



# VJIM

Estd: 1993  
AN INNOVATION DRIVEN B-SCHOOL

VIGNANA JYOTHI  
INSTITUTE OF MANAGEMENT

**Vignana Jyothi**  
**Institute of Management**

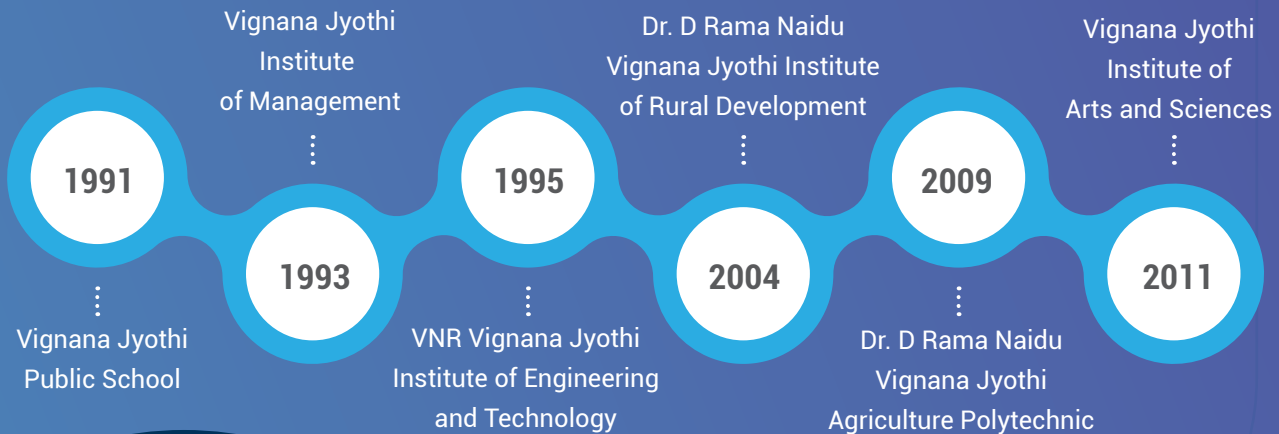
# PGDM

**Admission 2023**

**Post Graduate Diploma  
in Management**

## About Vignana Jyothi

Vignana Jyothi is a not-for-profit society founded by a group of Industrialists, Academicians, Businessmen, NRIs and Professionals, who are known for achieving commendable results in their respective fields. Vignana Jyothi was registered in the year 1991 under the erstwhile Andhra Pradesh Public Societies Registration Act. The objective was to promote social, cultural, educational, scientific, and research activities among men and women, particularly the youth.



## Vignana Jyothi Executive Committee

**Sri D. Suresh Babu**, *President*  
Director, Suresh Productions Pvt. Ltd.

**Sri Kode Durga Prasad**, *Vice President*  
IPS (Retd)

**Sri Vallurupalli Rajasekhar**, *Vice President*  
Managing Director, SEW Infrastructure Ltd.

**Er. J.S. Rao**, *General Secretary*  
Managing Director, Keerthi Industries Ltd.

**Sri Ch. Achyuta Rama Prasad**,  
*Joint Secretary*

**Sri K. Madhav**, *Joint Secretary*  
Proprietor, Enlumine Market Research Services

**Sri Koteswara Rao, SSR**, *Treasurer*  
Partner, Brahmaya & Co.

**Sri K. Harishchandra Prasad**,  
*Member*  
Managing Director, Lakshmi Finance & Industrial Corporation Ltd

**Sri Harish Cherukuri**, *Member*  
Director, Lahari Holiday Homes Ltd.

**Sri Narendra Paruchuri**, *Member*  
Chief Executive Officer, Pragathi Offset Pvt. Ltd.

**Sri V. Raj Kumar**, *Member*  
Director, SEW Infrastructure Ltd.

**Dr. Satya Sai Kumar Jillella**  
CEO, Vignana Jyothi



## Chairman's Message



The dynamism of a complex global education system necessitates an introspection of the ongoing practices in any academic institute. As the education system evolves and assumes new dimensions it places new challenges on our educational programs and practices. VJIM has as its core purpose of development and design, the implementation, support and dissemination of rigorous, relevant and useful educational evaluation which helps us to meet this challenge.

The guiding philosophy of VJIM has been to create an influential knowledge base and to introduce management practices that will integrate it globally.

The objectives create a synergistic impact of imparting management education combined with creation, dissemination and application of knowledge in an integrated form. The institute fosters and nurtures future leaders who can make a change in the world of business and business of the world. We at VJIM inculcate human values blended with professional ethics among students, which enables them to make a difference to their own lives as well as in society. Each member at VJIM strives to achieve excellence in every endeavour – be it Education or Research – by making continuous improvements in curricula and pedagogical tools.

