



PGDM

PROSPECTUS 2023-25

B-SCHOOL WITH CAREER EDGE



Vivekanand Education Society's
BUSINESS SCHOOL

Approved by AICTE, Ministry of HRD, Govt. of India.
Recognised by Govt. of Maharashtra

www.vbs.ves.ac.in





VIVEKANAND EDUCATION SOCIETY

HAS **24** INSTITUTES WITH
OVER **25000** STUDENTS



24 Institutes
of VES



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VBS,
**A TRADITION FOR
EXCELLENCE**



“Start your Legacy
with **VBS**”



About VES

Late Shri Hashu Advani was a visionary who chose education to build a strong nation. He felt the compelling need to build an institution, which makes education accessible to students from all strata of society and inculcates high moral values in them. It was his inspirational vision that laid the foundation of Vivekanand Education Society (VES) in the year 1962.

Big thinking indeed precedes great achievements. Today, the society runs 24 educational institutions offering courses from Pre-Primary to Ph.D. The journey that started with 256 students in 1962 has now expanded to accommodate more than 25000 students, who are taking various courses across these 24 institutes. Addressing the rising importance of corporate governance and the need for global management education, the Vivekanand Business School (VBS) came into being.

Since its inception, VBS with its proven pedagogy, multi interdisciplinary approach, state-of-the-art facility, outstanding faculty members and industry experts have produced several distinguished corporate leaders. We are dedicated to transforming each student into a future-ready manager and a global citizen with a rewarding career.

Our Founder
Late Shri Hashu Advani
The Visionary Behind VES

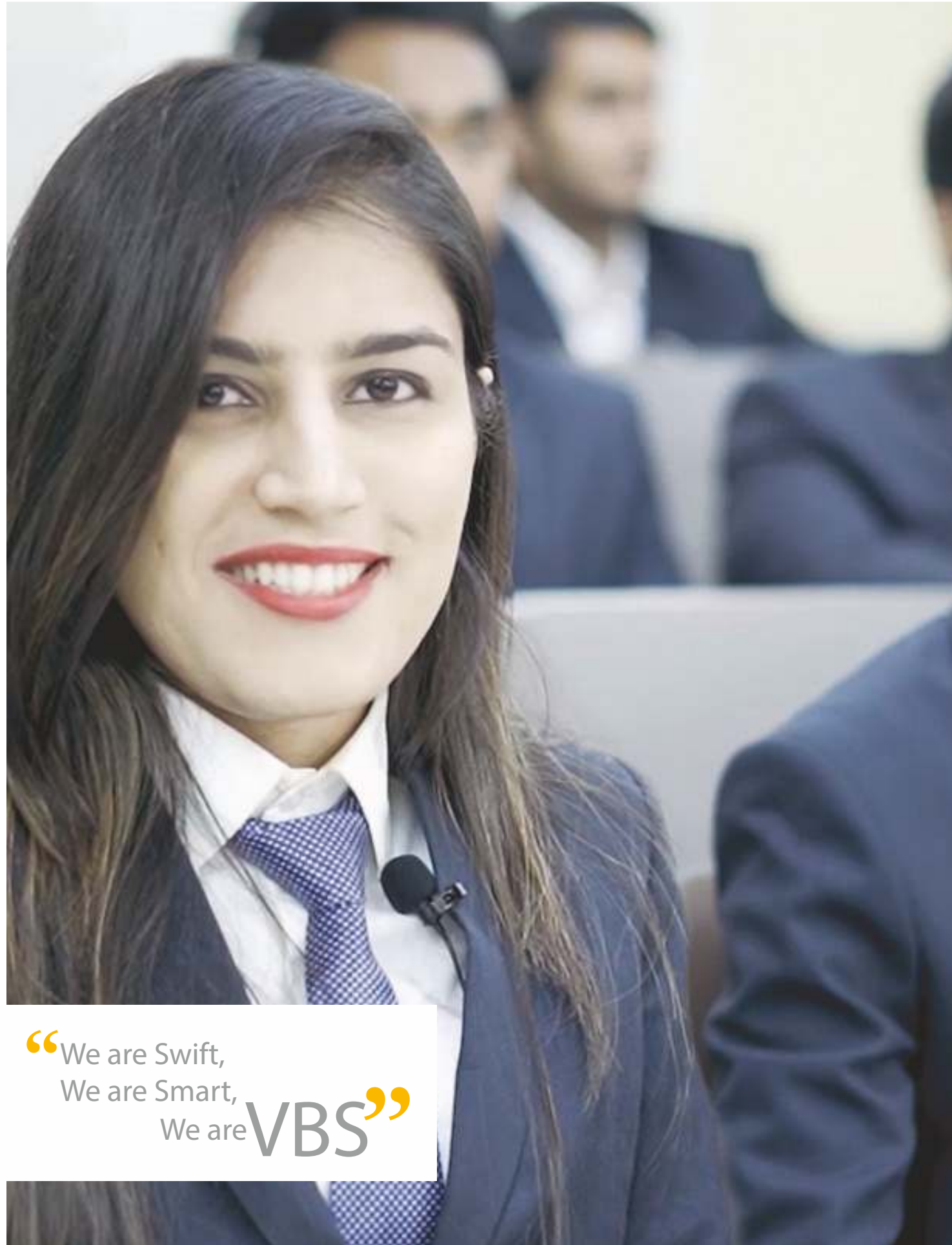
► About - Vivekanand Business School

All top Educational Institutes of repute work with a sole focus on holistic and multidisciplinary education. This makes them appealing to society and stakeholders. Being an Institute of International Repute, at Vivekanand Education Society, we have always strived to uphold the values and interests of students and the community as a whole. Staying true to our commitment of empowering students today for the world of tomorrow, we have set up the Vivekanand Business School (VBS). At VBS, we have channelized our energies to strengthen our name and good standing as a business school that attracts talented and career-focused students highly qualified and experienced faculties and top business organizations for placement every year.

The rich legacy of Management learning at VESIM, is reflected in VBS. As a part of our endeavor to shape future business leaders and

people's managers, VBS currently offers a two-year, full-time Post Graduate Diploma in Management (PGDM), which is approved by the All India Council for Technical Education (AICTE), accredited by the National Board of Accreditation (NBA)*, and has received equivalence as an MBA Degree of an Indian University from the Association of Indian Universities (AIU). The Management School of VES has received NAAC accreditation and is a member of the Association to Advance Collegiate Schools of Business (AACSB). This accreditation means the Institute has successfully met the rigorous assessment standards set by NAAC and it demonstrates the best standards in curriculum, teaching, professionalism, scholarship and values - that are integral to a world-class institute!





“We are Swift,
We are Smart,
We are **VBS**”



Shri. Suresh Malkani
President - Vivekanand
Education Society (VES)

President's Message

Dear Prospective Students,

I am delighted to welcome you to Vivekanand Business School (VBS) for your management programme.

We believe that your desire to pursue an MBA has been kindled by several factors, including your desire to make it to the Top Echelons at Businesses, to advance your careers or to utilize the opportunity to hone your skills. Irrespective of your objectives and perspectives, we are committed to delivering an exhilarating learning experience and providing all the support needed to meet your life's goals.

VBS has been building a unique brand and has gained recognition with the help of its vast resource pool that includes its highly-distinguished academicians and visiting faculties, the modern state-of-the-art infrastructure, and an applied approach to management education. At VBS, the students get to immerse themselves in an environment that stimulates their minds and helps them acquire the skills imperative to excelling in the fiercely competitive world of business while fuelling their passion for social causes. To facilitate this experience, VBS relies on its faculty that includes its core, visiting, and adjunct faculty, and the thriving alumni network that is spread across the world.

The in-depth knowledge of the current global economic and social landscape, and a commitment to creating responsible global market leaders of tomorrow, has ensured we are “a management school with a global outlook”. We are continuously innovating the syllabus of our management programmes, to shape the leaders of tomorrow who will be able to contribute to the industry and society alike, and facing up to the challenges of their jobs smartly. We clearly understand that today's businesses demand multi-talented professionals and our faculty is working hard to fulfil this requirement.

For anyone looking to seriously pursue a management education programme at an Institution that supports your dreams even as it helps you find a footing in the business world, you have found the right place. I wish you all the success while you set out on this memorable journey with VBS that is destined to change your life for the better, and for posterity.



“Creating Leaders
in an era of
Constant Change”



Dr Sachin Deshmukh
Director

Message from Director

It's my pleasure to introduce you to Vivekanand Business School. As a director, I am honoured and proud of the transformational education offered at Vivekanand Business School that is built on sixty years plus history of Vivekanand Education Society, helping various stakeholders across businesses and society. The success of Vivekanand Business School centres on training its students in solving complex business problems, inculcating innovative and critical thinking abilities, and sensitising students to emotional intelligence which business community try to identify as being a requirement that is of importance for future of the industry.

Recognizing the expectations of the industry from employees, the best preparation for the future of work is to gain knowledge in all aspects of business which includes leadership, data analysis, entrepreneurial skills, decision making, conflict resolution, consumer behaviour and accounting. Such knowledge is applicable to all business types like Healthcare, FMCG, Finance & Banking, Government and Not-for-Profit Companies.

Our PGDM program is committed to develop highly committed business professionals who can play a leading role in the sustainable development of a global economy. Vivekanand Business School has recently introduced a VBS Ideation Lab, where students come together to develop ideas on new products and business processes and convert these into successful start-ups.

Experiential learning is the foundation of our PGDM Curriculum. Our students get opportunities to work on projects of various companies that help them to apply the concepts they learn in the classroom to the problem situations. Vivekanand Business School has international linkages with foreign institutes and universities which help our students and faculty members in conducting collaborative research.

At Vivekanand Business School you will work closely with the best faculty members. Who take out time to know you personally, understand your aspirations and offer you guidance as you work towards your goals.

►► VBS



24 Institutes
of VES

VISION

To strive for excellence in Management Education by serving the changing needs of industry and society while fostering ethical values and a global outlook.

MISSION

To enhance knowledge, develop skills and shape attitude that will make our students leaders in their chosen field through application based teaching-learning.

To be an institute of higher learning by providing managerial, analytical and entrepreneurial skills as required by the industry needs.

To inculcate ethical values in the students through teaching learning process.

To foster critical thinking and innovative practices through collaborative research to address global issues.

VALUES

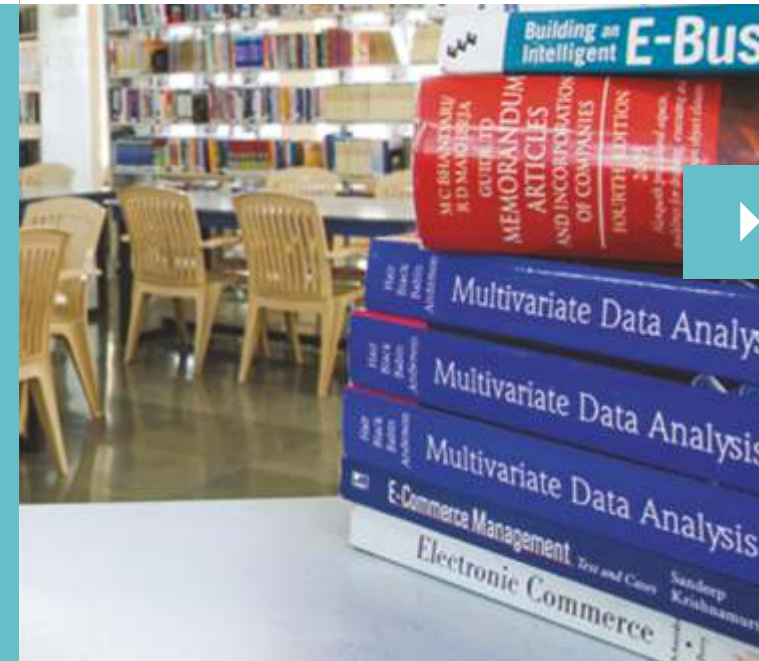
Teaching will be based on continuously updated courses that inculcate the principle of entrepreneurship

Pedagogy will incorporate global best practices in management education

Research will be based on theoretical and evidence based practices, with integrity and frontier based approach

Emphasis will be given on building social consciousness

►► Campus Tour



VBS with its sprawling campus and state-of-the-art facilities has carved a distinction for itself as one of the premier Business Schools in India.

VBS shoulders the big responsibility of “developing tomorrow’s leaders today”. To achieve this, we are committed to provide only the best - in terms of education, faculty and facilities. We encourage students to make use of facilities such as:

- Air-conditioned classrooms with internet connectivity, as well as advanced audio and video facilities. The classrooms are designed to ensure clear visibility and excellent audibility to all students.
- An internet-enabled library with over 15,000 books, as well as periodicals on various management and technology topics and a separate audio and visual section. VBS has gone a step ahead to procure e-books for Students Reference.
- State-of-the-art Analytics studio laboratory with advanced software.
- Wi-Fi enabled campus backed by a robust IT infrastructure that ensures security and minimum downtime.
- A well-equipped auditorium with LCD projectors for panel discussions, meetings, seminars and gatherings.
- Cafeteria that provides a vibrant atmosphere to students and encourages them to improve their interpersonal skills.

