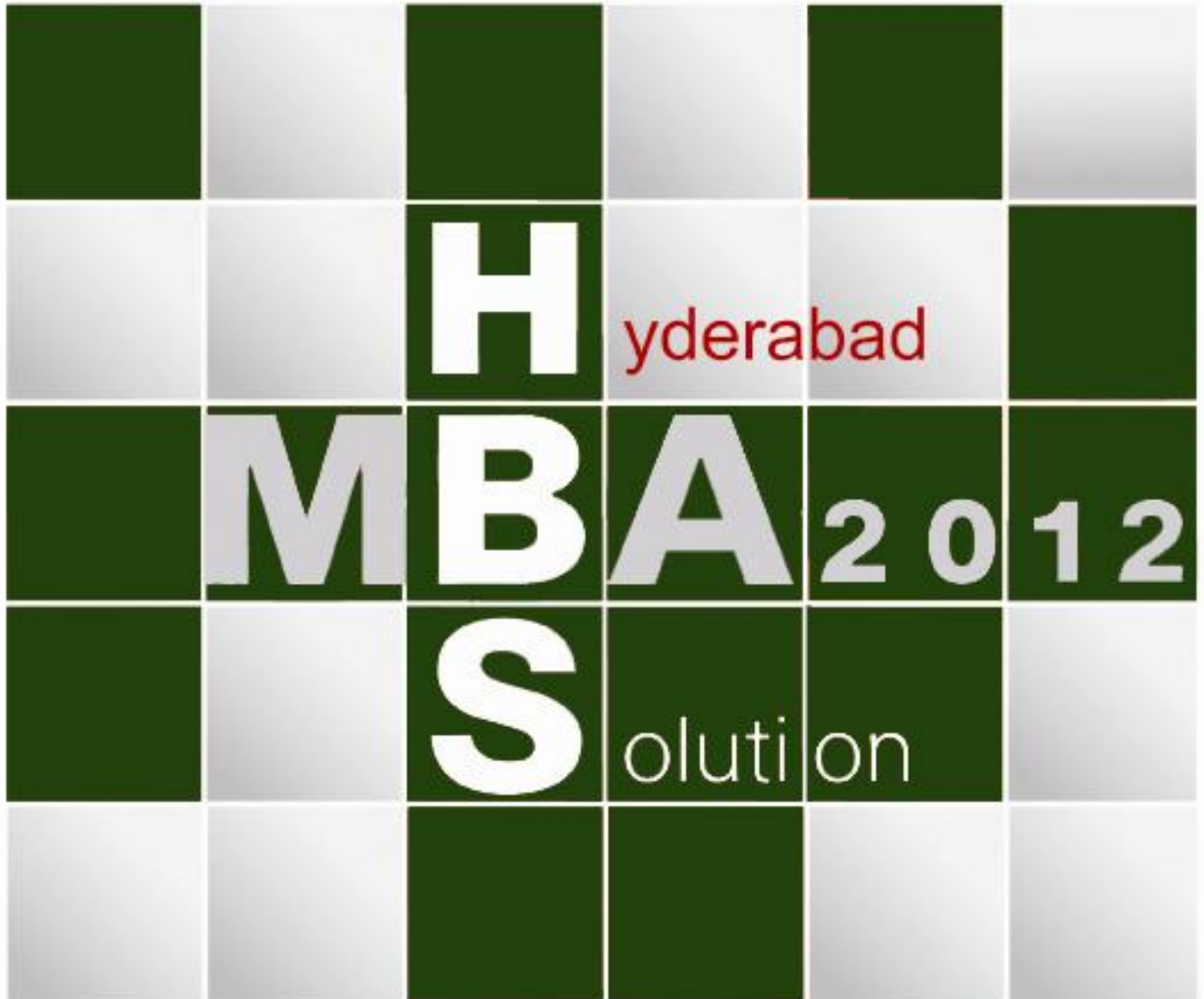


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AMONG TOP RATED B-SCHOOLS IN SOUTH INDIA  
HBS, received "B-School Leadership Award" &  
"B-School with Excellent Industry Interface"



