



# Master of Business Administration

Post-Graduate Program in Management  
for the Centrally Funded  
Technical Institutions  
(PGPMCI)



Information  
**BROCHURE**



## Table of Contents

Director's Messages	03
Program Chair's Message	05
About the Program	06
Key Benefits	06
Program Highlights	07
Target Audience	07
Eligibility	07
Selection Criteria	07
Academic Details	08
Criteria and Eligibility for Award of the Academic Title	10
Program Fee and Payment Modalities	10
Application Process	10
Important Dates	11
Placement Support	11
Library Facilities	11



## Director's Messages

### Director NIT Warangal



The School of Management (SoM) of National Institute of Technology Warangal (NITW) was established in 2000 and has been offering Masters and Doctoral programs in various areas of Management since the last 23 years. The Masters program offered by SoM is designed to carve the Technocrats from various streams of engineering into Techno-Managers. The curriculum received accolades from industry and academia for its uniqueness. SoM has been striving consistently towards excellence in management education and carved its own niche through nurturing

“Techno-Managers ready for tomorrow.

This collaborative initiative B.Tech-MBA Program is jointly offered by NIT Warangal and IIM Visakhapatnam. The program will enable students to earn B.Tech and MBA from two institutes of national importance in 5 years and thereby save one academic year. It will prepare young scientific minds for techno-managerial careers. Many industries look for candidates having a blend of Engineering and managerial skills and this program can help engineering students to have stronger foray into the management discipline. As the program is being offered jointly, the faculty of both the institutes can teach or co-teach that can enrich the program's delivery. It can offer a brighter future for the students through preparing them with better competencies and opportunities in employment and entrepreneurship.

**Prof. Bidyadhar Subudhi**  
Director, NIT Warangal

### Director IIITDM Kurnool



IIITDM Kurnool is a nationally recognized institution in Andhra Pradesh, India, known for its excellence in technical education. Supported by the Indian Government, it offers a range of engineering and design programs at both undergraduate and postgraduate levels. The institute's core values include innovation, design, and a strong focus on research and entrepreneurship, all aimed at nurturing future technology leaders.

The MoU between IIITDM Kurnool and IIM Vishakhapatnam offers an exceptional opportunity for IIITDM Kurnool students to pursue an online MBA without the CAT exam. This initiative seamlessly integrates technical expertise with managerial skills, enhancing problem-solving abilities and career prospects. Graduates gain a competitive edge, enabling them to excel in leadership roles across various industries and access diverse career paths. The partnership also provides valuable networking opportunities and fosters innovation, driving technological advancements with a market-driven perspective. Additionally, the program promises enhanced earning potential, ensuring a strong return on investment. In essence, this collaboration equips engineering students for success in a dynamic job market, nurturing future technology leaders.

**Prof DVLN Somayajulu**  
Director, IIITDM Kurnool

## Director IIM Visakhapatnam



A distinctive feature of the New (National) Educational Policy (NEP 2020) is multidisciplinary education, a strategy that brings together multiple disciplines to create a holistic learning experience. Multi-disciplinarity promotes creative thinking, critical analysis, collaboration, and communication skills enabling the students to become well-rounded citizens better-prepared for the future, on the strength of holistic development achieved through exploring various facets of knowledge.

Further, NEP 2020 encourages inter-disciplinary studies (e.g., engineering/technology and management) across educational institutions providing the students with greater flexibility and choice in their studies helping them gain new skills and knowledge that they may not have the opportunity to acquire otherwise, in their academic careers.

It is in this regard three reputed Centrally Funded Technical Institutions (CFTIs) viz., National Institute of Technology Warangal (NITW), Indian Institute of Information Technology, Design and Manufacturing, Kurnool (IIITDMK) and Indian Institute of Management Visakhapatnam (IIMV), all Institutions of National Importance (INIs), are coming together to provide the BTech and MTech students of the Participating Technical Institutions (PTIs) to pursue the prestigious IIMV MBA program.

Offered in an easy-to-pursue hybrid mode, the program will equip the students with better capacities and competencies and thus with wider choice of and more attractive career options.

IIMV places on record its deep gratitude for NITW and IIITDMK, for their partnership in this exciting endeavour, a unique initiative that contributes to a brighter future for the students.