► The Program

About Post Graduate Diploma in Management (PGDM)

Today, every business is technology driven, and business knowledge alone is no longer a suitable foundation for a successful career. Vivekanand Business School employs a unique cross-disciplinary approach to education emphasizing Technology, Data Analytics along with leadership skills that create employment opportunities for students. VBS strives to keep the curriculum ahead of the curve in a fast changing business world.

VBS is centrally-located in Chembur, Mumbai with good connectivity, helping in easy engagement with Industries, Researchers and International Teaching.

The PGDM of VBS has been accorded equivalence of an MBA degree by the Association of Indian Universities(AIU)

Program Overview

The institute began the unique two-year, full-time Post Graduate Diploma in Management (PGDM) to provide students cutting edge knowledge and advanced learning skills in Business Analytics. The course is designed keeping in mind the industry's needs in the emerging business scenario where corporates are using Big Data and Big Data analytics to gain edge over competitors. The course covers five specializations: **Business Analytics, Banking & Finance, Marketing, Operations & Supply Chain Management & Human Resource Management**. Also, it will help to sharpen their ability in decision making on critical management and policy issues. The Business Analytics specialization includes 13 Analytics focused subjects, while Banking and Finance, Marketing, Operations & Supply Chain Management, Human Resource Management specialization has 5 subjects each focused on Analytics.

VBS has specially established Big Data/Business Analytics - Centre of Excellence, where students are trained on the latest technologies of Data Analytics including Hadoop, Python & R programming and Machine Learning thus generating innovative insights that may be hidden within the data.



Pedagogy

At VBS, we emphasize honing leadership skills and cultivating analytical thinking in students. We live by the philosophy of “Learning by Doing”.

Course Modules are delivered through impactful teaching methods including Lectures, Role Play, Case Study Discussions, Fieldwork, Workshops, Counselling Sessions, Educational and Informative Videos. In addition to that, the students are encouraged to complete their Assignments, Participate in Quizzes, Tests, Live Projects, Presentations, Simulations, Academic and Extracurricular Activities. We regularly hold Industrial Visits, Summer Internship Projects, Management Internship Program, Industry-Specific Skills and Training & Development sessions.

The Features of the Program

The PGDM program is designed to ensure the holistic development of the students. The curriculum has been structured to develop skills like Leadership, Innovative and Critical Thinking, Data Analysis and Emotional Intelligence.

Our PGDM program not only teaches the business concepts, but also helps them understand the importance of networking with their colleagues, faculty members and corporates to make appropriate business decisions. In essence, students are job-ready from day one.

In a nutshell, the PGDM program offers

- A strong curriculum approved by Industry Experts;
- Training to the students to face Global Challenges;
- Experiential learning through Industry-Based Projects;
- An Additional Certification Program from Reputed Certifying Bodies;
- Training on innovation and critical thinking and the opportunity to participate in VBS Ideation Lab;
- An Analytics Lab equipped with the latest hardware and software to acquire skills in Artificial Intelligence and Machine Learning;
- A strong mentoring program that will guide you in your career development and placement;
- An Industrial visit to get real life exposure.

► Specializations Offered

► Business Analytics

- Newer technologies are offering more effective solutions to organizations. Business Analytics has significantly contributed to guiding businesses. The field has evolved from just presenting facts and figures to more collaborative business intelligence that predicts the outcomes, and thus assists in decision-making.
- Distilling the data/information into actionable insights using business analytics tools gives a business a competitive advantage. Professionals with data literacy are more coveted by prospective employers than ever before.
- The Vivekanand Business School offers statistical programming languages like R and Python and software/ tools like Excel, SQL, Hadoop, Tableau, and MongoDB.
- 13 analytics-related subjects are covered in the Specialization. Hence, students will get an opportunity to work on various live projects on Analytics. A certificate in Artificial Intelligence and Machine Learning is also being offered.
- Placement opportunities are excellent as the need for effective and efficient business analytics is stronger than ever. There is a growing opportunity today in Management Consulting, Business Consulting, Sales, HR, Marketing, Finance, Growth, and Strategic Roles.

► Marketing

- Marketing is a dynamic & creative unit of any organization today. Disruptive innovations in technology have changed the market. At Vivekanand Business School, we have raised the bar in training future marketing managers. The specialization offered by the institute helps the students to build on the concepts and applications in the real world.
- The course provides theoretical models in marketing with fundamentals that add value to their students' knowledge and in understanding the market and the skills that are effective in the markets. Courses like Digital Marketing, Marketing Analytics includes 5 Analytics-focused subjects, Emerging trends in Marketing, marketing automation, Brand Management, Innovation in Rural Markets, Delivering & Managing Customer Value etc. the students specialize in exposing them to the main fields of marketing.

► Banking & Finance

- Finance is among the most important areas of specialization today. It is also one of the most popular areas of choice for management students. It makes up an integral part of a corporation's resources & is certainly a major contributor to an organization's successful growth.
- In addition to the general management subjects, the Banking & Finance Specialization also offers 5 analytics-focused subjects. The evolution of financial analytics has been driven by the emergence of new business models, the changing role of the traditional finance department, modifications to the business processes and advancement in technology.
- Keeping the above aspects in mind and for the purpose of producing and developing skillful and knowledgeable professionals in the field of finance, the specialization of banking and finance gives the students exposure and opportunity to understand the changes in the world of finance and the developments in finance.
- A certificate course on the NSE Knowledge hub, a complete AI-powered learning platform in finance, has also been introduced which is recognized by the National Stock Exchange (NSE). The Indian Institute of Banking & Finance (IIBF), also offers students a Diploma Certificate in Banking & Finance which is internationally recognized. This offers students the chance to find employment in the banking or financial sectors. Apart from providing the students with the domain knowledge of finance, this certification course makes the students more efficient and familiar with topics in finance through continuous learning, and also helps them prepare to be future-ready talents who are skilled to meet the demands of the banking and finance industry.

- Students also receive a globally recognized Certificate in Digital Marketing and have the opportunity to earn three Google certifications. The program helps create readily-employable professionals catering to the industry by imparting the focused live projects, training, workshop and certifications for the job aspirants.
- Small businesses are important to the economy, for both job generation & wealth creation in the country. At Vivekanand Business School, the entrepreneurial education is taken to a higher level in collaboration with the Wadhvani Foundation. The course deep dives into both the theoretical and practical aspects of entrepreneurship. At the end of the basic and advanced courses, the students are expected to develop a potential business venture. The institute supports the students' ventures by providing incubation facilities and also networking with key stakeholders for mentoring and funding.

► Human Resource Management

- Human resource management (HRM) is at the heart of every organization. People are indispensable resources that keep an organization running smoothly. It attracts, develops, and prepares the right people to collaborate across disciplines and hierarchies to make the organization competitive, creative, and exemplary.
- Our Post Graduate Diploma in Human Resource Management is unique in many ways. It provides exceptional courses including organizational psychology, diversity management, people analytics, people management, competency mapping, people dynamics in organizations, leadership and change management, SHRM certification courses, among others. The Human Resource Specialization includes 5 subjects with an analytics focus in addition to the general management subjects.
- We organize a variety of activities and management games to help students grow. Among them are HR panel discussions, industrial visits, management quizzes, personality assessments, case writing and publishing, and grooming exercises.
- We engage our Human Resource Students in industrial immersion visits to organizations to enable their learning about human resources practices in the organization. We teach them case studies using relevant and ongoing HR and industry-related problems.
- We use innovative and best practices in pedagogy in Human Resource Management to develop our management students into responsible, ethical, and catalyst leaders and managers. As a result, our management graduates are industry-ready and proficient in all aspects of human resource management.

► Operations & Supply Chain Management

- Operations & Supply Chain Management is a vital part of any organization. It is chiefly concerned with planning, organizing and supervising in the contexts of production, manufacturing or the provision of services. When the consumers are shifting online due to Pandemic and business model shifting to e-commerce, scope in operations & supply chain management is significantly getting wider and bigger.
- Of all the corporate divisions, operations tend to require the greatest number of employees and assets. As operations deal with product and service quality, it forms the basis on which the company's long-term performance rests.
- This course helps students to understand the key concepts of operations with supply chain management and logistics such as Procurement, Manufacturing Resource Planning, Capacity Planning, Operations Analytics which includes 5 - analytics focused subjects, Advance Supply Chain, International Logistics and different modeling techniques.
- Operations research provides the basis for decision making in a scientific and rational manner. The students enrolled in the course get opportunity to attend software-based workshops on ERP (SAP) in industry and also derive benefit from experiential workshops on facility layout, process studies and field visits to multinational companies. Students are provided with the certificate of Green Six Sigma which is globally recognized.
- Operations and Supply Chain management has emerged as a lucrative career option among the youth in India and abroad.



Above specializations are available in the PGDM course, students can opt for any one specialization from these. But minimum 10 students shall be necessary for starting any specialization.

► Pedagogical Innovation

W.B. Yeats has rightly said, "Education is not the filling of a pail, but the lighting of a fire." VBS strives to ignite a spark in each student through various innovative approaches and alternative learning methods. This has helped us create a learning environment that leads to success and shape students into better individuals.

Global Trends and International Perspective

Global trends in technology and international issues are the key topics that we address every day. We have incorporated specialization like Data Analytics in our curriculum. These subjects allow students to focus on matters that are relevant in today's business world. In the last few years, we have organized various international conferences and seminars with distinguished speakers from India and abroad presenting their views on various global issues and technology related topics. These events have helped students improve their understanding of various global topics.

Student Exchange Program

At VBS, we want students to understand the dynamics of business management at the global level. To facilitate this, we have signed MoU with various elite International Institutes - Technical University of Cartagena, Zagreb School of Economics and Management, Delaware State University, University of Highlands and Islands, Lincoln University ENAE Business School for outbound and inbound student and faculty exchange and conducting joint research as well as the exchange of publications. Students can win a scholarship under the ERASMUS mobility program to study at the University of Cartagena, University of Economics, Katowice, Poland and many more. These exchange programs help students to widen their perspectives and understand the art of management better.

Experiential Learning

Learning by Doing is the main motto of our course. We encourage students to take up on-the-job training and corporate internships at various reputed organizations. This helps students gain experience of working in a business organization, while grasping curriculum related information. Besides this, students are given corporate and industrial exposure through a slew of programs such as - industry visits, special guest lectures and industry interaction. Students get an opportunity to work on industry projects.

YUVA for SEVA

VBS's Social Immersion Program - YUVA for SEVA is designed for igniting a sense of social responsibility and sensitivity in students. During this 3-week program, students are encouraged to work with various NGOs across the country. Students are required to come up with solutions for social issues addressed by these NGOs.

Mentoring Program

At VBS, we believe in moulding future business leaders by giving them personal guidance. We conduct a Guru-Shishya program to assist our students as they enter the early years of their professional life. Our faculty members guide the students on key issues to help them become effective managers.

Personality Development Program

At VBS, we understand the importance of all-round personality development. When not teaching, our well-experienced faculty members conduct individual personality profiling of each student and identify their areas of improvement. Students are helped to polish their communication skills, build positive attitude towards life, improve their leadership qualities, network with people and business management through various tailored personality development programs.



► Program Structure of PGDM Business Analytics

1st Year

Foundation Course

- Personal Growth Lab
- Applied Economics
- Basic & Advanced Excel
- Accounting for Managers
 - Design Thinking
- Basics of Maths & Stats

Trimester I

- Marketing Management
- Basics of Financial Management
 - Business Statistics
- Operations Management
- Ethical Management & Corporate Governance
- Programming in Python I

Trimester II

- Corporate Valuation
- Selling & Negotiation Skills
 - People Management
- Research Methodology
 - Programming in Python II
- Cloud Computing/Utility Computing

Trimester III

- Strategic Management
- People Dynamics in Organization
 - Decision Science
- Entrepreneurship & Innovation
 - Data Visualization in Tableau
 - Machine Learning in Python
- Certifications: Artificial Intelligence and Machine Learning

Projects/Internship

- Summer Internship
 - CSR Project
- Self-Guided Learning
- BASIC Conference

2nd Year

Trimester IV

- Strategic Implementation Case Studies
- Entrepreneurship & Innovation (Advanced)
 - SQL
 - Mongo DB
 - Hadoop
 - Web Analytics

Trimester V

- Project Management
- Leadership & Change Management
 - Text Mining & Sentiment Analytics
 - Predictive Modelling
 - Deep Learning
- Select any one from Domain Analytics
 - Marketing Analytics
 - HR Statistics & People Analytics
 - Operations Analytics

Trimester VI

- Management Internship Program
- Self-Guided Learning

Note: The syllabus shall be subject to change, if any, by AICTE Directives. Minimum 10 students shall be necessary for starting any specialization.

► Alumni Story



Sahiba Gunani
(Batch 2014 - 2016)
Key Account Executive
HUL

When I first signed up for a Course, I wanted to learn basics of marketing and develop my management skills. However, my expectations were exceeded.

