



Estd: 1993

# VJIM

AN INNOVATION DRIVEN B-SCHOOL

## TWO YEAR INVESTMENT LIFE TIME GAIN

24+

States' students from over 100 cities

50+

Industry interactions with senior management

100+

Companies visit for placements every year

200+

Students graduating every year

1600+

Alumni in reputed organizations



## VJIM Differentiators

Innovative On-boarding Process

Strong Alumni Network

Business simulation

State of the Art Infrastructure

Reputed Company Placements

Choice Based Curriculum

Experienced and Research Oriented Faculty

Foreign Collaborations:



STANFORD  
UNIVERSITY



EGADE.  
Business School  
TECNOLOGICO DE MONTERREY



## About VJIM

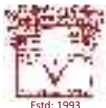
Vignana Jyothi Institute of Management, Hyderabad is an Autonomous Institution founded in 1993 to develop professional managers. It is approved by AICTE and accredited by NAAC. It offers 2-Year Full Time PGDM programmes accredited by NBA and certified by AIU (Association of Indian Universities) as MBA 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 a sound knowledge of all core business skills together with the ability to manage creatively from a strategic perspective 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 caliber.

## VJIM Rankings & Awards

- Among the Top 30 B-Schools in the country under A-3 Super league Category (AIMA Er Business Standard 2016) > Among the Top 50 B-Schools in the country ranked by MBAUniverse.com 2016
- Winner of 2nd Prize(Silver Medal) for Innovative Teaching Methodology at Indian Management Conclave-2015, conducted by MBAUniverse.com at ISB, Hyderabad
- Among the the Top B-Schools in India Based on the student and Allumni Ratings by Siksha.com B-School Award-South India by MBA by Choice, New Delhi and DNA, Mumbai



# VJIM

Estd: 1993  
AN INNOVATION DRIVEN B-SCHOOL

## Admission Process



### Eligibility Criteria

- Bachelor's Degree from a UGC recognized university with minimum 50% Marks (45% in case of SC/ST). Those who are appearing for final year exam within June, 2017 may also apply
- Test scores accepted CAT / XAT / CMAT / MAT.

### How to Apply

1. Candidates may apply online through [www.vjim.edu.in](http://www.vjim.edu.in) by paying Rs.1000/- towards application fee. Upload scanned copies of all supporting documents.
  2. The application form can also be obtained in person from the VJIM campus.
- Filled in application form, along with supporting documents should be submitted either in person or via post along with a cash/DD of Rs.1,000/- in favour of VIGNANA JYOTHI INSTITUTE OF MANAGEMENT, payable at Hyderabad.

### Selection Process:

Shortlisted Candidate will be informed to appear for a personal interview. Prior communication will be sent by mail.

The selection criteria will be based on a Composite Score derived from weightages as depicted in the table below:

S.No.	Criteria	Weightage (%)
1	Class X	10
2	Class XII	15
3	Graduation	25
4	All India Test Score	25
5	Personal Interview	20
6	Work Experience (if any)	5

## Merit Scholarships

Scholarships at VJIM are available at the entry level based on the Composite Score as described in the previous table.

- 90% and above - Rs1,00,000/-
- 85% to 89% - Rs75,000/-

(Note : The above scholarships will be adjusted in the second year fees)

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

## Refund Policy

VJIM Hyderabad follows the below mentioned refund policy announced by AICTE (Advt.No. AICTE / Legal / 04 (01) / 2007) in case of cancellation of admission by a candidate:

- In the event of a student/candidate withdrawing before the starting of the course, the waitlisted candidates should be given admissions against the vacant seat.
- The entire fee collected from the student, after deduction of the processing fee of not more than Rs. 1,000/- shall be refunded and returned by the Institution/University to the student/candidate withdrawing from the programme.
- Should a student withdraw after joining the course and if the seat consequently falling vacant has been filled by another candidate by the last date of admission, the

Institute must return the fee collected with proportionate deductions of monthly fee and proportionate hostel rent, where applicable.

