

MBA

VIT Business School
fostering innovation

Admissions Brochure 2014 - 15



Building Business - Ready Managers



Background

Established in 1994 as the Department of Management Sciences, the VIT Business School now offers Undergraduate and Postgraduate programmes, as well as Ph.D in Management. The School has an excellent placement record.

The two-year MBA and MBA (IB) programmes consist 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 MBA program is offered out of the Chennai as well as Vellore campuses.

The MBA in International business is available only at the Vellore campus. Student enrolling for MBA(IB) programme will get to spend the second year in an US University an on successful completion of the courses in Vellore as well as in the US they will be awarded MBA (IS) from VIT and MBA/MS from a US University. We have these exchange arrangements with University of Michigan-Dearborn and University of Massachusetts Boston and more are in the offing.

Message from the Chancellor



VIT University has been witnessing meteoric rise on every educational parameter, over the years. With several first-of-its kind features in its repertoire, VIT is all set to become the 'numero uno' among Universities of its kind. Backed by the state-of-the-art technology and a talent-pool that matches the leading corporate houses, the Institute is rapidly moving on a path of excellence, in response to the ever increasing demands of the industry and society.

VIT Business School, an offshoot of this preeminent University, is emerging as one of the fastest growing business schools in the country with its unstinted commitment to the ever changing needs of the industry and society. Be it academic excellence, innovative research projects, co-curricular achievements or placement records, each successive batch has been outperforming its predecessors, thereby raising the bar.

Our illustrious alumni have always been our proud ambassadors. They have been making their indelible marks of quality and integrity, in multinational companies, social enterprises and academic Institutions to the utmost satisfaction of the employers. I wish the budding professionals aspiring to join VIT Business School success in all their endeavors.

Dr. G. Viswanathan

Founder & Chancellor

Message from the **Vice Chancellor**



VIT Business School attracts some of the most talented students from all over the country and prepares them for careers in a wide variety of industries. The students have the unique advantage of being in an environment where innovation, entrepreneurship and problem solving in engineering are the norm. They enjoy the benefits of extensive industry and international educational collaboration of a research intensive university. Please come and explore the opportunities available for you to study at VIT.

Prof. V. Raju
Vice Chancellor

Message from the **Executive Director**



VIT Business School operates out of two campuses, namely Vellore and Chennai. Vellore campus offers BBA, MBA, MBA in International Business and PhD in Management. Chennai campus offers MBA, PhD and a part-time Executive MBA program for working professionals with more than 5 years of work experience.

In our two-year MBA programs in Chennai and Vellore, we offer a specialization in Business Analytics in addition to the traditional functional areas. Apart from our own faculty, the members from computer science and mathematics department too offer courses on large scale data analytics.

MBA students have an option to spend their first year in Vellore/Chennai and the second year in a US University and will get MBA from VIT and MBA/MS from a US University. We have these exchange arrangements with University of Michigan-Dearborn and University of Massachusetts Boston and more are in the offing.

Our curriculum has been completely overhauled with inputs from Industry leaders and leading academicians. We use activity-based and experiential learning methods that provide hands on experience to the students. We strive to produce Business ready managers, who are socially sensitive and globally aware.

I invite potential students to join a place to learn and grow.

M J Xavier
Executive Director

Strategic Management Group – VIT University



Dr. S. Narayanan
Pro VC – Vellore

Dr. V. Raju
Vice Chancellor

Mr. G.V. Selvam
Vice President,
Chennai Campus

Dr. G. Viswanathan
Chancellor

**Mr. Sekar
Viswanathan**
Vice President,
Administration

**Dr. Anand
A. Samuel**
Pro VC –
Chennai

**Mr. Sankar
Viswanathan**
Vice President,
Administration

Mission

We strive to produce industry-ready and socially sensitive managers through a Holistic, Active and Lifelong Learning (HALL) model.

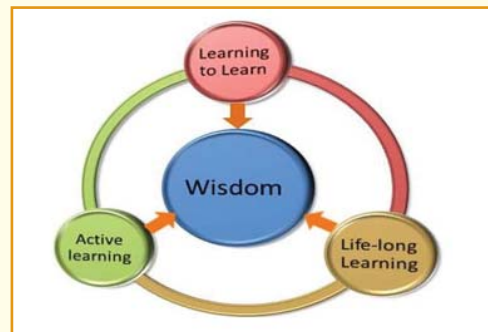
While we put great emphasis on incorporating world class knowledge delivery methods, we put equal emphasis on knowledge creation through collaborative research with international researchers and Indian industry.

Values and beliefs

- We believe in action-learning and active participation by the students.
- 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 in students and provide a platform for dissemination of scientific management principles for developmental activities.
- We provide an environment conducive for knowledge creation by both the faculty and students.
- We offer management education that provides global perspectives in the Indian context.

Our Philosophy of Learning

In this ever changing world, managers should develop an ability to learn on their own and learn continuously. The Holistic, Active and Lifelong Learning model (HALL) captures the essence of this. The learn by doing teaching method will help students transform into industry-ready managers. Our concept of learning revolves around the above three concepts, viz. 'active learning', 'learning to learn' and 'life-long learning'. Once a person uses active learning approach, the person learns to learn on his/her own. A person who learns how to learn has a fair chance of becoming a life-long learner. This is the recipe to attain wisdom.



Traditionally, information was equated with knowledge and the same got transferred from the teacher to the taught. Instant availability of information in the Internet has made traditional lecture- method of teaching obsolete. Transfer of information/knowledge from the teacher to the student cannot be considered as teaching or learning. People fail to understand that information should be digested by the individual and internalized before it becomes knowledge. That is when one can rediscover the concepts and apply the same to solve problems and exploit opportunities. Educationists around the world are realizing that class-rooms should facilitate group learning that helps students to discover concepts on their own.

The world is constantly changing, with every change bringing opportunities for personal and professional growth. Skills need to be updated or refreshed continually, to reflect changes in technology, legislation or practices. In the ever changing environment, the concepts and theories too undergo changes at a rapid pace. Consequently, learning has to be continuous and lifelong. Hence the teacher needs to only create an interest in the subject and allow the students to learn on their own. Learning to learn has become the success-mantra for the students as well as the teachers. The teacher would become

obsolete and out-dated if he/she fails to update on a continuing basis. Even with hard work, there would be several areas where the teacher may have to learn from the students.