I wish all of you an enriching learning experience in the safe hands of our mentors in the

serene learning environs of this institute. ●

**Mr. K Harishchandra Prasad**  
Chairman, VJIM

## Governing Council

**Sri. K. Harishchandra Prasad,**  
Managing Director, Lakshmi Finance  
& Industrial Corporation Ltd

**Sri. Kode Durga Prasad**  
IPS (Retd.)

**Sri. Harish Cherukuri,**  
Director, Lahari Holiday Homes Ltd.

**Sri. Narne Ajay,**  
Director, Hyderabad Tulaman Pvt. Ltd.

**Sri. K. Madhav**  
Proprietor, Enlumine Market Research  
Services

**Sri. G. Krishna Prasad**  
Managing Director, Tecra Systems Pvt.  
Ltd., Hyderabad

**Sri. Sandeep Ramesh**  
Executive Director, Nile Ltd.

**Sri. Y. J. Venkat Rao**  
Contractor, Y. J. Venkata Rao & Co.

**Prof. V. Venkaiah**  
Former VC, Krishna University,  
Machilipatnam

**Dr. Harivansh Chaturvedi**  
Director, Birla Institute of Management  
Technology, Noida

**Dr. Bigyan Verma**  
Director, IMT, Nagpur

**Mr. Srinivasa Reddy V**  
Chief People Officer, Bharat Financial  
Inclusion Ltd., Hyderabad

**Mr. Sandeep Tyagi**  
Director, Samsung Electronics, Gurgaon

**Mr. Praveen Kamath Kumbla**  
GM HR-Global Strategic Hiring &  
Redeployment, Wipro, Bangalore

**Dr. Ch. S. Durga Prasad**  
Director, VJIM

**Dr. Garimella Somayajulu**  
Sr. Professor, VJIM

**Dr. D. Ravinath**  
Professor, VJIM

**Dr. S. Franklin John**  
Professor, VJIM

**Dr. N. Padmaja**  
Associate Professor, VJIM

**Dr. V. Jayashree**  
Sr. Asst. Professor, VJIM

**Dr. Niharika A**  
Sr. Asst. Professor, VJIM



## Director's Message



VJIM made a modest beginning in 1993 with 23 students in the first batch. The objective at that time was to provide quality management education at an affordable price to the aspiring young graduates of Hyderabad. Within a short span, VJIM became a most preferred institution as we always paid attention to imparting holistic quality education to prepare tomorrow's managers.

To say that, in the present digital age, we are living in a truly "global village" is stating the obvious. The need of the hour for autonomous B Schools is to revamp and realign the syllabus that addresses the needs of the present era. To my mind, this is the greatest challenge and true hallmark of a good business school. The course curriculum at VJIM is designed with inputs from the industry, alumni, and academia which gives the students exposure to the cutting-edge curriculum that the potential managers need to equip themselves with. It inculcates the best thought process in management education to make the students industry-ready and nurture the entrepreneurial spirit in them.

The world is experiencing an information explosion. We are simultaneously also caught in an age of fierce competition not just from other B Schools, but also from online education portals. Companies are expecting management professionals with an analytical bent of mind who can deliver results from the beginning.

VJIM focuses its resources to impart this process of intellectual evolution to foster and nurture leaders of the future who are equipped to not only mould their own careers but to make a change in the world of business while at the same time, helping to mould the generations that follow them. ●

**Dr. Ch.S. Durga Prasad**  
Director, VJIM

## Academic Advisory Board

**Prof. V. Nagadevara**  
*Academician, Chairman*

**Mr. K. Vinay Kumar, HR**  
*Datawise*

**Mr. J Sekar, Sr. G.M, MBA,**  
*Amara Raja Group*

**Dr. Sandeep Chatterjee,**  
*Senior Manager, Deloitte*

**Mr. Sreevatsa Natarajan**  
*General Manager (CFS Vertical) - Sical Multimodal and Rail Transport Ltd.*

**Mr. Aashay Harshe**  
*Financial Consultant & Head Business Development, 3rd EYE Financial Planners LLP (Fin)*

**Dr. R. Nandagopal**  
*Director General, SSVV, Coimbatore*

**Prof. B. Rajasekhar**  
*Professor, SOM, and Pro-VC, University of Hyderabad*

**Dr. Ch. S. Durga Prasad**  
*Director, Member Secretary*

**Mr. Shrenik Patel**  
*Vice president of Alumni Association - Own business*

**Mr. Rahul Gupta**  
*Joint Secretary of Alumni Association - Deputy Manager, KFin Pvt. Ltd.*

**All faculty members from VJIM**

## About Vignana Jyothi Institute of Management

Vignana Jyothi Institute of Management, Hyderabad is an autonomous B-School founded in 1993 to develop professional managers. It is approved by AICTE, accredited by National Board of Accreditation (NBA) and South Asian Quality Assurance System (SAQS). It offers 2-Year Full-Time PGDM programs and is certified by AIU (Association of Indian Universities) as an MBA equivalent. The PGDM programs at VJIM aims to create holistic managers, synthesizing conventional and modern management thinking with a global outlook. VJIM equips students with core business skills together with the ability to manage their work creatively and strategically within the context of ethical standards. Appreciating the pace and direction of changes in international business education, the course structure at VJIM is continuously updated in line with the changing needs of the modern business world.