**Prof M Chandrasekhar**  
Director, IIM Visakhapatnam



## Program Chair's Message



Dear esteemed colleagues, parents, and prospective students,

I am thrilled to introduce our pioneering MBA Program, a result of a fruitful collaboration between esteemed technical institutions, IIM Visakhapatnam, IIITDM Kurnool, and NIT Warangal. This program marks a significant milestone in the realm of management education, offering a unique pathway for engineering and technology enthusiasts to seamlessly integrate managerial skills into their technical prowess.

In the two-module Master of Business Administration (MBA), we provide a flexible and balanced blend of on-campus immersion and online courses, allowing students to delve deep into their chosen areas of specialization. With options ranging from Decision Sciences to Entrepreneurship, our curriculum is meticulously designed to prepare you for a dynamic career in techno-managerial roles.

The program begins with Module-1, specially crafted for 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> Semester BE/BTech or 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> Semester ME/MTech Students of PTIs, along with recent graduates. No entrance exam is required, and admission criteria mirror those established by IIMV, ensuring a level playing field for all. The curriculum, spanning three terms, covers a wide range of vital management disciplines.

As can be seen, one of the most compelling aspects of our program is its modular structure. This allows you to pursue the program gradually and consecutively, building on your skills and knowledge without career breaks. Additionally, the program enables students to save a year of academic study, making it an economically attractive option. This course is offered at about one-third of the price of a regular MBA, providing exceptional value for your investment. Moreover, it spares you from the uncertainties of qualifying in highly competitive CAT examinations.

Students have the option to exit after Module-1, with a Diploma in Business Management (DBM), if the requirements prescribed thereof, are satisfied.

With the industry increasingly valuing candidates with both engineering and managerial acumen, our program positions you for success. It equips you not only with the technical proficiency expected from a CFTI graduate but also with the strategic thinking and leadership abilities essential for managerial roles.

Furthermore, this program offers an array of benefits. You will become alumni of IIMV, gaining access to a vast network of professionals and resources. You will also enjoy access to the learning resources of both the host institute and IIMV, broadening your knowledge base.

I invite you to embark on this transformative journey with us, unlocking a world of opportunities and enhancing your career prospects. Join us in shaping the next generation of technology leaders with a distinct managerial edge.

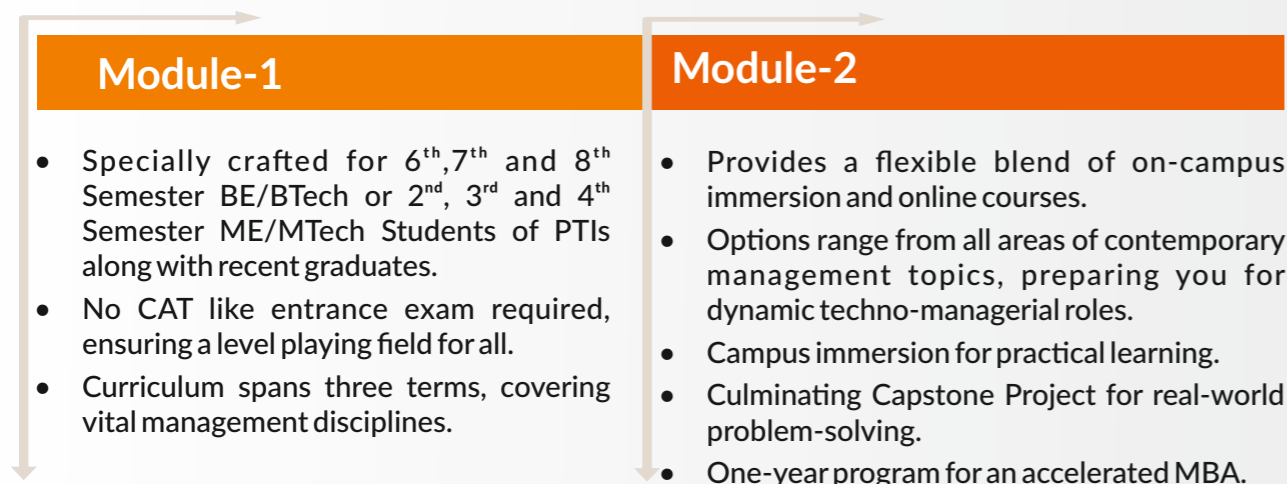
Warm regards,  
**Prof. M Shameem Jawed**



## About the Program

Embark on a transformative journey with our pioneering B.Tech-MBA Program, a collaborative initiative between IIM Visakhapatnam, IIITDM Kurnool, and NIT Warangal. This program offers a unique pathway for engineering and technology enthusiasts to seamlessly integrate managerial skills into their technical prowess.