The curriculum of the Institute's programme was really exciting and challenging at the same time. The program favors interaction, not only between professors and students, but also between students.

The professors' academic and professional experience was really appreciable and inspiring. The different activities organized by various recreation and CSR cells were much appreciated by the students.

In addition to the regular course, I got an opportunity to expand my knowledge in the area of analytics. The addition of business analytics course in the curriculum keeps the Institute open ended to curriculum alteration on the basis of emerging business trends, which enables students to gain a cutting edge advantage over competition.



Jaswanth Ravilla
(Batch 2014 - 2016)
Market Research Consultant
Wells Fargo

I am working as a Market Research Consultant with one of the leading Market Financial Services company providing services in 32 countries worldwide. I believe this opportunity came my way only due to the specialization course in Marketing and Business Analytics, which I undertook at this Institute. The course has perfectly blended two key areas - marketing and business analytics, which has helped me a lot in my present job.

I would say that the Institute is more than just a centre of academic learning. The industry interaction, group works, peer learning and various student committees I was a part of have fuelled me with great confidence.

I am truly glad that I choose this Institute for my PGDM course.



Kiran Bathija
(Batch 2017 - 2019)
Senior Associate
(Project Management)
SBI Life Insurance
Company Limited

The Institute gave me a platform for discovering my true potential and helped me grow as a professional. I am a proud alumnus of the PGDM Finance batch 2019, and currently working with SBI Life Insurance Co. Ltd. as a Senior Associate in Project Management.

Since we were assigned with real-time industry based projects on a regular basis, I can gladly assure you that the teaching approach here, goes beyond the four classroom walls. This definitely helped me gain a fair insight of the corporate world with real-time skills for delivering project reports within assigned timelines. The Institute also provided us with various opportunities through internships, workshops, international conferences and guest lectures.

The extensive and all-round support from the academic and non-academic staff has been commendable. In these two years, I was mentored by the finest faculty members who guided me all along my MBA journey. Throughout the academic sessions, I was challenged to discover capabilities that I never knew I had. Along with academics, the Institute focuses on personality development which helped me build a rewarding career.

The Institute has provided me the roots to follow my dreams and passion, which further encourages me to explore my potential in every sphere of life. I owe gratitude to my Alma Mater for enabling each one of us to believe that we are special and preparing us to embrace the ever evolving global challenges.

► Program Structure of PGDM Banking & Finance

1st Year

Foundation Course

- Personal Growth Lab
- Applied Economics
- Basic & Advanced Excel
- Accounting for Managers
 - Design Thinking
- Basics of Maths & Stats

Trimester I

- Marketing Management
- Basics of Financial Management
 - Business Statistics
- Operations Management
- Ethical Management & Corporate Governance
 - Financial Markets & Services

Trimester II

- Corporate Valuation
- Selling & Negotiation Skills
 - People Management
- Research Methodology
 - Securities Market
- Cost & Management Accounting

Trimester III

- Strategic Management
- People Dynamics in Organization
 - Decision Science
- Entrepreneurship & Innovation
 - Derivatives & Risk Management
 - Financial modelling
- Certifications: Securities Operations & Risk Management

Projects/Internship

- Summer Internship
 - CSR Project
- Self-Guided Learning
 - BASIC Conference

2nd Year

Trimester IV

- Strategic Implementation Case Studies
- Entrepreneurship & Innovation (Advanced)
 - Portfolio Management & Practices
 - Commercial Banking & NPA Management
 - Mergers Acquisitions & Corporate Restructuring
 - Treasury Management

Trimester V

- Project Management
- Leadership & Change Management
 - Strategic Finance
 - International Finance
 - Innovation in Finance
 - Financial Risk Management

Trimester VI

- Management Internship Program
- Self-Guided Learning

Note: The syllabus shall be subject to change, if any, by AICTE Directives. Minimum 10 students shall be necessary for starting any specialization.

► Alumni Story



Sumedh Rewatkar
(Batch 2014 - 2016)
Cluster Market
Development Incharge
Pidilite Industries Limited

I feel this Institute offered me the best opportunity for the development of my skills in marketing and business analytics.

I have found that the method of teaching is different from the one I am used to. Most of the courses have hands-on aspects with more focus on practical learning. I had opportunities to utilize the upgraded Analytics facilities in the college, as well as the privilege to attend several interactive sessions with Big Data and marketing experts. I believe these preparations have helped me settle in the with my current job. The summer placement program was another major turning point of my life, as it prepared me for the challenges of the real job environment. The social immersion program has inspired me to take social issues seriously.

This is one of the few study institutions that ensures the student is inching towards his brilliant career, as well as developing into a brilliant social individual.

Choosing the precise MBA program that caters to one's needs and that too at the right college is a very important factor that decides the growth of an individual. I am glad that I made the choice to enroll myself in the PGDM program at the Institute with a specialization in Banking & Finance.

The institute encouraged us to develop our business skills throughout the course. The pedagogy adopted is a unique blend of classroom teaching along with interactive and engaging activities. The out-of-the-box thinking, the additional certification courses and the cross-disciplinary approach of the institute by mixing technology and theory together have helped me grow and prepared me for the real world.

I still remember the Mentor-Mentee sessions with the best in class faculty from the industry, who bring with them rich corporate and academic experience which not only enlightened our minds on the challenges we were about to face but also prepared us for the work culture ahead. The Institute has presented me with various opportunities such as projects, live assignments and industry exposure which has enhanced my managerial skills.

The greatest benefit of the program for me was the confidence it gave me to pursue, win, and accept where I have reached today. I truly enjoyed my time in the college, it was an unforgettable journey with abundant opportunities to excel and succeed in our preferred domains.

I have always been proud of my alma mater, a place that motivates self-empowerment in everything you do! I can never forget the time I spent here - it gave me rich practical experience by providing a strong framework of faculty and mentors; impacting my overall attitude, outlook towards problems and helped me reach my potential.

I pursued the PGDM course with a Finance specialization at this Institute which provided me with a top-class experience in management learning. The program covers variety of subjects in banking and financial analysis and offers tremendous knowledge about varied facets of business accounting.

The faculty provided us with real-world examples of how the concepts we were learning in class are being applied in the business world. These connections showed us the practical application of our skills and also made it easy to learn. The case studies, assignments and group projects with my peers all have been instrumental in my integral learning process. The kind of learning I had during my course has proven to be immensely useful as I took off on my career path.



Kritika Manek
(Batch 2017 - 2019)
Trainee Business Analyst
NSEIT Ltd.



Rahul Kumar
(Batch 2018 - 2020)
Tax Consultant I
Deloitte

► Program Structure of PGDM Marketing

1st Year

Foundation Course

- Personal Growth Lab
- Applied Economics
- Basic & Advanced Excel
- Accounting for Managers
 - Design Thinking
- Basics of Maths & Stats

Trimester I

- Marketing Management
- Basics of Financial Management
 - Business Statistics
- Operations Management
- Ethical Management & Corporate Governance
 - Managing Sales & Distribution Channels

Trimester II

- Corporate Valuation
- Selling & Negotiation Skills
 - People Management
- Research Methodology
- Marketing Applications & Practices
 - Innovation in Rural Marketing

Trimester III

- Strategic Management
- People Dynamics in Organization
 - Decision Science
- Entrepreneurship & Innovation
 - Consumer Buying Behaviour
- Digital & Social Media Marketing
- Certifications: Digital Marketing

Projects/Internship

- Summer Internship
 - CSR Project
- Self-Guided Learning
- BASIC Conference

2nd Year

Trimester IV

- Strategic Implementation Case Studies
- Entrepreneurship & Innovation (Advanced)
 - Retail Management
 - Brand Management
 - Delivering & Managing Customer Value
 - International Marketing

Trimester V

- Project Management
- Leadership & Change Management
 - Marketing Analytics
 - Trends in Emerging Markets
 - Service Marketing
 - Integrated Marketing Communication

Trimester VI

- Management Internship Program
- Self-Guided Learning

Note: The syllabus shall be subject to change, if any, by AICTE Directives. Minimum 10 students shall be necessary for starting any specialization.

► Alumni Story



Dharmika Jain
(Batch 2014 - 2016)
Assistant Manager
Axis Bank

The journey that started at this Institute, two years ago was indeed one of the best decisions of my life to enroll myself into. The course is a two-year, full-time program, with a dual specialization. One with Management Module and another with Technology Module on SAS Platform.

This has been definitely a paradise for students who aspire to achieve par excellence in the field of 'Marketing'. With an astute attention to detail, backed up by current market trends, Marketing and various techniques have been made interesting by the faculty of this Institute.

Our professors have inspired and challenged us throughout this academic to help us reach the epitome of success and achievement. The teachings we learned will be helpful for all days henceforth. The unique approach of "learning by doing" via cases, industrial visits and consultancy projects have led to immense value addition.

Also the soft skills sessions have kept me focused on my goals and working practices. I am now much more aware of how I communicate and the impact I am having on the team. This has resulted in me being more relaxed and has actually earned the respect of others.

The Institute has conducted Entrepreneurship Awareness Campaign (EAC) to motivate candidates for start-ups. They also support creative thinkers to start their business through sponsorship.

The Institute has groomed me in such a way that being a fresher also I was able to get selected in AXIS BANK as a RELATIONSHIP MANAGER and currently promoted as an Assistant Manager



Praveen Vishwanathan
(Batch 2010 - 2012)
Assistant Manager
CITI Bank

I completed my B. Com degree and got myself enrolled for a management course at this Institute where I studied Financial Management. I did my internship in HDFC Bank in Retail credit. My role was to analyze the credit process flow and reduce the rework. I worked as the Program Management Executive in L & T Infotech Ltd. Today, I have acquired specialization and expertise in various aspects such as Financial Analysis, Team Management, Business Analysis, MIS, Program Management, Business Strategy, corporate finance and Purchase Management. Also, I have landed up a good job at CITI Bank as a Assistant Manager. I think my course duration at the Institute prepared me for everything.

Getting into Business Analytics was by profession, but Finance has always been my true passion, I am currently working as a Financial Analyst at Nomura. Right from the beginning, I had been actively involved in exploring my potential at this Institute. Pursuing a Post-Graduation course was not just a certificate I would be adding to my profile, but a journey that made us capable of going that one extra mile that can't be summarized in a few words.

The PGDM programme at the Institute provided me with the opportunity to meet and interact with participants from China University. This International exposure helped me become more confident while communicating with people from different cultures. I have also learned to face challenges head on - with a creative approach, while turning them into opportunities.

The ambience in the lecture rooms, labs or any of the state-of-the-art infrastructure available at the Institute offered us the perfect learning environment. This when combined with the expertise of our faculty mentors and the vision of the institute molded us to make a difference no matter where our career path took us.

I loved the freedom that I found here, which helped me become more independent and prepared me for my professional life in the field of finance where I aimed to make my mark. I had some fantastic professors, who pushed me all the way. I saw their dedication not only to the subject, but also to me. I am truly grateful to this Esteemed Institution for all that I am today.



Vishal Hotchandani
(Batch 2018 - 2020)
Financial Analyst
Nomura

► Program Structure of PGDM Human Resource Management

1st Year

Foundation Course

- Personal Growth Lab
- Applied Economics
- Basic & Advanced Excel
- Accounting for Managers
 - Design Thinking
- Basics of Maths & Stats

Trimester I

- Marketing Management
- Basics of Financial Management
 - Business Statistics
- Operations Management
- Ethical Management & Corporate Governance
 - Organization Theory & Design

Trimester II

- Corporate Valuation
- Selling & Negotiation Skills
 - People Management
- Research Methodology
- Managing Performance at Work
- Organizational Psychology

Trimester III

- Strategic Management
- People Dynamics in Organization
 - Decision Science
- Entrepreneurship & Innovation
 - Learning & Development
 - Talent Management
- Certification in SHRM

Projects/Internship

- Summer Internship
 - CSR Project
- Self-Guided Learning
- BASIC Conference

2nd Year

Trimester IV

- Strategic Implementation Case Studies
- Entrepreneurship & Innovation (Advanced)
 - Organizational Development & Change
 - Competency Mapping
 - Managing Diversity
 - Labour Laws

Trimester V

- Project Management
- Leadership & Change Management
 - HR Statistics & People Analytics
 - Compensation & Reward Management
 - International HRM
 - SHRM

Trimester VI

- Management Internship Program
- Self-Guided Learning

Note: The syllabus shall be subject to change, if any, by AICTE Directives. Minimum 10 students shall be necessary for starting any specialization.

► Alumni Story



Abhishek Sharma
(Batch 2016 - 2018)
Senior Analyst – Core Analytics
Willis Towers Watson

In a globalized economy, we are now forced to work within organizations and environments outside of our comfort zone. This exposes us to diverse individuals and business practices. The course at this Institute allowed me to solve real world business problems and reflect critically on current business practices and management challenges.

Data Science blended with management courses, I couldn't have asked for more. The unique Business Analytics course at this Institute has enabled me to stand out in the crowd. We are motivated to become self-learners; the mantra "Learn, Unlearn and Relearn". The Institute is in relentless pursuit of excellence and setting benchmarks in learning delivery.