## Programme Fee:

First Year	
Tuition Fees	Rs. 2,25,000/-
Other Fees	Rs. 1,50,000/-
Caution Deposit	Rs. 10,000/- (Refundable)
Second Year	
Tuition Fees	Rs. 1,50,000/-
Other Fees	Rs. 1,25,000/-
<b>TOTAL :</b>	<b>Rs. 6,50,000/-</b>

**Hostel Fee: Rs. 95,000 per year and Rs. 10,000 Caution deposit (Refundable)**

## Educational Loan:

For Student loan, we have arrangement with some banks subject to fulfillment of respective banker's formalities.





Estd: 1993  
AN INNOVATION DRIVEN B-SCHOOL

# VJIM

## Placement & Career Development



The curriculum and Pre-Placement training at VJIM respects the diversity of students and lays emphasis on enabling the students the dare to have a career vision and the care to achieve it. The responsibility includes equipping the students with necessary managerial skills as well as placing them in the industry of their choice. VJIM has been consistently ranked among the top 25 B Schools in India by Indian Management-A Business Standard publication. This is made possible by the Training and Placement process as the students are prepared for varied challenges.

VJIM nurtures the entrepreneurial spirit in its students and encourages to pursue their passion. A small but significant number has become entrepreneurs even in distant lands like USA. Others are providing professional services to leading corporates in various capacities. VJIM students are placed in reputed companies with an average salary of Rs. 6 Lakhs per annum. The VJIM alumni network has global presence and support the placement cell with the necessary leads.

### Our Recruiters





# VJIM

AN INNOVATION DRIVEN B-SCHOOL

## Corporate Speak



The participation level of students is really high. I would really be happy to acknowledge the efforts of faculty put in them. The infrastructure is awesome, would like to visit again.

Mr. Sandeep Chatterjee  
KPMG Associate Director



We understand your world

Students of VJIM are adaptable and willing to go the extra mile. Our experience with campus joiners from VJIM has been quite positive.

Mr. P S Ravindran  
RHRC –South-HDFC bank Ltd.



### THOMSON REUTERS

Excellent college, with bright students and admirable faculty

Mr. Satyodai  
Program Manager-Finance  
Thomson Reuters





Estd: 1993  
AN INNOVATION DRIVEN B-SCHOOL

# VJIM

## Learning Facilities



### Student Support Services

#### Student Clubs

The institute has constituted several co-curricular and extra-curricular clubs to nurture the latent talent in the students.

The objectives of this clubs are:

- **Talent Spotting**

Providing opportunities to students for exhibiting their talent and representing the institution in various B-School competitions.

- **Personality Development**

Developing the personality of students and enhancing their confidence.

- **Event Management**

Training in organizing events within the premises of the institute and outside it as well.

### Multimedia communication lab

India's attractiveness as a business destination is based on its talent pool with a strong grounding in English language as much as technical skills. Effective communication in English demands an optimal synchronization of words, sounds and structures of the language. Our multimedia Communication Skills Lab is a highly interactive learning tool with focus on the language requirements of the students in today's competitive world. Along with the practice in English Phonetics, facility has been created for activities such as Role Play, Group Discussions, Mock Interviews and other confidence enhancing activities. We also capture the activities of the students on video and play it back with the purpose of evaluating and guiding them to achieve professionally acceptable communication skills.