## Master of Business Administration (MBA)



## Key Benefits

- Acquire specialized management skills alongside your BTech/MTech studies.
- Boost career prospects in employment, entrepreneurship, and higher education.
- Enjoy diverse career options and potential for higher compensation packages.
- Acquire management degree within a year of graduation, augmenting your qualifications, by way of prestigious, NIRF-ranked MBA from IIMV, ensuring prestige and value.
- Skip CAT exams, saving time, costs, and uncertainties.
- Experience rapid ROI, making it a cost-effective path to a prestigious MBA.
- Gain exemption from first-year PhD coursework, fully funded by IIMV.
- Access a dynamic alumni network for invaluable career support and growth

## Program Highlights

- Engage in online synchronous learning for a dynamic and interactive educational experience.
- Embrace a modular design that awards two degrees from the prestigious IIM Visakhapatnam - a Diploma in Management and a Master of Business Administration.
- Enjoy a highly subsidized and affordable fee structure, ensuring exceptional value for your investment.
- Experience a highly experiential pedagogy led by the distinguished faculty of IIM Visakhapatnam.
- Attain coveted IIM Visakhapatnam Alumni status, opening doors to a vast network of professionals and resources.
- Participate in a campus immersion module of IIMV, providing a hands-on, immersive learning experience.
- Tackle a Capstone Project that challenges you to think critically, solve complex problems, and demonstrate your readiness for the professional world.

## Target Audience

- 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> Semester BE/BTech or 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> Semester ME/MTech Students of PTIs
- Alumni of PTIs (Limited to BTech/MTech degree holders from the most recently graduated batches).

## Eligibility

- |   |   |
|---|---|
| <p>(A) <b>Module-1</b><br/>Diploma in Business Management (DBM)</p>     | <ul style="list-style-type: none"> <li>6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> Semester BE/BTech or 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> Semester ME/MTech Students of PTIs</li> </ul> <p style="text-align: center;"><b>(OR)</b></p> <ul style="list-style-type: none"> <li>Alumni of PTIs, limited to BE/BTech or ME/MTech degree holders of the most recently graduated batch.</li> </ul> <p>(Note: Please note that the Final year B.E/B.Tech or ME/M.Tech students and Alumnus will not be allowed from next year onwards).</p> |
| <p>(B) <b>Module-2</b><br/>Master of Business Administration (MBA)*</p> | <ul style="list-style-type: none"> <li>Successful completion of Module-1.</li> </ul> <p style="text-align: center;"><b>(AND)</b></p> <ul style="list-style-type: none"> <li>BE/BTech or ME/MTech graduates/post-graduates from partnering institutions.</li> </ul> <p>*The detailed admission criteria for Module-2 will be notified at a later stage.<br/>Note: Eligibility for the program does not constitute a guarantee of admission.</p>  |