I found the workshop experience extremely applicable to real-life. Every subject came with practices featuring actual cases, which I along with other group members would attempt to solve and which would then be presented to our professors and peers. I found that practical lessons learned from the program could be applied directly at my new job. Overall, I was impressed with the degree of practical application involved.

I was part of the PGDM Business Analytics batch 2018 at the Institute. I can proudly say that the teaching goes beyond the walls of the classroom. My learning experience was empowering and inspiring. The faculties and staffs at this Institute always challenged us to reach our potential. The Business Analytics course covered the latest trends in Analytics as well as the conventional modules of a Management curriculum. As the course went on, we realised that the colleagues were an integral part of the learning. The institute attracts students with high caliber to their courses as seen Year-on-Year.

I personally benefitted a lot from this programme in terms of skills and knowledge acquired. It gave me the mental strength to take on new challenges. The library and multiple computer centers along with the faculty's expertise helped us gain holistic knowledge of the Analytics field. There were variety of business subjects and electives to choose from.

The support from the institute and faculty never made me feel left out. It was rather intense continuous involvement using classroom lectures, group presentations and teamwork sessions. The institute also gives the students the experience of the market through internships, conferences and guest lectures. Be it an innovative entrepreneur or a job aspirant; The Institute provided us with abundant opportunities to excel and succeed in our preferred domains.

There are several things that make this Institute special for me personally. Being a part of this institute for 2 years, I learned that experiences make you wiser not the closed classrooms. Since day one, our faculty members emphasized on facing the reality of our lives; that it is super easy to run away from problems, but to face it and walk through it is what makes you stronger each day.

Augmented learning was the heart of our curriculum. Our faculty members always helped us on multiple topics and made us learn through team activities. Right from classroom teaching to individual presentations to role-plays – all pedagogical tools helped us understand the topics better. Encouragement to participate and conduct intercollegiate events and organize social events helped us build good communication skills and personality. In addition to all these, the internships that we did as a part of the course were very helpful to understand and inculcate corporate lifestyle and values. It is said that “a little progress each day adds up to big results” and this Institute makes you realize this.



Atharva Kulkarni
(Batch 2016 -2018)
Business Intelligence Consultant
Quosphere



Lichen Sequeira
(Batch 2017 - 2019)
Investment Banking Analyst
Sutherland

► Program Structure of PGDM Operations & Supply Chain Management

1st Year

Foundation Course

- Personal Growth Lab
- Applied Economics
- Basic & Advanced Excel
- Accounting for Managers
 - Design Thinking
- Basics of Maths & Stats

Trimester I

- Marketing Management
- Basics of Financial Management
 - Business Statistics
- Operations Management
- Ethical Management & Corporate Governance
 - Fundamentals of ERP

Trimester II

- Corporate Valuation
- Selling & Negotiation Skills
 - People Management
- Research Methodology
- Supply Chain Management
 - International Logistics

Trimester III

- Strategic Management
- People Dynamics in Organization
 - Decision Science
- Entrepreneurship & Innovation
 - Business Process Innovation
 - Quality & Lean Management
- Certifications: Green Six Sigma

Projects/Internship

- Summer Internship
 - CSR Project
- Self-Guided Learning
 - BASIC Conference

2nd Year

Trimester IV

- Strategic Implementation Case Studies
- Entrepreneurship & Innovation (Advanced)
 - Resources Optimization
 - Strategic Sourcing
 - Technology Management
 - Game Theory & Simulation

Trimester V

- Project Management
- Leadership & Change Management
 - Supply Chain Analytics
 - Optimization Techniques
 - Warehouse and Distribution Management
 - Operations Analytics

Trimester VI

- Management Internship Program
- Self-Guided Learning

Note: The syllabus shall be subject to change, if any, by AICTE Directives. Minimum 10 students shall be necessary for starting any specialization.

►► Certifications

- Securities Operations & Risk Management
- Digital Marketing
- Green Six Sigma Certification
- Artificial Intelligence & Machine Learning
- Certification in SHRM

►► Workshops

- Personal Financial Planning and Wealth Management
- FinTech Fundamentals
- Changing trends of Fashion & Luxury Retailing in India
- Understanding the Psychology of the Organizations
- How to Succeed at Work
- Visualization through Power BI
- Professional Etiquette
- Soft Skills & Attitudes for Youth
- Operations and Supply Chain Modelling using Excel and Excel Solver
- Operation Research Techniques using Excel Solver
- Social Innovation for better business opportunities
- Game Theory-Science of Strategic Decision Making
- Design Thinking



►► VBS Faculty & Administrative Staff

VBS takes pride in its faculties comprising of highly qualified Managers, Academicians and Administrators. The faculty members have published various research papers and articles in leading Indian, as well as International journals. Apart from regular teaching, our faculty members constantly try to update themselves and develop innovative teaching methods that ensures desired outcomes.

Our faculties constantly review curriculum, inspire students to perform their best, conduct workshops, training programs and seminars regularly.

Along with faculty members, the students also get a chance to interact with other Academic and Non-Academic Staff, Industry Experts and Administrative Staff on a regular basis. The members of staff are cooperative, friendly and help students immensely in the campus. Thus, interactions with such helpful and lively people help enrich the learning experience of students at VBS and allows them to improve their knowledge in new areas.



► Board of Studies

The Goal

VBS believes in imparting quality education. Our main focus is on shaping individuals who can emerge as well-known Industrialists, Agile Administrators and Shrewd Leader-Managers. We work towards this goal by introducing courses, programmes and exercises that help students develop logical thinking skills, aptitude to make the right business decisions, a knack for self-review decisions and the ability to identify hidden talents.

► List of Members

Sr No.	BOS Member Name	Organization	Designation
1	Mr Anand Krishnan	Digital Media in Lodestar Universal	Business Head
2	Dr Vivek Sharma	B Braun	Head Marketing
3	Mr Sanjay Ghanghaw	TISS	Head HR
4	Dr Ashok Pundir	NITIE	Professor
5	Dr Amal Roy	Retired	Visiting Faculty
6	Dr Nitin Merh	Jaipuria Institute of Management Indore	Program Chair-Business Analytics
7	Mr Parag Joshi	Thoughtsphere, Bangalore	Program Development Head
8	Mr Nagesh Pai	Automatic INC	Manager Team Support
9	Mrs Jhumur Mitra	Credit Suisse	Vice President
10	Mr L.Ganapatty	National Institute of Industrial Engineering (NITIE)	Professor
11	Dr Chintan Vora	5nance.com	Sr. Vice President
12	Mrs Lata Thyagarajan	Dhanlaxmi Bank	Ex MD & CEO
13	Mr Akshay Jain	UNIACCO	Sr. Manager
14	Ms Neha Patil	Infra Market	Head Working
15	Mr Kalyan Despande	Recykal.com	General Manager
16	Mr Dilip Tikle	Startup Consultant	Founder and Consultant
17	Mr Sunil Pinto	Data-Driven Marketing Professional	Data, CRM and Digital I Trainer - CRM/ Digital Marketing
18	Dr Ketan Vira	K.C.College of Engineering & Management Studies & Research	Associate Professor
19	Mr Tanmay Lokhande	Skin Care at Unilever	Senior Brand Executive
20	Ms Rakhi Kharde	BATA India Ltd	Area Sales Manager-Institutional
21	Mr Gautam Rangras	Citibank	Corporate and Investor Fx Sales
22	Ms Neha Menon	Morningstar India Pvt. Ltd	Senior Data Research Analyst
23	Mr Bhushan Zore	ONGO	State Head
24	Ms Honey Kithani	Startups Xchange & an Angel Investor	Co Founder
25	Mr Tejas Shetye	Angel Broking	Assistant Manager
26	Mr Manish Bharthi	nVent	Associate Manager
27	Mr Pushkar Wakekar	Welspun India Ltd	Assistant Manager
28	Mr Abhishek Sharma	Willis Towers Watson Pvt. Ltd	Senior Analyst - Core Analytics
29	Mr Sarath Menon	Marico	Senior Data Analyst
30	Mr Yogesh Panjabi	Swire Oilfield Services	Assistant Manager
31	Mr Prathamesh Gawade	Infobip	Customer Success Partner
32	Mrs Anuradha Ray	Cactus Communications	Expert, Global Talent Acquisition (Global)
33	Mr Shubham Mawande	GEP Worldwide	Senior Sourcing Analyst
34	Ms Purwashri Vaidya	Prismfoce	HR Business Partner
35	Mr Sushil Dixit	Info Edge	Sr. Manager
36	Mr Harshal Fuse	InternIn	Founder & SEO

To achieve this goal, VBS has established a well-respected advisory board known as the Board of Studies.

The Board of Studies at VBS advises the Institute on academic matters and the need-of-the-hour in the business world. Currently, the board comprises of 36 members who have great experience in diverse fields of Administration, Education and Business.

The Board plays a pivotal role in examining the syllabus, suggesting amendments in the syllabus based on industry trends, understanding existing teaching pedagogy and proposing changes and encouraging industry engagements in the form of Internships, Projects or Guest Lectures.

► VBS Accolades

Accreditations

Vivekanand Business School is committed to delivering value-based business education that will create career-focused individuals with requisite managerial skills. Our course Post Graduate Diploma in Management (PGDM) are Accredited by leading Statutory Bodies in India. The accreditations are an attestation of the quality and standard of education that students receive at Vivekanand Business School. These accreditations also help assure students, their families, employers and other stakeholders about the quality education imparted by the Institute which meets the contemporary need of the corporate world.

- ***National Board of Accreditation (NBA):** The Programme of PGDM is accredited in its 2nd cycle and in process for 3rd cycle.
- **AIU Equivalence to MBA:** The PGDM course of VBS is equivalent to Master of Business Administration(MBA) granted by the Association of Indian Universities (AIU). If any Student intends to pursue Higher Studies in the Area of Research (Ph.D.) the Students will get Equivalence and Acceptance to continue their Studies.
- **Association of Advance Collegiate Schools of Business (AACSB):** AACSB is an International body for the accreditation of educational programs. The accreditation is offered to an Institute if it achieves global standards in education. Vivekanand Business School is now a member of this accreditation body and is in the process of acquiring this prestigious accreditation.
- Vivekanand Business School has got the **Graded Autonomy in Category II by AICTE**, in its very first year of Inception based on its high attainment standard in NBA scoring.



NOTE: VBS shall apply for renewal of NBA accreditation for the courses at the end of current period.



► Ranking and Awards

VBS was carved out of VESIM, the parent Institute, to meet the statutory requirement and provide an industry-relevant education in preparing leaders of tomorrow. In its vision to excel in the field of Management Education by serving the changing needs of the Industry and Society fostering through Ethical Values with a Global Outlook - It has kept on raising its bar in Terms of Achievements.

We have been able to make our mark within such a short span by believing in our objective and continuously striving to Excel.

Our Post Graduate Diploma in Management (PGDM) has won recognition in the marketplace for our quality of education, industry connections, student encouragement programs, and career services. Since its inception, the Institute has won several awards and recognition.



RANKING AND AWARDS

- Ranked 4th under the category of Top Private MBA Institutions Mumbai by Outlook iCare India MBA Ranking -2023
- Ranked 10th among B Schools in Mumbai and 62nd in the Top 100 B Schools category PAN India by The Times of India B-School Survey 2022
- Ranked 13th among Private Affiliated College and 19th among Top MBA Institution - West Zone by Outlook iCare India MBA Ranking 2023
- Ranked 17th under the category of Super-Excellence by Competition Success Review - GHRDC Ranking India's Best B-school 2022
- Ranked 16th Across Maharashtra in GLOBAL HUMAN RESOURCE DEVELOPMENT CENTRE (GHRDC) B School Survey, 2022
- Ranked 9th in Top B Schools in Mumbai in GLOBAL HUMAN RESOURCE DEVELOPMENT CENTRE (GHRDC) B School Survey, 2022
- Ranked 40th in Chronicle's All India B School Survey, 2022
- Ranked 58th in 12th Annual MBA Universe Survey, 2022
- Ranked 196th in Marketing & Development Research Associates, MDRA 2022
- Received Best Management College in Maharashtra for Placement 2021 Award at 15th Rashtriya Shiksha Gaurav Puraskar Ceremony by India's Leading Education Think Tank, CEGR.
- Ranked 11th in Top B Schools of Eminence by Competition Success Review
- Best B School awarded for Innovation in Teaching Pedagogy by 13th World Education Summit
- Ranked in Top B Schools by Business Today
- Awarded Best Business Schools by ABP News
- Best Emerging Institute in Management Awarded by DNA
- B School with an Industry related curriculum in Business Analytics by Worls Education Congress
- Institute with Best Placement awarded by 9th National Awards in Indian Education
- Recognized as most upcoming B School by ASSOCHAM, India at EduMeet 2019 and Education Excellence Awards.

► Industry Institution Engagement

International Study Tour

When you learn at Vivekanand Business School, you can lead anywhere in the world.

