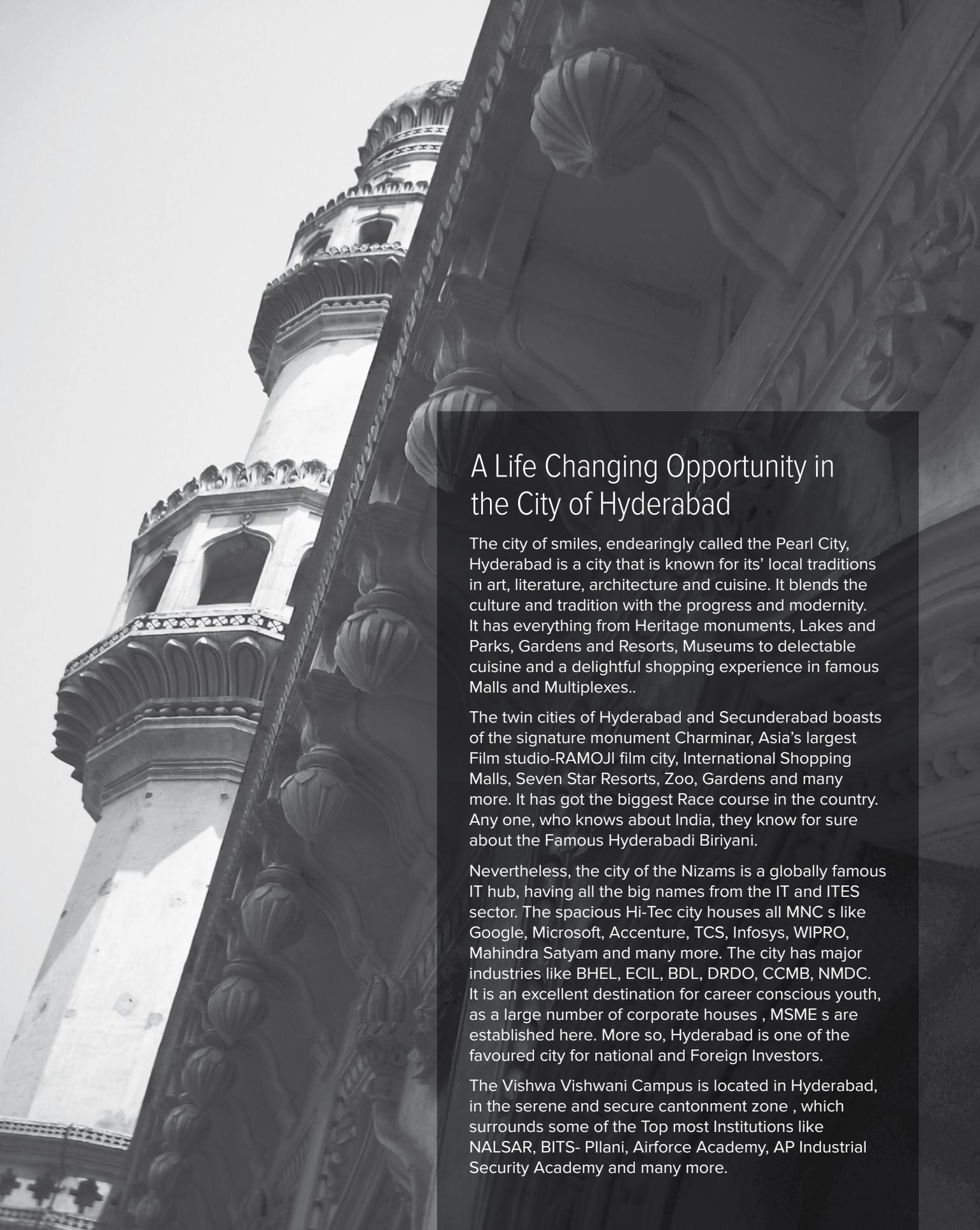


CHOOSE YOUR MOVE  
because it is your life.