### Vision

To be a leading B-School in the region through the process of transformation of students into management professionals

### Mission

To prepare students for careers in Entrepreneurship and Business Management by providing an innovative learning environment.

### Quality Statement

VJIM is committed to providing learning opportunities that meet the expectations of the stake holders, comply with regulatory requirements and meet national standards of excellence through continuous process improvement.

### Core Value:

Commitment to task, Ethical Behaviour, Transparency, Concern for Community and Environment



AICTE Approved



Equivalent to MBA (AIU)

Member of:



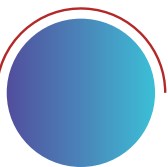
Accredited by



## Program Overview

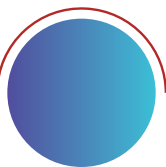
### Enhance

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



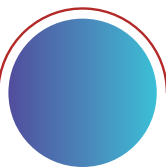
### Express

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



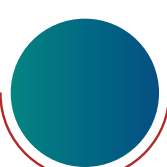
### Experience

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



### Exercise

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

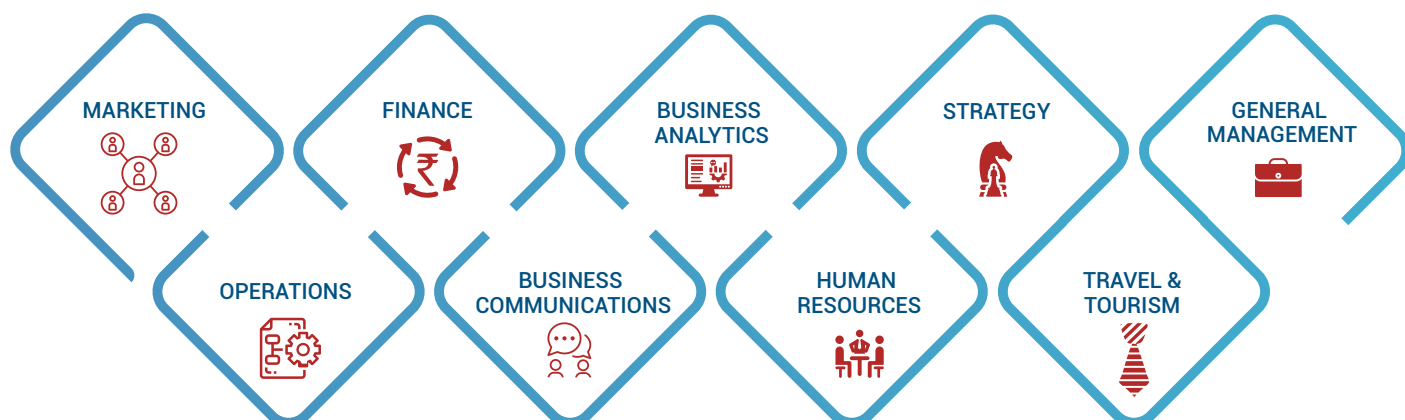


### Explore

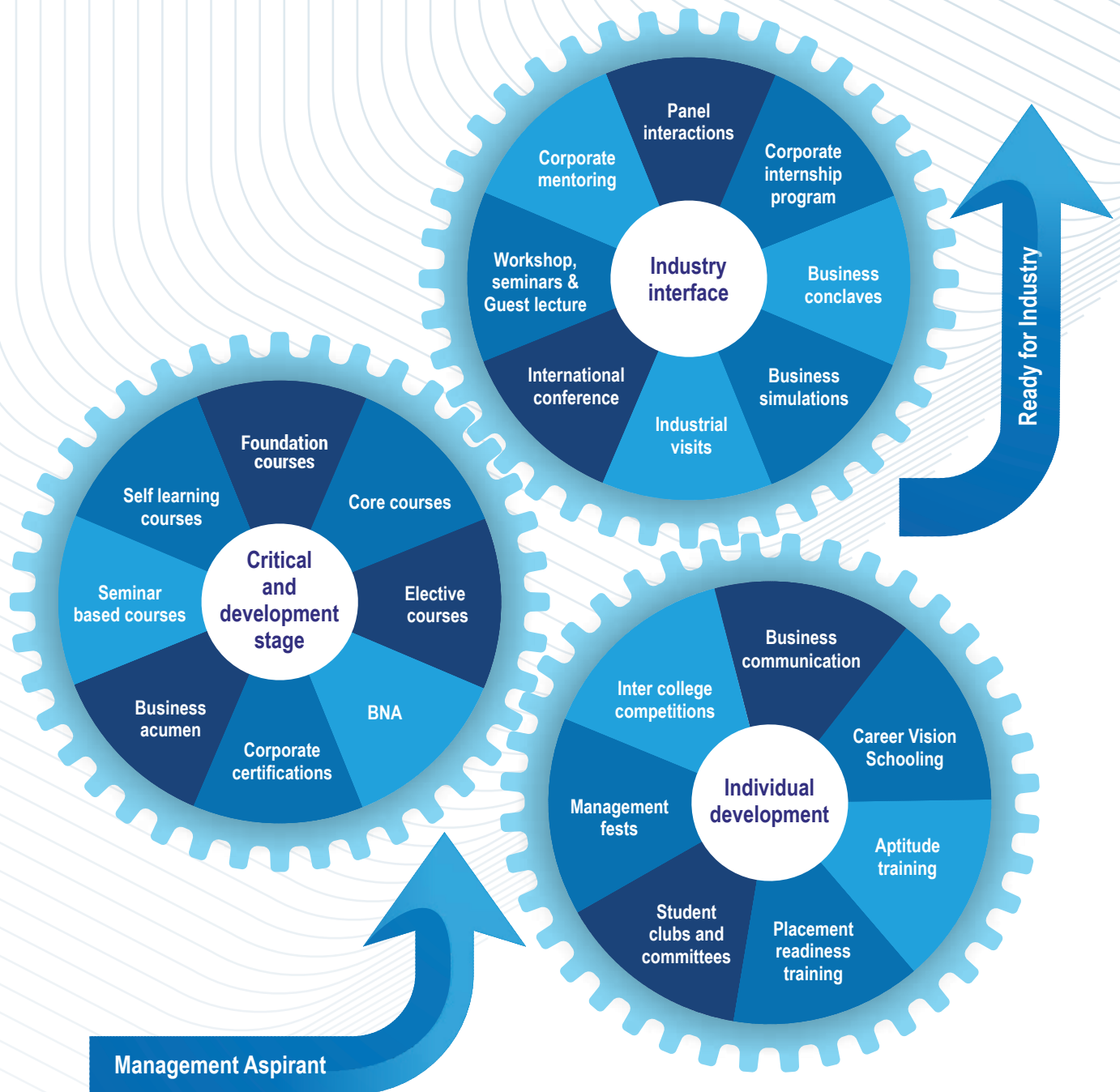
Enable every student to learn by themselves. Cultivate inquisitiveness amongst students through different academic activities and empower them to learn beyond classroom