**GITAM UNIVERSITY**

(Estd. u/s 3 of the UGC Act, 1956)

Rudraram, Patancheru Mandal, Medak Dist. - 502329

Ph: 08455-220058 (M) 095422444\_09542424261,09542424259, Fax: 08455-220059

E-mail: [hyd.bschool@gitam.edu](mailto:hyd.bschool@gitam.edu), [admissions@ghbs.in](mailto:admissions@ghbs.in)



★ B- School survey 2011

## GITAM University

Gandhi Institute of Technology and Management, popularly known as GITAM was founded in 1980 by an inspired group of eminent intellectuals and industrialists led by Dr. M.V.V.S. Murthi, Former Member of Parliament and popular philanthropist. In August 2007, GITAM acquired the status of a Deemed University u/s 3 of the UGC Act, 1956. The University has started another campus at Hyderabad with the approval of UGC which offers 4-year B.Tech, 5-year dual degree (B.Tech-M.Tech), 2-year MBA and 3-year MCA programmes from 2009-10. Now GITAM University ranks fifth among private universities in India according to a report of Ministry of HRD, Govt. of India.



**Dr. M.V.V.S. Murthi**  
President  
GITAM UNIVERSITY

## Hyderabad Business School

Hyderabad Business School (HBS), GITAM University, Hyderabad Campus, strives to build itself as an institution of quality management education, research, executive training development and consultancy. In a short time, the School has built an excellent faculty pool, with rich experience and a high intellectual capital base. State of the art infrastructure and excellent technology enabled campus facilities along with commitment to quality education are the hallmarks of HBS. The emphasis has been on preparing business leaders for the society and develop sound academia-industry collaboration.



**Prof. G. Subrahmanyam**  
Vice-Chancellor  
GITAM UNIVERSITY

## What Makes Us Unique

The HBS MBA programme is designed to prepare talented young people with career aspirations, managerial potential, and international orientation for a career as a global business leader. HBS assures success for our students through these core assets:

- ▶ Experienced faculty from Industry and premiere B-Schools, each with a solid reputation in research & business management expertise.
- ▶ Elite student body from divergent education background and, with work experiences spanning a spectrum of industries.
- ▶ Well-integrated curriculum that balances theory and practice, hard skills and soft skills, as well as global perspective and local understandings. Strong emphasis on cross-cultural integration.
- ▶ Engaging and challenging activities beyond the classroom including student-run conferences and forums, clubs, functions and fete, as well as international business school competitions and business simulation games.
- ▶ Professional career development services and access to world-class corporate recruiters.



**Prof. S.S. Prasada Rao**  
Director  
Hyderabad Business School

## HBS Faculty



### **Prof. S.S.Prasada Rao**

M.Com.; MBA, M.Phil.; FDP (IIMA); Ph.D.  
Director

### **Dr. Y. Manohar**

B.E.(Met); B.E. (Chem); PGIIIIE, PGDPM, Ph.D.  
Professor

### **Dr. U. Devi Prasad**

MBA, Ph.D.,  
Associate Professor

### **Dr.M. Jayasree**

MBA, M.Com., M.Phil., PGDFMT, Ph.D.  
Assistant Professor

### **Fakhruddin Sheik**

MBA; MS; PGDPHM; DISM  
Lecturer

### **Dr. A. Sreeram**

M.A, MBA, M.Ed., M.Phil, Ph.D., PGDCA  
Professor

### **Ms. Raavi Radhika**

MBA, M.Com., M.Phil., PGDBM, (Ph.D.)  
Assistant Professor

### **Dr.S.Suman Babu**

MBA, Ph.D.  
Assistant Professor

### **D.R.P. Chandra Sekhar**

M.A., M.Phil., (Ph.D.)  
Assistant Professor



## MBA Programme

Well-integrated curriculum that balances theory and practice, hard skills and soft skills, as well as global perspective and local understanding.

