



VIT[®]

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

Business School

Vellore - Chennai - Bhopal



MBA Admission - 2023

VITBS - Creating Global Leaders

VIT - A place to learn; A chance to grow



ABOUT VIT - BUSINESS SCHOOL

VIT Business School is fast emerging as a premier Business School that adapts to the ever changing needs of the industry. The focus is on making BBA/MBA/PhD graduates, versatile and innovative, in line with the current and emerging industry requirements. One of the challenges that organizations face in the age of information is dealing with massive amounts of data. The curriculum has been designed to give the students sufficient skills to manage and make meaningful inferences out of large amounts of data. 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 Vellore, Chennai and Bhopal 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.

VISION

"To be one among the top reputed business schools of choice among prospective students and recruiters by providing intellectual, behavioral knowledge inputs to students and practicing managers who become effective leaders and responsible citizens in the global 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 into 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

Dr. G Viswanathan Chancellor, VIT



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 VITBS 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 reined, 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!



Prof. Rambabu Kodali Vice Chancellor, VIT

I am immensely happy to understand that VITBS 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 Leaders. VITBS has come a long way in the past 25 plus years. Our twenty-five plus years of experience in delivering dynamic, engaging and comprehensive knowledge practices have helped to develop transformational leaders, successful entrepreneurs and modern-day managers who could handle complex organizational and community challenges. VITBS is accredited by AACSB, USA & ACBSP, USA and also holds reputable positions in national rankings. It has International and National accreditations, strong domain expertise of faculty members, fully digitized eco-system, worldclass infrastructure, cross cultural learning environment, and has emulated corporate work environment. Wishing the MBA aspirants all the very best.

Reasons to Choose VITBS

WORLD CLASS CURRICULUM

In the two year MBA program students can choose a range of elective subjects from areas such as Business Analytics, Finance, Marketing, Human Resources, Operations and Systems

Program Learning Objectives

- ▶ To impart high quality business education with a focus on industry relevant skills in all functional areas.
- ▶ To prepare students for higher positions in various industries
- ▶ To help students make a conscious choice between entrepreneurship and a job.
- ▶ To develop leadership skills coupled with an ability for expert and strategic thinking
- ▶ To develop critical / analytical thinking and decision making skills among the students.

Program Highlights

- High quality and affordable education
- Curriculum For Applied Learning (CAL)
- Faculty with good academic and industry credentials
- Practising Professionals from industries as adjunct faculty
- Digital learning with supportive infrastructure and pedagogy
- Dual Specialisation option
- Placements in Top-notch companies
- Industry focus through industrial visits, guest lectures, internships and projects
- Credit Transfer Programmes with Foreign Universities
- Opportunities for Entrepreneurship and Business Incubation
- Multi-cultural vibrant student community



CAREER TRANSFORMATION

Value Added Programs

Outbound Learning Programs

Learning happens with continuous experiments and experiences and 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.

Inspirational Talks

The Business School organizes several events, in addition to guest lectures, industrial tours and value added programmes. "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.

Programme Offered: Master of Business Administration (2 Years)

Specializations:

- ▶ Finance
- ▶ Marketing
- ▶ Business Analytics
- ▶ Human Resource Management
- ▶ Production Operation Management
- ▶ General Management

VIT BUSINESS SCHOOL (VITBS)

ranked by the



Category
Business and Economics
(601 – 800) in the World
Business and Management
Accounting and Finance
Economics and Econometrics



Source: <https://www.timeshighereducation.com/world-university-rankings/2023/subject-ranking/business-and-economics>

International Accreditation

MBA Program has been accredited by
*The Association to Advance Collegiate Schools of Business
*Accreditation Council for Business Schools & Programmes



AACSB
ACCREDITED



ACBSP
GLOBAL BUSINESS
ACCREDITATION

*Visitors & Chennai Campus

INTERNATIONAL MOU'S

➤ Student Faculty Exchange | Academic & Cultural Co-operation | Collaborative R&D | Twinning Programme | Transfer Programme



