

Chancellor's Message



Over the last 25 years, VIT Business School has witnessed its leadership in nurturing business leaders and entrepreneurs through experiential and shared learning in Business Studies to its incumbents. To add another feather in proving our leadership, VIT Business School is now offering B Com (Honors) Programme with blended learning. This Programme will transform the students with holistic knowledge in the fields of Commerce and Finance along with hands on experience through internships, industrial visits and project. The detailed programme focuses majorly on the new trends in finance and accounting with industry and functional expertise. Rigorous and industry-relevant Curriculum, Active Collaboration with Foreign Universities, Industrial Collaborations and Extension Activities will enable the students to sharpen their business acumen. Programme highlights the integration of the needs of social and business communities with technology and natural environment. Through an amalgamation of academic learning hands-on projects, business competitions and knowledge resources. Students can convert their business ideas into viable products and commercialize them to become true entrepreneurs. I wish all the students a bright and futuristic success in all their endeavors!

Dr. G. Viswanathan
Chancellor



VIT[®]

Vellore Institute of Technology

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

Recognised as Institute of Eminence (IOE) by Govt of India



Vellore Institute of Technology

VIT was established with the aim of providing quality higher education on par with international standards. It persistently seeks and adopts innovative methods to improve the quality of higher education on a consistent basis. The campus has a cosmopolitan atmosphere with students from all corners of the globe. Experienced and learned teachers are strongly encouraged to nurture the students. The global standards set at VIT in the field of teaching and research spur us on in our relentless pursuit of excellence. In fact, it has become a way of life for us. The highly motivated youngsters on the campus are a constant source of pride. Our Memoranda of Understanding with various international universities are our major strength. They provide for an exchange of students and faculty and encourage joint research projects for the mutual benefit of these universities. Many of our students, who pursue their research projects in foreign universities, bring high quality to their work and esteem to India and has made us proud. With steady steps, we continue our march forward. We look forward to meeting you here at VIT.

VIT Business School

Offers

Bachelors in Commerce - B Com (Honors)

**Three Year Program
2023-24**



VIT Chennai

VIT Chennai is a globally engaged, competitive, comprehensive and research enriched university campus, strategically positioned in the capital city of Tamil Nadu to respond to major industrial, social, economic and environmental demands and challenges. It has been a pioneer in the transformation of higher education in the country by introducing application based learning to produce industry ready professionals. The campus has a cosmopolitan atmosphere with students from all parts of the globe.



Awards and Accolades

VIT has been ranked 18th in Overall Category, 12th in Engineering Category, 9th in University and 10th in Research by the MHRD-NIRF Ranking 2022.

QS World Ranking – 346 (Engineering & Technology)
QS Asia University Ranking 2023 - 173

Shanghai World Rank 2022 - Top 601-700

THE World Univeristy Ranking 2022 - 301-400 (Overall)



VIT Business School Chennai

VIT Business School (VITBS) is a Premier Business School that adapts to cater to the evolving needs of the industry by providing determined and innovative curriculum to our Students . VIT Business School focuses on developing thought leaders, who are innovative, socially sensitive, ethically strong and to be 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. Few courses in our curriculum are industry related and it suits the current requirement.

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 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 researchers and Indian Industry.



Program Highlights

- First in class curriculum design and teaching methodology
- Blended learning and use of modern concepts and industry trends
our curriculam is ins
- Comprehensive topics covered encompassing recent trends in industry, business and academics
- Blend of practice and theory
- Exposure to live projects and field work
- Interaction with industry leaders and role models
- Experienced faculty with diverse backgrounds in academics, research and industry experience
- Focus on peer learning and new pedagogical approaches
- Extensive use of technology and software tools
- Flexible assessment and evaluation methodologies followed
- Class room activities followed with rigour and student centric research applications.

Program Structure

Discipline Core	84
Discipline Electives	24
Open Electives	20
Ability Enhancement	9
Skill Enhancement	4
Project	6
Total Credits	147

★ Learning is fun in VIT

Digital VITBS

- Gamification
- Augmented Reality in Classroom
- Simulation-based exercise
- Virtual Online Trading exercise
- FINTECH Lab
- Data Analytics Lab
- Ideation and Innovation Centre



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 in our centralised library. Also students get trained in tools such as IBM SPSS, R-Studio, Stateraft etc.



● Additional Features ●

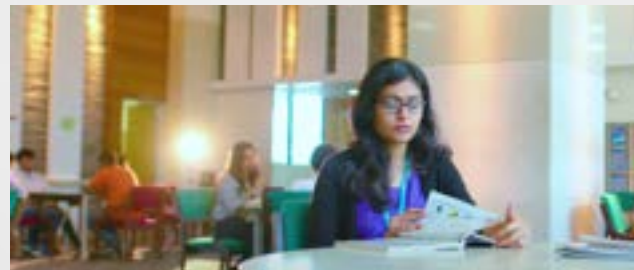
- Industrial Visit
- Certification programmes
- Design Thinking
- Foreign Language
- Excel for Managers
- AI
- Python
- R Programming
- VITBS Major Events
- TAIKUN B-School Fest.
- Case-A-Thon-A case analysis competition for students.
- Sports Facilities



● Value added programmes ●

Outbound Learning Programme

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.



University Social Responsibility (USR) 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.

● Eligibility Criteria ●

A pass with minimum overall of 60% and with commerce, Accountancy or Mathematics as one of the subjects in the qualifying examination / in Higher Secondary Examination (10+2) conducted by the State/Central Board of Secondary Education or its equivalent examination.

For further details please contact
Assistant Director - Admissions, VIT Chennai,
Ph : +91 044-3993 1003, Mail :
chennai.asstdiradmissions@vit.ac.in