PROSPECTUS



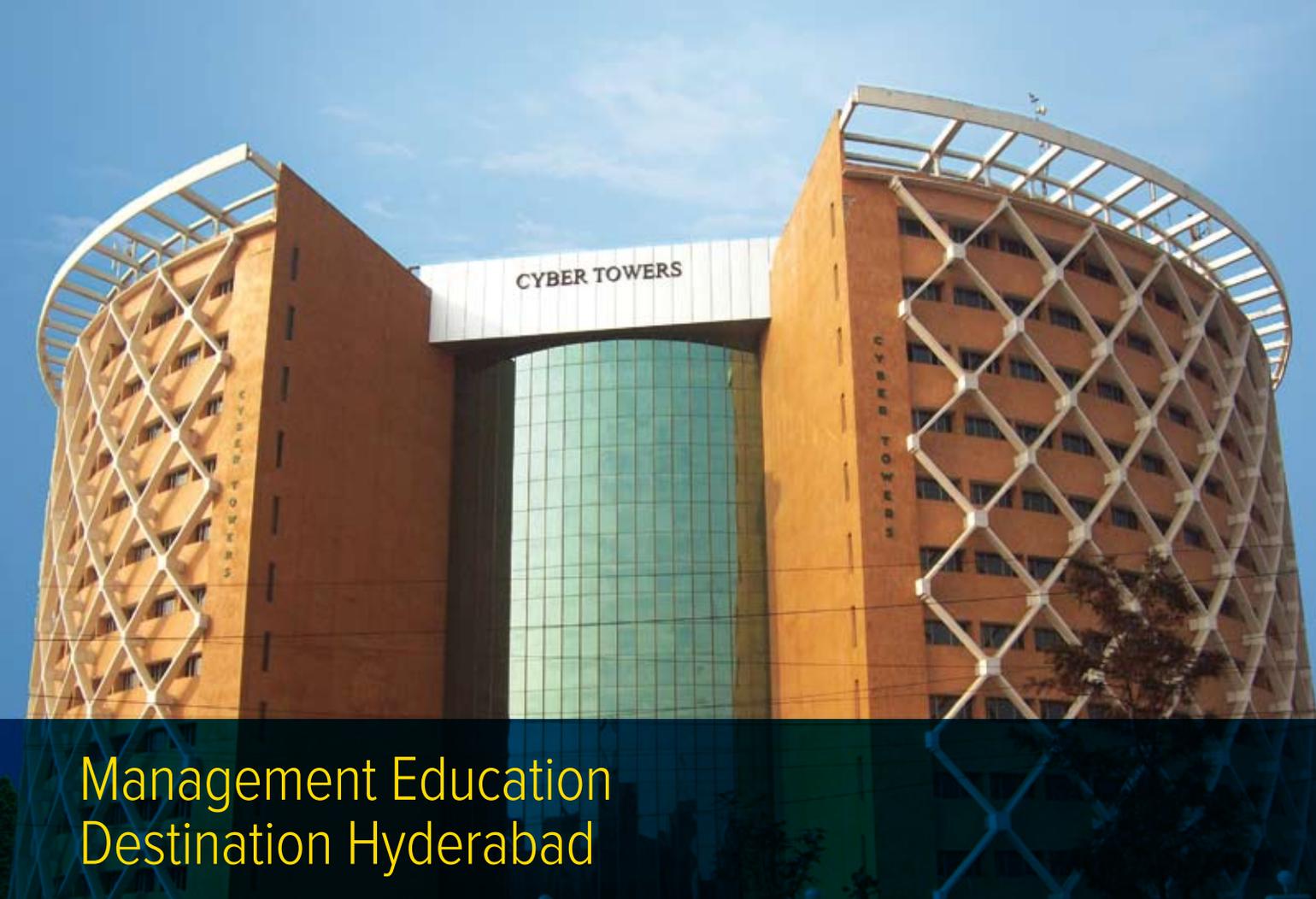
## A Life Changing Opportunity in the City of Hyderabad

The city of smiles, endearingly called the Pearl City, Hyderabad is a city that is known for its' local traditions in art, literature, architecture and cuisine. It blends the culture and tradition with the progress and modernity. It has everything from Heritage monuments, Lakes and Parks, Gardens and Resorts, Museums to delectable cuisine and a delightful shopping experience in famous Malls and Multiplexes..

The twin cities of Hyderabad and Secunderabad boasts of the signature monument Charminar, Asia's largest Film studio-RAMOJI film city, International Shopping Malls, Seven Star Resorts, Zoo, Gardens and many more. It has got the biggest Race course in the country. Any one, who knows about India, they know for sure about the Famous Hyderabad Biryani.

Nevertheless, the city of the Nizams is a globally famous IT hub, having all the big names from the IT and ITES sector. The spacious Hi-Tec city houses all MNC s like Google, Microsoft, Accenture, TCS, Infosys, WIPRO, Mahindra Satyam and many more. The city has major industries like BHEL, ECIL, BDL, DRDO, CCMB, NMDC. It is an excellent destination for career conscious youth, as a large number of corporate houses , MSME s are established here. More so, Hyderabad is one of the favoured city for national and Foreign Investors.

The Vishwa Vishwani Campus is located in Hyderabad, in the serene and secure cantonment zone , which surrounds some of the Top most Institutions like NALSAR, BITS- Pilani, Airforce Academy, AP Industrial Security Academy and many more.



## Management Education Destination Hyderabad

### Why MBA / PGDM at Hyderabad?

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

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

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

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

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

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

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

Your gateway to world-class career opportunities

# Vision

To be a Global Centre of Excellence for Management Education, and Research by Nurturing the Youth, to become Global Business Leaders

# Mission

To inspire the aspiring youth to become Global Managers by providing relevant, substantial and world class learning with flawless execution. Contribute to enhance Industry Competitiveness through Student-Trainee Competence Building, and create quality employability for Indian Youth.



## Welcome to Vishwa Vishwani that will change your life.

Vishwa Vishwani Institute of Systems & Management , Hyderabad offers a rich global business education experience in a state of the art environment.

