


Nurturing Knowledge.  
Delivering Values.

# BBA + MBA INTEGRATED MBA

 VISHWA  
VISHWANI  
SCHOOL OF BUSINESS  
HYDERABAD

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# We train business champions

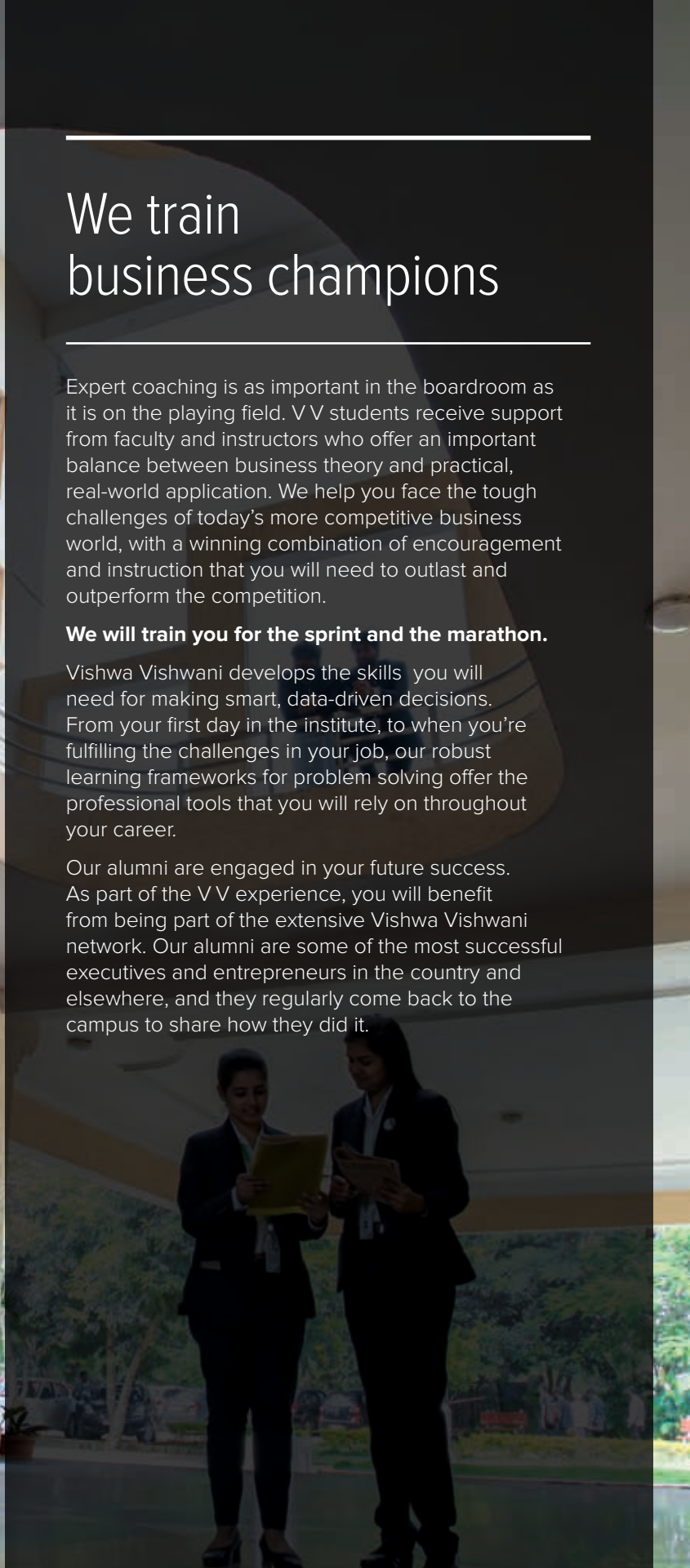
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Expert coaching is as important in the boardroom as it is on the playing field. V V students receive support from faculty and instructors who offer an important balance between business theory and practical, real-world application. We help you face the tough challenges of today's more competitive business world, with a winning combination of encouragement and instruction that you will need to outlast and outperform the competition.