By encouraging independent thought, team collaboration and interactive communication in the classroom, HBS provides students with the right toolkit for success in their future careers. The curriculum is designed to ground students in the fundamentals of management, while addressing their individual interests and career ambitions.

### Elective Courses

Courses in the 2<sup>nd</sup> year cater to the interest and aptitude of individual students in various functional areas. Students can specialize in the area of their interest. A student can specialize in more than one of the areas offered, viz., Marketing, Finance, HRM, Information Technology, Insurance Management, Logistics & Supply Chain Management & International Business.

### Programme Duration

HBS follows trimester system with the academic calendar beginning in July 2012 and each trimester being of 11-12 weeks duration. At the end of the third trimester, all students are required to undergo compulsory summer internship for 4-6 weeks in industry.

### Summer Internship (Field Project)

The students work on 4 to 6 weeks of closely guided projects as per the specification of the company under the supervision of the company executive, who in the end provides a feedback to the Programme Director on the performance of the student. Summer internship is essential for the award of the MBA degree.

### Evaluation

Emphasis is laid on continuous evaluation of a student's performance throughout the six trimesters, culminating in a CGPA score, over a 10 point scale and finally reflected by a letter grade.

### Programme Structure



### Schedule of Class Work

The Classes for the MBA programme for the Academic Year 2012- 14 starts from July 4, 2012 and are held every day starting at 8.45 am extending up to late evening hours, including weekends. Each class is of 75 minutes duration. Attendance in all classes is compulsory.

### Pedagogy

The pedagogy used is a combination of lectures, case discussions, role plays, presentations, assignments and project work. The primary emphasis is on interactive and participative methods of learning. Faculty for the program is primarily in house but may also include visiting / adjunct faculty. Industry experts are also invited to share their experiences and to expose students to the current business environment.

### Curriculum

The courses for the MBA program are spread over six trimesters. The first three trimesters are devoted to foundation courses, across core areas of management.

# Programme Overview

## I Trimester

1. Management: Theory & Practice
2. Business Environment
3. Quantitative Methods-1
4. Managerial Economics
5. Business Laws
6. Financial accounting & Analysis
7. Written Analysis & Communication
8. Knowledge Management

## II Trimester

1. Corporate Governance
2. Cost Management
3. Operation Management
4. Risk & Insurance Management
5. International Business
6. Management Information Systems
7. Quantitative Methods-II
8. Business Communication

## III Trimester

1. Entrepreneurship Development
2. Operation Research
3. Research Methodology
4. Financial Management
5. Human Resource Management
6. Marketing Management
7. Logistics & Supply Chain Management
8. Strategic Management

## Electives

### FINANCIAL MANAGEMENT

1. Corporate Restructuring and Valuation
2. Financial Markets & Services
3. Security Analysis & Portfolio Management
4. Financial Engineering & Risk Management
5. Corporate Taxation
6. International Financial Management
7. Financial Derivatives
8. Management Control Systems

### SYSTEMS

1. Systems Analysis & Design
2. Enterprise Resource Planning
3. Data Base Management Systems
4. E commerce
5. Business Intelligence
6. IT Strategic Management
7. IT infrastructure Management & Compliance
8. Information Security Management

### MARKETING

1. Sales & Distribution Management
2. Consumer Behavior
3. Customer Relationship Management
4. E- marketing
5. Services Marketing
6. Global Marketing
7. Retail Marketing
8. Management of Advertising

### HUMAN RESOURCE MANAGEMENT

1. Human Resource Planning
2. Performance Management
3. HRD - Strategies & Systems
4. Human Resource Information Systems
5. Strategic Human Resource Management
6. Labor legislation
7. Leadership & Team Building
8. Conflict Management

### INTERNATIONAL BUSINESS

1. International Trade, WTO & Trade Policy
2. EXIM Financing and Documentation
3. Global Marketing Management
4. Global H.R.M
5. Cross cultural Business Management
6. International Business Strategy
7. International Business Laws
8. Forex Management & Currency Derivatives