## Selection Criteria

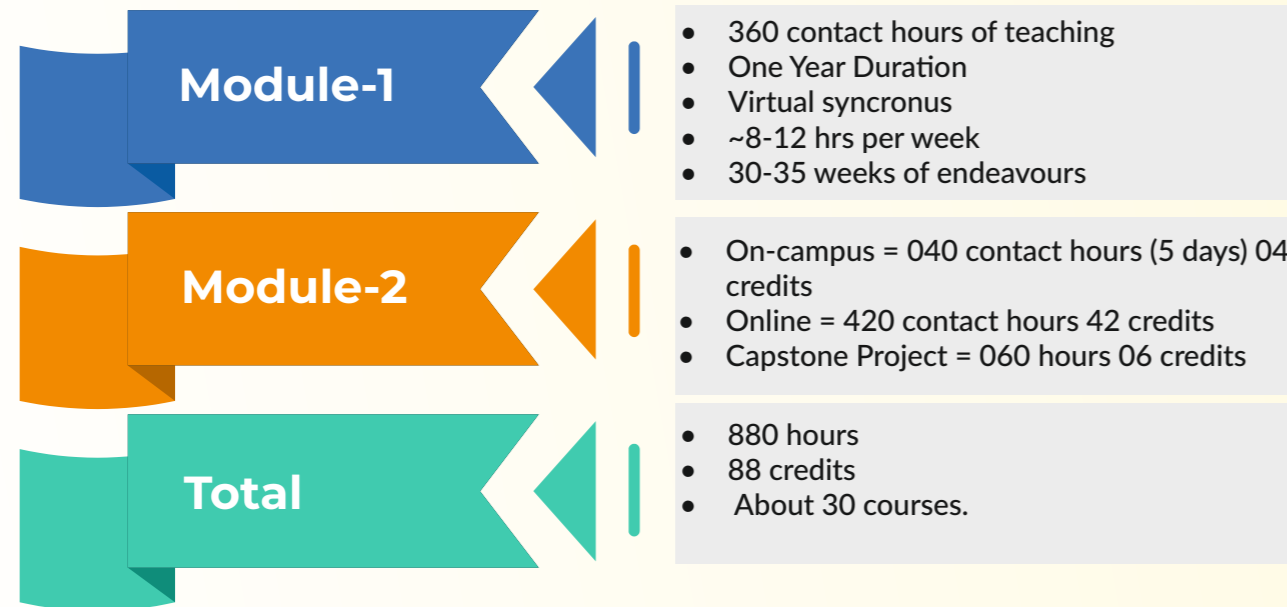
- Applicants must submit the online application form along with Statement of Purpose (SoP) and required supporting documents.
- Admission Cut-off Percentages/GPA:
  - UR (General): 50%;
  - NC-OBC: 45%;
  - EWS (Economically Weaker Sections): 45%;
  - SC (Scheduled Caste): 40%;
  - ST (Scheduled Tribe): 40%;
  - PwD (Persons with Disabilities): 40%
- The GPAs will be converted to equivalent percentage as per PTIs' norms, and calculated as
  - For BTech students: Cumulative GPA as of the end of the latest semester for which results were declared.
  - For MTech students: Cumulative GPA as of the end of the latest semester for which results were declared.
  - For Alumni of BTech/MTech programs: CGPA calculated from all the graded semesters.



## Academic Details

### Program Structure

It's a modular program in management which is divided into two parts:



### Program Duration

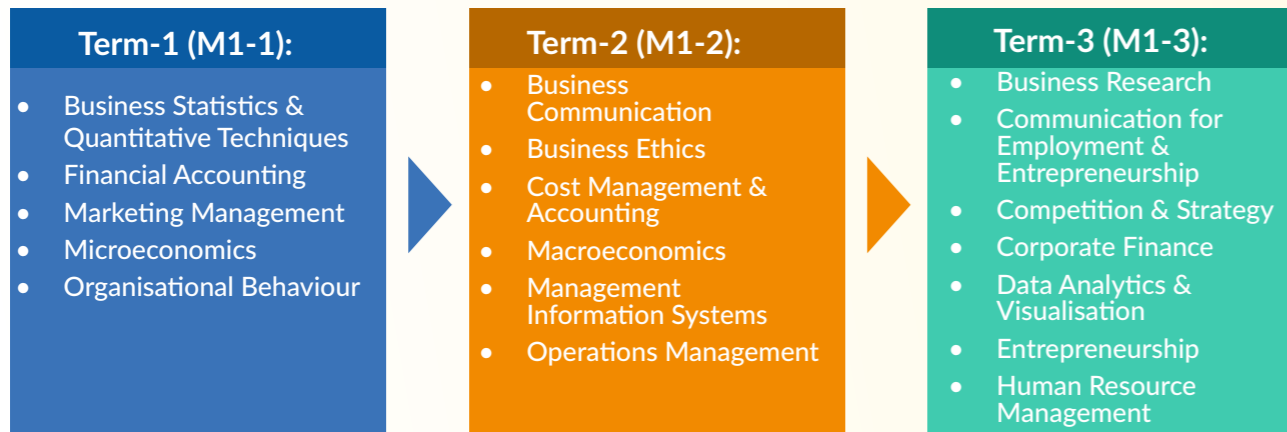
- Two years

### Pedagogy

The teaching approach will be highly interactive leveraging technology, and deploy diverse pedagogical tools and techniques, including PowerPoint Presentations, videos, white boards, audio-visual aids, etc. The lectures will be more participative and use case-based teaching methodology of IIMs.