## **We will train you for the sprint and the marathon.**

Vishwa Vishwani develops the skills you will need for making smart, data-driven decisions. From your first day in the institute, to when you're fulfilling the challenges in your job, our robust learning frameworks for problem solving offer the professional tools that you will rely on throughout your career.

Our alumni are engaged in your future success. As part of the V V experience, you will benefit from being part of the extensive Vishwa Vishwani network. Our alumni are some of the most successful executives and entrepreneurs in the country and elsewhere, and they regularly come back to the campus to share how they did it.







## Management Education Destination Hyderabad

### **BBA at Hyderabad**

#### **Hyderabad – the futuristic city**

Hyderabad with its vibrant economy and growth rate is offering a wide canvas of career opportunities for fresh BBAs and MBAs when compared to even large metropolitan cities like Mumbai, Delhi, Chennai, Kolkata, Bangalore and Pune.

#### **Robust Infrastructure and a High Growth Destination**

Hyderabad is one of the fastest cities with IT corridor, special economic zones, investment parks and new townships. In 2009, the World Bank group ranked Hyderabad the second largest Indian city for doing business.

Hyderabad is home to more than 1300 IT and ITES firms, that includes Global conglomerates like Google, Apple, Microsoft, IBM, Infosys, Deloitte, Tech Mahindra, TCS, HSBC, Dell and many more.

Among the 22 Universities in Hyderabad there are 3 Central Universities (HCU, EFLU, MANUU), 3 National Institutes (IIT, NIT, IIIT), NALSAR Law University, BITS and 5 Top Business Schools (ISB, SMS-HCU, OU-CCMB, GMR Business School and Vishwa Vishwani School of Business)

The Information Technology Investment Region (ITIR), Hyderabad is an IT investment region jointly being developed by Govt of India and Govt of Telangana. The ITIR Project is aimed at providing direct employment to 1.5 million people. The Government proposed to develop the infrastructure for ITIR at an estimated cost of over Rs 2.19 lakh crore.

Your gateway to the world-class career opportunities

Business School Ranking

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**The** Most happening Business school  
in Hyderabad

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**A+++** Category Business School

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**27<sup>th</sup>** Ranking Business School in India

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**3<sup>rd</sup>** Largest Business School in South India







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## You're ready for a change

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You have been sincere to yourself. You worked hard on your Academics. You spent your valuable time gaining knowledge. You took accountability of your Life. You dreamt and aimed high. You faced challenges and emerged victorious on most occasions. But when you failed to clear the obstacles, you learnt significant lessons of your Life.

### **Now you are ready to take a plunge in your Career.**

You need to broaden your expertise with new skills, smarter processes and relevant experiences to help prepare yourself for a new, more aggressive Career Path.

You need the best Connections and Resources, which will open up the best opportunities.

And you need to invest in yourself in ways that will pay you back today, tomorrow and the rest of your Life.

ज्ञानिनामपि चेतांसि देवि भगवती हि सा ।  
बलादाकृष्य मोहाय महामाया प्रयच्छति ॥

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# You're ready for the BBA+MBA

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## INTEGRATED MBA

### 5 Year Course for 10+2 Students

Launched by Vishwa Vishwani Hyderabad in 2013, the five-year Integrated MBA is the first of its kind in South India. This course is in line with the Integrated Program in Management - IPM of Indian Institute of Management (IIM), Indore.

The Integrated MBA (BBA+MBA) is Approved by All India Council for Technical Education, Ministry of HRD, Government of India and affiliated to Osmania University - Hyderabad, Government of Telangana. It is a unique and creative program meant for young students with managerial and leadership aspirations. Through the Integrated MBA, Vishwa Vishwani - Hyderabad seeks to attract young students, and mould them as outstanding leaders through a world-class education.