## Core Courses



## Programme Architecture



> **ACCELERATE** > **COUNSEL** > **GROOM**

Program Structure and Calendar						
			Academic		Proficiency Enhancement	
Trimester	Months	Duration	Credits	Hours	Credits	Hours
Foundation	July	4 weeks	5.5	55	2	20
1	August to October	12 weeks	19.5	195	8	80
2	November to January	10 weeks	25.5	255	8	80
3	January to March	7 weeks	16.5	165	8	80
Summer	April to June	10 weeks	6			
4	June to September	15 weeks	17.5	175	3	30
5	October to January	15 weeks	13.5	135	3	30
6	February to March	8 weeks	1.5	15		

## Ranking

### Times B-School Survey -2022

**33** Overall Top 150 B-Schools

**22** Overall Top 100  
Private Institutes

**8** Top 20 South B-Schools

### Outlook -2022

**34** Top Private MBA  
Institutions-Overall

**12** Top Private  
B-schools -South zone

**2** Top in Telangana

### The WEEK

**66** South India –  
22nd

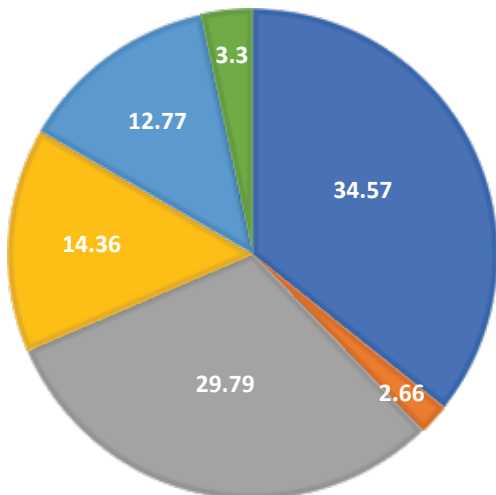
**4** in Hyderabad





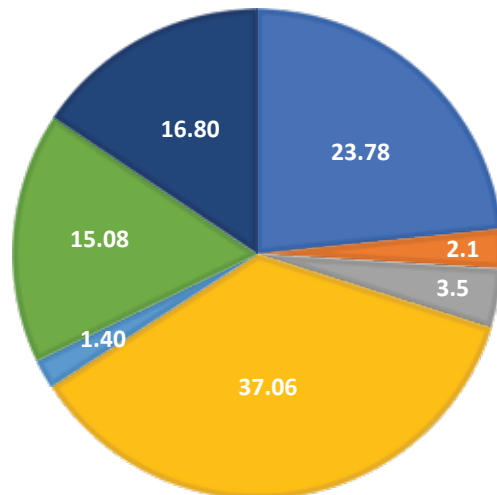
## Academic Diversity

2022-2024 (Batch 30)