Est'd: 1993  
AN INNOVATION DRIVEN B-SCHOOL

# VJIM

## Learning Resource Centre



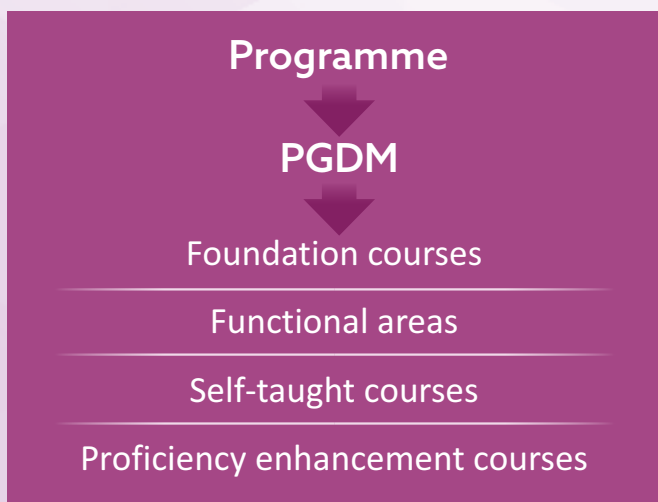
With its modern collection of knowledge resources and innovative information services, the VJIM library is an excellent Learning Resource Center for students and faculty. The entire library collections, including the online databases are made available through the Institute's network. Users can access the online databases and also find the real-time availability of library materials from their own computer terminals.

The library offers a range of information services to support the learning process, set to the highest professional standards. Library provides services such as OPAC, Circulation, Reference and Inter Library Loan, Photocopying and Database Search Service. The library is an institutional member of DELNET. The library at VJIM offers an excellent collection of over 20000 Volumes to which 500 titles are added every year. In addition VJIM Library subscribes to 212 International and National Journals. The library is fully computerized.

A wide spectrum of corporate and economic information is provided through a collection of Company annual reports, Pfeiffer & Company collection and Economic Intelligence Service Reports of Centre for Monitoring Indian Economy (CMIE). The Library collection also includes the Online Databases like PROQUEST, J-GATE, CAPITALINE and ECONOMIC OUTLOOK EMERALD includes AV Resources and online data bases like PROQUEST capital line, economic outlook and EMERALD .



The Programme structure at VJIM, is unique and has the following components:



## Foundation courses offered

1. Introduction to Business & Management
2. Accounting for Managers
3. Business Mathematics
4. Excel
5. Statistics for Managers
6. Managerial Economics
7. Introduction to IT
8. Business Communication

## Functional areas

### General management

**Core:**

- Business Laws
- Business Research Methods
- Strategic Management
- Leadership
- Global Business Management
- Entrepreneurship

### Marketing

**Core:**

Marketing Management

**Electives:**

- Consumer Behaviour
- Business to Business Marketing
- Sales and Distribution Management
- Retail Management
- Advertising and Sales Promotion
- Digital Marketing

Services Marketing

Strategic Marketing

Marketing Research

International Marketing

Brand Management

Rural Marketing

Marketing Metrics

Social Marketing

Public Relations and Corporate Communications



## Finance

**Core:**

Accounting for Managers  
Corporate Financial Management  
Operations and Management of Banks and Insurance Companies

**Electives:**

Multinational Financial Management  
Project Appraisal and Financing  
Mergers and Acquisitions  
Financial Services  
Investment Analysis and Portfolio Management  
Financial Derivatives  
Strategic Working Capital Management  
Enterprise Risk Management  
Enterprise Valuation  
Fixed Income Securities  
Financial Statement Analysis  
Financial Modelling with Excel  
Business Taxation  
Forensic Accounting and Auditing

## Self-taught courses

Corporate Governance and Corporate Social Responsibility

## Operations

**Core:**

Operations Management

**Electives:**

Service Operations Management  
Logistics and Supply Chain Management  
Project Management  
Purchase and Negotiations Management  
Lean Management  
Total Quality Management  
Six Sigma  
Operations Research

## Business Analytics

**Core:**

Introduction to Analytics

**Electives:**

Data Warehousing Concepts  
Advanced Analytical Techniques  
Marketing Analytics  
Finance Analytics  
HR Analytics  
Big Data Applications  
Visualisation

## OB/ HR

**Core:**

Organisational Behaviour  
Human Resources Management

**Electives:**

Learning and Development  
Talent Acquisition  
Labour Laws  
Performance Management Systems  
Organisation Development & Change Management  
Interpersonal Skills and Counselling at Workplace  
Employee Relationship Management  
Competency Based HRM  
Strategic HRM  
Compensation Management  
Global HRM  
HRM in Practice  
HR Metrics

1. ET Analysis
2. Business Simulation
3. Business Line on Campus (BLOC Analysis)
4. Product Market Company Industry (PMCI Analysis)
5. Career Vision Schooling (CVS)
6. Summer Internship Programme (SIP)





# VJIM

Est'd: 1993  
AN INNOVATION DRIVEN B-SCHOOL

## Career Vision Schooling



### 1. Think critically and creatively

To enable the students to develop and support their beliefs and evaluate the strength of their arguments for constructive decision making through creative ideas and solutions.