▶ European Business and Technology Centre (EBTC), Brussels



▶ Henan University of Economics and Law



▶ Ecole de Management de Normandie
▶ Lyon International Business School
▶ Ecole Supérieure de Commerce de Pau (ESC-PAU)
▶ Ecole De Management Leonard de Vinci



▶ University for Development Studies (UDS) - The Knowledge HUB (TKHub)
▶ Cape Coast Technical University, Cape Coast



▶ Athens University of Economics and Business (AUEB)



▶ The college of Management - Academic Studies (COMAS) Rishon LeZion



▶ University Tunku Abdul Rahman, Malaysia (UTAR)
▶ Management and Science University



▶ Fontys Internationale Hogeschool Economie



▶ University of Information Technology Management in Rzeszów



▶ Clarkson University, Potsdam, New York
▶ The Robert H. Smith School of Business, University of Maryland, College Park
▶ The University of Michigan- Dearborn, Michigan
▶ Virginia Commonwealth University School of Business, Richmond, Virginia
▶ Rochester Institute of Technology (RIT),
▶ Oakland University,
▶ The University of Miami



▶ Ho Chi Minh City University of Economics and Finance, HCM City



▶ Livingstone International University of Tourism Excellence and Business Management (LIUTEBM)

MBA ADMISSION - 2023

PLACEMENTS



Highest Salary Offered
(Last Year & Thus far)

15 LPA

No. of Companies Visited
(Last Year & Thus far)

73 (2022)

Average CTC
(Last Year)

6.43 LPA

Industry from which the companies recruited

FMCG, BFSI, IT/ITES, Automobile, Consulting, Manufacturing, Retail, Real Estate, Edu-Tech

Deloitte.

 **Mindtree**
A Larsen & Toubro Group Company

HCL

 **cognizant**

TATA CONSUMER PRODUCTS

BEROE
Advantage Procurement

JANA SMALL FINANCE BANK

FEDERAL BANK

YOUR PERFECT BANKING PARTNER



CITY UNION BANK

 **IntelliPaat**

Jai Kisan

 **SLK**

 **TE**
connectivity

tcs **TATA**
CONSULTANCY
SERVICES

 **FABER**
FRANKE'S AIR EXPERT

 **Kimberly-Clark**

 **pwc**



VOICE OF THE ALUMNI

**S. DEEPA**

Portfolio Management
Professional - Self Employed

I graduated MBA (Finance) as a Gold Medalist for the year 1996-98. VIT Business School is by itself a knowledge-power tank. It casually taught the intricacies of our business world landscape. The campus and the atmosphere offer all the facilities available internationally to our students to excel. My interest in the financial domain and Portfolio management had been fine tuned to grasp aptly the macros. VITBS offered sufficient knowledge mining skills for lifetime. I am thankful for the wonderful training offered for students in VIT, to be the best version of oneself always.

**GAYATHRI VAMSI G**

Founder, CEO BuzzingBees,
Bengaluru

Experience at VIT Business School had tremendously helped me post the college life. Having graduated MBA (2001-2003) from VITBS, I still cherish the learning and experiences even after almost 2 decades spent in the campus. The key learnings, faculty experiences, the journey helped me fine tune my leadership skills and gives me the courage and strength to lead in my family journey, start up career and run NGOs successfully.

**PESHIMAM KHABEER AHMED**

Deputy General Manager
Credit Risk Group | Prudential
Regulation Division
Dept. of Regulation | RBI, India.

Gold Medalist in MBA (Finance & Marketing, 2006-2008), VIT Business School, at VIT was a lifetime cherishing moment. To quote Alvin Toffler, "The illiterate of the 21st century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn." VITBS is a classic manifestation of how an Institute can transform an Individual to a professional fit for this century.