Our Distinguished Faculty, drawn from Industry and other Institutions of Excellence help the students to understand the real world challenges in an academically collaborative environment. This global perspective, combined with individual attention and expert coaching, builds strong relationships and toughens up our students for the realities of the modern business world.

Explore for yourself what the impact of personal attention and a cuttingedge curriculum can mean for your career and professional success.

We look forward to meeting you.

### Business School Ranking

**The Most happening Business school in Hyderabad**

**A+++ Category Business School**

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

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

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## We train business champions.

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

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

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

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

**Shrinivas Acharya.T**



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### **Message from The Principal Director**

As new technology and market forces make the global economy profoundly competitive, business education needs to be global in outlook, rigorous and bold. New ideas, new products and new economies demand new insights, tools and responses.

Founded in 1998, Vishwa Vishwani Institute of Systems & Management, as one of the few promising Business schools, it has sincerely endeavoured to compete with self, in providing the best Management Education.

Vishwa Vishwani education emphasizes general management skills and Application of Technology in business thinking to surge ahead and excel in imparting a state of art Global Management Program.

Vishwa Vishwani will strive to remain distinctive among the country's great business schools by combining human scale with global reach, thought leadership with great teaching, rigorous coursework with experiences requiring teamwork, and valued traditions with innovation.

Vishwa Vishwani owes its' growing success to all people, facilities, and setting in the midst of the natural beauty in the historical city of Hyderabad. The Institute is a place with endless opportunities for intellectual and personal growth. Relationships - with peers, influential alumni, the business world, and other academic institutions - are at the core of the Vishwa Vishwani experience.

I am pleased to invite you to feel this experience being a part of the Vishwa Vishwani' s growing Family.

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## The right foundation will help you prepare for career success

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Vishwa Vishwani Business School will take your drive to succeed and match it with a professional skill set that will make you stand out in the competition.

A Management Graduate from Vishwa Vishwani means you have mastered the numbers and know how to keep your eye on the bottom line.

**Our unique approach has trained business leaders since last 16 years.**

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

## Academic Advisory Board

**P N Sreenivasa Chary, IAS**

State Election Commissioner,  
Karnataka State

**Dr S K Jena**

Director, The Institute of Company  
Secretaries of India

**Aruna D Rao**

Head HR, India, CSC

**Harshvendra Soin**

Head-Canada, TechMahindra

**Prabhakar Lingareddy**

Vice President, ITC Limited

**Shibu Kalakrishnan**

Head-HR, Cognizant

**Sushanta Ganguly**

Head-HR, L&T Metro

**T Muralidharan**

Chairman, TMI Group

**Uma Rao**

Vice President-HR, Ashol Leyland

**Dr H Chaturvedi**

Director, BIMTECH

**Prof. Mohammad Masood Ahmed**

Director, Indo US Hospitals

**Dr R C Natarajan**

Director, IRMA

**Dr V K Swamy**

Director, TASK Govt.Of TS

**Dr Sabyasachi Rath**

Dean, VVISM

**Shrinivas Acharya T**

Principal Director, Vishwa Vishwani

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## Vishwa Vishwani's 9 Dimensions

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

Join an elite cohort  
with similar goals  
and equal drive.

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

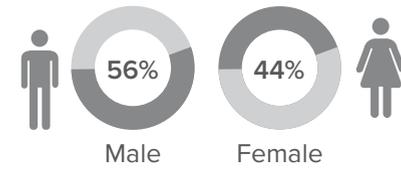
**A close-knit community of diverse peers.**

Each student benefits from the diverse makeup of our student body with a variety of personal and professional backgrounds. More than 5,000 graduates form an influential network extending around the globe, and contribute in varied and significant ways to the world of business.

**Establish more than just connections.**

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

Demographic Profile:



List of Our Employers
Adroit
Asian Paints
Axis Bank
Berger Paints
BNP Paribas
Capital IQ
Colgate Palmolive
Deloitte India
Ernst & Young
IBM
ICRISAT
Indus Ind Bank
Infosys
Invesco
ITC
Johnson & Johnson
Max Life Insurance
Pepsico
Vodafone
Tech Mahindra
TCS
WalMart
Wipro



Nurturing Knowledge.  
Delivering Values.

Be a part of  
Vishwa Vishwani  
and the city  
it calls home.

Hyderabad - The Gateway to  
South India

- Hyderabad - IT Corridor of India
- Hyderabad - The Bulk Drug of Capital of India
- Hyderabad - The Seed Capital of India
- Hyderabad - Healthcare Capital of India
- Hyderabad - Financial Analysis Capital of India
- Hyderabad - Higher Education Capital of India
- Hyderabad - Vaccine Capital of India
- Hyderabad - SEZ's Capital in India
- Hyderabad - R&D Capital of India

Hyderabad is gateway to south India and is centrally located connecting to Chennai, Bangalore, Pune, Mumbai, Visakhapatnam, Bhubaneswar, Tirupati, Vijayawada...

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## Accessible experts to shape your experience.