### 2. Communicate effectively

To support the student in becoming an effective communicator by gaining an understanding of different communication styles and responding accordingly.

### 3. Acquire Interdisciplinary knowledge

To engage students to develop knowledge and skill to understand a problem holistically through cross functional analysis and provide solutions for the development of the organization.

### 4. Work productively in groups

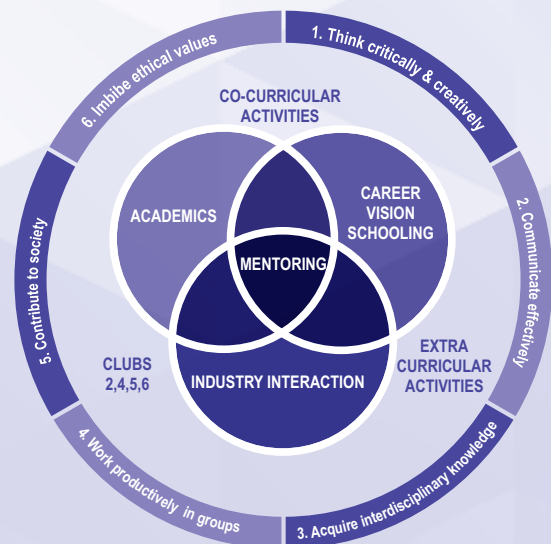
To facilitate an environment to build synergistic groups and support the student in the learning process of becoming an effective and efficient team player.

### 5. Contribute to Society

To provide opportunities to participate in different outreach programs and develop the skill of service orientation and contribute to the society at large.

### 6. Imbibe Ethical Values

To encourage the students to develop standards of professionalism and ethical behavior.





# VJIM

AN INNOVATION DRIVEN B-SCHOOL

## Career Vision Schooling

### Journey @ VJIM

Every student experiences a different journey at VJIM. For one it's the first of its kind and a step further to another. For some it's just different and for others it's life changing. We create opportunities for each student to experience their best from the basket.

#### Enhance

Improve knowledge and skills for better business management. The programme is designed to enhance business competencies of the students.

#### Exercise

Practice the different management theories. Ample opportunities are provided to practically understand management through learning by doing.

