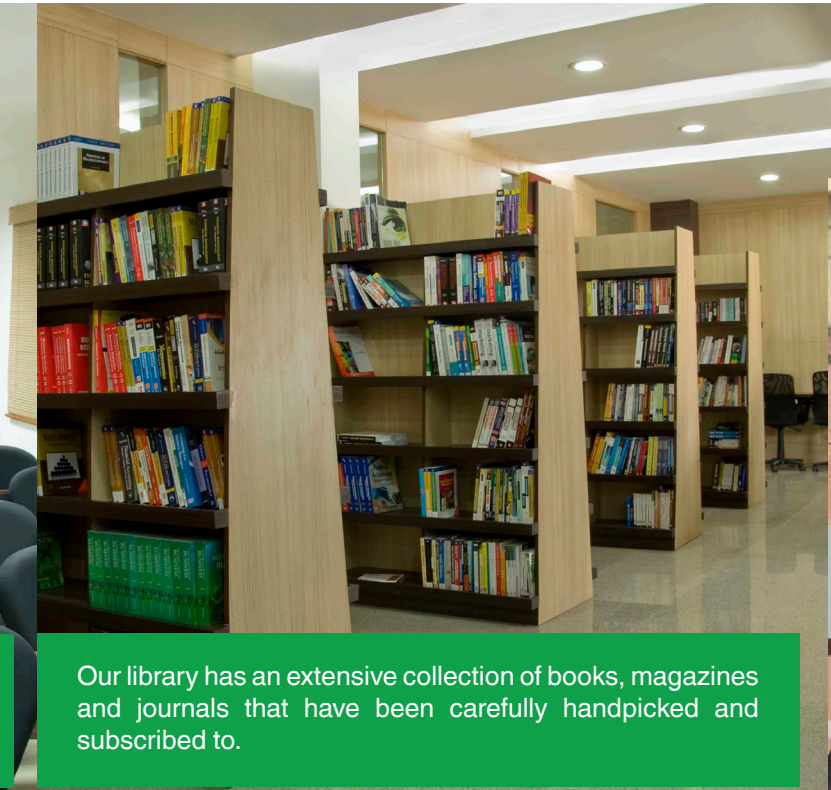
I am really so happy because I am one among those who have achieved their dreams through Vanguard Business School

-Debjani Bose

INFRASTRUCTURE



Classrooms designed to provide technology enabled learning. Each classroom is fully equipped with audio visual aids and Wi-Fi broadband connectivity and is fully air-conditioned.



Our library has an extensive collection of books, magazines and journals that have been carefully handpicked and subscribed to.



Student Activity Centre consisting of indoor games and cafeteria to help students relax!



We have a state-of-the-art computers lab and all essential software to support coursework in market research, capital markets etc. Also, the entire campus is Wi-Fi enabled

SPORTS & CULTURAL



ADMISSION PROCESS

SELECTION PROCEDURE

At Vanguard, we strongly believe that all students have talent and potential, which can be honed by the right guidance. Vanguard Selection procedure is based on a wide range of parameters

ELIGIBILITY

- 10 + 2 + 3/4 years of study
- Graduation from any UGC recognized university with a minimum of 40% marks. Students opting for PGPM+MBA should have 50% Marks (45% for SC, ST Students)
- Students who completed graduation or students in their final year may also apply. Such students should be completing all graduation requirements (Classes, Exams etc) by 30th June 2019.

WEIGHTAGE

Class X & XII	20%
Graduation Score	10%
Work Experience	15%
CAT/MAT/XAT Scores	15%
Test of Written Communication	10%
Interview*	30%



APPLICATION

Students can apply online through www.vanguardbschool.com. A fee of Rs 800 is payable at the time of application. Students can also receive a physical Admission brochure and application form through Vanguard Admission executives. For details please contact 9606944456



PRE-INTERVIEW FORM

Students are expected to fill up a detailed pre Interview form. This helps us know the student better so that we can have a interactive and stimulating interview process. In case of any doubt or difficulty, our admissions team will guide you.



STATEMENT OF PURPOSE

Students have to one short essay (400 words each) on a given topic. The student is expected to use simple but clear language to express his/her points. Marks will be allocated for Knowledge, Clarity of thought and Logic.



INTERVIEW

Interviews are conducted as per a pre decided schedule at our Bangalore Campus. Once you have applied and filled out, our admissions team arranges a campus visit and Interview for you.

While It is desirable to conduct the Interview at our Bangalore Campus, we understand that some students may face difficulty reaching Bangalore.

Hence we will also arrange Interviews through Skype. Again our admissions team will guide you on the schedule



ADMISSION

Post Interview, selected students will be sent offer letter via email, Students who accept the offer are asked to pay an admission fee. The total Fee structure for 2019-21 programs is given below

FEE STRUCTURE

FEE STRUCTURE	FOR PGPM
Admission Fee	INR 75,000
1st Year	INR 2,50,000
2nd Year	INR 2,50,000
Total	INR 5,75,000

FEE STRUCTURE	(FOR PGPM+MBA)
Admission Fee	INR 75,000
1st Year	INR 2,87,500
2nd Year	INR 2,87,500
Total	INR 6,50,000

SUMMER INTERNSHIP FEEDBACK FROM JASSBYS HOTELS

“Abhirup reported to me while doing his summer internship for his MBA program.

As in any startup, the initial project definition had its share of ambiguity, As a fresher, He did not have any specific process background in the F&B industry. Given these shortcomings, Abhirup did a fantastic job in picking up the process nuances of the business rapidly.

His learn-ability quotient was high and he was able to grasp concepts with ease and use his skills to get off the ground quickly and get on to work while continuing to live in a world of ambiguity and changing targets.

Over the course of the 2 months, Abhirup was able to deliver a great project with detailed process definitions and also built an intranet site that will enable us to roll out training and process standardization far more easily than before.

Overall a great job and I would recommend prospective employers to look at this high energy candidate with great seriousness.”



Abhirup Santra

-Prashant Radhakrishnan (Director - Jassbys Hotels Pvt Ltd)

Placement Highlights 2019 (Partial list)



Rajat
Zomato



Abhijith
Euromonitor International



Abhishek
KPMG



Deepti
Career Launcher



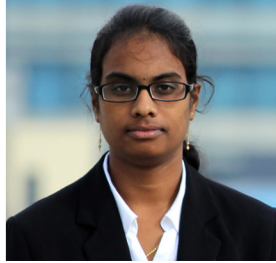
Arun
Square Yards



Ashwath
Taktical



Neelesh
Swiggy



Rohini
Kreedo



T Siva Teja
CavinKare



Ajith Kumar R
Zomato



Bhuvanesh
Cavinkare



Tasneem Kausar
Infiniti Research



Prashanth
Havells



Debjani
Houseey



Preetham
Infiniti Research

Placements - 2019

- ✓ Highest package ₹ 16 LPA
- ✓ Average package ₹ 6.34 LPA

Placements - 2018

- ✓ Highest package ₹ 9 LPA
- ✓ Average package ₹ 5.2 LPA

Our Prominent Recruiters



100% Placements from the beginning

OUR RECRUITERS



ADDRESS

Vanguard Business School
3/A, Hyland Industrial Estate, Garebavipalya
Bommanahalli, Hosur Main Road,
Bengaluru, Karnataka, 560068

HEAD - ADMISSIONS

Printy Varghese

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ADMISSIONS ARE OPEN, APPLY NOW

www.vanguardbschool.com



Highest Salary
INR 16 LPA



Average Salary
INR 6.34 LPA



Fees
**INR 6.5
LAKHS**



ROI
+100%