Business is now a global affair and Vivekanand Business School's commitment to International engagement prepares you for every challenge in the International business environment. At Vivekanand Business School, you can learn the language of a good business, get a close view of complex interconnected global issues, gain opportunities to study and travel abroad and become an empowered global citizen.

The international study tour is an elective program, which is designed to provide the students with a first-hand experience of the Economic, Cultural and Geopolitical Drivers in regions integral to the global economy.

Every year, Vivekanand Business School organizes an international study tour to a defined location of international recognition. Students get an opportunity to perform activities like attending training programs at the university, visiting headquarters of prime facilities owned by several leading industrial brands and undertaking a guided cultural and heritage exposure tour. This study tour also comprises management games, student group activities and several interesting activities such as blogging and video filmmaking. The students opting for the study tour will get opportunities to learn from a group of professionals and perform leadership activities while immersing themselves in another culture and building strong relationships.



► Industry Institute Interface



Narayan Murthy
Founder Infosys



Dr RA Mashelkar
Indian Chemical Engineer and a Former Director General of the Council of Scientific & Industrial Research



Y M Deosthalee
CFO and Director of L & T



Dr D Subbarao
Ex. Governor RBI



O. P. Bhatt
Ex. Head of SBI



S. Mahalingam
Executive Director & CFO, TCS



Terence Wee
Head - Professional Services & Delivery organization for SAS in South Asia



Chetan Bhagat
Indian Author, Columnist Screenwriter, Television Personality and Motivational Speaker



Dr Kewal Nohria
Ex. C.M.D. Crompton & Grives Ltd.



Madhumita Ghosh
Practice Leader - Big Data & Advance analytics with IBM India



Bhagwan Chowdhry
Professor of Finance- UCLA Anderson School of Management in California



Indranil Dasgupta
Business Head, OneLRM Intellect Design Arena Ltd.



Arup Gupta
Senior VP HR, Reliance



Sudipta Sen
VC & Board Member India Regional Director South East Asia SAS Apac Head



V. P. Sreekrishnan
GM (Operations) RCF



Vikrant Sankhe
Vertical Market Leader Oil and Gas Siemens Limited



Aniruddha Khekale
Director HR-Emerson



Anand Pillai
Sr. Executive Vice President & Chief Learning Officer at Reliance Industries Ltd.



Rani Desai
Chief People Officer Deloitte



Sanjay Arora
Chief Manager, RCF



Jatin Panchal
Head-Alternate Channels at Godrej Customer Products Ltd



Prof. Frances Bowen
Head of the School of Business and Management, and Professor of Innovation Studies. Queen Mary University of London.

► Domestic Tie-Ups

VBS was Conceptualized and Instituted with the only goal of providing quality business education that will enable students to thrive and excel in the highly competitive business world. To achieve this goal, among various other initiatives, VBS has established domestic partnerships with leading business training organizations in India. The tie-ups have helped us gain in terms of academic inputs, which make our students practical, competitive and future-ready.

Our domestic partnerships allow us to serve the students through the following:

- Corporate training programs that are specially designed to address the various key aspects of management such as entrepreneurship, project management skills, soft skills development, etc.
- Academic programs and workshops where the information and material is exchanged between VBS and partnering organization.
- Institutional training programs that help students sharpen their analytical skills and technology-related knowledge.

► Following are some of the tie-ups that Enhance Student Learning:-



NISM for Joint Program on Securities Markets



RCF for SAP (ERP) Training and Consultancy



Indian Institute of Banking & Finance (IIBF) for Education Training in Finance



EDI (Entrepreneurship Development Institute of India) for Project Guidance Centre in Entrepreneurship and Business Management



WEGROW for establishing channels of communication and cooperation that will promote and advance their respective operations



AIMS Consulting Services for facilitating effective utilization of intellectual capabilities and intent to cooperate and focus in industry based projects



SME Chamber of India for Entrepreneurship



SHRM India Pvt Ltd For aligning the HR curriculum and Master Certificate Course (Project)



Engaging Ideas Pvt Ltd (Digital Vidya) for working towards a long-term mechanism to deliver digital marketing curriculum to the students



Compunnel Technology India (P) Ltd for Business in software solutions, analytics and product development



MSME Strategy Consultants for Cooperation that will promote effective use of resources and provide with enhanced opportunity

► International Tie-Ups

Vivekanand Business School offers a distinct learning experience to its students, which is in line with the complexity and challenges of the interconnected, globalized business landscape. Thanks to our rich educational legacy and academic recognition, we have built strong academic alliances with leading universities and business schools in India and from across the Globe. These alliances have helped us deliver relevant and experiential learning experiences to students, as well as stay true to our commitment to producing future-ready professionals. Also, these mutually enriching

alliances have helped Vivekanand Business School grow into one of the leading business schools in India, with expanded research capabilities, prestigious international scholarships for students and enriching inbound and outbound faculty and student exchange programs. The combined perspectives, efforts and expertise of our partnering organizations have aided us in developing globalized business education programs that answer the concerns of the global business community.

► Few of our International Tie-ups are:-



Technical University of Cartagena, Spain for Student & Faculty Exchange, Joint Research & Academic Activities, Joint Academic Programs



Zagreb School of Economics and Management, Croatia for Erasmus+, Student and Faculty Exchange, Joint Research Activities and Academic Program



CSIM College of Business at Delaware State University, USA for Research Project, Academic Presentations, Academic and Industry Conference, Jointly Develop Research Papers for Conferences



University of Highlands and Islands, Scotland, UK for Joint Certification Program, Student Exchange, Conducting Lectures and Organizing Symposia



Lincoln University, California, USA for Student and Faculty Exchange



ENAE Business School, Murcia, Spain for Study Abroad Programs, Faculty and Student Exchange



University of Economics in Katowice, Poland for Student & Faculty Exchange, Joint Research & Academic Activities, Joint Academic Programs



Gdansk University of Technology, Poland for Student and Faculty Exchange, Joint Research Activities and Academic Program



Uni- Italia, Italian Universities for sharing a common interest in terms of education, Research, Student and Faculty Exchange Programs



Doctoral College UK, England to Look into the Possibilities of Collaborating on Academic Projects in areas like, but not limited to Business Education and Information Technology

► BASIC - Business Analytics & Social Innovation Conference

The World has become a global village and data is ruling this diverse business environment to procure more informed and precise Data Driven Decisions. We all want a progressive environment to work, which is more inclusive in nature, having Social Innovation paves a wonderful path to Inclusive Growth.

Analytics and Social Innovation are the two key areas that can keep students addressing their contemporary needs.

We as a Business School want our students to understand these practices. Keeping this in mind we have been organizing an International Conference partnering with International Universities for the last 7 years.

Vivekanand Business School's Analytics and Social Innovation International Conference (BASIC) is a platform that will help organizations to turn data to a competitive advantage.

SOME OF OUR SPEAKERS



Dr. Carlos M. Rodriguez
Associate Professor of Marketing and Director of the Center for the Study of Innovation Management, CSIM, College of Business, Delaware State University, USA



Dr. Andrés Artal-Tur
Associate Professor of Economics, Technical University of Cartagena UPCT (Spain)



Amol Nisal
Head Smart Energy Smart Cities SBU Tata Projects Ltd



Nimish Danani
Associate Director: Digital Consulting (IOT) KPMG India



Dr Rafael Toledo Moreo
Deputy Director International & Corporate Affairs, School of Telecommunication Engineering With the Technical University of Cartagena UPCT (Spain)



Manuel Rincón
Dean - ENAE Business School



Bharath V
Business Leader - Customer Analytics & Big Data; Brandscapes Worldwide



Rupam Upadhyay
Banking Consultant - Data Science & Predictive Analytics, IFC - International Finance Corporation



Shahvir Irani
Vice President - Human Resources, Accenture India

► BASIC - Unleashing Innovation and Transforming Uncertainty to Certainty

BASIC will have experts in Analytics, Artificial Intelligence and Machine Learning come together and share their knowledge and experience.

This has become important as a wave of disruption is changing businesses today. Companies like Uber, Airbnb, Alibaba are leveraging technology to offer solutions to their customers. Banks are providing services to the market that previously couldn't be served. These disruptors leverage technologies that would understand the customers well, sense shifts in the market and innovate faster. BASIC provides a platform for such disruptive innovations that use Big Data.

BASIC also provides a platform for social innovators to exchange/share their ideas with the audience. The Events at our International Conference include:

- A series of Power Talks/lectures by industry, academic experts and practitioners on Analytics and Social Innovation.
- Research paper presentations.
- Data Quezt - A competition on Data Analytics for students from India and abroad.



Jitendra Kanojia
Head: Marketing Analytics & Customer Loyalty Future Group India



Gautam Balakrishnan
Vice President Head - Tata Projects



Dr Sunil Bhardwaj
Education Consultant - SAS



Ujjayini Mitra
Head Analytics AVP Strategy Viacom18 Media Private Limited



Kshitij Ashtekar
Associate Director Accenture



Shivajee Roy
President Sales Ashtech Infotech Pvt. Ltd.



Pandian Muneeswara C
Assistant Vice President Hexaware Technologies



Dr Vaishnavi Boda
Analytics Trainer SAS



Utkarsh B. Somaiya
Head Consumer Analytics: Aditya Birla Group



Vinay Gupta
Head- Data Analytics & Business Excellence Division Suzlon Energy Ltd.



Dr. Soudip R. Chowdhury
Director - Fractal Analytics



Indranil Dasgupta
Business Head, OneLRM Intellect Design Arena Ltd.

► Beyond Academics

Outbound Programs

“Give a man a fish and you feed him for a day;
teach a man to fish and you feed him for a lifetime.”
- Maimonides

We, at VBS, believe in enabling our students with the knowledge, skills and attitude to understand the world problems, analyse them and solve them. And that starts the very first day with PARICHAY-our outbound experiential learning program. As, Malcolm Forbes said “Education’s purpose is to replace an empty mind with an open one”. We at VBS at the very start of the 2-year program take our students “out in the open” to experience the foundation of management with an open mind. Students learn to communicate with each other, solve problems and build healthy relationships. It gives them the space to explore, discover and think freely, thus reducing barriers to communication.

The students with their faculties get introduced to each other through energetic ice breaking activities. This lays the foundation for trust and camaraderie which is an essential element of teamwork. Through various outdoor activities and games, they recognize the essentials of management of Planning, Organizing, Staffing, Coordinating, Budgeting etc. Through problem solving activities students are able to build their cognitive skills, creativity and recognizing innovation as an effective tool to achieve objectives. Through simulations students are able to recognize their behavioural tendencies, biases and attitudes. The program gives an opportunity to students to find their strengths and their interests which can be further developed during the course of 2-year program.

We, at VBS, believe that “Learning is not attained by chance; it must be sought for with ardor and attended to with diligence.” (Abigail Adams) and works towards it.



► Centres of Excellence

VBS in its quest to be known as a hub for management studies and research, has created various centres of excellence, which are guided by faculty members, industry experts and well-known management thinkers. Our Centres of Excellence facilitate the exchange of ideas, build analytical thinking skills, provide solutions to problems and offer guidance to future corporate leaders.

Our Centres of Excellence focus on various critical business areas using a multidisciplinary approach. With this initiative, we wish to establish best knowledge building practices through academics, research and thought leadership. The most active units of knowledge creation and research at VBS are:

- Centre of Excellence - Banking & Finance
- Centre of Excellence - Marketing
- Centre of Excellence - Business Analytics
- Centre of Excellence - Entrepreneurship and MSME
- Centre of Excellence - Business Incubation
- Centre of Excellence - Case Research and Development
- Centre of Excellence - VBS Behavioral Assessment Centre
- Centre of Excellence - Yunus Centre of Social Business

► Analytics Lab

The state-of-the-art Analytics Lab in VBS Campus was set up in recognition of the rising importance of “data analytics” in the business. The lab supports the Business Analytics course being taught at VBS. Students are taught to gather, analyze and interpret relevant data for solving business problems.

Features

The lab creates a dynamic environment for students and helps them gain hands-on experience in all aspects of data modeling. Our lab features:

- 100 student stations equipped with advanced hardware and licensed software
- Collaborative stations for teams to discuss their ideas
- IBM servers

In both labs, students are given ample opportunities to:

- Sharpen their understanding on important areas of Data Analysis such as Statistical Analysis, Data Mining, Text Mining, Sentiment Analytics, High-Performance Analytics and Visual Analytics on Data sets collected from Industry.
- Learn statistical languages like R Programming and Python.
- Work on projects which are Hadoop based.



Vivekanand Education Society's
BUSINESS SCHOOL

► LEADERSHIP Series talks

Everyone has the power to dream. But dreams should be turned into resolutions. Never allow any idea to die - Shri. Narendra Modi.

At VBS we passionately believe in the power of IDEAS to change attitude, lives and ultimately the world. VBx Talk “Let's Make it Happen”, a step towards “*Nai Soch Nai Khoj*”.

In this series, different leaders from various disciplines and cultures are invited to share what made them great leaders in their respective fields. They talk about their entire journey how they started, what challenges

they faced and how they conquered these challenges. These inspirational stories help our students to know how a good leader is evolved. This opens our eyes to a different perspective of leadership and life in totality. These talks offer surprising approaches on how to inspire and empower others to do their best.