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Vishwa Vishwani Business School will take your drive to succeed and match it with a professional skill set that will set you apart from the competition. Offering lasting frameworks for decision-making that you can apply throughout your career, a PGDM / MBA / BM from Vishwa Vishwani means you have mastered the numbers and know how to keep your eye on the bottom line.

**Our unique approach has trained business leaders since last 16 years.**

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



**Dr. Sabyasachi Rath**

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### Lines from THE DEAN

The Global Education scenario is on the path to a Renaissance. Personal success in life is getting redefined. Growth is an inclusive phenomenon. Who needs to understand this better is the youth, who dream to excel in life, loves out of box thinking and have a passion for learning. Passion and perseverance will be the critical success factors for the Aspiring Graduate students

Getting education is about so much more than your current job or aspirations. As a Graduate student you need Mentoring that will play the role of a catalyst for your career decision. Vishwa Vishwani will be the life changer for you.

Vishwa Vishwani's strength is illustrated through entrepreneurial thinking, a global network and constant curriculum innovation. All of this - as well as technology, diversity, highly research oriented faculty and much more

Our programs equip emerging leaders with the knowledge, research insights and personal effectiveness skills to make an impact on business, to manage yourself, your team, your function and your organisation.

A broad range of core and elective subjects means you can not only explore subject areas in depth, but test and develop new talents and areas of expertise.

You are invited to explore it in person, browse our webpages to know more about our programs and hear from our students and faculty mentors.

I wish you the Best in your endeavors for a right career and happy life ahead.

## Find the PGDM / MBA program that fits your life.

Vishwa Vishwani Institute of Systems & Management offers two challenging fulltime MBA programs. Whether you are relatively early in your career and looking to accelerate your trajectory, or a seasoned business veteran wanting to sharpen and update your skills, these programs offer full immersion into the business school experience. It's a deep dive that delivers results and helps prepare you for today's business challenges.

### Build Your Education and Your Career from a solid foundation.

VVISM's original and renowned core of courses offers a pragmatic and application based approach to the grounding principles of business. Truly the cornerstone of the Vishwa Vishwani experience, the core provides the building blocks for the rest of your business education, with opportunities to both broaden and deepen your expertise.

Fourteen areas of specialisation are available, to help you choose from a wide array of career options. These offerings allow you to explore the areas of business that support your career goals. The VV approach lets you tailor fit your MBA experience and strengthen your understanding of essential business strategies, while you explore elements of academic thinking and planning that directly relate to your targeted areas of interest.

### Core Curriculum

- ◆ Managerial Economics
- ◆ Business Policy and Environment
- ◆ Operation Research for Management Science
- ◆ Operation Management
- ◆ Indian Management Theory and Practice
- ◆ Business Computing and Decision Analysis
- ◆ Business Strategy
- ◆ Marketing Management
- ◆ Financial Accounting  
Both programs include Business Communication and Decision Science.

### Credit Transfer and Exemptions

A limited number of papers may be exempted / credits transferred

- ◆ If you have completed CA / CWA / CS /CFA / PMI / M.Com
- ◆ If you have completed CA -IPCC / CWA- Inter / CS- Executive
- ◆ If have completed a management relevant qualifications / certifications from the Chartered Institutions / Universities of Indian / foreign origin.

Credit transfers are subject to approval of Institution and AIU equivalence / International Accreditation in case of qualification from foreign Universities.

## Two exceptional programs focused on your career goals.

The world of business in two unforgettable years.

### The Career Accelerator

## The B School Two-Year Full-Time PGDM

The world of business in two unforgettable years.

Vishwa Vishwani Institute of Systems & Management's B School Two-Year PGDM Program is truly the hallmark option for full-time students who are looking to propel their careers with a fully immersive experience. A summer internship, an array of concentrations, and opportunities to study abroad provide the practical experience and business skills every professional needs.

### 14 Areas of Specializations

- ◆ Marketing Management
- ◆ Financial Management
- ◆ Banking & Finance
- ◆ Business Analytics
- ◆ Pharma Management
- ◆ Agribusiness Management
- ◆ Healthcare Management
- ◆ Human Resource
- ◆ International Business
- ◆ Operations Management
- ◆ Retail Management
- ◆ MIS
- ◆ e Commerce
- ◆ Entrepreneurship

### The Career Developer

## The Traditional Two- Year Full-Time MBA

The world of business in two unforgettable years.

Vishwa Vishwani School of Business 2 Year Traditional MBA Program offers you the same curriculum and concentration options as the two-year program; however, Internships are a bit more limited.

# PGDM / MBA with Business Analytics

The PGDM-Business Analytics is a Two Year Full Time Program, Approved by All India Council for Technical Education, Ministry of HRD, Govt. of India.