■ BBA/BBM ■ Others ■ Commercials  
■ Science ■ Engineering ■ Arts

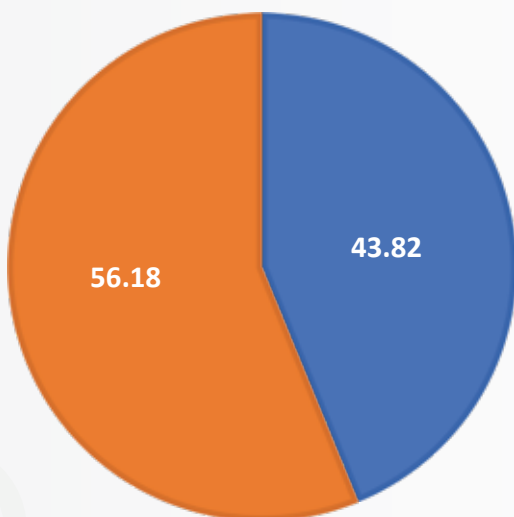
2021-2023 (Batch 29)



■ BBA/BBM ■ Others ■ Arts ■ Commercials  
■ Pharma ■ Engineering ■ Science

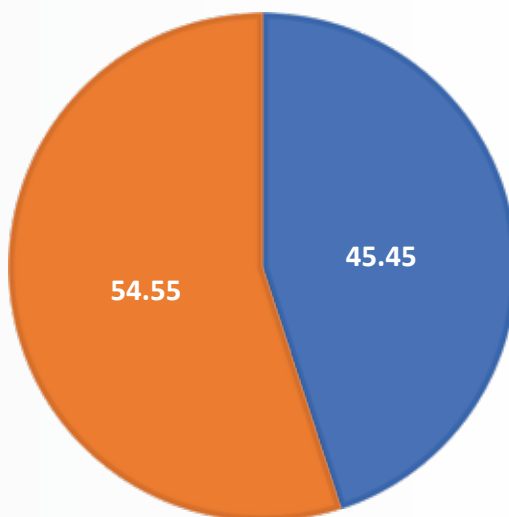
## Gender Diversity

2022-2024 (Batch 30)



■ Female ■ Male

2021-2023 (Batch 29)



■ Female ■ Male



## Career Vision Schooling (CVS)

Though focus on career development was always present at VJIM, CVS has been formally introduced as a 3-credit course since 2015-16. This is to ensure that the students improve their confidence levels and overall personality. Students come from different backgrounds and different levels of exposure. So, the focus here is on grooming them and equipping them with all the required skills to make them job ready. CVS training is imparted to the students over 5 terms, as 5 modules, starting from the foundation trimester.



## Self-Learning Courses

In the fast-paced dynamic business environment, the first-time employees are struggling to compete which is leading to stress and depression resulting in frequent job change.

To create a learning experience through autonomy, VJIM offers self-learning courses, which encourages the students to learn on their own. Autonomy in learning is suggested to eliminate the power relationship existing between the teacher and student enabling the learner to involve through the learning process with higher motivation (Nunan, 1996).

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## Business News Analysis

Business News Paper Analysis is an integral part of the VJIM curriculum. A session is allocated for BNA on all the working days.

### Objectives

- To develop a habit of reading business newspapers among students.
  - To know the current events in business and understand the contemporary trends in this field.
  - Relate the business events and trends to the concepts taught in the class.
  - Improve the students' ability to understand and analyse real-life business situations.
- 

## Students' Forum

This is a Forum that is organized by the students for the students which comprises of various activities like quizzes, debates, JAM, group discussion etc. The forum helps students to shed inhibitions to organize and participate in events

## Business Simulations

Management games are simulations where participants are confronted with business situations and issues. They are asked to take management decisions and see the business effect of such decisions soon thereafter. Participants play to win and in seeking to win, they imbibe new forms of competitive behaviour that are ideal for today's highly chaotic business situations. The competition urges participants to learn willingly, and the in-built interactivity enhances the pace of learning. The frustration and excitement of managing a company from top-downwards ensures that the learning elements are retained with the participants for a long time.





# Placement Process



Initiation



Date allotment



Pre-placement  
Talk



Initial  
screening



Preliminary  
evaluation

## Our Recruiters



For a healthy growing nation







Final round



Announcement



Official  
communication



Joining



# Admission Process



## Eligibility Criteria

Bachelor's Degree from a UGC recognized university with minimum 50% Marks (45% in case of SC/ST).

Students graduating in 2023 can also apply subject to:

1. Study certificate from the principal of the college.
2. Final mark sheets to be submitted by 31st Aug 2023.

Test scores accepted CAT / XAT / CMAT / MAT/GMAT.

## Application

Candidates may apply online through [www.vjim.edu.in](http://www.vjim.edu.in) by paying Rs.1000/- towards application fee.

## Get Selected

The selection criteria will be based on the Composite Score as per AICTE Norms. Shortlisted candidates will be informed to appear for a personal interview via SMS/mail/phone.