► Koffee with Korporate

Vivekanand Business School has a mission to “Develop faculty capable of synthesizing, communicating and creating knowledge in collaboration with industry, peers, alumni and students”. With this in mind, we have introduced a series of face to face dialogue with industry personnel. It offers faculties an opportunity to look beyond academics and know about the happenings in the industry. The series of events is titled 'Koffee with Korporate' and it's conducted in a Talk show format. This event connects faculties of Vivekanand Business School with industry.

The event involves inviting a senior executive (CXO, Vice President, General Manager or equivalent) from the corporate and letting the

faculties understand the business from the insider perspective. The format is semi-casual, where the host asks questions about the business, its competitors, customers etc. The guest also talks about his/her career journey.

The idea behind this is to expose faculties to emerging trends in business so that they can transfer the real world knowledge to the students in the class. In the end, faculties interact with the guest to take the relationship further by exploring areas of common interest like student internships, placements, MDP and consultancy.



► Student Committees

Students Cell

The student's committee offers all VBS students independent professional and confidential advice and support on various issues that they may face during their tenure at VBS. Comprising of various cells, students can seek help in various areas related to Academics, Marketing, Career Guidance, Motivation, etc.

Currently, the following cells are working under the umbrella of student's committee cell.

- **Incubation & Entrepreneurship Cell:** The cell encourages students with enterprising ideas and delivers them professional mentorship.
- **Placement Cell:** All the VBS recruitment activities are coordinated through the cell. This cell provides information about existing job opportunities and guidance on matters of self employment.
- **Alumni Cell:** The Alumni Cell is established for strengthening the bond between VBS and its alumni for mutual benefits.
- **Branding and Social Media Cell:** The cell strives to enhance digital marketing and branding capabilities of students.
- **CSR Cell:** The basic objective of this cell is to develop social responsibilities in students.
- **Students Welfare Committee Cell:** The main purpose of this cell is to ensure students welfare in all aspects within the campus.
- **Finance Cell:** The cell facilitates knowledge sharing on financial matters and provide insights into the finance sector.
- **HR Cell:** The initiative aims to raise awareness about Human Resource Management among VBS students.
- **Operations and Supply Chain Management Cell:** This initiative aims at strengthening students knowledge and experiences in the area of operations and supply chain management in organisational environment.
- **Marketing Cell:** The marketing cell at VBS helps students to understand the trade of marketing, build innovative marketing strategies and develop marketing skills.
- **Women Development Cell (WDC):** Seminars where successful women from different walks of life are invited to share their various life experiences and motivate women.

and many more...

► Extra-Curricular Achievements

The ultimate goal of any Business School is preparing students for the future. As per the industry standards, the term student achievement refers to the amount of academic content a student learns and expresses in a determined amount of time. However, at VBS, the definition of student

achievement and its implementation largely varies. For us, it is always the amount of involvement that students show in learning things their own way. As a result, we encourage students to participate in various cross cultural programs throughout the year.



The following are the highlights of students achievements.

Name of Event	Name of organizing body	Name of Student	Award if any
Power Presenter	Sri Eshwar College of Engineering, Coimbatore	Arzoo Verma	First Position Awarded with Certificate of Achievement and Gift Hamper
National Level Poster Making Competition	IIM, Lucknow	Arzoo Verma	Second Runner Up plus Cash of Rs.1000/- & Certificates
"2020 The Year that Shaped Us" Annual Magazine - Knowesis edition 13	Narsee Monjee Institute in of Management Studies (NMIMS), Banglore	Bhakti Sachade	Article published in the Magazine (Edition 13) & Certificate of Achievement
National Level Case Study Competition "Ecostacy"	IIM Trichy	Aakash Soni, Allan Paul and Sweta Kumari	Top 5 position, Awarded with Certification of Achievement
Logo Design Competition	IIM Shillong	Deepesh Jain	First Runner Up, Certificate of Recognition and Cash Award of Rs.6000/-
Innovative Business Manager	Amity Business School	Vaibhav Sheth	Winner and Cash Prize of Rs.15,000/-
Strat from Scratch-B Plan	Jaipuria Institute Management, Noida	Anmol Pandey & Prajakta Rawale	First Runner Up, Cash Prize of Rs.3000/- & Certificate of Achievement
Prodyogiki - an IT and Analytics-Based Case Study Competition	IIM Rohtak	Kartik Shanbhag, Rhemaa Gangwani and Prajakta Lakade	Certificate of Participation

► Placements & Training

Placements - A Top Priority at VBS

Choose a job you love and you will never have to work a day in your life, says a quote attributed to the Chinese philosopher Confucius. VBS strives to give proper guidance on placements through its Placement Cell comprising of an Assistant Director, a Senior Manager, and the Students.

The placement cell organizes a number of activities for the students to make them ready to be placed on the jobs. A comprehensive framework of the placement cell is mentioned below.

Career Counselling

The placement team organizes a number of sessions in career counselling during the first year of the program to clear any uncertainty on the career prospects. The cell tries to clear the doubts of the students and help them make appropriate choice on their specialization.

Workshops

Workshops on Communications Skills, Aptitude Tests and Domain Skills are conducted by the placement cell. Throughout these workshops, students are trained on how to perform better in Selection Process.

Training

Continuous Training on various fronts ensures that the Students are job-ready from day one. This included Domain as well as Self-Development.

Students are provided training to improve their Aptitude, Logical Reasoning and Quantitative Skills. From communication skills to clothing etiquettes, the placement cell incorporates training in each and every aspect of the personality.

Companies on campus and salient features of Placements

354
Total companies on campus for Final Placements

231
New Recruiters on campus

86
Recruiters on campus for Summer Internship

7 Lakh
Average Package given to a student

12.5 Lakh
Highest Domestic Package

19.75 Lakh
International Package

96%
Students Placed for the Academic year 2021-2022

3
Students are either budding on entrepreneurs / joining their family business and or opting for further studies

Industry Sectors that have recruited our students:

BFSI	Logistics & Shipping
Consultancy	Manufacturing & Engineering
E-Commerce	Media / Advertising / Publishing
EduTech	Pharma
FMCG	Realty
Hospitality & Travel	Research & Analytics
IT / ITES / Telecom	Retail

► Corporate Testimonials



We take extreme pleasure in getting associated with VBS for recruiting your students. We anticipate your extended service for fulfilling our manpower requirements in a long run. Wishing you the best! Thank you.

Subramanian
Manager-Human Resource - Lifestyle Group
Khimji Ramdas LLC, Sultanate of Oman



My sincere appreciation & gratitude to the Training & Placement Department and all students of VBS for their efforts in imparting quality Technical and Aptitude Training. I am very grateful to them for effectively and sincerely helping me to grab first ever opportunity for the placement process of our company.

Deepak Sharma
Deputy Manager - HR, Lumina Datamatics



The VBS students were thoroughly prepared, possessed the required Technical skills and are well-disciplined with good attitude.

Chirag Sinari
Campus Recruiter, Deloitte USI



VBS has been a key partner with SS&C on academia-industry collaboration for Certificate in Alternative Program. This program has helped us hire smart and talented management graduates with good knowledge in financial products, pursuing a career in alternative investment industry. Many of VBS & VESIM students are sincere with a focus approach towards growth and learning. It is probably the life skills and perspective that faculties of VBS inculcate in students. Glad to be collaborate for more than 7 years and still going on.

Sasmit Ghodke, SS&C GlobeOp
Associate Director - Human Resources



The VBS students are really Articulate, Well Communicated and Confidence is remarkable. Extremely Happy to get some good recruits.

Ms. Poornima
Manager HR - Aldrich Partners



VBS Students had good communication, interpersonal skills and analytical skills and are exactly matching our requirements since last many years.

Radhika Wagle
Talent Acquisition
901, Ventura, Hiranandani Business Park, Powai, Mumbai
400076, India
General Mills India Page

► Summer / Management Internship Program

In today's era, with the fast-changing trends at the marketplace, the economy is changing rapidly. The skill and experience needed to succeed in the job market is daunting if you are not in the right academic institution to get you a foot in the door. Internships are the best way to do so. It can present you with new skills that you may not develop otherwise.

Summer Internship Program (SIP)

Summer internship allows a student to get the requisite job experience. This program helps students to build their resumes. SIP helps students to develop practical business skills and decision-making capabilities while the Corporates gain insights from some of the brightest minds. Interns not only gain technical knowledge, but also develop soft skills like communication skills for interacting with fellow professionals at the workplace. It is not just the students who benefit from such internship programs, but also the companies who get the opportunity to get the first look at the new talent before the final placements.

At VBS, summer internship is of eight weeks after the completion of the third trimester, held during the months of May and June.

Management Internship Program (MIP)

In the second year of PGDM, the students must complete a twelve-week Management Internship Program which starts in January and ends in March. Deserving students are offered final placements, which speaks about the importance of MIP.

Our placement records have consistently validated our claim of producing creative managers as internship to pre-placement offers have significantly increased over the years.

Top Companies Offering Internships

HDFC Bank, Bank of Baroda, Future Group, Walplast, IMRB, Kelly Services, Sharekhan, Aditya Birla Capital, RCF Ltd., Parag Milk Foods, GSK, Godrej Properties, PWC, Emphasys, GEP Solutions, Amazon, KRG, JLL, Aptech, General Mills etc.

Benefit for Students

- Experiential learning within an organizational set up; appreciation of the in-class learning
- Opportunity to work under the expert guidance of a practicing manager
- Opportunity for career planning while remaining informed about real life situations

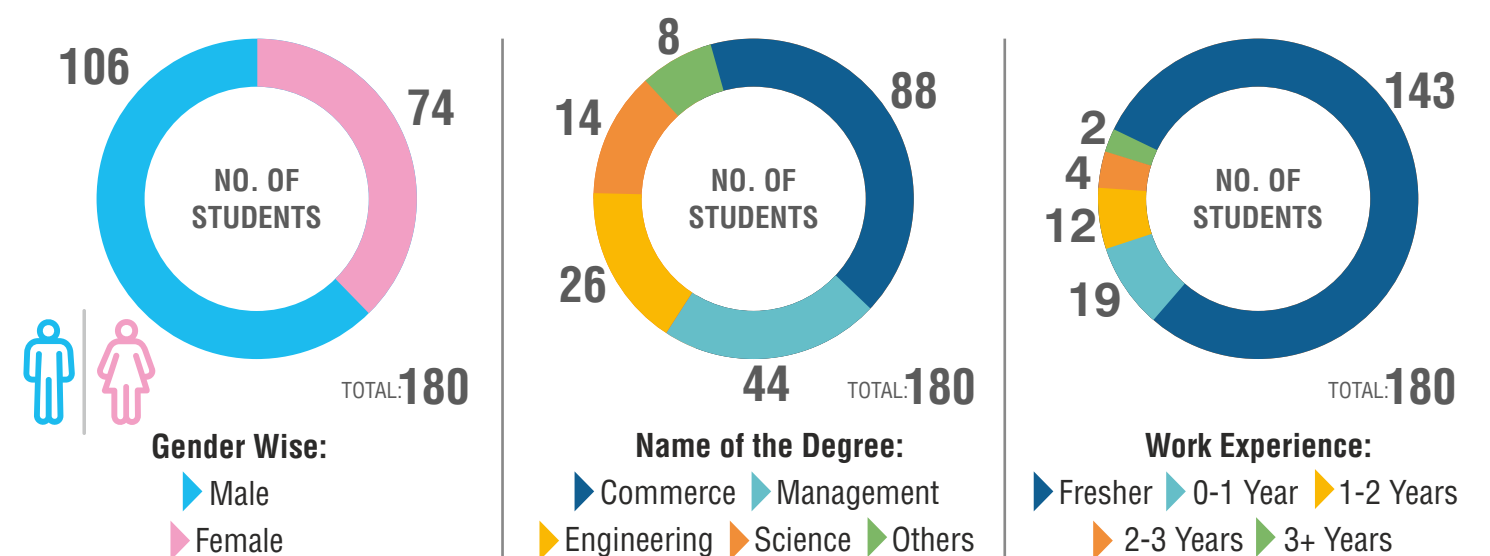
For Organizations

- Value addition through participation in project work of direct interest to the organization
- Direct access to faculty expertise available with VBS
- Opportunity to participate in VBS's industry-institute interaction process

For the Faculty and VBS

- Faculty get an opportunity to work on some area of research interest.
- Inputs for updating the curriculum to make it industry relevant.
- Opportunity to develop teaching material based on real life situations.