## PGDM Business Analytics Program

### Building Industry Relevant Skills

The PGDM Business Analytics is a Two Year Full Time Program in collaboration with INSOFE imparts essential analytics skills which help research, interpret and transform businesses based on data, no matter which management field one is pursuing – HR, Operations, Marketing, Finance or any other. Its modules in Descriptive Analytics, Predictive Analysis and Social Computing develop skills that are applicable across a spectrum of fields besides the in-depth focus on core management topics in the curriculum with the latest software content, real-world industry experiences, hands on lab course, best practices and case studies all into a single unique education program.

Transformation is the key to keeping pace with the ever-changing market. Current trends indicate the undeniable importance of technology in managerial decision making, along with the vital role that data plays in gaining competitive advantage. INSOFE and Vishwa Vishwani have partnered to help students enhance their skills in areas of managerial decision-making and strategy.

### Achieving Greater Heights

The PGDM Business Analytics Program aims to create managers and leaders who understand the implications of humongous volume of data generated by the enterprises today. With the rise of multimedia including social media

this has become an integral need from corporate leaders. With the program in analytics the students will be able to help their employers gain better customer insights, manage risk, and financial metrics more effectively, and help strive for unique market differentiation. The program covers all the relevant general management topics and includes the courses on Descriptive and Predictive Analytics, Data Mining, Big Data and Financial Planning. In later semesters the focus is on Business Analytics in various industries like Retail, Manufacturing, BFSI and more.

The program is a holistic, comprehensive one with customized offerings for management students, ensuring the right results & benefits by collaborating at various levels, be it curriculum support, software foundation skills, capability building or experiential learning through Live Projects which brings together the latest software content, real-world industry experiences, hands on lab course, best practices and case studies all into a single unique education program.

## BIG DATA: The next frontier for innovation, competition, and productivity

Business Analytics is one of the fastest growing business job specialisations as a result of the extensive use of electronic databases for record keeping and electronic commerce in the digital economy.

According to a recent Wall Street Journal, companies barraged with data

from the Web and other sources, want employees who can both sift through the information and help solve business problems. As the use of analytics grows quickly, companies will need employees who understand the data.

## Demand & Prospectus of Business Analytics

Throughout the world, the demand for people with the skills and mindset for quality data analysis is still far ahead of its supply. In fact, a report by the McKinsey Global Institute claims that by 2018 the US alone is expected to have a shortfall of 140,000-190,000 people with critical analytical skills. Yet employees who have control over and the ability to analyze ever-growing sets of data are increasingly moving ahead, receiving higher pay in organizations around the globe. The key career options may be that of business analysts, data scientists, information analysts and project managers. The potential recruiters in the area of Business Analytics in India are large IT players like Infosys, TCS, HCL Technologies, Cognizant, IBM, Dell, Wipro, Accenture, SAS and also a number of specialist Business Analytics companies.

## Industries Driving Business Analytics Growth

Manufacturing, Retail, Financial Services, Banking & Insurance, Telecom, Health Care, Logistics and Supply Chain.

MGI studied big data in five domains healthcare in the United States, the public sector in Europe, retail in the United States, and manufacturing and personal location data globally. Big data can generate value in each. For example, a retailer using big data to the full could increase its operating margin by more than 60 percent. Harnessing big data in the public sector has enormous potential, too. If US healthcare were to use big data creatively and effectively to drive efficiency and quality, the sector could create more than \$300 billion in value every year. Two-thirds of that would be in the form of reducing US healthcare expenditure by about

8 percent. In the developed economies of Europe, government administrators could save more than €100 billion (\$149 billion) in operational efficiency improvements alone by using big data, not including using big data to reduce fraud and errors and boost the collection of tax revenues. And users of services enabled by personal-location data could capture \$600 billion in consumer surplus.

## Chart the course of your career.

Programs Offered
PGDM - Dual Specialization
PGDM - Marketing
PGDM - Business Analytics
PGDM - Pharma Management
PGDM-EX - 1 Year Executive Program
PGDM-EX -2 Year Part Time
MBA - Dual Specialization

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# PharmaMBA

## Eligibility for PharmaMBA

Bachelor's degree holders in Pharmacy (4 years after 10+2, including lateral entry candidates) and those who are in the final year of B. Pharmacy course are also eligible for appearing in Pharma MBA.

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## Advantages of pursuing PharmaMBA

There are lots of value additions, in the Pharma MBA / PGDM Course.

- ◆ It helps you to be eligible for multiple career options.
- ◆ It helps you to develop your Managerial Skills
- ◆ It helps you to improve your personality.
- ◆ It equips you with Entrepreneurship Skills, which will be of immense help if you start your own business venture in future
- ◆ It helps to add an advantage to your CV/ Resume

PharmaMBA is the Brand Identity of PGDM in Pharma Management. The PGDM is awarded with a specialization in Pharma Management

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## PharmaMBA offers

The field of pharmaceutical management is vast and offers varied opportunities. A student pursuing the course will be trained in following aspects of the business:

- ◆ Pharmaceuticals
- ◆ Pharmacy Marketing
- ◆ Principles of Management
- ◆ Pharmacy Professional Communication
- ◆ Business Environment
- ◆ Regulatory Affairs
- ◆ Finance in Medical Sector
- ◆ Research Methodology
- ◆ Physiology
- ◆ Marketing Management
- ◆ Consumer Behavior
- ◆ Promotion Marketing
- ◆ Quantitative Mathematics
- ◆ Qualitative Methods
- ◆ Drug Management