**PRABHAVA KIRAN CHANDANA**

Chief Manager - Sales & Business
Development, Regional Business Office,
State Bank of India - Hosur, Tamilnadu

A lovely campus with Multinational Students creating an atmosphere of learning across cultures. I have gained a once in a lifetime experience and also a multidimensional thought process having graduated from VIT Business School with MBA (Finance & Marketing, 2008-2010). With state of the art campus and teaching facilities, versatile teaching faculty with practical approach - VIT always stands tall among the top Institutes in INDIA. Words cannot describe what VIT actually is!!! Just one final word for my VIT - "INSPIRATIONAL"

**SUSHANT SRIVASTAVA**

Senior Product Manager,
ISG & Customer Enablement,
Global E-commerce Experience,
Dell Technologies, Bengaluru

VIT Business School (MBA, 2009-2011) makes sure that a management student graduates with a Business IQ for each aspect around them. This may seem trivial however it is transformational for the management graduate - attaining important positions in corporate houses. One receives plethora of skill-sets with a profound exposure to Case study oriented sessions, Industrial visits, Group discussions, Presentations etc. I would be forever indebted to the expert faculty of VIT BS for providing my career a smooth runway and catapulting it in countless direct and indirect ways.

**Dr. RAMAKRISHNAN
VENKATACHALAM**

Assistant Professor
Georgia State University, Atlanta, USA

I was a student of the 2009-14 batch of Integrated MBA. VITBS provided me an opportunity to pursue a degree of my passion right after high school. The infrastructure and facilities provided a suitable environment for greater learning. The faculty were very encouraging and supportive. I enjoyed actively taking part in extra-curricular activities, becoming the President of the University's Debate Society and starting the ENIGMA Management Club and Enigma Premier League (IPL Simulation tournament) at the Business School. All of these experiences have helped me immensely in multiple ways. I was then able to pursue my MS and PhD in the United States. I am currently an Assistant Professor at the J.Mack Robinson College of Business at Georgia State University in Atlanta, Georgia, USA.

INFO

Eligibility Criteria

- A minimum of 60% mark or First class is required in any Under Graduate or Integrated degree from a recognized University or Institution.
- A Bachelor's degree should be of a minimum of three years duration after completion of higher secondary education (10+2, +3, +4 or +5) or equivalent.
- The candidate should have studied in regular full-time programmes. Applicants from Open University / Distance mode / Correspondence mode are not eligible to apply.
- The candidates appearing for final year examination in 2023, whose results will be published before 15th, August 2023, are also eligible to apply.
- Selection based on best score in CAT / XAT / MAT / NMAT / GMAT / CMAT / ATMA.
- The qualification criteria is relaxed by 10% in UG degree for applicants belonging to SC / ST and applicants hailing from Jammu & Kashmir, Ladakh and the North Eastern states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura.

Selection Criteria

- Academic performance in UG
- Best score of CAT / XAT / MAT / NMAT / GMAT / CMAT / ATMA.
- Personal interview.
- Work experience will be an added advantage.

Scholarships

- Students with valid score card of CAT/XAT/GMAT Score of 95 percentile and above are eligible for full tuition fee waiver.
- Students with valid score card of CAT/XAT/GMAT Score of 90 percentile and above are eligible for 50% tuition fee waiver.
- Students with valid score card of MAT score of 791 to 800 are eligible for full tuition fee waiver.
- Students with valid score card of MAT score of 760 to 790 are eligible for 50% tuition fee waiver.
- Students with valid score card of NMAT score of 346 to 360 are eligible for full tuition fee waiver.
- Students with valid score card of NMAT score of 325 to 345 are eligible for 50% tuition fee waiver.

Important Dates (Tentative)

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| ➤ Issue of Online Application Form | : 28th Nov 2022 (Monday) |
| ➤ Last date for submission of Application | : 5th Mar 2023 (Sunday) |
| ➤ Release of Shortlisted Candidates | : 15th Mar 2023 (Wednesday) |
| ➤ Date of Personal Interview | : 18th & 19th Mar 2023 (Saturday & Sunday) |
| ➤ Seat Allotment | : 27th Mar 2023 (Monday) |
| ➤ Last Date for Advance Fee Payment (₹ 1, 00, 000 /-) | : 7th Apr 2023 (Friday) |
| ➤ Last Date for Balance Fee Payment (₹ 2, 51, 500 /-) | : 14th Apr 2023 (Friday) |

FOR MORE DETAILS

Director (PG Admission)

Vellore Institute of Technology, Vellore 632 014, Tamilnadu, India.

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