## Composite Score Weightage

10th Class	02 %
12th Class	03%
Degree	05%
PI & Communication Round	25%
National Level Test	60%
Diversity	05%
Total	100%

## Entry level Scholarships

VJIM will conduct an exclusive test for giving scholarships to students. The amount of the scholarship is as follows:

- 75% to 79.9% - Rs. 25,000/-
- 80% to 84.9% - Rs. 50,000/-
- 85% to 89.9% - Rs.75,000/-
- Above 90% - Rs. 1,00,000/-

**Apart from this, VJIM also gives merit scholarships upto 50% of the trimester fees.**

Trimester	No. of Scholarships	Amount of Scholarship (Rs.)
I	4	2,50,000/-
II	4	2,50,000/-
III	4	2,50,000/-
IV	4	2,50,000/-
V	4	2,50,000/-

## Programme Fee

Particulars	Amount to be paid(Rs.)
I instalment *	50,000/- + 10,000/-
II instalment + CD + AA + Misc	1,75,000/- + 10,000/- (Caution Deposit-refundable) + 3,000/- (Alumni Association Fee) + 2,000/- (Miscellaneous)
III Instalment	1,50,000/-
IV Instalment	2,00,000/-
V Instalment	1,75,000/-
Total	7,60,000/- + 10,000/- (CD-Refundable) + 5,000 (Additional fees)

\* Rs. 10,000/- is non-refundable admission fees













# Faculty

## HR



**Dr. Ch. S. Durga Prasad**  
M.Com., Ph.D.  
Director  
Teaching Experience: 33 Yrs  
Industry Experience: 2 Yrs



**Dr. Sheelam Jain**  
MBA, Ph.D.  
Associate Professor  
Teaching Experience: 12 Yrs  
Industry Experience: 7 Yrs



**Dr. Niharika Atchyutuni**  
MBA  
Sr. Asst. Professor  
Teaching Experience: 10 Yrs  
Industry Experience: 7 Yrs

## Marketing



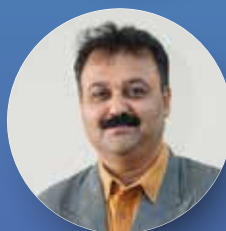
**Dr. G. Somayajulu**  
MBA, MS, Ph.D.  
Professor  
Teaching Experience: 25 Yrs  
Industry Experience: 14 Yrs



**Dr. Dammalapati Ravinath**  
M.Com., Ph.D.  
Professor  
Teaching Experience: 25 Yrs  
Industry Experience: 2 Yrs



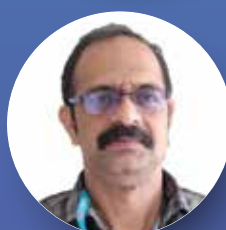
**Dr. Franklin John S**  
MBA, Ph.D.  
Professor  
Teaching Experience: 21 Yrs  
Industry Experience: 2 Yrs



**Dr. Vinit Vijay Dani**  
M.Sc., MBA, Ph.D.  
Associate Professor  
Teaching Experience: 17 Yrs  
Industry Experience: 10 Yrs



**Dr. V. Jayashree**  
MBA, Ph.D.  
Sr. Asst. Professor  
Teaching Experience: 24 Yrs  
Industry Experience: 1 Yrs



**Mr. A. Ramesh**  
MBA  
Sr. Asst. Professor  
Teaching Experience: 25 Yrs  
Industry Experience: 2 Yrs



**Dr. Sagyam Sagarika Mohanty**  
MBA, Ph.D.  
Asst. Professor  
Teaching Experience: 14 Yrs  
Industry Experience: 1 Yrs

## Finance



**Dr. D. Sri Janani**  
MBA, M.Phil., Ph.D.  
Associate Professor  
Teaching Experience: 23 Yrs  
Industry Experience: 2 Yrs



**Dr. Falguni H Pandya**  
MBA, Ph.D.  
Sr. Asst. Professor  
Teaching Experience: 14 Yrs



**Dr. Vishal Kutchu**  
M. Phil., MBA, Ph.D.  
Sr. Asst. Professor  
Teaching Experience: 20 Yrs  
Industry Experience: 3 Yrs