### RETAIL MANAGEMENT

1. CRM in Retailing
2. Retail Communication and Promotion
3. Retail Technology
4. Store Design, Layout and visual Merchandising
5. Retailing Strategy
6. Retail Store Operation
7. Retail Formats
8. Merchandise Management

### INSURANCE

1. Risk management
2. Principles and Practice of Insurance
3. General Insurance & Products
4. Life Insurance & Products
5. Elements of Actuarial Science
6. Insurance Laws and Regulations
7. Underwriting and Claims Management
8. Insurance Marketing

### VI Trimester

1. Project Seminar
2. Project Evaluation



## Opportunities

Training and Placement of students is given top priority and various activities in this regard are undertaken. With the mission to serve society by promoting excellence in education HBS aims to produce sound technical professionals with a temperament of strong logic. For this, special efforts are made to groom the students to meet the standards of the industry, both in technical knowledge and soft skills. HBS Academics and the Metamorphosis initiatives make a big difference in students' grooming. There is continuous college-industry interface and interactive seminars on emerging technologies are arranged to provide wide ranging exposure to students.

The HBS provides support to its students in their training and placement by a full fledged Training & Placement Cell comprising of students and headed by a Senior Faculty member. The cell helps the students to find suitable placement in corporate sector.

The Placement cell undertakes: -

- ▶ Interaction with Industry experts.
- ▶ Intensive interaction between the Placement Cell and the industry to acquire their placement needs
- ▶ Identification of student's strength in the area of specialization
- ▶ Publication of Placement Brochure.
- ▶ Pre Placement talks by Industry representatives at the Institute.
- ▶ Preparing students for Written Test, Group Discussion, & Personal Interview / or any other selection Criteria /process through which the students will finally get to the employer.

### Some of the Organizations where our alumni employed



### Summer Placement Companies:

ABN Amro Bank, Bank of America, Deloitte, ICICI Bank, ICICI Lombard, ICICI Prudential, IDBI Bank, SBI Life Insurance, Metlife India Insurance, Reliance Life Insurance, Citi Financial, India Bulls, Kotak Securities, TVS Finance, Cognizant Technology Solutions, TVS Electronics, Sankhya Technologies, Atlas Copco, Amaraja Batteries, Bajaj Tempo, RPG Retail, Times of India, Expeditors, TCI, Kotak Mahindra Bank, Centurion Bank of Punjab, Brandix Activewear, ICICI Direct, Intelli Group, Priya Foods, HDFC Mutual Fund, Mahindra Logistics, Blue Star India Ltd, Infosys Ltd.

## External Linkages and Academic Partners

Given the strong need for comprehensive academic programmes, HBS constantly strives to establish strategic bilateral partnerships with leading b-schools faculty across India and overseas. These partnerships shall enable our students to experience culturally diverse campuses



## Alumni Relations

HBS has taken initiatives to develop a strong Alumni network. HBS Alumni shall be leaders in a broad range of organizations making considerable difference to organizations and the industry. HBS plans to conduct reunions with a purposeful mix of learning and fun. The Alumni Relations Committee is headed by a Faculty Chairperson. Students are encouraged to initiate projects that help Alumni and their alma-mater reconnect. An Alumni Newsletter is also in vogue.



**Sports Facilities** "Lakshya" an intra-mural Competition is organized every year on the occasion of the Annual Day Celebrations of the School. Literary, cultural, track & field events are conducted for individuals and department-wise teams in the State-of-art sports facility.

**Hostels** Girls & boys accommodation is within the HBS campus. Hostels have all amenities including internet connection for every room.



Admission through Valid Test Scores in  
**MAT/GMAT/CAT-2011** or through **HBSAT-2012**  
*for quick update, please visit* [www.ghbs.in](http://www.ghbs.in)



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(Established under Section 3 of the UGC Act, 1956)

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