### Term-wise Indicative List of courses

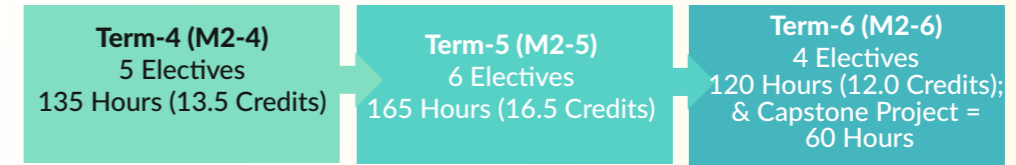
**Module - 1:** All courses are Core/Mandatory. Combination of Full, Half & Workshop Courses. Workshop Courses do not carry any grading. Duration of each class session = 60 Minutes Total Hours for Terms-1, 2 & 3 = 360. Credits = 36.



**Module-2:** All courses are Electives having combination of Full & Half courses. Duration of each class session = 90 Minutes. Capstone Project = group component, under faculty mentorship. Total Hours for Terms-4, 5 & 6 = 40+420+60 = 520 Hours; Credits = 52

- (A) **On-campus Immersion at IIMV (Part of Term-4)**
- 5 Days; 8 hours per day = 40 Hours, 4 Credits
  - Exposure to case-based learning
  - Applied/Bridge Courses

- (B) **Online Courses (Continuation after IIMV Campus Immersion)**



Tentative list of elective courses to choose from following Areas

- Decision Sciences**
  - Advanced Analytics
  - Multi-attribute Decision Making
  - Predictive Analytics
  - Quantitative Methods for Quality Management
  - Statistical Thinking for Managerial Decision-Making
- Economics and Social Sciences**
  - Game Theory
  - International Economics
  - Pricing Strategy
- Entrepreneurship**
  - Capstone Business Simulation
  - Innovative and Disruptive Business Models
  - New Venture Creation
  - Strategy in Emerging Markets
- Finance & Accounting**
  - Behavioral Finance
  - Corporate Valuation
  - Financial Analytics using "R"
  - Financial Derivatives
  - Financial Statement Analysis
  - Fixed Income Securities
  - Investment Banking
  - Management of Banks and Financial Institutions
  - Mergers, Acquisition & Corporate Restructuring
  - Project Appraisal and Financing
- Information Systems**
  - Artificial Intelligence
  - Leading Digital Transformations
  - Management Consulting
  - Management of Information Security
  - Management of Information Systems and Technology
- Management Communication**
  - Intercultural Communication
  - Making Effective Business Presentations
  - Strategic Communication for Leaders
- Marketing**
  - Advertisement Management
  - B2B Marketing
  - Consumer Behavior
  - Customer Relationship Management
  - Digital Marketing
  - Marketing Analytics
  - Product and Brand Management
  - Retail Management
  - Sales and Distribution Management
  - Service Marketing
  - Social Media Marketing
  - Strategic Marketing
- Organizational Behavior & Human Resources**
  - Conflict Management & Negotiations
  - HR Analytics
  - Managerial Training & Competency Development
  - Organization Development and Change Management
  - Strategic HRM in a Digital World
- Production & Operations Management**
  - Circular Economy Through Sustainable Operations
  - Digital Enterprise Through Industry 4.0
  - Healthcare Operations Management
  - Multi Model Logistics System Management
  - Operations Strategy
  - Project Management
  - Service Operations Management
  - Supply Chain Analytics and Architecture
  - Supply Chain Management
  - Technology Forecasting and Assessment
  - Total Quality Management and Six Sigma
- Strategy**
  - Corporate Governance
  - Industry & Competitor Analysis
  - Innovation & New Product Development
  - International Business

### Class Scheduling

Classes shall be scheduled mostly during weekends and evenings.

- For Module-1**
  - Online Synchronous: 12 hours of classes per week, totaling up to around 30 weeks of engagement.
- For Module-2**
  - Campus Immersion Module: 6-7 hours/day, 5/6 days.
  - Online Synchronous: 12 hours of classes per week, totaling up to around 40 weeks of engagement.
  - Capstone Project: Term-6, scheduling as per students and faculty mentors' mutual availabilities.