Consequently, we cannot equate education with learning. Education can only initiate a person to the process of learning. On the contrary, we notice that education ends up killing the interest and initiative in an individual. There is a fundamental change in education that is needed that would ignite the passion and arouse the curiosity in an individual to learn. That is possible only with an activity based or experiential learning method where the teacher and the taught jointly have the joy of (re)discovering.

The blended learning method, with one third of the course delivered online, helps students gain confidence in the 'learning to learn' approach. A student of the VIT Business School, is a student forever. The alumni will have access to our Knowledge Bank comprising of courseware, research papers and video archives of lectures throughout their lifetime. International visiting faculty, industry linkages and intra university resources play a key role in converting raw potential into industry-ready managers who will contribute to their organizations from the first day of their job.

Through compulsory live projects in the social sector students are sensitized to the needs of the people at the 'bottom of the pyramid'. VIT Business School's learning management system also serves as a knowledge repository made up of archived lectures by international visiting faculty and Indian faculty. The knowledge system also includes research and publications by the Centers of Excellence and Special Interest Groups. The alumni have access to these materials at a nominal cost. The school will also run refresher courses from time to time so that alumni can continue staying at the top.



Course that's designed for excellence

Designed by experts, our management programs demand commitment and drive. Enhanced curriculum with flexible electives, and international exposure make this the cream of management qualifications.

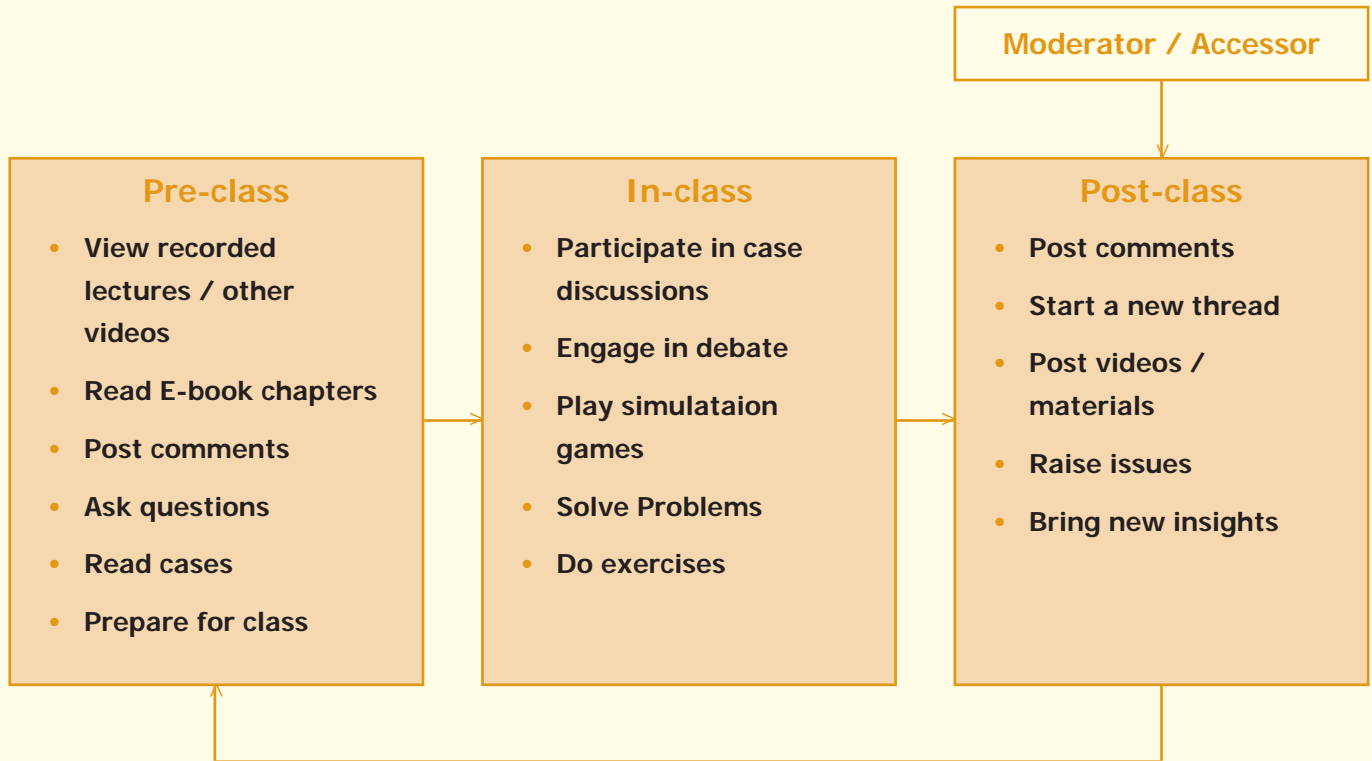
The curriculum is designed to produce well-rounded managers who have the right skills, positive attitudes and high values. Apart from a number of skill-based courses, the students are required to take courses on ethics, corporate governance and eastern philosophy.

Foundation courses impart sound knowledge on the basic disciplines that contribute to management, like statistics, psychology, economics and operations research. The students are then progressed to look at management as a holistic function through integrative courses, such as strategic management, corporate leadership and simulation games. Our curriculum design is schematically shown in the picture below.



Course Delivery Model

Every course has been crafted to achieve the overall objective of producing industry-ready and socially sensitive managers keeping in mind the HALL model. Student activities and learning outcomes have been carefully planned in three phases of the course as shown in the table.



International Exposure

Our students have the option to spend their second year in a US University and get an additional MS/MBA. We have these exchange arrangements with University of Michigan-Dearborn and University of Massachusetts Boston and more are in the offing. Our other partner Universities are Princeton University, Cornell University, Purdue, University of Maryland, Clemson University, Hartford University, University of Rochester, State University of New York, Clarkson University and Michigan University. The student have the option to do projects in 112 Universities worldwide including the ones mentioned above.

VIT Business School attracts students from outside India, including China and Africa. We also get an all India profile of students that brings about a great deal of cultural sensitivity and mutual respect for each other. VIT business school has a good mix of students with diverse backgrounds like engineering, arts, science, commerce, pharmacy, medical and other disciplines that enables better peer learning.



MBA (Master of Business Administration) - Trimester Pattern (Vellore & Chennai Campuses)

Scope for Employment

Every organization needs sound management. Hence, the graduate could obtain gainful employment in all sectors of industry, and in non-governmental Organisations. The graduate can also choose to become an entrepreneur. Careers are possible also in small and large Organisations, in high-tech as well as low-tech companies, and in any part of the world.