Integrated MBA is aimed at students who have passed class XII / Higher Secondary or equivalent from schools / colleges across India.

We have been grooming resourceful students into budding managers for the last 19 years. All the Teaching Faculty at Vishwa Vishwani has both Industry and Academic experience. We believe in "Learning by Doing". The teaching-learning activity is a dynamic process which involves, Case Analysis, Role Plays, Management Games, Projects & Assignments, Book & Movie Reviews, etc. The alumni of the Vishwa Vishwani has spread across the world handling diverse and challenging roles in the world of business and acting as our brand ambassadors. The Institute is spread across 15 acres with state of the art infrastructure. Vishwa Vishwani has rich industry affiliations to facilitate the students with their Internships and Final Placements. Our students consistently prove their mettle in securing quality job offers with good salary packages.

## Vishwa Vishwani's 9 Dimensions

- An Institute with Enviably Industry Networking
- Pan India Student Profile with students from 18 states
- Sprawling 15 Acre Lush Green Campus
- Wi-Fi Campus with Modern amenities
- The Best Campus Placement Credentials
- Strong Alumni Fraternity
- Experienced and Accomplished Faculty Resource
- Excellent Academic Delivery through Business Simulation
- Advanced Executive Communication Lab for communication skills training
- Industry Recognised Advanced Certification Courses for Enhanced Employability

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## Is BBA right for me...

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The 3 Year BBA, part of 5 Year Integrated MBA course, is approved by AICTE which prepares the 10+2 students to be the future Business Leaders. AICTE has introduced this Program from the Academic year 2012-13 to inculcate the Career Focus and Responsiveness in the Students starting from a very young age. This Program covers all the concepts in the Management Education with innovative teaching methodologies and imparts needed skills, which gradually contributes towards individual transformation.

### **The key advantages for the Students who pursue this Program are:**

- You have ample amount of time to enhance the Knowledge and Skills
- The Foundation becomes so strong that you become a ready-made Leadership Product for the Corporate to offer Managerial roles
- Students who have their Family Business or who have Entrepreneurial Ambitions can take the greatest advantage from this Program
- You have the flexibility to take Exit Route after 3 years, collecting your BBA Degree from Osmania University, which is subjected to approval of Osmania University, if you would like to steer your Career Path to a different Direction
- Internationally Recognized Degree which helps the Students to pursue Higher Studies anywhere in the World, as it is approved by AICTE and Ministry of HRD, New Delhi



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# Your Career Progression

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## **CEC/MEC Students**

Your knowledge in Commerce and Economics is a plus for you, as you would study these subjects in depth in your Business Management Course. Apart from this, you will acquire skills which are highly valued in the following industries:

- Banking
- Insurance
- Financial Services
- IT
- Consulting

## **MPC Students**

Your Problem solving abilities in Mathematics gives you an edge in excelling in some of the most important subjects in your Business Management Course, like Business Statistics and Operations & Logistics. You will acquire skills which are highly valued in the following industries:

- IT
- Business Consulting
- FMCG
- Retail
- Manufacturing
- Automobile
- Telecom

## **BiPC Students**

You will have enormous potential with respect to Job opportunities in some of the lucrative industries like:

- Healthcare Consulting
- Health Insurance
- Hospital Chains
- Pharmaceutical
- Agribusiness sector





## Professional Associations

Vishwa Vishwani is the Life member of NHRD, AIMA, AIMS and AMDISA. These collaborations and relationship building has been instrumental in giving our students the opportunity for doing their summer training and professional networking.



# Approvals & Affiliations

## AICTE - New Delhi

As per the AICTE Act (52) of 1987 and the Regulations laid down there under, approval is mandatory for any institution offering Technical Education Programmes in Engineering & Technology, Management, Computer Applications, Architecture & Town Planning, Pharmacy, Hotel Management & Catering Technology, Applied Arts and Craft, in India.

