

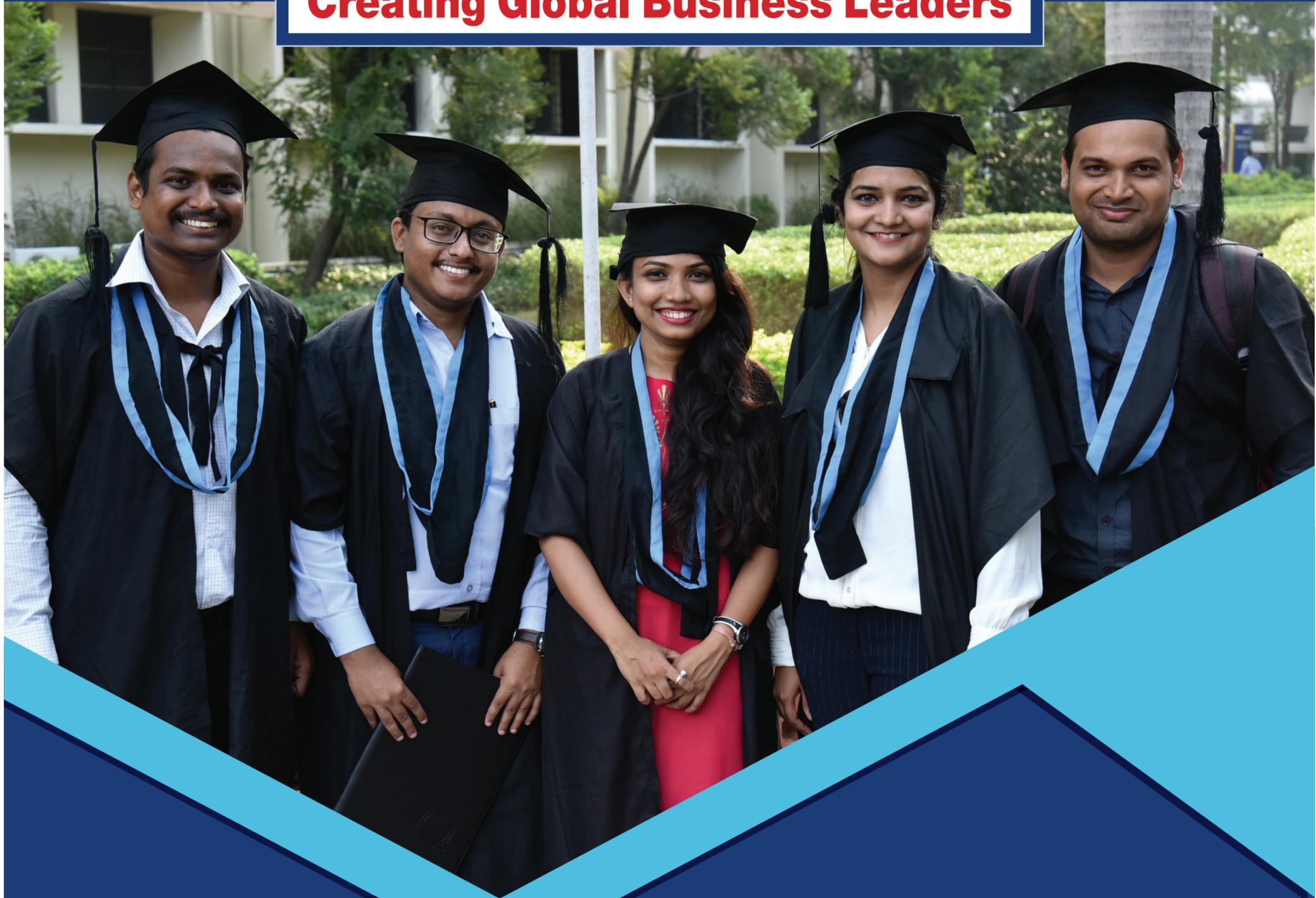


# VIT<sup>®</sup>

Vellore Institute of Technology  
(Deemed to be University under section 3 of UGC Act, 1956)