Programme Content ¹

School Core Courses

Fundamentals of Management / Quantitative Techniques for Managerial Decisions / Accounting for Managers / Situational Analysis and Communication / Micro Organizational Behaviour / Human Resource Management / Macro Organizational Behaviour / Business Research Methods / Production and Operations Management / Business Ethics / Entrepreneurship / Macro Economic Analysis for Management / Financial Management - I & II / Supply Chain Management / Managerial.

Economics / Applied Operations Research / Case Analysis and Structured Communication / Information System for Management / Marketing Management-Theory and Concepts / International Business / Marketing Management-programmes and Strategies / Strategy Formulation and Implementation / Commercial Law.

School Electives

Finance: Indian Companies Act / Computer aided Financial Analysis / International Finance / Security Analysis and Portfolio Management / Capital Market and Financial Service / Working Capital Management / Corporate Accounting / Corporate Finance / Derivatives Market / Corporate Taxes / Tax management / Principles of Cost Accounting / Costing-Methods & Resource Allocations / Strategic Cost Accounting and Management Control / Banking / Risk Management in Banks / Managing Personal Finance.

¹ The curriculum is under review.

Marketing: Advertising and Promotion Management / Brand Management / New Product Development / Services Marketing / Strategic Marketing / Retailing / Rural Marketing / Customer Relationship Management / Sales and Distribution Management / Consumer Behaviour / Marketing Research / Hospitality and Tourism Marketing / Business to Business Marketing / Pricing Policies, Strategies and Tactics / Marketing Strategy / Rural Marketing Strategy / Integrated Marketing Communications.

Human Resource: Leadership and Team Building / Strategic Human Resource Management / Labour Laws and Industrial Relations / Emotional Intelligence and Managerial Effectiveness / Counselling Techniques and Methods / Stress Management and Occupational Health / Human Resources Information System / Knowledge Management / HR and Balanced Score Card / Competency Mapping and Performance / Managing Change in Organisations / Integrated Knowledge Management / HRD and HRP / Creativity and Innovation Management / Compensation Management / Human Resource Planning, Recruitment and Selection / Performance Management / Training & Development / Career Management / International HRM.

Information Systems: E-commerce / Database Management Systems / Enterprise Resource Planning / Decision Support Systems / Project Management for Software Development / Business Intelligence / Software Quality Management / Analysis and Design of Information Systems / Technology Management / Information Systems Audit / System Application Programme / Data Warehousing / IT-enabled Services

International Business: International Shipping and Transport / Global Sourcing / Globalization and Politics / International Organization, Regional Blocks and WTO / International Purchase Management / International Risk Management / Global Organization Structure / International Taxation / Marketing of High - Technology

Manufacturing Management: Lean Enterprises and Manufacturing Technology / Total Quality Management / Facilities and Process Planning / Project Management / Operations Strategy / Infrastructure Management / Business Process Re-engineering & Value Re-engineering / Service Operations Management / Logistics Management / Innovation in Product Design.

Business Analytics:

Data Warehousing and Data Mining / Business Analytics / Econometrics / Marketing Analytics / Supply Chain Analytics / Financial Risk Analytics / Web Analytics / Video and Text Mining.

MBA (International Business) - Trimester Pattern (Joint Program of VIT University, Vellore and US Universities)

Students interested in International Business and Management may elect a dual degree option. The option will enable the students to attend the first year of studies at VIT and complete the core requirements for the M.B.A degree and go to USA for the second year studies leading to a second M.B.A (from the University of Massachusetts) or M.S. (from the University of Michigan). The second year of studies will allow the students to specialize in fields such as accounting, finance, marketing, supply chain management, business analytics and others. Students must meet the admissions and graduation requirements of VIT as well as the US universities to receive two degrees.

Scope for Employment

Besides the sectors specified for the MBA Programme, graduates of the MBA (IB) can seek gainful careers in Export and Import Sectors, International Logistics Firms, in Firms having Trans-national Operations, etc.





Programme Content

School Core Courses

Fundamentals of Management / Quantitative Techniques for Managerial Decisions / Accounting for Managers / Situational Analysis and Communication / Micro Organizational Behaviour / Human Resource Management / Macro Organizational Behaviour / Business Research Methods / Production and Operations Management / Business Ethics / Entrepreneurship / Macro Economic Analysis for Management / Financial Management - I & II / Supply Chain Management / Managerial

Economics / Applied Operations Research/ Case Analysis and Structured Communication / Information System for Management/ Marketing Management - Theory and Concepts / International Business / Marketing Management- programmes and Strategies / Strategy Formulation and Implementation / Commercial Law

Programme Core Courses

Basic French/International business law/Principles of Global marketing/ Global Marketing strategies/ International economics/ International Strategic Management

The second year will be spent in an US University.

Executive MBA - Part-time (Chennai Campus)



Objectives

The Program will enable the participants to

- develop a comprehensive understanding of management and major functions.
- learn analytical approaches to problem solving and objective managerial decision making.
- enhance managerial and leadership skills.

Specialization:

We propose to offer specializations in Finance, HRM, Marketing and Operations.

Scope for Employment

Apart from making the participants more effective in their jobs, this programme will also help to make them leaders in their domains. They can make lateral shifts to other middle and top management positions in prestigious corporations.

Curriculum

Courses offered are of 3-credits each. Each course has a minimum of 20 class contact hours and 10 hours of e-learning spread. The programme gives 900 hours of inputs to the participants.

This is a part-time programme (Saturdays & Sundays – every alternate week as far as possible). The programme is divided into six terms of three months each followed by a term for project work. The first three terms expose the participants to the foundation courses and also impart knowledge on functional skills. The fourth, fifth and the sixth terms are devoted to elective courses. The last term will be devoted to a project work on a topic of interest to the student and the organization that he works for. Occasionally workshops will be conducted by eminent faculty and industry leaders on topical issues.

Programme Content

Core Courses

Economics for Managers / Financial Reporting & Analysis / Organisational Behaviour / Business Communication / Financial Management / Marketing Management / Productions and Operations Management / Business Analytics & Business Intelligence / Growth & Leadership by Dissolving the Box / Human Resource Management / Quantitative Methods for Business / Strategic Management.

Capstone Business Simulation / Legal Aspects of Business / Historical and Philosophical Foundations of Business / Project Work.