### Capstone Project

Capstone project serves as a culmination of learning, allowing students to apply theoretical knowledge to practical, real-world business challenges. It hones problem-solving abilities, encourages teamwork, and fosters critical thinking. Additionally, it provides networking opportunities and demonstrates a student's competency, preparing them effectively for the professional landscape. The project will be guided by faculty of IIMV and SoM, NITW. This will be a group exercise to facilitate better peer to peer learning.

- 6 credits. i.e., 60 hours

## Criteria and Eligibility for Award of the Academic Title

Students exiting after Module-1 will be awarded IIMV Diploma in Business Management if they fulfil the following:

1. CGPA of 2.20 and above out of 4.00
2. Adherence to all the guidelines of the DBM Program Handbook, including attendance. [The Handbook will be prepared by IIMV in consultation with the PTI].

Students who fail to meet the CGPA criteria as above but fulfil/meet all other program criteria and guidelines will be awarded a simple Participation Certificate. If they wish, they will have the option to join the next Module-1 batch, if and when held, as follows:

1. As MTech students of the PTI
2. As BTech/MTech graduates of the current year or immediately preceding year.

They have to repeat the Module-1 in full, without any waiver of courses (in part or full) and without any waiver of fee (in part or full). Such re-enrolment opportunity will be extended only once to a student.

### For Master of Business Administration

Students will be awarded a Master of Business Administration (MBA) if they fulfil the following:

1. Overall CGPA of 2.20 and above out of 4.00 (i.e., Module-1 & Module-2 together)
2. Adherence to all the guidelines of the MBA Program Handbook, including attendance.

Students who fail to meet the CGPA criteria but fulfil/meet all other criteria and guidelines can join the Module-2 in the next batch, if and when held.

They have to repeat the Module-2 in full, without any waiver of courses (in part or full) and without any waiver of fee (in part or full). Such re-enrolment opportunity will be extended only once to a student.

## Program Fee and Payment Modalities

IIMV MBA Degree Total Fee (Module-1 + Module-2) is:

- For candidates enrolling in Module-1 as current students of PTIs: Rs.5.50 lakh + GST applicable.
- For candidates enrolling in Module-1 as alumni of PTIs: Rs.5.80 lakh + GST as applicable.

### Module-1 Fee Details:

- For PTI current students:
  - Rs.1.50 lakh + GST (as applicable) per student
  - Payable in three instalments, each of 0.50 lakh + GST (as applicable) per term, at the beginning of each term (i.e., Term-1, Term-2 and Term-3).
- For PTI alumni
  - Rs.1.80 lakh + GST (as applicable) per student
  - Payable in three instalments each of 0.60 lakh + GST (as applicable) per term, at the beginning of each term (i.e., Term-1, Term-2 and Term-3).

### Module-2 Fee Details:

- For all students: Rs.4.00 lakh + GST (as applicable) per student;
- Fees payable before the beginning of:
  - Term-4 = Rs.1.40 lakh + GST (as applicable) (before commencement of Campus Immersion).
  - Term-5 = Rs.1.30 lakh + GST (as applicable).
  - Term-6 = Rs.1.30 lakh + GST (as applicable).

## Application Process

- Call for application to go live in the month of October. Same will be notified on the website of IIMV and partnering CFTIs.
- Students shall apply by filling the online application.

