

Manage Success
Learn to Lead



2018

Department of
Management Studies

COURSES OFFERED

BBA - Bachelor of Business Administration
BBA + MBA (5 Yr. Programme)
MBA - Master of Business Administration
Ph.D



VIGNAN'S

Foundation for Science, Technology & Research

(Deemed to be **UNIVERSITY**)

-Estd. u/s 3 of UGC Act 1956



Vignan's University

Vignan's Foundation for Science, Technology and Research (VFSTR) University provides quality education in a diverse and intellectually stimulating environment. It imparts value addition training to students to make them competent and inspired professionals. The Institute celebrates the power of knowledge, cultivates vision and encourages new ideas, besides aiming to inculcate human values and build awareness about the self and society around. The Institute is well known for its dedicated faculty, state-of-art infrastructure and excellent Placement Record. As a university, it is in the process of improving its standards to the level of a global technical institution. The latest curriculum has been prepared by involving our illustrious alumni working across the world, experts from industries and distinguished academicians from IIMs, IITs, NITs and other higher learning institutions possessing a rich teaching and research background.

The Department

The Department of Management Studies has an excellent composition of faculty members, from a Wide and diversified backgrounds. Our senior faculty members – with unique expertise in industry, Research and teaching focus special attention on student development. By offering plenty of opportunities to students to add value to their degrees in form of research projects and professional skill development workshops, we are seeking to develop the leaders of tomorrow's industry, not just another face in the crowd. We periodically invite academic and industry experts to address the students on current trends, important topics, and professional development. Furthermore, our students are encouraged to undergo industrial training during the course of their study in order to make the transition to the work place considerably smoother.

MBA - Master of Business Administration

MBA program is designed to develop aspiring managers who can manage organisations competitively. The program aims to develop entrepreneurs who can establish and manage their enterprises in most effective manner. Identifying multifaceted industry needs that demand multi-skilled people, the program is offered with dual specialization.

The student may opt for two of his areas of interest from the elective areas like Marketing, Human Resources, Finance, Operations and Systems in his second year of course work.

Salient Features

- Contemporary pedagogy using case studies
- Industry accepted & career oriented curriculum
- Highly qualified, industry exposed faculty
- Dual specialization in Marketing, HR, Finance, Operations Management
- Sessions by industry experts as guest faculty
- Live & funded projects by students
- Six months corporate exposure
- Training programmes facilitating certifications like SAP, SPSS, BEC, Modules of NCFM, Tally etc
- MoU with blue chip companies
- Paid internships

BBA+ MBA- Bachelor of Business Administration+ Master of Business Administration

The BBA + MBA five year program offered by the Vignan's University, is a unique initiative that was developed in order to meet the evolving aspirations of young students. This program seeks to attract bright, motivated students who wish to become the outstanding business leaders of tomorrow.

With a specially developed, industry accepted, and career oriented curriculum, this integrated program will develop holistic, social leaders, not just management professionals.

The pedagogy consists of traditional lecturing through audio visual aids, role play scenarios, case studies, industry visits, projects, field visits and seminar presentations. Case study methodology, practical assignments and projects give rewarding learning experience.

Reflection

"Vignan University campus transforms the students into perfect personalities who can step into the real world and lead a prosperous life. They inculcate confidence, determination, wonderful appraisals, which enhances students' skills to build up themselves properly."



- M. Srilekha, Class of 2011-14 BBM Gold Medalist, Did MBA at XIME, Currently HR-Regional Services Manager, HDFC Bank-Chennai

Fee structure for the academic year 2018-19

Courses	CATEGORY - A			CATEGORY - B		
	Admission Fee (1st year)	Tuition Fee (Per year)		Admission Fee (1st year)	Tuition Fee (Per year)	
		I Sem	II Sem		I Sem	II Sem
BBA	10,000	40,000	40,000	20,000	40,000	40,000
MBA	10,000	65,000	65,000	20,000	85,000	85,000

Eligibility criteria and fee structure for BBA / BBA+MBA / MBA programmes for the academic year 2018-19

Category	MBA		BBA / BBA+MBA (5yr Program)
	Eligibility Criteria	Admission Procedure	Eligibility Criteria
A	55% in any Bachelor's Degree with CMAT Score above 130, ICET Rank below 75,000 / MAT score above 500 / Min. 70% in CAT (OR) 60% in B.Tech	Group Discussion and Personal Interview	Intermediate (10+2) with 55% and qualified in V-JET
B	Minimum 50% in any Bachelor's Degree	Written Test, Group Discussion and Personal Interview	Intermediate (10+2) with 55%

* Written Test will be conducted for B.Tech students who have not appeared in any other entrance tests.

For MBA Programme out of total intake capacity seats in the department 5% seats are reserved with 100% scholarship, 25% seats with 50% scholarship and any number of seats with 25% scholarship.

Scholarships for two years of MBA Programme

Scholarships (per year)	For B.A / B.Com / B.Sc / B.Tech
100%	ICET'18 Rankers below 1000 / CAT above 7 per 10 point scale / MAT-2017 or 2018 score above 750 / CMAT above 250, & 70% and above in any Bachelor Degree (First come first serve basis)
50%	ICET'18 Rankers 1001 to 5000 / CAT - 6 to 6.9 per 10 point scale / MAT - 2017 or 2018 Score 650 to 749 / CMAT Score 200 - 249 (or) 80% and above aggregate for B.Tech students
25%	ICET' 18 Rankers 5001 to 20000 / CAT - 5 to 5.9 per 10 point scale / MAT - 2017 or 2018 Score between 550 to 649 / CMAT Score 150 to 199 (or) 70% to 79% aggregate for B.Tech students

Scholarships for BBA+MBA programme (for 1st year)

50% fee waiver for 80% and above at 10+2 level, and qualified in V-JET
25% fee waiver for 70-80% at 10+2 level, and qualified in V-JET

Reflection

I am the one who got placed in an MNC by doing internship after MBA-1st Semester. Also, I was selected in all the campus placements whatever came to hire MBA grads. My career started as a Management Trainee in one leading MNC. I felt very confident and proud to face the challenges.

I learned good concepts of Organizational Behavior and perfect managerial skills, which made me reach the pinnacle of success. 4P's of marketing help me a lot whenever I think about a new IT-Product. Theoretically I learned those in the college and practically implemented in my profession. Especially, the case studies I solved in MBA helped me in identifying the real problems of the organization and help me to solve problems. Group Discussions, JAM, Case Studies, Internship Projects and other Management Activities helped me to take better decisions and groomed me in a shape that helped me ascend to my present position in the company. Thanks to Vignan for showing me the path to growth.



Ravikanth Tadepalli,
Senior Manager of IT-Business Development, Pennant Technologies Pvt. Ltd., Alumnus-Class of MBA 2009-11



Our University Snapshot



352

Number of Faculty



40%

Faculty from NITs - IITs



4668

Number of Students



41,500

Number of Alumni



1417

Number of Research Papers



6.6 Crores

Research Projects worth



More than **2 Crores**

Fee waivers



84.8%

Employment Rate

Our recruiters



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