School Electives

Finance: Investment Analysis & Portfolio Management / Project & Infrastructure Finance / Business Valuation / Corporate restructuring including Mergers & Acquisition / Financial Risk Management.

Human Resource: Essentials of Labour Law / Organizational; Design and Change / Competency Mapping & Talent Management / Leadership Power & Influence / Strategic Human Resource Management .

Marketing: Sales & Distribution Management / Services Marketing / International Marketing / New Product Development and Brand Management / Strategic Marketing.

Operations: Logistics & Supply Chain Management / Project Management / Manufacturing & Service Operations Management / Strategic Value Chain Appropriation / World Class Manufacturing.

BBA (Bachelor of Business Administration) - Semester Pattern (Vellore Campus Only)

Scope for Employment

Graduates can opt for careers in banking, trade, financial services and accountancy firms. They can also go for sales jobs in retailing, insurance, media and so on. They can choose to become an entrepreneur and careers are also possible in small and large organisations.

Programme Content

University Core Courses

Basic English / Functional English / Environmental Studies / Business Mathematics / Summer Internship in Service Sector / Summer Internship in Manufacturing Sector.

Programme Core

Introduction to Information Technology / Principles of Management / Social Transformation in India / Business Concepts / Soft skills / Principles of Accounting / Introduction to Human Resource Management / Business Communication / Principles of Marketing / Managerial Communication/ Micro Economics / Database Management System / Introduction to Finance / Business law / Business Modeling and Planning / Business Statistics / Macro Economics / Project Management/Introduction to ERP / Introduction to Cost Accounting / Business Plan Development / Research Methods in Management / Management Accounting / Production and Materials Management / ERP - Human Resource Management / Business Plan Implementation / Accounting Software Application / ERP - Supply Chain Management.

Elective Courses

Principles of Taxation / Principles of Auditing / Company Law / Marketing Metrics / Consumer Behaviour / Modern Banking Practices / E - Commerce / Industrial Law / Banking and Insurance/ Export and Import Management / Training and Development.

Ph.D. Programme in Management (Chennai & Vellore Campuses)

The Ph.D. programme in the VIT School of management involves in-depth research works in different functional areas of management. The course work has been designed to provide theoretical and empirical exposure pertaining to different aspects of research, which enables the research scholars to take up research in the contemporary areas of management science like Business Intelligence & Analytics, CRM, Accounting Systems, Financial Regulations, Emerging Markets, Financial Derivatives, Risk Management Portfolio Theory, CSR & Social entrepreneurship, SCM, TQM / TPM or Indian management. Depending on the interest of the scholar and guide, any other contemporary topic can also be chosen for research. Thus the Ph.D. programme enables the scholars to acquire the necessary knowledge and skills to take up teaching as well as corporate assignments.

The programme is available in the full-time as well as part-time formats. Those working in educational Institutions and corporate world can enroll for the part-time PhD program. Full-time scholars will be eligible for a some financial support in the form of a stipend.

Entry into the PhD programme is limited to scholars with good and consistent academic performance.



MDP, Research and Consultancy



Research Centers

VIT Business School's research focus drives both students and faculties to dig deeper, ask the right questions and come out with innovative solutions. The school has set up centers of Excellence in Big Data Analytics, Manufacturing and Inclusive growth to facilitate consultancy and research. Two other centers in the areas Indian Management and neuro management are on the anvil.

The Center for Analytics

Business analytics refers to a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions. Analytics applications include the activities of decision support systems, query and reporting, online analytical processing (OLAP), statistical analysis, forecasting, and data mining. The center has been set up to meet the following objectives.

1. Develop a repository of analytical framework/models
2. Collect best practices on usage of analytics
3. Build prototypes/point solutions using SAS, Cognos and other tools
4. Develop a consulting framework for helping companies improve their analytics maturity
5. Generate consulting revenue to sustain current research and create a surplus for funding new research

6. Create whitepapers, research articles and case studies
7. Host national/international conferences on business analytics
8. Train executives/researchers in designing, developing and deploying analytics solutions
9. Collaborate with leading institutions in this field for advancing this field
10. Design and anchor courses on Analytics and related areas for the MBA program

The Center for Excellence in Manufacturing

The center brings together the competencies and skills of experts from the VIT School of Business, and the Engineering school. The center has the support of leading manufacturing units in Chennai. You will have a chance to contribute to the growth of the manufacturing sector through research, consultancy and training.

The executive MBA students in particular will have access to inputs from the manufacturing sector through executive development programs. Currently our services are in these areas of expertise:

- Supply chain management
- Customer relationship management
- Leadership in manufacturing
- Strategic models for success in manufacturing (network/ ecosystem models)
- Field testing of products
- TQM/TPM for manufacturing

Center for Inclusive Growth

Institutions have a moral responsibility to work for the overall development of the area in which they operate. The concepts and theories taught for corporate managers can easily be applied to other nonprofit organizations that work for the development of the economically disadvantaged sections of the society.

The Center for Inclusive growth will mobilize funds, carry-out research and mount programs for the NGOs offering services for inclusive growth. We need to develop different models of entrepreneurship that combines profit with social good. We also plan to explore IT enabled development models such as IT kiosks in rural areas to enable growth and connectivity. The students of the 2 year MBA would be required to carry-out social projects under the guidance of the center.

Events & Activities

The business school organizes several events, in addition to the guest lectures, industrial tours and training programs. Some of the notable ones that VIT Business school organizes, included the Corporate Golu, Corporate Summit and Uddeshya.

MBA Admissions

Admission Process

- Candidates can apply online at www.bs.school.vit.ac.in
- The short-listed candidates will undergo Written Test / Group Discussion.
- The Written Test / GD will be held at Chennai, Coimbatore, Delhi, Hyderabad, Lucknow, Madurai, Patna, Ranchi and Vellore.
- The selection for admission to both Chennai & Vellore Campuses will be made based on the merit of the candidate.
- The exact date, time and venue of the Written Test / GD will be intimated by post / mail
- The selected candidate shall pay an advance fee of Rs.10,000/- on the day of the Written Test / GD (Non refundable)

Eligibility

- The applicant for admission should be a Resident Indian National and should have graduated from colleges located in India. NRI and foreign nationals may contact the Director-Pg Admissions for details of admission
- A minimum of 60% is required in the qualifying full-time Bachelor's degree from a recognized University or Institution.
- Candidates appearing for the final examination to be held in April / May and whose results will be available on or before 15th August are also eligible for admission
- The Bachelor's Degree or equivalent qualification obtained by the candidate must include a minimum of three years of regular education after completing higher secondary schooling (10+2) or equivalent
- Consistent Academic Record in X and XII standard is required

- CAT / XAT / MAT / GMAT / CMAT score is essential
- Executive work experience is an advantage but not essential
- The candidate should studied in Regular / Full Time and Formal Education

Fee Structure (For MBA / MBA(IB))

Type	Fee (Per Annum)
Tuition Fee	Rs 1,82,000
Special Fees	Rs 65,000
Total Fees	Rs 2,47,000

Note : One time payment of Admission Fee of Rs 5,000/- and caution deposit (refundable) of Rs 3,000/- will be extra.