► PGDM Admitted Students



► Our Recruiters

◆ **Advertising & Media**

Autowiz
Blue Bang Media
Commedia Solutions
Coviam
DigiXpression Media
ERTC Media
FCB Ulka-Lodestar
Fresh Box
Future Bridge
ICE Balaji Telefilms
INDIGO Communications
Logic Serve Media
Madison India
Media.net
MX Player
MITR Media
Prisma Global
Publicis Media
TDI MAD
Thomson Reuters
Times Group
UBS Forum

◆ **BFSI**

63Moons Technology
Aditya Birla Capital
Angel Broking Ltd
APAC Finance
AU Bank Ltd
Axis Bank
Bajaj Allianz Life Insurance
Bandhan Bank
Black Stone
C2L BIZ Solutions
Chola People & Marketing
Citi Group
DCB Bank
Decimal Point Analytics
E Clerx
Electronica Finance Ltd
Efusion
Federal Bank Ltd
Equitas Small Bank
FISDOM
Future Generali Life Ins.
Gravitas
HDFC Life Insurance
Home First Finance Company
HSBC Bank
ICICI Bank Ltd
IDFC First Bank
IIFL
Iperitus

Indusind Bank
Institutional Shareholder Services
India Pvt. Ltd
Interactive Brokers
KPMG Global
Kroll Duff & Phelps
Kotak Life Insurance
Leela Debt Ventures
Line Data
LINK Group
MSCI
Morning Star
Nomura Financial Services
PINC
Profectus Capita
S & P Global
SBI Capital Ltd
SBI Life Insurance Ltd
SS&C GlobeOps
StockAxis
Tata AIG Gen Insurance
TickerPlant
Transparent Value
TresVista
Visible Alpha
XL Dynamics

◆ **Consultancy**

ABC Consultants
Aranca
Acura Solutions
BDO India
Black Turtle
Browser Stack
Brillio
CMIE
CleverTap
Datamatics Global Ltd
Dentsu Aegis
EMA Partners
EY
Friction Integeration
GEP Solutions
Interview Bit
GIPS Management Services
Markets & Markets
M76 Analytics
Pecan Reams
Pioneer Finance & Management
Prisma Global
PWC
Takshashila Consulting
Ugam Solutions
Unbox Technologies Pvt Ltd
XL Recruiters

◆ **e Commerce**

99 Acres
Amazon India

Avenues Payment India
Carwaale.com
CleverTap
Eazy Diner Pvt. Ltd
Ergode
IndiaMart
MyGate
Flipkart
Just Dial Ltd
Magicbricks.com
Naukri.com
NSDL
PayTm
PhonePe
Swiggy
VFS Global
Zoomcar
Zomato

◆ **Education**

BYJU's
Board Infinity
UpGrad
IIMjobs.com
Toppr.com
White Hat Jr
Jaro Education
Extramarks.com
E4 Coaching & Development
Mentoria
Vedantu

◆ **FMCG**

Asian Paints
Aristrocat
Berger Paints Ltd
Britannia
Bosch Siemens Household
Dabur India Ltd
EMAMI Group
Famy Care
General Mills
Glaxo Consumers
Godrej & Boyce
Hamilton
Hi Care
Hindustan Coco Cola
HNI India
ITC Ltd
Khimji Ramdas
Marico
MTR Foods Pvt. Ltd
Nestle
Parag Milk Foods Ltd
Superhouse Ltd
VIP Industries
Wipro Enterprises
Hospitality & Travel
Trip Navigator

Chalet Group
Thomas Cook India Ltd
ITC Hotels
Meru Cabs
OYO Rooms
Brinks India
Treebo Hotels
Trident Hotel Group

◆ **IT/ITES/Telecom**

Accenture
ASUS
Bysnes Technology
Capgemini
Citeous Tech Solutons
Deloitte
GoComet
CMS Ltd
Hexaware Technology
Hurix Systems
Infrasoft
Jupiter Infomedia Ltd
L & T Technology
L&T Infotech
NCR Corporation
Newgen Technologies Ltd
NSE IT
OPPO
Profile Data Centre
Reliance Jio
Sellergize WTS
Syntel- Altos
TATA Elxsi
TATA Technologies
TCS Ltd
Tech Mahindra
VIVO
Web Werks
Wipro BPO

◆ **Logistics & Shipping**

Algor Supply Chain & Logistics
CMA CGM
Cogoport
DTDC Express Ltd
DHL
GATI
Hind Terminals Pvt. Ltd
GoComet
KD Logistics
Mahindra Logistics
Neiron SCM
Reliance Consumer Supply Chain
Rhenus Supply Chain & Logistics
Sarjak Containers
Spear Logistics
Stellar Value Chain
Team Global Logistics
Tradelink LLP Kuwait

◆ **Realty**

Ahuja Hive
Anarock
Godrej Properties
JLL
Jaypee Infra
K Raheja
Kalptaru Ltd
Kolte Patil
Lodha Group
Marathon Realty
Property Pistol Realty Pvt Ltd
Rustomjee
SquareYards
Transcon Group
Wadhwa Group
Xanadu Realty

◆ **Research & Analytics**

Aranca
Acuite Ratings
Aldrich
Allied Analytics
Avalon Global
Axis My India
Azentio
Buyer Foresight
Course5i
Crisil
eEmphaisis
Fractal Analytics
High Radius
Intertrust
Isomatrix
IMRB Kantar
JM Financials
Lumina Datamatics
Markets & Markets
Nielsen
Regalix
Skolar
Senss
Salesken
UGAM Solutions
Visible Alpha
Experian
Global Market Insights Research
Private Limited
Quoshphere
SAS Institute
NPCI
Wantstats Research
Rubicon Research
Pecan Group
Mazar Group
Retail
Arvind Brands Ltd
Bata India Ltd

Cambium Retail
Decathlon
Future Retail
Hight street Phoenix
Jewelex Group
Just Life Style
Metro
Phoneix Mills
Reliance Retail
Shopperstop
Skylark Life Style
Staples

◆ **Engineering & Manufacturing**

Advik Hi-Tech Pvt. Ltd
Adani Electricity
Alok Industries Ltd
Alok Ingots
Atul Ltd
Bosch Ltd
Chembond
Daikin
EPL Ltd
Gadiya Industries
Godrej & Boyce
Godrej Industries Ltd
Hettich
Innovassynth Technologies (I) Ltd
JSW Steel Ltd
Polycab - Lite Technology
PNR Impex
Prism Johnson Ltd
Repos Energy
Sarda Metals & Alloys
Saint Gobain
Seeba Industries
Shantilal C. Mehta
Smaart Water
Sudarshan Chemicals Ltd
Torrent Power Ltd
Walplast Products
Zenith Rubber
Welspun India Ltd

◆ **Pharma**

Adonis Pharmaceuticals
Africore Finance
Digicare Healthcare
Cadila
Cipla Ltd
GCV Life
Glaxo SmithKline
Glenmark
Meril Life Sciences
Pine Labs
Rusan Pharma
USV Ltd
Wisdom Lab
Zenonco

► Eligibility Criteria and Admission Details

Program Details	<ul style="list-style-type: none">Two years full time courseThe program features 6 trimesters with compulsory Corporate InternshipAfter the successful completion of two years full time course, students earn a Post Graduate Diploma in Management (PGDM). This Postgraduate Diploma is accorded Equivalence by AIU, with MBA Degree of an Indian University.
Duration of PGDM Program	

Eligibility for Admission

- A aspirant who has graduated from any recognized Indian university with a minimum 50% marks.
- Final year graduating students can apply, but their admission will be withheld until they clear the qualifying exam with 50% marks.

Intake	: 180 Students
Specializations	: Business Analytics, Banking & Finance, Marketing, Human Resource Management, Operations & Supply Chain Management * Students can opt for any one specialization
Medium of Instruction	: English
Examinations & Assessment	: Examinations shall be conducted at the end of every trimester.
Admission	: Students will be shortlisted on the basis of common entrance test scores of CAT/XAT/MH-CET 2023/MAT/ CMAT/GMAT / ATMA. GD - PI will be conducted by the Institute. Suitable weightage will be given to past academic record and work experience.
Lecture Timings	: 8:30 am to 4:30 pm

Important Dates

Date for Application	
Start Date	: 20th January 2023
Last Date	: 30th June 2023

*Subject to change as per the DTE & AICTE rules

Course Start Date : 10th July 2023*

Admission Details

Documents required with Application form for Admission

The attested copies of the following documents should be enclosed along with the application at the time of submission of application.

- Three latest photographs of the applicant.
- Photo copy of CAT/XAT/MHCET/MAT/CMAT/GMAT/ATMA/Equivalent Exam score card.
- Identity proof like Driving License, Passport, Aadhaar card or voter id
- Photo copy of Graduation all semester Marksheet & Passing Certificate
- Nationality – Birth Certificate / School Leaving Certificate / Passport / Domicile Certificate

Original documents required at the time of Admission: The original copies and one copy of attested Photo copies of the following documents are required at the time of admission

- CAT/XAT/MH-CET/MAT/CMAT/GMAT/ATMA/Equivalent Exam score card.
- Marksheet of SSC examination
- Marksheet of HSC examination
- Graduation all Semester marksheets, Degree & Passing Certificate.
- Institute leaving/ Transfer Certificate
- Proof of Nationality (Birth Certificate / Domicile Certificate / School Leaving Certificate / Passport)
- Migration Certificate (Applicable only to outside Mumbai University students)
- Gap certificate (if there is an educational gap due to any reason after passing the qualifying examination). This should be submitted as an affidavit by the candidate.
- Caste Certificate (If student belongs to Reserve Category)

Note: If a candidate fails to submit the above Certificates within the prescribed period of time, the admission shall be treated as cancelled and no refund shall be given.

Office Working
Hours :
10:30 am to 5:30 pm

► Fee structure & Financial Assistance

Program Expenses

For 2023-2025, the fees and payment schedules are as follows:

PGDM Academic Fee Structure (2023-2025)			
	Installment I	Installment II	Total
Tutorial	2,13,000	2,13,000	
Examination	3,000	3,000	
Library	9,000	9,000	
Total 1st Year	2,25,000	2,25,000	4,50,000
Payable in the Month of	July*	Nov	

	Installment III	Installment IV	Total
Tutorial	1,55,500	1,55,500	
Examination	3,000	3,000	
Alumni	7,500	7,500	
Library	9,000	9,000	
Total 2nd Year	1,75,000	1,75,000	
			3,50,000
Payable in the Month of	June	Oct	
		Total	8,00,000

Note the Installment I fees is to be paid as per the GD-PI result announcement.
The DD is to be drawn in favour of "VES Business School" for the payment of fees or it can be paid by online mode as well.

Hostel Facility:

Particulars	Amount	Payable To
Hostel Accommodation Charges (Annual)	1,00,000/-	DD/Pay Order in favour of "VES Hostel"
Hostel Mess (for 10 months)	80,000/-	DD/Pay Order in favour of "Vivekanand Education Society - Mess Account"
Security Deposit (Refundable)	5,000/-	DD/Pay Order in favour of "VES Hostel"
Total	1,85,000/-	

Note: If the student wishes to avail the hostel facility then they shall notify the Admission Team with prior information.

Loans

Many nationalized banks in India provide loans to cover tuition, as well as program expenses for PGDM at VBS. Our Admission and Administrative Department will help students in obtaining bank loans at the time of admission.

► International Scholarships Offered to VBS Students



Rohan Raut
Winner of Scholarship
(Batch 2017 - 2019)



Akanksha Chemburkar
Winner of Scholarship
(Batch 2018 - 2020)



Vaibhav Sheth
Winner of Scholarship
(Batch 2020 - 2022)

► The Student Exchange Programme (SEP) enables students to understand the global business scene, and increase their competencies to survive and work in a globalized environment. As part of SEP, a number of international scholarships are now available to VBS students. Selected students get an opportunity to study at our international partner Business Schools and Universities, or become part of research, joint research projects or exchange publications.

VBS has signed Memorandum of Understanding (MoUs) with many international Universities. The selected student receives an invitation from the International Office of the host University to visit and study at their campus.

Our PGDM students have received international scholarships too while studying a semester as part of SEP at University of Cartagena, Spain and University of Economics, Katowice, Poland.

► Scholarships for Meritorious Students

VBS has always contributed to the tradition of academic excellence through its well-designed academic programs. We have always strived to honor students with brilliant academic records by providing them scholarships. A student who has scored brilliantly in graduation can approach us with the mark sheet and CET Score card, if he/she wishes to take advantage of this scholarship program.

Late Karmayogi Shri. Hashu Advani Merit Scholarship

Rank	No. of Students	Scholarship Percentage	Scholarship Amount
First	1	100% of the Tuition Fees of First Year	Rs. 2,13,000
Second	1	75% of the Tuition Fees of First Year	Rs. 1,59,750
Third	1	50% of the Tuition Fees of First Year	Rs. 1,06,500
Fourth	3	25% of the Tuition Fees of First Year	Rs. 53,250
Fifth	5	20% of the Tuition Fees of First Year	Rs. 42,600

► VES Trust Financial Assistance Scheme (Samarthan)

VES Trust has always supported and helped needy and brilliant students from weaker sections of the society for further studies. VES Trust has been given financial assistance to the needy VES students in the name of “SAMARTHAN” for further education. The students may apply and get the financial assistance based on the eligibility criteria prescribed by the VES Trust. This financial assistance scheme will be subject to approval and approval related to all the rights are reserved.