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## Career Opportunities in Pharma MBA

A professional in Pharmaceutical Management has various fields to explore like sales promotion, retail and wholesale distribution, product management, medical journalism and many more. Research and Development is most crucial in the profession related to medicine. A student with a medical background can also opt to work as a research and development official and can get involved in new drug discovery and process development. Also, one can work with

- ◆ Clinical Research Organisation
- ◆ Contract Manufacturing Organisations
- ◆ Pharmaceutical Machinery Manufacturers
- ◆ Biotech Institutions
- ◆ Marketing and Sales in Pharma Sector
- ◆ Consultancy and Market in research in Pharma and Healthcare
- ◆ Industry, Business Development in Product Management
- ◆ Production Management
- ◆ Supply Chain Management in Pharma and Healthcare Industry
- ◆ International Marketing and Business Development
- ◆ Health Care Management & Insurance & Hospital Administration

## Joint PGDM / MBA Programme

India's First AICTE PGDM - Industry Collaboration with Internship & Placement

## PGDM / MBA with Internship at HDFC Bank

## HDFC Bank Trainee Programme

Truly one-of-its kind

- ◆ Two Year AICTE Approved PGDM Programme with Six Months paid internship at HDFC Bank
- ◆ Initial selection by Vishwa Vishwani and final selection by HDFC Bank
- ◆ First Year PGDM Programme at Vishwa Vishwani Campus Hyderabad followed by six months internship at HDFC Bank across various locations in TS & AP
- ◆ HDFC Bank may consider hiring the shortlisted candidates as Trainees on its rolls - subject to (a) prevailing requirements at that point in time and (b) performance in the internship period and (c) successful completion of Academics

## Joint PGDM / MBA Programme

India's First AICTE PGDM - Industry Collaboration with Internship & Placement

## Tech Mahindra Management Trainee Programme

Truly one-of-its kind

- ◆ Two Year AICTE Approved PGDM Programme in Joint Collaboration between Tech Mahindra and Vishwa Vishwani, Hyderabad
- ◆ Initial selection will be done by Vishwa Vishwani and final selection will be done by the Tech Mahindra
- ◆ First Year PGDM Programme at Vishwa Vishwani Campus Hyderabad followed by six months internship at Tech Mahindra across various locations
- ◆ Shortlisted and selected candidates will be hired as Management Trainees as per need - subject to performance in the internship and requirements of the company

In the past decade a lot has changed in the interconnected and intelligent world. We believe that it is imperative to share and collaborate across industry and academia to build knowledge, solution and talent for this challenge.

Today's business leaders require greater flexibility, a broader vision and the ability to operate in an increasingly diverse environment. Hence, it becomes imperative for them to keep abreast of modern concepts so as to increase their efficiency and productivity. The PGDM collaboration with TechMahindra and CallHealth Programs of Vishwa Vishwani, Hyderabad functions as a facilitator in enabling participants from the industry to understand and appreciate the latest industry offerings.

The Program delivery and teaching is conducted at the Vishwa Vishwani Campus . The Course work highlights the change you bring at your work... with respect to your peers, colleagues, organizations and environment. The program focuses on strategizing the complexities of a business situation. Instruction aids such as simulations, videos, cases, books, reading material and online resources form an important part of the teaching strategy.

The PGDM Programme is fully Approved and Accredited by All India Council for Technical Education, Ministry of Human Resource Development, Government of India.

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# Building skills beyond the classroom

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While the education gained in the classroom is without a doubt beneficial, At VV we strongly believe using what was learned and applying it to real world learning opportunities will lead to a more robust and well-rounded education.

Teaching and learning can become inherently spontaneous and student-centered when moved from the confines of the classroom into the world at large. From the collaborative learning atmosphere that results from the unique relationships developed outside the classroom, to the deep learning that occurs when students must put into practice “in the real world” what they have theorized about from behind a desk

## The class Less Classrooms

- ◆ Field Trips
- ◆ Service Learning and Community Engagement
- ◆ Study Abroad
- ◆ Technology Outside the Classroom
- ◆ Assessment of Field Experiences
- ◆ Resources for research on Experiential Learning

## Personality Improvement Program

The Skill Development Activities through the integral teaching learning mode helps the students in excelling their personal effectiveness. Besides the various core and specialized functional areas taught through a rigorous academic delivery, we extensively focus on building the personal skills of the students

### Vishwa Vishwani focuses on Key Personal Development Skills :

- ◆ Communication Skills
- ◆ Interpersonal Communication
- ◆ Listening & Speaking
- ◆ Multitasking
- ◆ Work/Life Balance
- ◆ Social & Professional Etiquette
- ◆ Confidence Building
- ◆ Self Determination & Motivation
- ◆ Value Identification
- ◆ Accountability
- ◆ Integrity
- ◆ Self Actualization & Personal Identification
- ◆ Identifying Personal Strengths & Weaknesses

Vishwa Vishwani 's outbound training program helps the students to unlearn and relearn their thinking, behaviour and personality.