Recognized as Institution of Eminence (IoE) by Government of India

**Creating Global Business Leaders**



**NURTURING DREAMS, GROOMING LEADERS**

# MBA@VIT

## MBA ADMISSIONS 2020

VIT Business School, Vellore & Chennai, Tamil Nadu

To apply online visit <https://admissions.vit.ac.in/pgapplication/>



*Silver Jubilee*

Vellore • Chennai • AP • Bhopal

[f /vituniversity](#) [@vellore\\_vit](#) [www.vit.ac.in](#) [/MIT\\_univ](#) [/VelloreInstituteofTechnology](#)

VIT - A place to learn; A chance to grow



## ABOUT VIT BUSINESS SCHOOL

VIT Business School is a Premier Business School that adapts to cater to the evolving needs of the industry by providing resolute and innovative curriculum to the BBA / MBA / Ph. D graduates. VIT Business School, focuses on developing thought leaders, who are innovative, socially sensitive, ethically strong and globally competitive. We lay emphasis on fundamental business courses incorporating advanced and contemporary knowledge with a global mindset. At the same time, we nurture students to be sensitive to local and regional business dynamics. We employ the latest technology to deliver knowledge that enhances our teaching learning process and also complement it through collaborative research with reputed Universities abroad and the Industry. Industry relevant curricula that imparts finest skills which include: critical thinking, data crunching and analytical ability, crisis management, intelligent data driven decisions, business insights and best practices, cross-cultural management, team work, diversity management and many more to suit the current Industry requirements.

Apart from building students' IQ (Intelligence Quotient), VIT Business School concentrates on EQ (Emotional Quotient). The School's graduates are coached to be people-friendly managers, with an emphasis on team work and business ethics. The campuses at both Chennai and Vellore have the most modern facilities to groom the future industry leaders. While we emphasize on incorporating world-class knowledge delivery methods that are technology enabled, we equally emphasize on knowledge creation through collaborative research with international researches and Indian Industry.

**W**e promote a 'learning to learn' culture that provides life-long support in an ever changing business environment



## MISSION

"To develop innovative, globally competitive and socially responsible leaders".

## VALUES & BELIEFS

- We promote a 'learning to learn' culture that provides life-long support in an ever changing business environment.
- We believe in holistic personality development, which lays a great degree of emphasis on the need for ethical behavior and integrity in business dealings.
- We instill social sensitivity students and provide a platform for dissemination of scientific management principles for developmental activities.
- We offer management education that provides global perspectives in the Indian context.



“To develop innovative, globally competitive and socially responsible leaders”

## INSTITUTIONAL MEMBERSHIP

### International Memberships:

AACSB - Association to Advance Collegiate Schools of Business

ACBSP – Accreditation Council for Business School and Programs

### National Memberships:

AIMS – Association of Indian Management Schools

AIMA – All India Management Association

RAI – Retailers Association of India

CII – Confederation of Indian Industry

FICCI – Federation of Indian Chambers of Commerce and Industry

## ACCREDITATION

MBA program has been accredited by Accreditation Council for Business Schools & Programmes (ACBSP), USA for a period of 10 years from 2017.



## RANKING

VIT is the first and only Indian University to get the 4-STAR rating from QS, the International University Rating Agency. The university is the winner of the prestigious University of the year-2016 from FICCI.

VIT Business school is ranked 7th in Management and Research category among private Business Schools in India. It stands 46 out of 75 Business Schools ranked by NIRF, MHRD, Govt. of India. VITBS ranks among the top 10 business schools in South Zone in various media ranking published in the past five years.

B SCHOOL SURVEY	ALL-INDIA RANK (2019)	SOUTH ZONE RANK (2019)
National Institutional Ranking Framework 2018 (NIRF) 	46	10
CAREERS 360- B School Survey 	24	6
Outlook ICARE 	19	7



## VIT BUSINESS SCHOOL MBA CURRICULUM

The two year MBA program consists of six trimesters. Students can choose to specialize in Business Analytics, Finance, Marketing, Human Resources, Operations and/or in Systems Management.