► Special Encouragement Scholarships

- 1. Topper Female Student Scholarship: This merit-based scholarship is aimed at female students who have secured high marks in their PGDM course. The selected student will receive a reward amount of Rs 25,000.
- 2. Topper Scholarship to PH – Physically Challenged Student: This scholarship intends to provide financial assistance to differently-abled students based on their merit in the PGDM course. The selected student will receive a reward amount of Rs 25,000.

► Minority Scholarships

The objective of this scholarship scheme instituted by Maharashtra State Govt. and Central Govt. of India is to encourage studious students from minority communities such as Buddhist, Jain, Parsi, Sikh, Christian, Jew and Muslim to pursue their higher education. The scholarship worth Rs 25,000 is awarded on merit-basis and is subjected to Government policies, rules and compliance of requirements and eligibility criteria.

Note - Please note that Students can apply for more than one scholarship, but will be considered only for any one scholarship opportunity, whichever is of higher amount.



Vivekanand Education Society's
BUSINESS SCHOOL

CONGRATULATIONS
To Our Scholarship Winner

► Mandatory Disclosure

Sr. No.	Questioner	Information
1.	Mandatory Disclosure Uploaded on	04th November 2022
2.	AICTE File No.	Western/1-10968771410/2022/EOA
2.1	AICTE Permanent ID	1-7737715261
3.	Date of Last approval	11th July, 2022
4.	Name of the Institution	Vivekanand Education Society's - Business School
4.1	Address of the Institution	495-497, Hashu Advani Memorial Complex, Collectors Colony, Chembur, Mumbai - 400 074. Maharashtra
4.2	Longitude & Latitude	Longitude 72 degrees 53 minutes 31.70 seconds (East), Latitude 19 degree 2 minutes 38.68 seconds (North)
4.3	Phone Number with STD Code	022 6789 3000
4.4	Office hours at the Institution	10:30 am to 6:00 pm
4.5	Academic hours at the Institution	8:30 am to 4:30 pm
4.6	E-mail	mail.vbs@ves.ac.in
4.7	Website	www.vbs.ves.ac.in
4.8	Nearest Railway Station (Dist in Km)	Central - Kurla (3.9 Km) Harbour Chembur (3.3 Km)
4.9	Nearest Airport (Dist in Km)	Chhatrapati Shivaji Maharaj International Airport - 14
5.	Type of Institution Category (1) of the Institution Category (2) of the Institution	AICTE/DTE Maharashtra State Govt. Approved Institute / Self Financed (Unaided) Linguistic Minority(Sindhi) Co-Education
6.	Name of the Organization Running the Institute	Vivekanand Education Society (VES), Chembur, Mumbai 400 071.
6.1	Type of Organisation	Educational Institute, Trust (Recognized as Educational Society & Public Trust)
6.2	Address of the Organisation	1st Floor, Trust Office, Sindhi Society, Chembur Mumbai - 400 071. Tel: 2523 7088 / 2522 7460 ves@ves.ac.in
6.3	Registered with	Bombay Public Trust Act 1950 (BOMXXIX of 1950)
6.4	Registration Date	6/3/1963
6.5	Website of the Organization	www.ves.ac.in
7.	Name of the Affiliating University / Body Address	Autonomous Course, Approved by AICTE, Ministry of HRD Govt. of India New Delhi.
8.	Name of the Director Exact Designation Phone Number with STD code Email	Dr. Sachin Deshmukh Director 022 6789 3000 sachin.deshmukh@ves.ac.in
8.1	Highest Degree	B.Sc, MBA, Ph.D
8.2	Field of Specialization	Marketing Management
9.	Governing Body	Yes, Names of the Governing Body Member are already displayed herein and in the website.
9.1	Frequency of the Meetings & Last Date of Meeting	Twice in a year Last meetings held on 19th March 2022
10.	Board of Advisors / Board of Studies Frequency of the Meetings & Last Date of Meeting	Yes, Twice in a year. Last Meeting held on 30th April 2022 and 24th Sept. 2022
11.1	Student feedback mechanism on Institutional	Student's feedback regarding faculty performance is taken thrice in a year.
11.2	Governance / Faculty Performance	Every trimester there is regular interaction between class representative and the Director, the same is communicated to the teachers in each faculty meetings.
12.	Grievance redressal mechanism for faculty	i) There is Institute Level Grievance Redressal Committee formed by the Institute of Management. This information is already displayed on the website and Notice Board of the Institute. Necessary links are made available on Institute website. ii) We have Suggestions cum Complaints Box facility available to Students, Parents and to all
13.	Name of the Departments of the Institute We have Following Departments of the Institute.	We have the following Departments of the Institute:- 1) Administration 2) Admission 3) Examination 4) Library 5) Placement 6) Store, Purchase & Maintenance 7) IT Department

Sr. No.	Questioner	Information
13.1	Courses offered by the Institute	I) Post Graduate Diploma in Management (PGDM) Approved by AICTE. NBA Accredited & AACSB Membership 1) Business Analytics 2) Banking & Finance Management 3) Marketing Management 4) Human Resource Management 5) Operations & Supply Chain Management
13.2	Level	Post Graduate - Master Degree Level (Equivalent to MBA Degree) awarded by Indian Universities
13.3	Duration	2 Years Full - Time
13.4	Year of 1st approval by AICTE	2020-2021
14.	Admission Calendar	Admission Calendar for the institute level admission shall be displayed on Notice Board & on the Website time to time as per AICTE & DTE, State Govt. of Maharashtra Guidelines for the year 2023-24
15.	Infrastructural Information	Well-equipped & Furnished Conference, Canteen, Board Rooms, MDP- Seminar Hall, Harvard Style Classrooms, Library with Computer & Internet, Computer Lab with upgraded computer system, advanced internet, Wi-Fi campus.
16.	Boys Hostel & Girls Hostel	There is a common Hostel run by Vivekanand Education Society for its Polytechnic, Degree level and Master Degree level students. There are separate wings for Boys and Girls students. Hostel facility is available in the Institute Campus.
17.	Academic Sessions	30 hours per Course
18.	Examination System, Year / Sem/ Trim	Trimester Pattern
19.	Period of Declaration of Result	Trimester wise
20.	Counseling / Mentoring	Mentoring to students is done by Senior Professors, Corporate Trainee & Industry experts, Mentors & Alumni. Students are trained by the Corporate Trainers also and the Industry Academic Connect is Achieved through Industry Institute Interface Organized by the Placement Department.
21.	Career Consulting	Career Consulting is done by Senior faculties, Placement Department & Alumni.
22.	Medical Facilities	First Aid facility & Medical Counseling Center is available in the Institute. Nearest General Hospitals facility is also available.
23.	Students Insurance	Yes, The Students are insured with The Oriental Insurance Co. Ltd, Thane divisional Office Saraswati Mandir, 3rd Floor, (Marathi Granth Sangrhalaya), Opp. Zila Parishad Office, Thane (West).
24.	Student Activity Body Cultural Activities Sports Activities	We have Student Welfare Committee (SWC) taking care of Students Activities. Cultural Activities like Chaitanya, Glimpses, Lit Fest, WDC/ICC Events, Blood Donation, Health Camp and Social Activities during the year are organized by the Institute. Intercollegiate & state level sports competition. Once in year we conduct Indoor & outdoor games (Sports) Gymkhana is available for daily sport activities for students & staff.
25.	Literary Activities Magazine / Newsletter Technical Activities / Tech Fest Industrial Visits / Tours / CSR Alumni Activities	Yes, available V-Samanvay (Monthly), Research Journal (JDR) Yes Yes, Yearly there is one Visit Alumni Meet is conducted every year which helps the institute to develop Industry, Corporate Relationship and the Placement of the Students. We have our Registered Alumni Association "VESMAA"
26.	Name of the Asst. Info. Officer for RTI Designation Phone Number with STD Code Email	Shri. Vivek Prabhu Registrar 022 6789 3000 mail.vbs@ves.ac.in / vivek.prabhu@ves.ac.in

► Code of Conduct & Discipline

• Code of conduct & discipline as prescribed by AICTE/DTE Govt. of Maharashtra shall be applicable. • Rules regarding Conduct and Discipline and Rules against Ragging is strictly adhered to. • Punctually, discipline and adherence to all deadlines in every respect is expected from students. • Decency in dress code must be observed. • Smoking and Chewing Tobacco is strictly prohibited on the campus premises and is even otherwise very much discouraged. • Initiative and involvement in all the activities of the Institute is a must. • Willingness to learn cross-functional skills required in the industry. • Ability to work hard and for long hours. • Use of mobile phone is strictly prohibited while the lectures are in progress. • 75% Attendance of all lectures is Compulsory. • Code of students General conduct / Discipline laid down by VBS / DTE / AICTE shall be strictly applicable / adhered by the students

Anti Ragging Provisions

Strict compliance of Anti Ragging regulations/provisions made in AICTE regulations notified vide F.No.37-3/Legal/AICTE 2009 date 1st July 2009 for prevention and prohibition of ragging in Technical Institutions shall be adhered to by the students and the Institute. Maharashtra Prohibition of Ragging Act - 1999 and its amendments which may be published from time to time also shall be applicable. Name of the Committee Members with their contact nos. have been already displayed on the notice board and website. Complaints if any, in this regard, shall be lodged in writing to the Anti Ragging Committee. Persons to be contacted, their number, email address and required details are already available on the website.

WDC/ICC

Women Development Cell i.e ICC/ Committee is also constituted as per the Supreme Court guidelines (In Vishakha Case Judgement), AICTE and State Government Directives. Name of the Committee Member with their contact no. have been already displayed on the notice board and website.

Institute Level Grievance Redressal Committee

To ensure transparency by Technical Institutions imparting technical education, in admission and with paramount objectives of preventing unfair practices and to provide a mechanism to students for redressal of their grievances, AICTE has notified regulation for the establishment of mechanism for Grievance Committee and OMBUDSMAN for all the AICTE approved technical institutions vide No. 37-3 / Legal / 2012 dated 25.05.2012. Institute Level Grievance Redressal Committee information is made available on the website of the institute and on notice board.

Attendance & Disciplinary Committee

There shall be the following committees i.e

1) a. Attendance Committee b. Disciplinary Committee c. SWC - Student Welfare Committee to ensure and maintain the general discipline and code of conduct by the students in the institute. Since the PGDM course is full time course, each student shall have to maintain his/her required attendance in each term and students with less attendance shall not be permitted to appear for the trimester examinations. This committee shall submit its trimester wise report to the Controller of Exam, Dean Academics and Director for their information and necessary action in this regard.

2) The admission rules mentioned in this prospectus shall be subject to change, (if any) by DTE/ AICTE.

3) **Last date of Issue of Forms & Prospectus:** These dates shall be notified on our Notice Board and Website of the Institute.

4) **Cut-off Date of Admission & Cancellation of Admission:** As per the rules framed by AICTE in their yearly Approval Process Handbook. These dates shall also be notified and Prescribed by AICTE/DTE the Directorate of Technical Education, Maharashtra State for the Academic year 2023-24. These dates shall be binding on the Institutes and these dates shall be strictly followed.

► Mandatory Disclosure

Governing Council (Academic year 2023-24)

Sr. No.	Name of the Member	Designation (Field)	Designation in Committee
1	Shri. Suresh Malkani	President, VES	Chairman
2	Shri. Rajesh Gehani	Secretary, VES	Member
3	Dr. Prakash Lulla	Treasurer, VES	Member
4	Dr. Kewal Nohria	Nominee, VES	Member
5	Dr. Satish Modh	Director, VESIM	Member
6	Dr. Sachin Deshmukh	Director,VES Business School	Member Secretary
7	Dr. Abhay Wagh	Director DTE, Maharashtra State & State Government Nominee	Member
8	Dr. Ajeet Singh	Nominee- AICTE-WRO	Member
9	Shri. P. K. Krishnamurthy	Nominee, State Government	Member
10	Shri. B. R. Bakshi	Nominee, AICTE	Member
11	Dr. Debjani Banerjee	Professor, Associate Dean- Accreditation	Teaching Staff Representative
12	Dr. Ajay Kumar Gupta	Professor, Associate Dean- HR	Teaching Staff Representative

► Authorities under RTI Act 2005

Name of the Institute:
VES Business School, Chembur, Mumbai - 400 074.
Tel.: 022 6789 3000

Assistant Information Officer:
Mr Nandkishor Narawade (Assistant Registrar)
Tel.: 022 6789 3000

Information Officer:
Dr. Sachin Deshmukh, Director
Tel.: 022 6789 3000

Appellate Officer / Authority:
Shri. Suresh Malkani, Chairman, Governing Body, VES
Tel.: 022 6789 3000

► Some of our recruiters for 2022-2023



► Some of our recruiters for 2022-2023





Contact for Further Details:

Hashu Advani Memorial Complex,
495/497, Collector's Colony, Chembur,
Mumbai - 400 074.
E.: admission.vbs@ves.ac.in
Tel.: +91 22 6789 3000

Assistant Director
Branding, Marketing & Student Relations
Ms. Hetaal Palan
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