Foreign Trip - Overseas Experiential Learning (OELP) is compulsory for MBA (IB) students for which an advance of Rs 50,000/- should to be paid at the time of admission.

Scholarship

- Students with valid CAT/XAT/GMAT score of 95 percentile and above are eligible for full 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 99 percentile and above are eligible for full fee waiver
- Students with valid MAT score of 95 percentile and above are eligible for 50% tuition fee waiver

Faculty, Chennai Campus

Dean



Dr. Kalyani Rangarajan

Dean

Email: kalyani.rangarajan@vit.ac.in

Qualification: M.Sc., PGDM (IIM, Ahmedabad), DCE (IGNOU), Ph.D.

Interest: Brand Management, Strategic Management, Health Economics

Marketing Division



Dr. R. Venkatesh

Professor

Email: venkatesh.r@vit.ac.in

Qualification: M.B.A., Ph.D (IIT Madras)

Interest: Marketing Management, Services Marketing



Prof B Saju

Assistant Professor (Senior)

Email: bsaju@vit.ac.in

Qualification: B.Sc.,MBA., UGC(NET)

Interest: Strategic Marketing, Strategy and Social responsibility



Prof. K. Hari Krishnan

Assistant Professor (Selection Grade)

Email: khari Krishnan@vit.ac.in

Qualification: B.E., M.B.A., Ph. D

Interest: Strategic Management, Advertising Management, Brand Management



Dr. M J Xavier

Sr. Professor & Executive Director

Email: mj.xavier@vit.ac.in

Qualification: M.Tech., PhD (IIMC)

Interest: CRM & Data Mining, Marketing Metrics & Measurement

Human Resources



Dr. J. Reeves Wesley

Professor

Email: reeveswesley.j@vit.ac.in

Qualification: M.B.A., Ph.D., FDP (IIM Ahmedabad)

Interest: Organisation Behaviour, Human Resources, Quantitative Methods



Dr. G. Shankar

Associate Professor

Email: gshankar@vit.ac.in

Qualification: MSW, Ph.D.

Interest: Organisation Behaviour, Human Resources



Samuel Johnson Israel K

Assistant Professor

Email: samueljohnson@vit.ac.in

Qualification: MBA.,

Interest: Management Education, Whole Brain Teaching and learning, Brain Based education

Operations



Prof. S. Joseph Jeya Anand

Assistant Professor (Senior)

Email: josephjeyaanand.s@vit.ac.in

Qualification: M.Sc.

Interest: Supply Chain Management



V Sankary

Assistant Professor (Senior)

Email: v.sankary@vit.ac.in

Qualification: B.Tech., MBA.,

Interest: Software Project Management and Operations Management

Finance



Dr. K. T. Rangamani
Sr. Professor
Email: ktrangamani@vit.ac.in
Qualification: B.Sc., FCA, CAIIB, Ph.D.
Interest: Capital Markets, Banking And Financial Services



Dr. P. James Daniel Paul
Professor
Email: jamesdanielpaul.p@vit.ac.in
Qualification: MA., Ph.D.,
Interest: Economics, Analytics and Investment



Dr. Sharon Sophia
Assistant Professor
Email: sharon.sophia@vit.ac.in
Qualification: B.Com., M.Com., PGDPM, M.Phil., Ph.D. (LIBA Chennai)
Interest: Finance and Accounting



Prof. D. Deepa
Assistant Professor
Email: deepa.d@vit.ac.in
Qualification: B.Com., MBA, M.Phil.
Interest: Accounting, Financial Management

International Business



Prof. T. V. Krishna Kumar
Assistant Professor(Senior)
Email: krishnakumartv@vit.ac.in
Qualification: M.Sc., M.B.A., FDP (IIM Ahmedabad)
Interest: International Business, International Finance



Dr. S. K. Sudarsanam
Professor
Email: sudarsanam.sk@vit.ac.in
Qualification: Ph.D (IIT Madras)
Interest: IT, Management Information System

Faculty, Vellore Campus

Dean



Dr. Saroj Kumar Datta
Dean
Email: dean.vitbs@vit.ac.in
Qualification: B.M.E.(Hons.) PGDBM (IIM-C), Ph.D.
Interest: Strategic Management

Associate Dean



Dr. G. Karunanithi
Associate Dean
Email: assodean.vitbs@vit.ac.in
Qualification: B.sc.,M.A.,M.Phil.,Ph.D.,
Interest: Social Stratification, Social Entrepreneurship,Social Capital and Development

General Management



Dr. Bhanu Sree Reddy
Professor
Email: dbhanusreeredy@vit.ac.in
Qualification: M.A., MBA, Ph.D.
Interest: Cross Cultural Management



Dr. Sivakumar C L V
Associate Professor
Email: clvsivakumar@vit.ac.in
Qualification: MA (PMIR), ML.,PhD.,
Interest: Constitutional Law of India and Policy Reforms



Dr. Sudipto Bhattacharya
Associate Professor
Email: sudiptobhattacharya@vit.ac.in
Qualification: B.Tech. (Textile Technology), MBA (Marketing - Major), Ph.D.
Interest: International Collaborations in Business Academics, First Generation Entrepreneurship, Strategic Management



Ms. Mercy Mathew
Assistant Professor (Senior)
Email: mercymathew@vit.ac.in
Qualification: MBA., B.Sc(Mathematics)
Interest: Micro Enterprises; Strategic Management



Mr. Himanshu Tandon
 Assistant Professor (Selection Grade)
Email: himanshu@vit.ac.in
Qualification: MBA
Interest: International Business (Esp. Asian Business), Strategic Management, Internet Diffusion & Adoption