### PROGRAM LEARNING OBJECTIVES

 <p>Evaluate unique ideas, products and solutions</p>	 <p>Craft decisions under constraints</p>	 <p>Comprehend global trends influencing the business environment</p>
 <p>Formulate competitive strategies for the digital market places</p>	 <p>Analyze decisions using ethical frameworks for achieving stakeholders</p>	 <p>Identify business problems and formulate alternative courses of action</p>
 <p>Systematically apply qualitative and quantitative techniques to solve business problems</p>	 <p>Articulate (oral and written) ideas to aid decision making</p>	 <p>Appreciate stakeholder and team involvement in executing decisions</p>

### PROGRAM HIGHLIGHTS

- High quality and affordable education
- Trimester System with Fully Flexible Credit System (FFCS™) and Curriculum For Applied Learning (CAL™)
- Faculty with good academic and industry credentials
- Practicing professionals from industries as adjunct faculty
- Digital learning with supportive infrastructure and pedagogy
- Dual Specialization option
- 207 offers from 73 Top-notch companies
- Industry focus through industrial visits, guest lectures, internships and projects
- Value added programs, social sensitization and foreign languages
- Credit Transfer Programmes with Foreign Universities
- Opportunities for Entrepreneurship and Business Incubation
- Multi-cultural vibrant student community
- Overseas Experiential Learning Program (OELP)



Students on overseas experiential learning program (OLEP) in China

### LEARNING RESOURCES

Classroom learning in VIT Business School is enhanced with e-learning resources from Harvard Business School Publishing, Emerald, Coursera, Ekalyva, and Edusat Programme. In addition, access to journals and databases such as EBSCO, ABI info, CMIE prowest, and CAPEX is facilitated. Also students get trained in tools such as IBM SPSS, SAS etc.

### DIGITAL VITBS

- Wi-Fi facility in all class rooms
- Video capturing facility in all the class rooms
- Smart board facility in all the class rooms
- Video conferencing facility
- Digital Display boards
- Digital students Assignment with Turnitin report

### BUSINESS LABS

- Psychometric Lab
- FINTECH research Lab
- Data Analytics Lab
- Communications Lab
- Ideation and Innovation Centre

### VALUE ADDED PROGRAMMES

#### • Outbound Learning Program

Learning happens with continuous experiments and experiences. VIT Business School believes in learning by doing. Outbound Training programs provide the students a real-time exposure to the outside world.

#### • CSR/ISR Activities

Giving back to the society and carrying out business with a deep concern for the community and environment is a key aspect of learning at VIT Business School. Students take time out to involve themselves in such activities throughout the year.

#### • CXO connect - CEOs and Business Leaders

The Business School organizes several events, in addition to guest lectures, industrial visits and value added programs. Several CEOs, Entrepreneurs and Business Leaders deliver lectures and participate in conclaves and panel discussions organized by the School. "The Weekend Leader" – Unsung Heroes and Amazing Entrepreneurs Award and Address Series, have exposed the Business School students to personalities who have made a difference to the society.

## VITBS MAJOR EVENTS

- INVICTUS - A National Inter B - School Fest
- Ideathon - an ideation contest
- Case - A - Thon - A case analysis competition for students
- VITMAA day - 15<sup>th</sup> Aug Alumni meet to also include
- Startup week - A Entrepreneurial B.Plan Contest

## GLOBAL EXPERIENCE

- Foreign Internships
- OELP-USA, France, China, Malaysia & Singapore
- Credits Transfer  
(To obtain MS degree from University of Michigan at Dearborn and MBA from VIT)

## E-LEARNING RESOURCES

- Harvard Business School Publishing Materials
- Emerald insight (Journal & Case studies)
- The Case centre



VITBS MBA students graduating from University of Michigan, Dearborn, USA



## PLACEMENTS

VIT Business School has a progressive partnership with the industry and provides opportunity for students to obtain coveted offers. More than 60 Top-notch organisations participated in campus recruitment drive in 2018-2019. The average salary is Rs.5.1 lakhs and the highest salary for 2018-2020 batch in placement offers given till October 2019 is 10.85 lakhs per annum and the placement drive continues. Our valuable recruiters include:



## KEY OFFICIALS SPEAK



Over the last 25 years, VITBS has delivered transformative learning experience in Business Studies to its incumbents. Our MBA program infuses strong business principles with deep insights; and practices applied learning pedagogy. Rigorous and industry-relevant curriculum, active collaboration with Foreign Universities, Industrial Collaborators and Society prepares MBA graduates of VITBS to lead business beyond the boundaries, as Leaders. I am happy to realize that VIT Business School provides greater breadth, depth in its curriculum and caters permeability of analytic minds. These ingrains in our MBA graduates to ask the right questions that are refined, nurtured and espoused with values and organizational philosophies, to make right decisions. MBA Program is well-facilitated with best infrastructure, faculty members and learning environment. Over the 24 months, you will learn the dynamics of business in a broad range of sectors, with global exposure, from distinguished faculty members with strong domain expertise in their fields. The Program is bundled with the options of overseas study trips, Foreign exchange programs at premier Universities.

I see that our VITBS alumnus are among some of the best intellectually curious, creative and imaginative professionals who are placed as Business leaders with reputed organizations, Corporate houses, Universities of repute across the globe. Considerable numbers of them are also successful entrepreneurs.

I welcome you to apply for the Program and wish you the best!

**-Dr. G Viswanathan,  
Chancellor, VIT**



We are at a critical point in Indian economy, where there is a demand for managers and business leaders who can place Indian businesses to lead the world economy, or those who can drive global businesses to succeed in India. VIT Business School prepares its graduates not only for these roles, but also to work and succeed across the globe by giving them the crucial edge coupled with innovation and Business ethics. VIT Business School has come a long way in the past 25 plus years.

I am immensely happy to understand that VIT Business School is moving ahead to meet the challenges of the 21st Century. The school places importance and takes pride in its digital infrastructure, and innovative pedagogy that enhances critical, analytical and entrepreneurial skills.

I wish all of you who read this will get into VITBS and become a Global Leader.

**- Dr. Anand A Samuel  
Vice Chancellor, VIT**



Recently the School is accredited by Accreditation Council for Business Schools and Programs (ACBSP, USA) and is in the process of being accredited by Accreditation Council for Business Schools and Programs (ACBSP, USA). This reflects that our academic, research and teaching-learning processes are on-par with international standards. The school is consistently ranked among the Top 30 in the Country and Top 5 in South India on Research, Teaching and Learning and Social Impact. The school offers the best of the professional certifications that are well received by the industry; enabling the students to gain an advantage in career placements and career advancements. Our placement records are highly encouraging and improving with the number of new recruitment partners and their pay offers consistently increasing, year-on-year. Our alumni network of more than 5000 members reaches every industry sector. It is heart-warming to witness the growth of our Alumnus in a variety of fields ranging from Corporate houses, Research organizations to Social Entrepreneurship. We welcome the prospective candidates for the 2020-2022 batch!

**- Dean, VITBS**

## VOICE OF THE ALUMNI

VIT Management Alumni Association (VITMAA) is the global alumni association of VIT Business school. The VITMAA meet is conducted on August 15th every year. During these meet senior alumni interact with VIT Business School faculty staff and students. Ever year the best alumni are recognized with awards in four different categories namely Corporate, Entrepreneur, Academic and Young Achiever. Currently Mr. Atandra Saurav Bhowal is the chairman of VITMAA.



**Raghu Ram K**  
Assistant Vice President  
Yes Bank Ltd

"It has been an amazing journey post completion of my MBA at VIT Business School, and have very fond memories of the amazing time spent in the campus. State of the art infrastructure with the best in class facilities, VIT is a knowledge powerhouse with the best teachers to guide you academically and personally. The campus is filled with positive energy and such is the exuberance which motivates one to give nothing but the best. It definitely has helped me in my overall holistic growth and I am ever grateful to VIT business school. Proud to be a VITan..."