## PGDM – Part Time

The PGDM (Part-Time) program is a 24 months management course offers you a unique opportunity to enhance your knowledge base, maximize your leadership potential, and expand your corporate network, all while maintaining a balance between your personal and professional lives.

The program allows you to continue your full-time professional activities while developing skills that boost your career to an international management level and that will raise your profile within their current organization.

The PGDM – Part Time is designed for working professionals, to sharpen their business acumen and analytical skills, as they move up the corporate ladder.

The program aims at preparing a genre of T-shaped professionals - persons with domain expertise coupled with appreciation for the broader perspective of the organizational goals along with leadership qualities. The participants will acquire a definitive edge over others as they master the skills to handle unprecedented business situations resulting from the growing complexities and dynamics of the corporate world.

## Eligibility Criteria

Any recognized Bachelors degree of minimum 3 years duration with 50% in graduation and a minimum of 1-3 years relevant full time post qualification experience at executive level.

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## PGDM (Executive)

The PGDM (Executive) program is a 15 months management course that provides accelerated learning experience that transforms high-potential managers into powerful leaders. This is an intensive program designed to enhance skills and capabilities essential for responsible positions at senior management.

The PGDM (Executive) is designed for working professionals, to sharpen their business acumen and analytical skills, as they move up the corporate ladder.

The program promotes an innovative approach, creativity and a design way of thinking in all aspects of business, in sync with the demands of the industry. The intensive curriculum with specializations like Marketing, Finance, Human Resources, Information Technology & General Management compressed in the short duration enables an impactful second stint of their career.

The program allows you to continue your full-time professional activities while developing skills that boost your career to an international management level and that will raise your profile within their current organization.

## Eligibility Criteria

Any recognized Bachelors degree of minimum 3 years duration with 50% in graduation and a minimum of 5 years relevant full time post qualification Managerial / Professional experience.

Entrepreneurs and members running family businesses – Graduates above 25 yrs. of age.

# Alumni quotes about VISHWA VISHWANI.

## Vishnu G

Territory Sales Manager, Berger Paints Pvt Ltd.

Vishwa Vishwani Learning Resource Centre has got a fabulous collection of 12,655 books on 2377 Management Titles along with 25 Journals and 32 Magazines. The WI-FI Library is the one of the best part of the Learning System.

## Vijetha Aishwarya

Manager Sales, Quickr.com

15 acre campus of Vishwa Vishwani has the most conducive environment of learning, with its scenic surrounding and serene atmosphere. You can experience as you step into the campus.

## Rahul Mukherjee

Marketing Manager, Axis Bank, Mumbai

The Business Simulation Lab provides the real time learning about the various Business challenges and trains the students on Decision Making and Strategic planning and Execution and enhance Your experience as an Executive in making.

## The Academic Rigour

- ◆ Class room learning
- ◆ Out Bound Training
- ◆ Industry visits
- ◆ Business Simulation
- ◆ Executive communication Lab
- ◆ Theatre Technique
- ◆ Role plays
- ◆ Management Games
- ◆ Guest Talks
- ◆ Round Tables
- ◆ Research Projects
- ◆ Presentations
- ◆ Corporate Social Responsibility Activity
- ◆ Power Yoga for managing stress



G S S Venkateshwar Rao  
President

## Vishwa Vishwani approach prepares you for success in any industry

Effective learning begins with the process of unfreezing the previous learning to refreeze the new insights. At VV, the learning process starts with the Induction program-VARADHI, where, the new students from heterogeneous academic and social background undergo the training on Team Work, Relationship Building, Time Management, Handling Stress and other soft skills along with fundamentals of Business Management. This prepares them to get into the core program, with a refreshing mind and preparedness.

The Mentoring Process is supported by the expert and eminent mentors from Birla Institute of Management.

### Pedagogy

VV strongly believes in experiential learning and assign highest priority to get the academics delivered by a judicious mix of industry mentoring and academic rigor.

The teaching Methodology is a combination of class room lecture and activity based learning, with focus on self learning and practice. The teaching of each subject is planned and designed in accordance with the curriculum. Each course is taught and assessed using practical tools like case analysis, presentations, Field exercises, Quizzing and Discussing. The learning evaluation is done based on continuous assessment program(CAP) and End-term examination. Business simulation, Management Games, Role play, Language Labs are the other advanced tools that enhance the learning effectiveness.

Learning at VVSB begins with extensive orientation and training on team building culture bonding and sharing. This enriches and enhances the learning process.

# Industry Interface & Career Management

## Industry Interface

Business Management Education cannot be delivered in isolation from Industry- because ultimately it is the industry, which is going to provide opportunities to the graduates for performing and proving their mettle. Hence industry interface is core to a Business school and at Vishwa Vishwani we religiously practice it.