## Important Dates

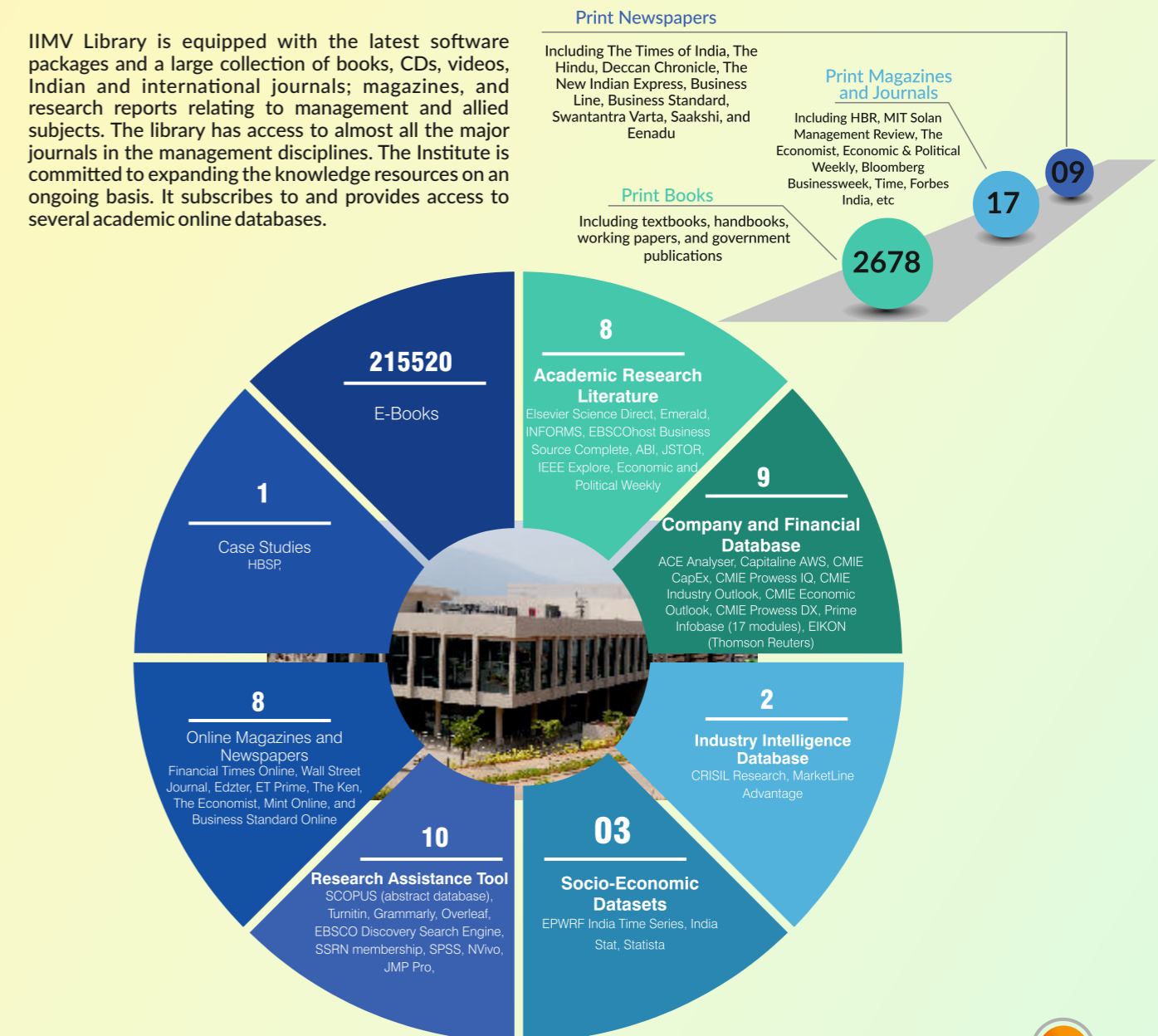
- Application Opens: **15<sup>th</sup> October 2023**
- Application Deadline: **29<sup>th</sup> January 2024 (5:00 pm)**
- Offer for Admission into the program: **3<sup>rd</sup> February 2024**
- Commencement of the program: **17<sup>th</sup> February 2024 (Inaugural Event & Orientation)**
- Start of Term-1 Classes: **24<sup>th</sup> February 2024**
- End of Module-1: **February 2025**
- Start of Module-2: (tentative): **April/May 2025**

## Placement Support

- Those who obtain DBM are still students of PTIs (or) alumni of PTIs.
- If alumni, whether pursuing DBM or IIMV MBA, they are presumed to be already in a career (employment, entrepreneurship and/or higher education).
- Hence, neither PTIs nor IIMV, neither singly nor jointly, will undertake any responsibility for the placements of the students at the IIMV DBM stage or at the IIMV MBA stage.
- However, the collaborating INIs, individually or jointly, may consider extending limited placement guidance and/or facilitation, as per the policies of the respective institutions.

## Library Facilities

IIMV Library is equipped with the latest software packages and a large collection of books, CDs, videos, Indian and international journals; magazines, and research reports relating to management and allied subjects. The library has access to almost all the major journals in the management disciplines. The Institute is committed to expanding the knowledge resources on an ongoing basis. It subscribes to and provides access to several academic online databases.





विद्या परं दैवतम्

# IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम  
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- <https://www.easytourz.com/BT-EmabedTour/all/905d430d2da82aff>
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Design: Biswanath Behera