**Rajinder Raina,**  
Global Category Manager,  
R&D Solutions.  
Nokia Solutions and Networks Limited

"Experience in VIT Business School helped to discover true self, true friends, and true career path. The business professors were not only instructors, they were as good as part of family. Studying at VIT Business School prepared for the rigorous tasks that one would face in the Professional world. In our current position, we can apply things learnt in the MBA classes. Best experience was meeting all the great people in the program, as a result, developed amazing long life-long friendships"



**Rajaraman Tamilselvan**  
CEO - RTVS Consulting

"MBA from VIT Business School enabled me to enrich the knowledge with practical guidance and creative learning such as Book reading sessions and minor projects. My new career as a consultant started because of book reading session " The Toyota Way" And from the final year project " Practical application of 5S in small - medium - micro enterprise"... Currently I am running a business growth consultancy @ Salem based on lean six Sigma...I am proud to be a VITian , to put my career in line to our national path of "Made India and Make in India" using zero defect and zero effect method ..."



**Ajay Sharma**  
Manager Sales & Marketing  
Arcelor Mittal Projects, Dubai

"I joined the MBA International Business program at VIT Business School in 2007 and graduated in 2009 two years spent in The business school and the curriculum goes beyond the text books and prepares one for the industry. The faculty at VIT BS has decades of industry experience which is passed on to the students by means of case studies, interactive sessions, training programs, industrial visits etc. I thank VIT BS for providing me a Launching Platform for career advancement"



**Dr. Preethi Rani.**  
Manager – Human Resources  
Honeywell Technologies, Bangalore

"It was a transformational experience in my life because I was not the same person when I graduated MBA and PhD from VIT Business school. My college not just poured knowledge into me, but also equipped me with leadership skills and professional qualities that are required for this competitive corporate world. Proud to be a part of VIT family



**Dr. Lallu Joseph,**  
Quality Manager, CMC Vellore  
Principal Assessor of NABH

"The academic excellence at VIT University with world-class faculty, good infrastructure and brilliant students has endured me with excellence in my career. Innovations and technology adaptations in teaching by the faculty made every session vibrant, engaging. I adapted the techniques of simplifying lectures through relevant examples, cases, stories and technology backing, which has made me one of the most wanted faculty in healthcare quality, leading to the most coveted, young quality achiever award for healthcare quality in the country



### PROGRAMME TUITION FEE STRUCTURE

MBA I year - Rs 3,51,500

(Inclusive of Caution deposit: Rs 3,000)

MBA II year - Rs 3,51,700

(For consolidated mark sheet: Rs.1200 and Alumni deposit: Rs.2000)

### ELIGIBILITY

Graduate from Engineering and other Discipline with valid GMAT / CMAT / CAT / XAT / NMAT / MAT / ATMA Scores

### SCHOLARSHIPS

- Students with valid CAT / XAT / GMAT score of 95 percentile and above are eligible for full tuition fee waiver

- Students with valid CAT / XAT / GMAT score of 90 percentile and above are eligible for 50% tuition fee waiver
- Students with valid MAT score of above 790 (791 to 800) are eligible for full tuition fee waiver
- Students with valid MAT score in the range of 760 to 790 are eligible for 50% tuition fee waiver
- NMAT score: 345 full fee waiver; 325-345 50% fees Waiver of 60% marks

**LAST DATE TO APPLY: 05.03.2020**

### SELECTION CRITERIA

Written Test and Personal Interview at select centers on : **22.03.2020**

**FOR FURTHER DETAILS, PLEASE CONTACT :**

**DIRECTOR-PG ADMISSIONS**

**VELLORE INSTITUTE OF TECHNOLOGY, VELLORE - 632014, TAMIL NADU.**

**Phone : +91-416 - 220 2050 | Fax : +91 - 416 - 224 5544.**

**Email : pgadmission@vit.ac.in | Website : www.vit.ac.in**



[f /vituniversity](#) [@vellore\\_vit](#) [www.vit.ac.in](#) [/VIT\\_univ](#) [/VelloreInstituteofTechnology](#)