Vishwa Vishwani School of Business, Hyderabad is approved by AICTE- All India Council for Technical Education- New Delhi, Ministry of HRD, Government of India to offer Integrated MBA course.

## Osmania University - Hyderabad

Osmania University is one of the premier institutions of higher learning in India epitomizing the national agenda for higher education. It is a "pioneering and performing University" which has been conferred the coveted status of University with Potential for Excellence (UPE) by the University Grants Commission (UGC) in the year 2012 making it one of the top ten Universities in the Country.

Osmania University is Accredited by NAAC as 'A+' Grade University.

Established in 1918, Osmania University forms an integral part of the history, ethos and cosmopolitan culture of the Hyderabad City. This is one of the oldest and largest institutions of higher learning in India. Over the years, the University has crossed several milestones in pursuit of academic excellence and has emerged as a pace-setter in the field of higher education.

Vishwa Vishwani School of Business, Hyderabad is affiliated to Osmania University to offer Integrated MBA course.

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# Better business starts with better understanding

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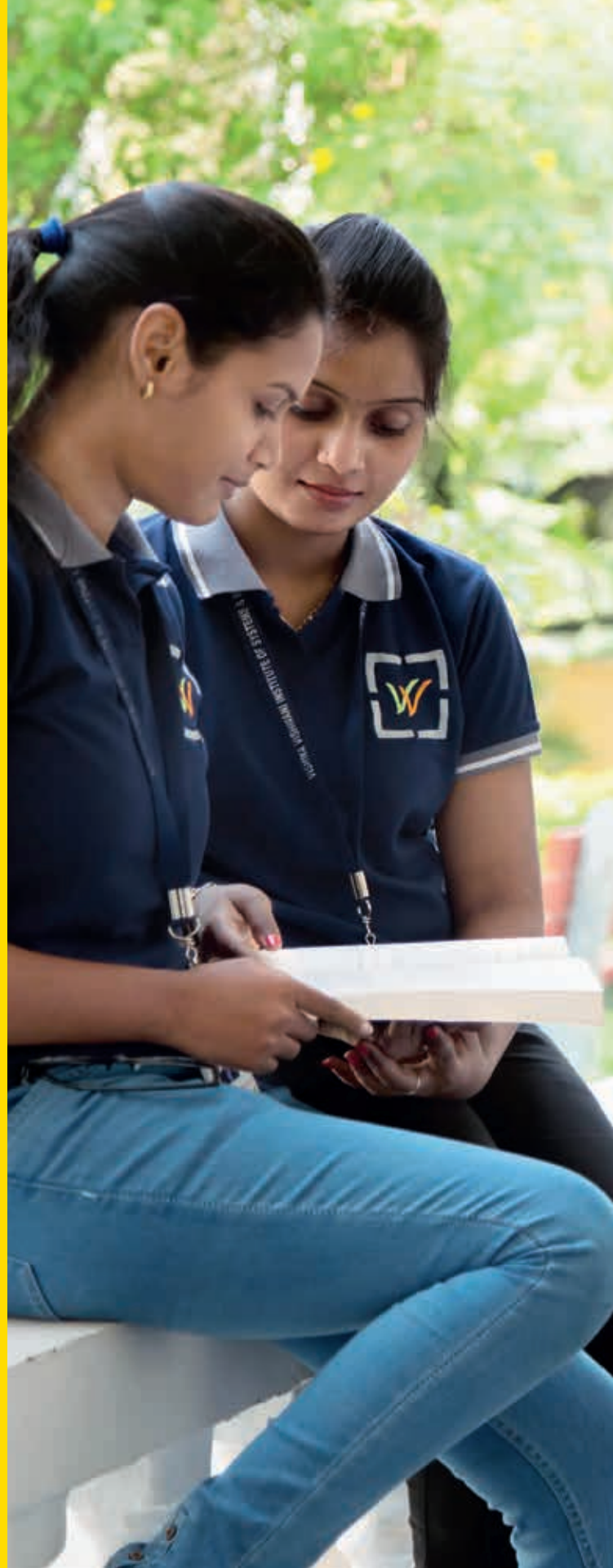
## What you Learn