Mr. Prabu Christopher B.
 Assistant Professor
Email: prabuchristopher.b@vit.ac.in
Qualification: M.A., M.B.A
Interest: Cross Cultural Management & Conflict Management



Mr. Rakesh S.S. Yadav
 Assistant Professor
Email: rakesh@vit.ac.in
Qualification: B.Sc., LLB., L.L.M.,MMS (MBA), UGC-NET, M.Phil. (TISS)
Interest: Corporate Governance

Organizational Behavior & Human Resources



Dr. Gomathi S
 Senior Professor
Email: sgomatthi@vit.ac.in
Qualification: M.Com., MBA; Ph.D.
Interest: OB And Human Resource Management & Knowledge Management



Mr. Ramaseshan H.
 Professor
Email: ramaseshan.h@vit.ac.in
Qualification: PG Diploma in Persnl. Mgmt.& Ind. Relations (XLRI), M.Sc. (Physics)
Interest: Performance Management, Learning and Development



Dr. Indra Devi R
 Associate Professor
Email: rindradevi@vit.ac.in
Qualification: MA, MBA, Ph.D
Interest: Human Capital Development, Organizational Behavior, Managing Change in Organizations, Human Resource Management



Dr. Syed Khalid Perwez
 Associate Professor
Email: khalid@vit.ac.in
Qualification: M.A., M.B.A., Ph.D
Interest: Organizational Behaviour, Human Resource Management, Psychology, Consumer Behaviour, General Mgt.



Dr. Resmi Ann Thomas
 Associate Professor
Email: resmi@vit.ac.in
Qualification: B.A. (Psy.) MSW, Ph.D
Interest: Leadership



Dr. Sujatha S
 Associate Professor
Email: sujatha.s@vit.ac.in
Qualification: B.E., M.Tech. (HRD),Ph.D.
Interest: Organizational Development, Training And Development



Ms. Subashini R
 Assistant Professor (Selection Grade)
Email: rsubashini@vit.ac.in
Qualification: M.Com., MBA., PGCCA, M.Phil
Interest: Tacit Knowledge Management



Ms. Seema A
 Assistant Professor
Email: seema.a@vit.ac.in
Qualification: B.Com, M.B.A(IB)
Interest: Career Management, Training And Development

Marketing



Dr. Ganesan P
 Senior Professor
Email: pganesan@vit.ac.in
Qualification: M.A., MBA., M.Phil., FDPM (IIM-A), Ph.D.
Interest: Services Marketing



Dr. Ashok D
 Professor
Email: dashok@vit.ac.in
Qualification: M.Sc., MBA, M.Phil., Ph.D.
Interest: Consumer behavior, CRM, & Entrepreneurship



Dr. Sathish A S
Associate Professor
Email: sathish.as@vit.ac.in
Qualification: M.B.A, DIEM, FDPM (IIMA), Ph.D.,
Interest: Marketing and Experience Management



Dr. Venugopal P.
Associate Professor
Email: pulidindi.venu@vit.ac.in
Qualification: MBA, Ph.D.
Interest: Consumer Behaviour, Retailing and Corporate Social Responsibility



Mr. Sundara Rajan C R
Assistant Professor (Selection Grade)
Email: crsundararajan@vit.ac.in
Qualification: MBA, MLS., PGDPM&IR. FDP(IIM-A)
Interest: Sales, New Product strategy and Hospital and Health Management



Ms. Uma Pricilda J.
Assistant Professor (Selection Grade)
Email: umapricilda.j@vit.ac.in
Qualification: M.Com., M.B.A
Interest: Consumer Behavior, Advertising, Organizational Learning & Development



Ms. Gemini V Joy
Assistant Professor (Selection Grade)
Email: geminivjoy@vit.ac.in
Qualification: Dip.in Computer Graphics, B.A. (Psy), MBA (Mktg), M.Phil (Mgmt)
Interest: Brand Equity, Brand & Media Metrics, Consumer Behaviour



Mr. Naga Venkata Raghuram J.
Assistant Professor (Selection Grade)
Email: raghuram.j@vit.ac.in
Qualification: B.E., M.B.A
Interest: Consumer behavior and Retail management



Mr. Sudhakar R
Assistant Professor (Selection Grade)
Email: sudhakar.r@vit.ac.in
Qualification: B.Sc. M.B.A.,
Interest: Sales, Marketing and Advertising



Pratap Chandra Mandal
Assistant Professor (Senior)
Email: pratap@vit.ac.in
Qualification: B.Tech., MBA.,
Interest: Customer Relationship Management, Customer Satisfaction, Services Marketing

Marketing



Dr. Mani R. S.
Senior Professor
Email: rsmani@vit.ac.in
Qualification: M.COM, M.B.A, M.Phil., M.Ed., Ph.D.
Interest: Financial statement analysis and audit



Dr. Sakthi Srinivasan K
Professor
Email: ksakthisrinivasan@vit.ac.in
Qualification: M.A., M.Phil., Ph.D.
Interest: Financial Economics



Dr. Shanthakumari S.S.
Professor
Email: shanthakumari.ss@vit.ac.in
Qualification: BSc., MBA, MPhil, PhD
Interest: Behavioural Finance, Market Efficiency and Corporate Finance



Dr. Subhashree P
Professor
Email: subhashree.p@vit.ac.in
Qualification: B.Sc. (Maths) M.B.A. Ph.D.
Interest: Strategic Marketing - Market Response Models and Consumers Choice Behaviour, Fuzzy Logic



Mr. Manoharan M.
Assistant Professor (Selection Grade)
Email: manoharan.m@vit.ac.in
Qualification: BE (Mech.) MBA (IB), UGC-NET
Interest: Banking, International Financial Markets and Derivatives



Dr. Seetharam V
Assistant Professor (Senior)
Email: seetharam.v@vit.ac.in
Qualification: M.Com, Ph.D.
Interest: Corporate Disclosure Practices & Accounting Standards

Production, Operations, Systems and Quantitative Methods



Dr. Murali Manohar B
Sr.Professor
Email: bmm@vit.ac.in
Qualification: M.Com., MBA., M.Phil., FDPM (IIMA), Ph.D. **Interest:** Electronic Commerce



