



The curriculum of VIT Business School is designed to meet the emerging needs of industries

NURTURING DREAMS, GROOMING LEADERS

VIT Business School has emerged into a world-class B-School with a modern curriculum and a vibrant learning environment

Driven by the credo 'creating global business leaders', VIT Business School, celebrating its silver jubilee, has set its sights on being rated among the top B-Schools in the world. In keeping with this vision, the school has strengthened its curriculum and acquired several international accreditations in the last few years.

The school offers BBA, MBA and Phd programs in its two campuses at Vellore and Chennai, both of which are fully equipped with modern facilities. The MBA program offered by VIT Business School (VITBS) is recognised by the Accreditation Council of

**THE LEAD STAR
FOCUS
VIT BUSINESS SCHOOL**

Business Schools and Programs (ACBSP) USA, for a period of 10 years from 2017. VITBS is a member of Association to Advance Collegiate Schools of Business (AACSB).

"The curriculum of VIT Business School caters to the emerging needs of industries, international business houses, and local business

needs," says Dr. G Viswanathan, Founder and Chancellor, VIT. "The academic and industrial collaborations, with national and international universities and industries, shape the students into socially responsible leaders, capable of leading global businesses beyond boundaries."

Nothing validates his assertion better than the testimonies of the current batch of MBA students at VIT Business School, Vellore, who are placed in some of the top-notch companies with handsome salaries. Shiju Daniel, a 2018-20 batch MBA student at VIT Vellore, says he has found placement at Spandana Sphoorty Financial

Limited, a personal credit company, for an annual starting salary of ₹ 10.80 lakh per annum.

"I have always aspired to excel in my field and VIT Business School helped me in a variety of ways. Academic rigour, learning by doing, opportunities to co-do professional certifications, and best of business labs are the things I will always rave of my VIT Business School," he says. "I am joining Prodex Technologies soon. The diversity at VIT Business School inculcated people skills and the confidence to work positively with larger teams," adds his batch-mate Bhawna Sharma.

VIT is recognized as Institution of Eminence (IoE) by Govt. of India. VIT is the first and only Indian private university to get 4-STAR rating from QS International University Ranking Agency. It is also the winner of the 'Prestigious



**Dr. G Viswanathan,
Founder and
Chancellor, VIT**

University Award' of the year 2016 from FICCI (Federation of Indian Chambers of Commerce & Industry).

The two-year MBA program at VITBS consists of six trimesters and offers specialisations in Business Analytics, Finance,

Marketing, Human Resources, Operations and/or in Systems Management. "The students have the opportunity to learn the dynamics of business in broad range of sectors with global exposure," says Dr. Anand A Samuel, Vice Chancellor, VIT. "We

THEY DREAMT, THEY CONQUERED....

STUDENTS OF MBA 2018-20 BATCH AT VIT BUSINESS SCHOOL, VELLORE, TALK ABOUT THEIR COLLEGE AND PLACEMENTS



My pay offer is ₹10.80 lakh per annum at Spandana Sphoorty. I have always aspired to excel in my field and VIT Business School has helped me in a variety of ways. Academic rigour, learning by doing, opportunities to co-do professional certifications, and best of business labs are the things I will always rave of my VIT Business School.

SHIJU DANIEL



AI in HR is an emerging area. I aspire to be an expert in my field. I'm placed with INDEED. I see my future bright. Thanks to our placements team.

SAI CHARAN I



I joined VIT Business School after 3+ years of work experience. I am glad today that I took that decision in 2018. I am well placed with ESCORTS. I won good friends and cherished memory. Thanks, VIT Business School.

NARASIMMHANK G



Analytics is our cross-domain specialisation, which gives us at VIT Business School the best leverage. I am placed with TCS and my parents are very happy.

PRIYANKA J



Talk of Brands and their strategy - reminds me of my class. We have had lengthy discussions, debates and sometimes the intellectual fights - all that placed me with VKC Pride. I aspire to grow as a brand manager.

GAYATHRI G



I am a proud 2018 MBA VITian. I am placed with Federal Bank. The best of class electives in Finance offered by VIT Business School and the analytical skills imparted placed me with Federal Bank.

SANKAR B



I am joining Prodex Technologies soon. The diversity at VIT Business School inculcated people skills and the confidence to work positively with larger teams.