The key objective of the Program is to impart Skills in the Students which are valued in the Industry. We strongly believe that there is more to Learn beyond the Classroom than in the Classroom. Knowledge gaining is a continuous process for the Students in Vishwa Vishwani. So, you have to keep your eyes and ears wide open to tap the opportunities to Learn the invaluable lessons, some related to your Subjects and some related to Life. Being with us, you will redefine Success, you acquire the Keys to Success and most importantly you acquire the WILL to aim high in Life.

## How you Learn

The Teaching-Learning Activity in Vishwa Vishwani happens in Interactive methods by way of innovative Learning Tools. The focus will be on the overall development of the Student, with specific focus on Values and Ethics. You acquire pool of skills with the activities like:

- **Case Discussions**
- **Presentations & Public Speaking**
- **Book/Movie Reviews**
- **Seminars & Workshops**
- **Assignments & Projects**
- **Internship & Research Projects**
- **Industry visits**





# Expected Learning Outcomes

To clear the concepts, You must achieve the Learning Outcomes and meet the standards clearly specified by the Assessment Criteria for each Subject. In order to achieve the Learning Outcomes, You must relate your work to a specific Organizational Process. You will be given all the required guidance to choose an Organizational process.

# The Assessment Methodology

You are assessed not only based on the written examinations, but also based on certain dynamic characteristics which are exhibited throughout the Course duration. Your subject knowledge is assessed based on pre-defined Parameters, which include Answers for the Questions like:

- Whether You are able to understand the Concept
- Whether You are interpreting the Concept in the right sense
- Whether You can exhibit the desirable Skills at the needed time
- Whether You are able to respond appropriately and at the right time
- Whether You are using the right Tools for the Situation
- Whether You are analyzing the data pertaining to the concept properly
- Whether You are able to Formulate a Research Proposal
- Whether You are able to prepare a Project Plan
- Whether You are able to review different Literary sources and gather relevant information



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# We make You work on Your Skills

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## Case Analysis

A Case is a real Business Situation which needs to be comprehensively analyzed to gain knowledge and insights about various domains of Business and Organizations. The Faculty of Vishwa Vishwani has been developing Cases and facilitating Case Discussions for close to 2 decades. We believe that this is the best way to master any Business Concept, and, that is why, we emphasize a lot on this Activity.

## Discussions & Debates

You learn when You Participate, Analyze and Explore. Discussions and Debates give You the greatest opportunity to respond spontaneously as per the situation, which helps You to quickly analyze the Facts, prepare a Strategy and Fire at the opponents. This is a crucial Skill, especially for the Industry.







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## Projects & Assignments

Projects & Assignments are integral part of the Student Assessment. The focus is on promoting Original Work from the Students with the least possible scope for plagiarism. The key objective is to inculcate the habit of Fact Finding and Research in the Students.

## Presentation & Public Speaking

This is one of the Crucial Skills one must learn to sell oneself in the Industry. However good You are in your Exploring and Research Skills, unless You master the art of presenting effectively, You won't gain your ground completely.

## Skill Enhancement Training

There is a package of Life skills you will get trained on to put You in the transformation from Student to a Professional, which include:

- Communication Skills
- Decision Making Skills
- Leadership Skills
- Team-working Skills
- Problem Solving Skills
- Critical Thinking Abilities
- Creativity & Innovation

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# Our expert faculty is your invaluable resource

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Faculty resource at Vishwa Vishwani is truly a class by itself, and its members form an elite group of some of the business world's top thinkers and researchers. Your exclusive access to these expert instructors will offer you a new perspective on business that you can immediately apply to your own professional endeavours.

## **Their skill will drive your discovery.**

Vishwa Vishwani faculty members are known as much for their academic excellence as their ability to teach. Approachable and experienced, they'll encourage you to think critically and creatively for the best solutions. Discussions in and out of the classroom will help you look at the business world from a new perspective.