Dr. Chandrasekhar K L (Major)
Professor
Email: prof.klc@vit.ac.in
Qualification: B.E., M.Tech (Mgmt. & Sys)(IIT Delhi), L.L.B, F.I.E.,F.I.E.T.E, S.M.C.S.I., L.M.I.S.T.E., S.M.I.E.E.E., C.E, Ph.D.
Interest: Project Management / Operational Management domains



Dr. Goutam Kumar Kundu
Professor
Email: gkk@vit.ac.in
Qualification: B.Tech.(Hons), M.Tech.(IE & OR), PMP, SSBB, CISA, CSQA
Interest: IT service management, Lean, Process Improvement, Quality Management, Knowledge Management



Mr. Jyoti Prakas Majumdar
Professor
Email: jpm@vit.ac.in
Qualification: B.E., M.B.A., Chartered Eng.
Interest: Total Quality management and Supply Chain Management



Dr. Murugavel. R
Associate Professor
Email: rmurugavel@vit.ac.in
Qualification: B.E.,M.B.A. Ph.D.
Interest: Information Systems & Software Quality Management



Dr. A. Vasumathi
Assistant Professor(Selection Grade)
Email: avasumathi@vit.ac.in
Qualification: M.Sc., B.Ed., MBA, M.Phil., Ph.D.
Interest: Operations Research, Application of Quantitative Techniques, Corporate Finance



Mr. Maran C M
Assistant Professor (Selection Grade)
Email: cmmaran@vit.ac.in
Qualification: B.Sc.,M.S.(IT &M), PGDMM, M.Phil., M.B.A. (Systems)
Interest: ERP, MIS, Business Intelligence, Data Analytics, ICT



Mr. Sarfaraz Nawaz
Assistant Professor (Senior)
Email: sarfaraz.mi@vit.ac.in
Qualification: B.E., M.B.A
Interest: Software Project Management, HRIS (Human Resource Information Systems)



Mr. Ravikumar B.
Assistant Professor
Email: ravikumar.b@vit.ac.in
Qualification: M.Sc. M.Phil (Statistics)., MBA
Interest: Statistics, Marketing Research, Business Analytics,Mediation, SEM

Campus Facilities

IT Infrastructure

The IT infrastructure at VIT Business Schools includes desktops, laptops, workstations, Wyse thin Clients, Blade Servers, 18 TB storage boxes, firewalls, LAN controllers and switches. An implemented private Cloud Virtual Desktops (VDI) is provided in digital library.

A State-of-the-art data centre hosts all the servers and network controls of the IT systems. This data centre is equipped with CCTV Modular, scalable rack mountable UPS, Fire alarm systems, Access control using Biometric, Water leakage detection system and Electronic rodent system.

Classrooms

Our modern classrooms are equipped with computers, projectors, and audio-visual facilities, with Wi-Fi internet connectivity. We have installed lecture capture facility in every class-room. The recorded lectures are made available to the students through a Learning Management System for review and recapitulation.



Hostel

Separate hostel accommodation is available for boys and girls at both Vellore and Chennai campuses. Well-furnished spacious rooms of various capacities (two beds and three beds, with or without air-conditioning) are available for students as per their preferences. The rooms are equipped with Wi-Fi connectivity, a study table, chair and almirah for each student.

Spacious common rooms are available for indoor games, discussions and social get-togethers. Separate gymnasium is available with state-of-the-art sports equipment so that students can keep fit. Newspapers (both in English and regional languages) are made available in the reading room. Large flat-screen Television sets are provided on almost every floor in the hostel for common viewing.

Separate messes are available in the hostel for students to choose the food according to their preference. Extreme care is taken to ensure that nutritious and hygienic food is provided to the students.

Other facilities provided in the hostel are: treated water (with reverse osmosis), free moving facilities in common area, Indoor sports facilities, Gym, laundry service, health centre, tied-up with a leading medical college hospital, 24 x 7 ambulance service, coffee/snacks kiosk, coffee vending machines, transport for weekend outings, 24 x 7 floor-wise security personnel.

Library

The state-of-the-art libraries in both the campuses are built to international standards. The libraries are centrally air-conditioned and well-protected with fire alarm, flap barrier and RFID books Security system. A closed circuit television (CCTV) facility monitors activities across all the floors of the library area.

The well stocked library offers extensive literature on all aspects of management specialized collections of books, journal and the book materials are available in Basic sciences, Engineering and Technology, Humanities and Social sciences. Video conferencing facility is available in the library. classroom teaching is enhanced with e-learning resources like Courseera, Ekalaiva, EDUSAT programmes and NPTEL video courses.

Latest editions of standard text books are stocked and multiple copies of popular books are made available photocopying facility is provided. The library has a central server with several clients and specialized CDs.



Labs

The fully air-conditioned Computer labs are equipped with good facilities and advanced software programmes. High speed internet access is provided to the students in the Computer lab through a broadband internet connection. Electronic data bases such as EBSCO, Emerald and ABI info are available to provide access to current and back issues of journals. CMIE Prowess, Industry Analysis, Economy outlook and CAPEX are provided for access to economic and Corporate data. Various software packages such as SPSS, MATLAB, TALLY, QUEST, HARVARD GRAPHICS and ENGLISH MASTERY available.



Placements

Our courses and syllabus equip the students with ample practical knowledge and academic skills to secure suitable positions for themselves in the ever-changing corporate world. At VIT Business School we give utmost importance to providing placement assistance to each and every student after successful completion of the programme. Our dedicated placement team helps facilitate the selection process and has tie-ups with some of the most reputed business organisations.

Partial list of companies where our students are placed





For further details please contact :

Vellore Campus

Director - PG Admissions
VIT University
Vellore - 632 014,
Tamil Nadu, India
Phone No. : + + 91 - 416 - 220 4600, 220 4700
Fax : + 91-416-224 5544, 224 9955
e-mail : pgadmission@vit.ac.in

Chennai Campus

Administrative Office
VIT University - Chennai Campus
Vandalur - Kelambakkam Road
Chennai - 600 127, Tamil Nadu, India
Phone No. : + 044 - 3993 1555
Fax : 044 - 3993 2555
e-mail : admin.chennai@vit.ac.in

Website : www.vit.ac.in



VIT[®]
UNIVERSITY
(Estd. u/s 3 of UGC Act 1956)

