



# OPEN THE DOOR TO YOUR FUTURE

MOULDING BUSINESS READY MANAGERS  
WITH THE MBA FROM VIT BUSINESS SCHOOL!



**MBA ADMISSIONS BROCHURE 2016**  
FOR VELLORE AND CHENNAI CAMPUSES



**VIT**<sup>®</sup>  
**UNIVERSITY**  
(Estd. u/s 3 of UGC Act 1956)

VELLORE ■ CHENNAI

[www.vit.ac.in](http://www.vit.ac.in)

**VIT Business School**

## ABOUT VIT BUSINESS SCHOOL

VIT Business School is fast emerging as a premier management institution that adapts to the ever changing needs of the industry. The focus is on making the MBA 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. It also endeavours to instill values such as humility, honesty and business ethics to the future managers.

The campuses at both Chennai and Vellore have the most modern facilities to groom the future industry leaders.



## MISSION OF VIT BUSINESS SCHOOL

**WE STRIVE TO PRODUCE PROFESSIONAL MANAGERS AND LEADERS WHO ARE SOCIALLY SENSITIVE AND GLOBALLY AWARE.**

While we put a great deal of emphasis on incorporating world-class knowledge delivery methods that are technology-enabled, we put equal emphasis on knowledge creation through collaborative research with international researchers and Indian industry.

## VALUES AND 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 behaviour and integrity in business dealings.
- ≥ We instill social sensitivity in 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.

## VIT BUSINESS SCHOOL CURRICULUM

**THE TWO-YEAR MBA PROGRAM CONSISTS OF SIX TRIMESTERS. STUDENTS CAN CHOOSE A RANGE OF ELECTIVE SUBJECTS FROM AREAS SUCH AS FINANCE, MARKETING, HUMAN RESOURCES, INFORMATION TECHNOLOGY AND SYSTEMS, INTERNATIONAL BUSINESS, OPERATIONS AND BUSINESS ANALYTICS.**

The classroom learning is enhanced with e-learning resources from Harvard Business School Publishing, Emerald, Coursera, Ekalaiva, and EDUSAT programmes. Access to journals and databases such as, EBSCO, ABI Info, CMIE Prowess, and CAPEX is facilitated. In addition, students get trained in tools such as IBM SPSS, WEKA, R STUDIO, SAS etc.

The School lays a lot of emphasis on the quality of its faculty. The full-time faculty consists of a good blend of seasoned academicians with Ph.Ds. and experts from the industry. VIT Business School focuses on ensuring that learning outcomes are clear, relevant, and achievable.

Apart from the different core and elective courses in management, the school offers courses on inner development (Yoga and Meditation), Indian culture and ethos, entrepreneurship, short film making, and business ethics. The objective is to make the students well-versed in both the theory and practical aspects of business.



## EXPERTS FROM INDUSTRIES

Besides our seasoned faculty team, we have visiting faculty from industry and academia adding value to our participants. Special sessions and workshops with industry experts are regularly interspersed with the classroom sessions to make the course more realistic and practical.



## PLACEMENTS

All eligible candidates get jobs, as VIT has a good rapport with the Industry. The average salary is about Rs.4.5 lakhs with the highest salary going beyond Rs.9 lakhs per annum.

Our valued recruiters among others include, Beroe Inc, Blue Star Pvt Ltd., CAMS, CTS, Godrej, Hafele, HCL, ICICI Securities, Indusind, Khazana Jewellery, Luxury Hues, Madhura Fashion, Mahindra Finance, New Wave Computing Technologies, Payoda Technologies, Newgen Soft, Practo, SBI, Think and Learn, Valued Epistemics, Photon Infotech, Audi, SyberPlace, Vodafone, South Indian Bank, DataLogics, Hexaware, Oracle Finance, L&T etc.



## OUTBOUND LEARNING PROGRAM

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

## CSR 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. 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 students to personalities who have made a difference to the society.

## THE VIT BUSINESS SCHOOL ADVANTAGE

- ≥ Leadership provided by a former IIM Director at Chennai and an MBA graduate from IIM Ahmedabad at Vellore. Quite a few of the faculty members hold qualifications from IITs, IIMs, and XLRI.
- ≥ Data analytics, global perspectives and value education are bundled into every course.
- ≥ Partnership with organizations such as TCS, Cognizant, Microsoft and IBM, with excellent job placements and internship opportunities.
- ≥ Internships and study abroad option for students in more than 112 partner Universities worldwide.