## **Research brings new insights to the classroom.**

Our professors incorporate top researchers finding and reports and bring their expertise to the classroom. In addition to their own research, many of our faculty members regularly publish articles in national and international journals.

## **Accessible experts to shape your experience.**

Our unique approach has trained business leaders for the last 19 years. Vishwa Vishwani's analytic, economics-based curriculum provides students with powerful and enduring frameworks to explain and predict the behavior of markets, organizations, and individual decision makers. As a result, our graduates are toughened up and thoroughly prepared to take on the ever-changing marketplace throughout their careers.



**Dr. P Chakravarthy**  
Director



## Objective of Integrated MBA

- To educate and groom the students to get entry level managerial positions in manufacturing/services organizations or to start and run own ventures with good business knowledge.
- To facilitate the development of students to take up growing challenges, find and implement solutions those are environmentally viable, ethically correct, socially relevant and acceptable.
- To provide for job opportunities at different levels of management within organizations starting at supervisory level in SME segment and middle level management in large PSUs and MNCs.

## Courses Offered at BBA Level

- Language Skills & Communication Skills
- Business Communication
- Business Mathematics & Statistics
- Managerial Economics
- Principles of Marketing / Finance / HRM / IT
- Operations Research
- Business Research Methods
- Personality Development and Soft Skills
- Customer Relationship Management
- Intellectual Property Rights
- Public Relations Management
- Banking & Financial Services
- Sales Management & Advertising Management
- Industrial Relations & Performance Appraisal

## Courses Offered at MBA Level

### Top Concentrations

- Organizational Behaviour
- Corporate Governance
- Manufacturing Management
- Business Process Reengineering
- Total Quality Management
- Technology Management
- International Business
- Hospitality Management
- Project Management
- Strategic Management
- Supply Chain Management

### Additional Concentrations

#### Finance

- Risk Management
- Insurance Management
- International Finance
- SAPM

#### Marketing

- Services Marketing
- Consumer Behaviour
- International Marketing

#### HRM

- Leadership Management
- Compensation Management
- Training & Development

### Proposed Additional Concentrations

- Agribusiness Management
- Pharma Management
- Business Analytics
- Healthcare Management

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## Join an elite cohort with similar goals and equal drive

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Vishwa Vishwani Students represent some of the best and brightest minds from across the country. While here, you will work with highly motivated peers who are ready to put the time and effort into their professional success. Our smaller size means you will build meaningful relationships with faculty and students, and make connections that will last a lifetime.

### **A close-knit community of diverse peers.**

Each student benefits from the diverse makeup of our student body with a variety of personal and professional backgrounds. More than 7,000 graduates form an influential network extending around the globe, and contribute in varied and significant ways to the world of business.

### **Establish more than just connections.**

Our students connect and build highly collaborative relationships with their peers and study teams. The international spirit of the School extends to the alumni, faculty, and staff, offering real opportunities to forge personal and professional friendships.

## Industry is waiting for You – the Professional with Right Skills

### **Industry Internship & Projects**

With all the package of Professional Attributes, Knowledge and Skills You have gained and developed with Us, You become a Perfect Product for the Industry. But You will discover your true Potential only after Exhibiting these Skills and Experimenting in the Industry. This is a greatest opportunity for You to understand your fitment into a particular domain.

### **Placement Assistance**

We have been providing quality Placement Assistance to our Students for close to 2 decades. The strength of our Placement Team can be assessed by the reputation of visiting Companies and the Quality of opportunities our Students achieved in the past.

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## Some Of Our Top Recruiters

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# You're a cut above. So is the BBA+MBA

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Investing in an Integrated MBA / BBA+MBA is one of the best career decisions you can make.

You'll develop the skills and connections you need to make a real difference.