#### Express

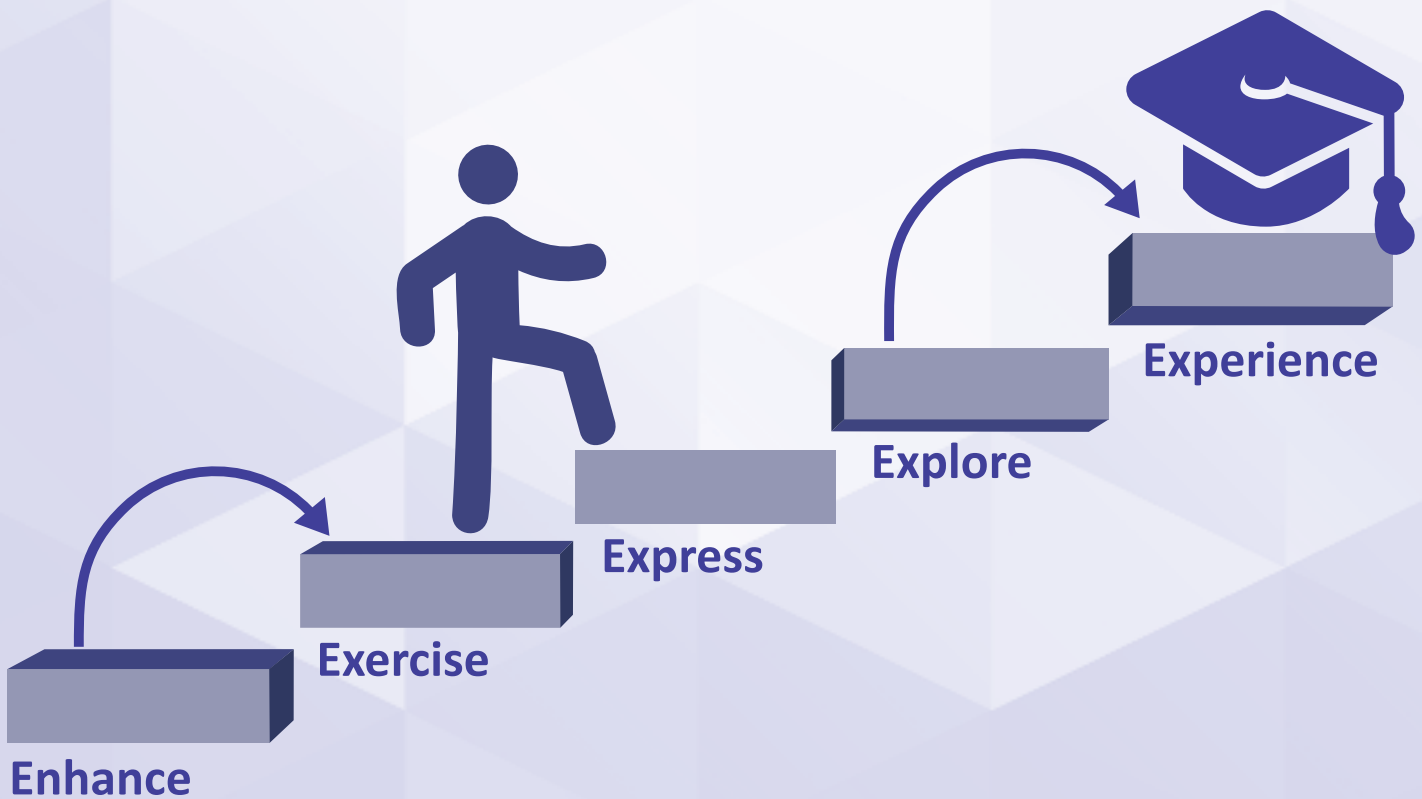
Converse with ease and confidence. Develop an ability of creative expression of thoughts in every student.

#### Explore

Enable every student to learn by self. Cultivate inquisitiveness amongst students through different academic activities and empower them to learn beyond classroom

#### Experience

Support the students to internalize the learning from the classroom. Provide opportunities to experience their journey of change.





“ **#MyFreshmanDays** at VJIM has been close to a dream. The awesome infrastructure, faculty like a close-knit family, the amazing campus and most importantly the kind of friends I made so far are reasons enough to believe on a promising journey. ”

M Anusha  
PGDM Class 2016- 2018,  
Educational Background: B. Sc. (Hons.)  
Agricultural science and Rural Development, Hyderabad

“ **#MyFreshmanDays** at VJIM has been a unique, thrilling ride. The 2 weeks’ Orientation Programme taught me the value of Transformation. From wearing formals to analyzing news and learning to manage deadlines, events and extra curricular, this college is helping me to re-discover my potentials. By the end of the 2 years program I am sure I will be a changed Man. ”



Anuraj Singh  
PGDM Class 2016- 2018,  
Educational Background: B. Com., Hyderabad



“ **#MyFreshmanDays** at VJIM became significantly different because I learnt the art of Presentation and realized how the school involves each and every student in their daily events and activities to learn from. ”

Bhuvana Chowdary  
PGDM Class 2016- 2018,  
Educational Background: B. Tech.,  
Khammam, Telangana



## VIGNANA JYOTHI INSTITUTE OF MANAGEMENT

Vignana Jyothi Nagar, Bachupally (via) Kukatpally, Hyderabad - 500 072.  
Ph: 040-2304 4901 / 4902, Mob: 9618668765, 9849800819  
website : [www.vjim.edu.in](http://www.vjim.edu.in)