VELLORE ■ CHENNAI

www.vit.ac.in

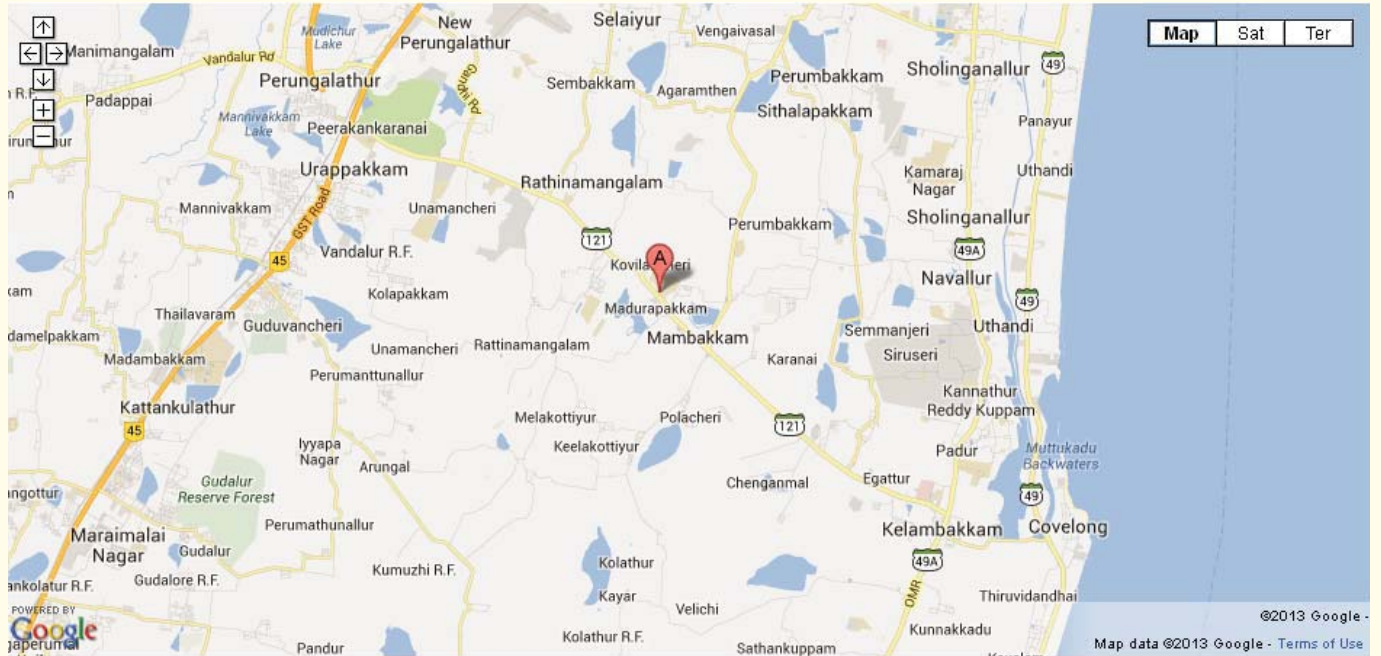
Contact Details, Chennai Campus

Administrative Officer

VIT UNIVERSITY Chennai Campus, Vandalur - Kelambakkam Road, Chennai - 600 048

Tel : +91 44 3993 1555 Fax : +91 44 3993 2555 Email : admin.chennai@vit.ac.in

Map, Chennai Campus



Contact Details, Vellore Campus

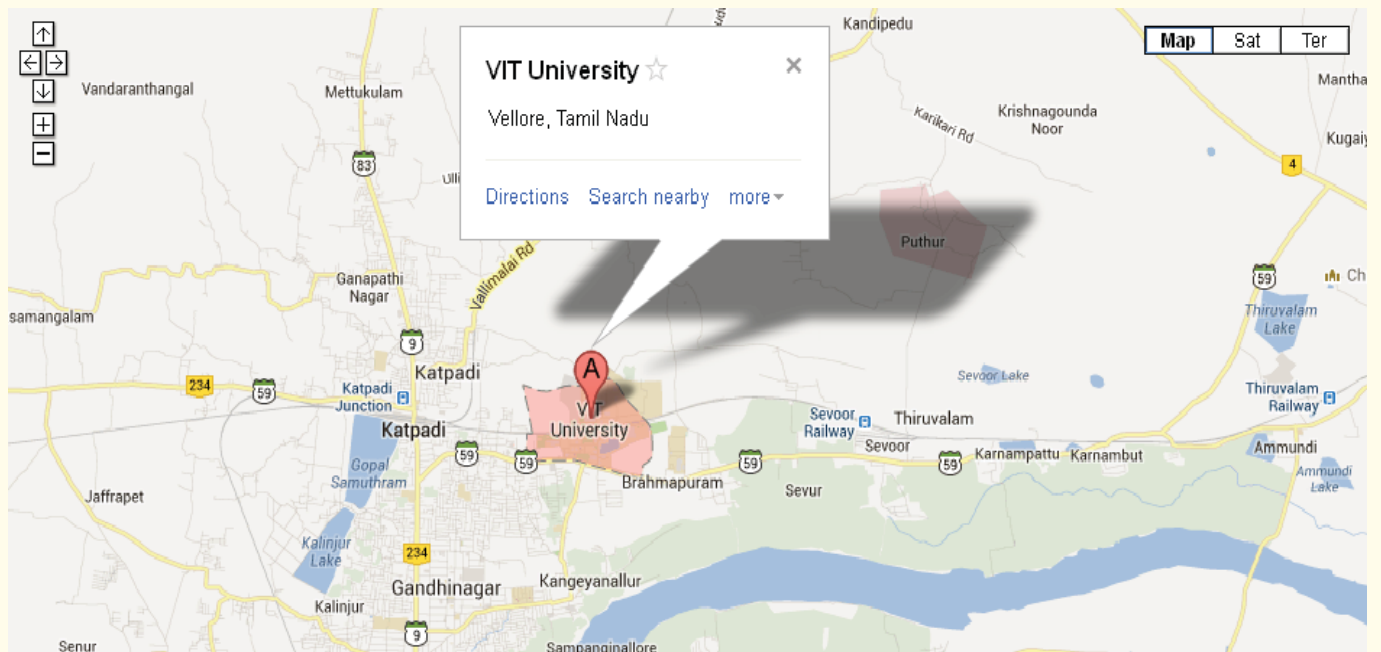
Director - PG Admissions

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





www.bschool.vit.ac.in



VIT[®]
UNIVERSITY
(Estd. u/s 3 of UGC Act 1956)

VELLORE ■ CHENNAI

www.vit.ac.in