## HOLISTIC LEARNING THROUGH A FLIPPED CLASS-ROOM MODEL:

VIT Business School has adopted the flipped class-room model of teaching. Our teachers have been trained to make video lectures that are made available to students before the class. The class sessions are used for doubt-clearing, case discussions, playing simulation games and other learning activities.

Various seminars, guest lectures and workshops are organized throughout the academic year, providing opportunities to MBA students to interact with eminent personalities from the corporate world and the academia.

## INDUSTRY CONNECTIVITY

The School organizes industrial visits to expose the students to business activities. Besides Entrepreneurs and Business Experts visit the campus and interact with the students. Assignments and activities which require data to be collected from industry are an essential component of our learning environment. Many of the courses adopt a project based learning mode, requiring the students to do projects with an organization.

## OVERSEAS EXPERIENTIAL LEARNING PROGRAM [OELP] & GLOBAL EXPOSURE:

Students have been going to Malaysia, France and USA for internships. Two batches have gone to the University of Michigan at Dearborn to earn credits in the US. Such opportunities are also available at top universities such as Rochester, Cornell, Purdue, SUNY, Michigan, Clemson, UMass, Maryland, and Clarkson. Additionally, students have the choice of 112 universities worldwide, such as University of Malaya (Malaysia), and University of Cologne (Germany) for international summer projects.



## EVENTS ORGANIZED BY STUDENTS

The students' events include, "Bakfy - The Million Dollar Challenge: Business Idea Competition" facilitated by the SPARTANS CLUB; Business School Sports League (BSSL) - a sports event for VIT Business School, Vellore and Chennai and INVICTUS - the national level Management fest.

The School also organises Annual Alumni Engagement event VITMAA. VIT University provides a slew of opportunities as a part of its club activities. Few among them are the E-cell, MAD (Make a difference); Debate Society; Uddeshya, and TEDx Talks.

## ELIGIBILITY

- ≥ A minimum of 60% marks is required in undergraduate degree from a recognized University or Institution
- ≥ The Bachelor's degree should be of minimum three years duration after completion of higher secondary education (10+2) or equivalent.
- ≥ The candidate should have studied in regular full-time programmes
- ≥ The candidates appearing for final year examination in 2016, whose results will be published before August 2016, are also eligible to apply
- ≥ Relevant work experience will be an added advantage
- ≥ The candidate should have taken any one of the tests - **CAT/XAT/MAT/NMAT/GMAT/CMAT** and the scores should be made available to the admissions office before the last date of application

## DATES TO REMEMBER

The last date to apply is **FEBRUARY 28, 2016**

The WAT and PI for the first phase will be held in different centers on **MARCH 6, 2016**

Further details are available at [www.vit.ac.in/vitbs](http://www.vit.ac.in/vitbs)

## ADMISSION PROCESS

- ≥ Candidates can apply online at [www.vit.ac.in/vitbs](http://www.vit.ac.in/vitbs)
- ≥ All eligible candidates will be invited for a written assessment test (WAT) and a personal interview (PI)
- ≥ WAT and PI will be held at the centres in Bhopal, Chennai, Cochin, Coimbatore, Hyderabad, Kolkata, Madurai, Mumbai, New Delhi, Ranchi, Thiruvananthapuram, Vellore and Vijayawada. Additional centres may be added depending on the demand
- ≥ The final selection will be made based on the merit list using a composite score with components: (1) academic performance (2) profile scoring - work experience, awards and recognition etc. (3) WAT score (4) PI score and (5) the entrance test score

## PROGRAMME FEE

Fee for the 2 year MBA programme is Rs. 5.98 Lakh  
(I YEAR - RS. 3.03 L; II YEAR - RS. 2.95 L)

## DIRECTOR - PG ADMISSIONS

VIT University  
Vellore-632 014  
Tamil Nadu, India.  
Phone: + 91-416-220 4600, 220 4700  
Fax: +91-416-224 5544, 224 9955  
Email: [pgadmission@vit.ac.in](mailto:pgadmission@vit.ac.in)

## ADMINISTRATIVE OFFICER

VIT UNIVERSITY Chennai Campus  
Vandalur - Kelambakkam Road  
Chennai - 600 127  
Tel : +91 44 3993 1555  
Fax : +91 44 3993 2555  
Email : [admin.chennai@vit.ac.in](mailto:admin.chennai@vit.ac.in)