**Dr. Thota Haripriya**  
MBA, Ph.D.  
Asst. Professor  
Teaching Experience: 10 Yrs  
Industry Experience: 6 Yrs



**Dr. Nityasundar Nanda**  
MBA, Ph.D.  
Sr. Asst. Professor  
Teaching Experience: 18 Yrs  
Industry Experience: 2 Yrs

## Operations Management



**Dr. Subramani K**  
MBA, Ph.D.  
Asst. Prof.  
Teaching Experience: 8 Yrs  
Industry Experience: 4 Yrs

## Business Analytics



**Dr. N. Padmaja**  
M.Sc., Ph.D.  
Associate Professor  
Teaching Experience: 26 Yrs



**Mr. Sishir Polasani**  
MBA, MS  
Sr. Asst. Professor  
Teaching Experience: 12 Yrs  
Industry Experience: 16 Yrs



**Mr. Yugandhar Chodagam**  
MBA  
Sr. Asst. Professor  
Teaching Experience: 5 Yrs  
Industry Experience: 23 Yrs



**Mr. N. Srinivas Chakravarthi**  
MA, M.Phil.  
Asst. Prof.  
Teaching Experience: 31 Yrs



**Dr. R. Srinivasa Rao**  
M.Sc., M.Phil., Ph.D.  
Sr. Asst. Professor  
Teaching Experience: 22 Yrs



**Mr. A.S. Angirasa Acharya**  
PGDBM  
Asst. Professor  
Teaching Experience: 7 Yrs  
Industry Experience: 9 Yrs

## General Management

# Alumni Testimonial



**Usha Kiran V**

*Class of 2009  
Product Marketing &  
Partner Management  
NetEnrich*

When I started on my PGDM in 2008, I was hoping that the program would provide me with the credentials and business acumen to someday take on a role like the one I am in currently, segmenting - targeting - positioning products to the right markets. I have to say that VJIM's PGDM program and more importantly the curriculum was much more than the "piece of paper" that I received at the end. It was the confidence it gave me to pursue, win, and accept this position. Thanks to the faculty of VJIM, I know that I have all of the tools to be a leader who will make a lot more leaders along the way.

I truly enjoyed my time in the program and the investment I made there in changing my future for the better.



**Shashank Anumula**

*Class of 2011  
Managing Director  
ABR Cafe and Bakers Pvt.Ltd.  
Cafe Niloufer*

After completing my B.Tech I was looking after the cash counter at our small cafe. I am very thankful that one of my good friends forced me to join VJIM. Once I entered VJIM my perception towards life changed. The college made me feel like an entrepreneur. I created my own way of doing business. Being an operations and finance student, I excelled in improving my current business. It's been 8 years since I completed my PGDM ,now we have made Cafe Niloufer a BRAND "CAFE NILOUFER -wahi swad ek naya andaaz"

Proud to be a student of VJIM, a college which taught me so much. Thank you VJIM.



**Varun Vardhan A**

*Class of 2010  
Project Manager, GSC PMO  
Harsco India Services Pvt. Ltd.  
Harsco Global Service Centre*

My time at VJIM's PGDM program had a significant impact on my professional development. It helped me develop greater proficiency in public speaking, report preparation and presentation, strategic analysis, leadership, and project management.

Not just from the textbooks and lectures, but also from the guest speakers, group projects, mentorships, and networking. The biggest takeaway for me was Chrysalis 2009, which helped me hone my leadership skills and Organizational skills.

My Alma mater is very close to my heart. I never miss any opportunity to connect with my batchmates or professors.



**Vinay Singh**

*Class of 2013  
Co-Founder Digixpressions  
Mumbai*

In order to get the full picture of your professional and personal successes, you need to take a trip down memory lane. College life: the lively debates, the never-ending assignments, the silent halls between lectures, the promise of a better tomorrow over coffee at the cafeteria counter, and, most significantly, the rapid guidance of your professors.

When I consider the path taken thus far, VJIM stands out as a major turning point. This is where the groundwork for future years was laid, and where the necessary abilities were honed.





**Varun Ramprasad**

*Class of 2017*

*Data Scientist*

*Nielsen*

VJIM always strives to provide best opportunities to students both on campus and in placements. The college has great Faculty who are mentors for a lifetime, Great On campus LRC and Placement committee who provide best of the opportunities for students to kick start careers.

The number of Industry Professional Lectures, Seminars and Workshops conducted during the PGDM certainly builds up the overall personality of a student. I owe my communication and networking abilities to all these sessions.

Thank You VJIM for all support on and off campus!!



**Shruthi Padala**

*Class of 2017*

*Sr. Sales Consultant*

*Digital Marketing*

We all believe that college is our second home to live, learn and grow as a better person.

Hi, I'm Shruthi Padala, from 23rd Batch, class 2017. I would like to share my experience at VJIM. My journey began from being an introvert to getting Industry ready by discovering myself and what I'm capable of. There is one objective that I noticed for all the faculties here which is just to focus on every student to make a better individual in contributing for a better world

The engrossing part about the groups for Marketing, Finance, Operations and HR.

They conducted debates and discussion around the latest market changes for the respective areas, so that we get a live exposure about the challenges and while discussing it we can come to the best result in the form of conclusion

Apart from the regular course, the co-curriculum programs like ET Analysis, Career Vision Schooling are such USPs for the college which helped me in self development both personally and professionally.

And now here I am - designated as Sr.Sales Consultant in Digital Marketing for one of the leading companies in the market.



**Sanku Chaitanya Prasad**

*Class of 2019*

*Dy.Manager,*

*Human Resource Business Partner*

*Dr Reddy's Laboratories*

Thanks to the VJIM culture, the ability to think differently and take risks is incredibly important to me; and today, it is critical for success, given the business environment. The group learning and peer learning culture in VJIM also made me a huge fan of collaboration, yet another quality that is a must for success in today's world. VJIM taught me to value people, and as a leader, my biggest priority is to ensure I have the best people on the team and I do what it takes to ensure they work in an environment where they are motivated to be their best."

I recall my batch as extremely diverse, with a very rich experience, and an extremely fun group of people. I remember campus life as one big family with a very special bonding. From day one, the Intelligentia at VJIM have focused on developing leaders with character, integrity and empathy who believe in adding value through innovation, risk taking and collaboration.