And you'll develop new ways of thinking that will help you understand the difference you need to make right now, and for the rest of your life

The bottom line? The Integrated MBA / BBA+MBA offers the best, most rigorous business education in the region.

We give you the tools you need to become a more decisive and dynamic leader while cultivating the analytical thinking that has made the Vishwa Vishwani's Integrated MBA / BBA+MBA the area's number one choice for return on investment, all within a structure designed specifically for successful professionals.

Make no mistake. The challenge of Integrated MBA / BBA+MBA is very real. But the first step is easy. Get in touch with us and find out how to apply.

For information about admissions, financial aid, and scholarships.

Please contact us:

**Sree Rama Krishna Chinnam**

Director Admissions

Phone: 040-2322 8333, 2322 8399

Mobile: 9849 464 333

Email: [srk@vishwavishwani.ac.in](mailto:srk@vishwavishwani.ac.in)

**The Integrated MBA will put you in a distinguished class of smart, capable business leaders.**

With our cohort-based learning model, you'll study and grow with an elite class of professionals who have your same drive to go higher and do better. You'll also gain access to a regional and global network of highly successful alumni, offering you unparalleled opportunities for networking and growth. And of course you'll enjoy the prestige that comes with the Integrated MBA ranked among one of the best in India.

**You'll be prepared to lead. You'll be better connected. And you'll get a higher return on your investment.**

You will see results starting day one. Our program is designed to help you create an immediate impact in your workplace. When you graduate, you'll walk away knowing how to do things differently. Your ability to analyse complex situations will be unrivalled, and the confidence you'll need to make tough decisions will match. Most important, however, will be the continuous payoff derived from the Vishwa Vishwani's Integrated MBA and the rigorous educational foundation that will deliver a lifetime of returns.



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## Contact

### Admissions to begin your future today

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#### Eligibility Criteria

10+2 or Intermediate from any State or Central board, passed with minimum 50% aggregate

#### Admission Process

- As per the norms of AICTE and Government of Telangana.

#### Application Process

- Apply Online - [www.vishwavishwani.ac.in](http://www.vishwavishwani.ac.in)
- Application fee of Rs.600/-

#### Admissions Office:

#601, Mahaveer Chambers,  
Above Stanza, Liberty X Roads,  
Himayatnagar, Hyderabad - 500 029.

Phones: 040-2322 8333, 2322 8399  
Helplines: 9849 731 333 / 9948 609 333  
9849 464 333 / 9849 247 333

Email: [admissions@vishwavishwani.ac.in](mailto:admissions@vishwavishwani.ac.in)

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#### Hostel Facility

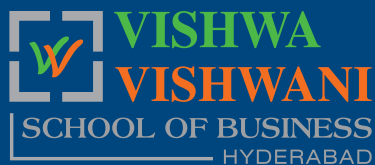
Separate Hostel facility is available for boys and girls. Accommodation is provided on sharing basis.

#### Transport Facility

A Fleet of 15 vehicles cover major routes in the twin cities.

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South India's Leading Business School



**Admissions Office:**

#601, Mahaveer Chambers, Above Stanza  
Liberty X Roads, Himayatnagar, Hyderabad - 500 029.

Ph: 040-2322 8333, 2322 8399  
Helplines: 9849 731 333 / 9948 609 333

**Campus:**

Boston House, Thumkunta (P.O), Shamirpet Road  
Hakimpet (Via), Hyderabad - 500 078.

Ph: 9849 464 333 / 9849 247 333

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Approved by All India Council for Technical Education  
Ministry of Human Resource Development. Government of India.  
Affiliated to Osmania University, Hyderabad.

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## Life at V V An experience to cherish

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Life at Vishwa Vishwani is a combination of quality education, healthy competition, entertainment and fun. Our vibrant student community is our greatest asset. The success of our alumni is testimony to the soundness of our principles and the strength of our education. V V is building on a nineteen-year commitment to quality education - over 7000+ students trained at the institute are now placed in Fortune 500 companies.

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