## Corporate Relation Centre

The Corporate Relations Centre at Vishwa Vishwani is exclusively dedicated to this endeavor, The centre consistently works towards relationship building and networking with industry, by inviting eminent professionals from industry, at all levels to our campus every week and expose the students to the rich and valuable experiential insights of corporate challenges, shared by these industry guests.

## Summer Training Program( STP)

A crucial component of the Management program is the Summer Training Program, where, the students undergo 6-8 weeks of Internship in an organization. The Corporate Relations Centre facilitates the Summer training program in collaboration with industry and corporate houses.

## Career Management and Pre Recruitment Training

The centre facilitates the campus recruitment drives along with conducting Job fitment training and career mentoring. Our track record in placements has been excellent not only in terms of numbers, but also in terms of quality placement and Return on Investment

## Industry Associations

Vishwa Vishwani is associated as Member/ Life member with NHRD, AIMA, AIMS, AMDISA, CII etc. This collaboration and relationship building has been instrumental in giving our students the opportunity for doing their summer training and final campus placement.



## Some Of Our Top Recruiters



# Contact

## Admissions to begin your future today.

Opportunities come to those, who are willing to have it. The journey for a Great career begins by taking out the first step. We believe in providing more opportunities for a candidate to perform, so that we don't miss the chance to nurture the talent. Therefore our selection process factors multiple criteria.

### Selection Criteria Eligibility:

- ◆ Graduate with minimum 50% aggregate, from any UGC recognized University or Institution.
- ◆ Valid score/grade in CAT/MAT/ATMA/XAT/G-MAT/CMAT or any other equivalent entrance conducted by any state govt. recognized body.

### Final selection:

The Merit list is prepared on the basis of weight ages as given below.

**PI-25%**      **GD-15%**      **Entrance Score- 15%**

**Career – 15%**    **Others- 30%**

Suitable weight ages for work experience, Professional and Technical Qualification, Academic and Regional Background etc are also given.

### Selection Procedure

#### Procuring the Application form:

The Application form can be obtained from the admission office on payment of Rs 1000 in cash or by sending a Demand Draft of INR 1000, drawn in favour of "Vishwa Vishwani Institute of Systems and Management". Payable at Hyderabad. Alternatively the application form can be downloaded from the website [vvsb.ac.in](http://vvsb.ac.in).

#### Submission of the Filled in application form:

The Application duly filled and signed should attach the following documents

- ◆ Photocopies of Certificates of Class 10th, 12th and Degree.
- ◆ Photo copies of Final mark sheets of Class 10th, 12th and Degree.
- ◆ Photo copy of the Entrance Score card
- ◆ Two pass port size photographs
- ◆ Demand Draft of INR 1000 in case

the application is downloaded from website. The Application form with the above documents attached should be sent to the Admissions office of VVISM.

#### Call for Group Discussion and Personal Interview/Micro Presentation

VVISM conducts Selection across different centers in the country. The detailed schedule of GD and PI will be intimated to the applicants by post, e-mail and SMS. The Schedule will also be displayed on the Institution website [www.vvsb.ac.in](http://www.vvsb.ac.in)

#### Financing of Programs

VVISM has an understanding with AXIS Bank for providing education loans to students on priority, who are selected for admission, subject to fulfillment of their terms and submission of required documents by the students. Interested students may contact the Axis Bank branch at their respective place of residence regarding the details for availing loan at competitive rates.

#### Hostel Facility

Separate Hostel facility for Boys and Girls are available on twin sharing basis based on the number of students opted for hostel accommodation.



#### Musings from THE DIRECTOR ADMISSIONS

Vishwa Vishwani Institute of Systems & Management offers a unique environment where the students become empowered through learning of numerous curricular and co-curricular opportunities. The programme will enable you to scan the business environment for opportunities & build a development plan to ensure that you are authoritative and confident to follow your chosen career.

On behalf of the faculty, students, alumni and staff at V V I S M Hyderabad, I welcome you all to the institution. The focus here is on blend of academics & cutting edge research & innovation through interdisciplinary activities.

In line with Vishwa Vishwani's legacy of providing quality education to its students, the campus uses the latest in technology to impart education.

At V V ISM we believe in unfolding the brighter wings of pedagogy to the budding students.

I wish you success in all your endeavours.

#### Sree Rama Krishna Chinnam

Director, Admissions,  
Vishwa Vishwani Institute of Systems & Management

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#### Contacts:

+91 40 - 27000163 / 164 / 09246882233

# Approvals



Approved by  
All India Council for Technical Education.

# Collaborations



We understand your world



South India's Leading Business School



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Approved by All India Council for Technical Education  
Ministry of Human Resource Development. Government of India.

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## Life at V V - An experience to cherish

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Life at VishwaVishwani is a combination of quality education, healthy competition, entertainment and fun. Our vibrant student community is our greatest asset. The success of our alumni is testimony to the soundness of our principles and the strength of our education. VV is building on a ten-year commitment to quality education - over 600 students trained at the institute are now placed in Fortune 500 companies.