**Kampa Gopi, CHRP**

*Class of 2020*

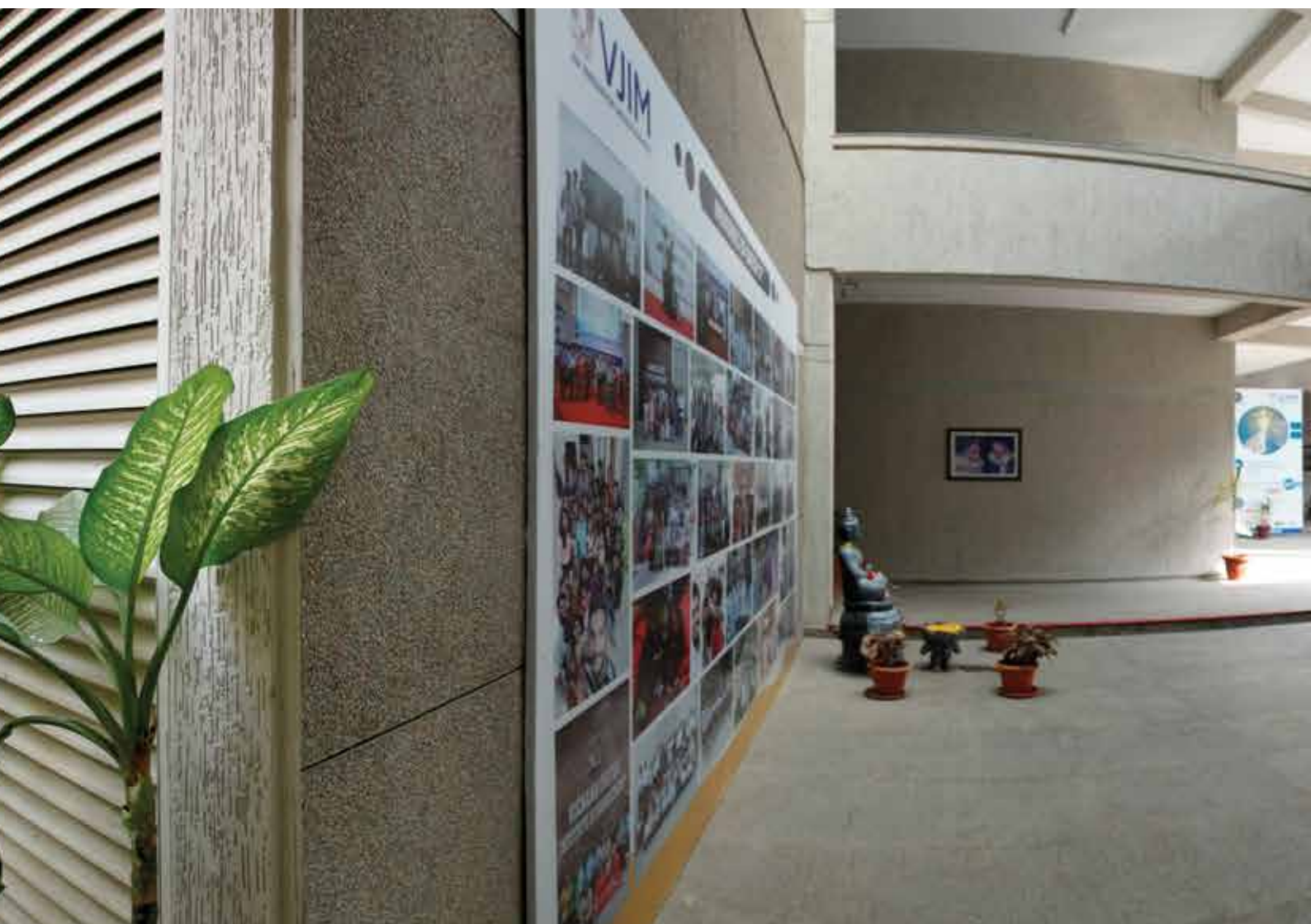
*HR Business Partnering Specialist.*

*Pythian India Private limited.*

*26th Batch - HR Gold medalist*

"Thanks to the VJIM culture, the ability to think differently and take risks is incredibly important to me; and today, it is critical for success, given the business environment. The group learning and peer learning culture in VJIM also made me a huge fan of collaboration, yet another quality that is a must for success in today's world. VJIM taught me to value people, and as a leader, my biggest priority is to ensure I have the best people on the team and I do what it takes to ensure they work in an environment where they are motivated to be their best."

I recall my batch as extremely diverse, with a very rich experience, and an extremely fun group of people. I remember campus life as one big family with a very special bonding. From day one, the Intelligentia at VJIM have focused on developing leaders with character, integrity and empathy who believe in adding value through innovation, risk taking and collaboration.









#### Institutional Membership:



Estd: 1993

# VJIM

AN INNOVATION DRIVEN B-SCHOOL

#### Vignana Jyothi Institute Of Management

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