BHAWNA SHARMA



VITBS students are encouraged to question, analyse and then take decisions

STITCHING IT FINE

How the spirit of entrepreneurship bloomed at VITBS



Pranavnath (left) with brother Kishen

Pranavnath G joined VIT Business School at VIT Chennai in 2017 to do an MBA with a dream to become an entrepreneur but having no real plan on how to go about it. He participated in the International Youth Fest, 2018, organised by the college and his idea won the second prize amongst 250 participants. He has now started 'Flying Cobbler,' a footwear repair company, in Chennai, where he has provided jobs to seven cobblers. "We have repaired about 2000 footwear till date. And we are soon launching our app," says Pranavnath, who co-founded the startup with his brother Kishen. The budding entrepreneur acknowledges the support he received from his professors. "They were the biggest help as I could go and speak about my ideas with them at any point of time and also seek help on how to go about things."

equally focus on knowledge creation through collaborative research with global Institutions. Students have the option to explore studying overseas through Credit Exchange Programmes at premier universities like university of Michigan, Dearborn, USA."

Students are sensitised to imbibe a global perspective to learn management principles for development activities. "We are providing world-class environment on par with many western universities. We demonstrate our strength and opportunities in teaching, learning and training our students to become ready professionals both in terms of placement and start-ups," adds Dr. Samuel.

Classroom learning is enhanced with a number of e-learning resources that include Harvard Business Publishing, Emerald Coursera, Ekalyva and Edusat programme. Access to journals and databases of EBSCO, ABI Info, CMIE Prowess, CAPEX and training in tools such as IBM SPSS, and Soft Skills help the students get a global orientation. VITBS nurtures Higher Order Thinking Skills (HOTS) among students for handling real-world problems.

The rigorous training makes the students job-ready and find good placements. Sankar B, from 2018-20



batch MBA, who got placed with Federal Bank says, "The best of class electives in Finance offered by VIT Business School and the analytical skills imparted placed me with Federal Bank." His batch-mates share his views. "Analytics is our cross-domain specialisation, which gives us at VIT Business School the best leverage. I am placed with TCS and my parents are very happy," says Priyanka J.

Chancellor Viswanathan is elated at the way the school has been progressing and creating a buzz in the industry. "Our MBA graduates are trained and nurtured to ask the right questions and take the right decisions. They are refined and imbued with values and organisational philosophies," he says.

The liberal environment at VITBS motivates the students to question, rationalise and make the right choices. Gayathri G gushes, "Talk of Brands and their strategy - reminds me of my class. We have had lengthy discussions, debates and sometimes the intellectual fights - all that placed me with VKC Pride. I aspire to grow as a brand manager." Some students like Narasimhank G have taken a break from their work to acquire an MBA and choose VITBS. Narasimhank is brimming with joy after being placed with Escorts. "I joined VIT Business School after 3+ years of work experience. I am glad today that I took that decision in 2018. I



The rigorous training at VITBS makes the students job-ready (Below) Classroom learning is enhanced with a several e-learning resources such as Harvard Business Publishing and Emerald Coursera



WHAT ENTREPRENEURS SAY ABOUT VITBS...

Any B-School can create managers. But it takes a VIT Business School to develop your entrepreneurial and leadership skills.

C K Kumaravel, Co-founder, Naturals



VIT Business School offers a curriculum that meets the emerging needs of industries, and its faculty are best-in-class

Roshan Baid, Founder, Alcis Sports



won good friends and cherished memory," he says.

Today, VITBS alumni are placed in top companies around the world. Raghu Ram K, assistant vice president, Yes Bank Ltd, an alumnus, recalls the days he spent at VITBS, "VIT is a knowledge powerhouse with the best teachers to guide you. The campus is filled with positive energy and such is the exuberance which motivates one to give nothing but the best. It definitely helped in my holistic growth."

Janani Iyer from the MBA 2010-12 batch, now with Cavinkare, says VITBS has a stringent internship policy which changed her perspective towards professional life. "I had interned with Ogilvy & Mather and it brought about a huge change in my approach towards work. The theoretical base set by the teachers of VIT with a combination of practical-based assignments ensured that I was the best at my work." Her batch-mate Hemashree Kalavakolanu, co-founder of appE Technology Solutions Private Limited, has fond memories of the campus life at VIT. "The hostel culture is amazing, where students from all over India come and become friends. It's been seven years but it still feels like home," she says. As they say, once a VITian, always a VITian. ■