



VIGNANA BHARATHI
Institute of Technology



(A UGC Autonomous Institution, Approved by AICTE, Accredited by NBA and NAAC-A Grade, Affiliated to JNTUH)



Department of **Business Management** 2024 News Letter

Shaping Future Business Leaders: Empowering Excellence in Management
Education Since 2006



INSTITUTE VISION

To emerge as a premier institution for technical education in the country through academic excellence and to be recognized as centre for excellence in Research and Development.



INSTITUTE MISSION

To establish a strong institute by consistently maintaining state of the art infrastructure and a cohesive, world class team by providing need based technical education.



DEPARTMENT VISION

To Emerge as an Esteemed and Exemplar Institute for Management Education.



DEPARTMENT MISSION

To Develop Globally Competent Executives, Leaders and Entrepreneurs through Quality Pedagogy and Campus to-Corporate Philosophy.
To Evolve as an Acme in the field of Interdisciplinary Management Research and Practice

About Management



Dr. N. Goutham Rao

Chairman - VBIT

Dr N. Goutham Rao, with a Doctorate in Sociology is a man of many laurels. He is a towering intellectual, a thinker and a doer as well. A person to leave no work unfinished, he has successfully completed many projects launched by Osmania University under UGC's special Assistance Programme. A right blend of tradition and modernity is reflected in Dr Rao which only undermines his ability to be accessible to rural and urban students and teachers as well.



Dr. G. Manohar Reddy

Secretary - VBIT

Dr G. Manohar Reddy, who hails from a village in Nalgonda district, is a livewire adding youthful dynamism and vibrancy to Management Committee. Dr. Reddy has a creditable academic record right from his school days. A gold medalist in M.Sc Chemistry in the year 1989, he takes time to teach Chemistry and be with the students.

Head of the Institution



Dr. P. V. S. Srinivas

Professor & Principal

Dr. P. V. S. Srinivas, an astute academician and administrator, is the Principal and Professor in the Department of Computer Science Engineering. He has conferred the honor of Ph. D. in Computer Science Engineering from JNTUH, Hyderabad in the year 2009. He obtained his M. Tech in CSE from JNTUH, Hyderabad in 2003 and graduation (AMIE) in ECE from the Institution of Engineers (India) in 1990. Dr. P. V. S. Srinivas has a rich academic and industry experience of 27 years.

Department Faculty



Dr. G. Padmaja
HOD



Dr. S. Hari Krishna
Professor &
Finance Officer



Dr. K. Ajay Kumar
Associate Professor



**Mr. K. Sathish
Mehar Kumar**
Associate Professor



Mrs. Ch. Rajitha
Assistant Professor



Mrs. G. Shalini
Assistant Professor



Mrs. A. Sindhuri
Assistant Professor



Mr. Ch. Ganesh
Assistant Professor



Ms. J. Srilatha
Assistant Professor



**Mr. Prakash
Lingam**
Assistant Professor



Mrs. P. Amulya
Assistant Professor



About Department

In order to meet the wide ranging, challenging and growing demands for professional Managers, in the recent times, from both the developing and the developed Nations, the Department of Business Management was established in the year 2006-07, as an exclusive Department and as a separate entity. The Objective of the Institution is to provide "Management Education" and promote the growth of effective and efficient "Business Managers" through adherence of the highest Standards of Academic Integrity and overall Ethical Conduct, to develop a sense of Individual Responsibility and to collectively participate in reinforcing and maintaining an environment of honour, trust and standards.

The Department strives to develop long term relationships with industries and market the Students Talents effectively; the students are thus provided high level leads and career pathways that enable them to gain access to a broad range of high potential MBA Career Opportunities.

Even though the Department is very young; it has made a name for itself, among the top few colleges, at the university level, through its performance in the examinations and in placement.

Department Intake : 120 Seats

Specializations Offered

Marketing , Finance , Human Resources and Entrepreneurship.

Teaching Methodology

E-class room lectures, Case Method, Group Projects, Workshops and Seminars, Simulations and Role-Playing, Guest Lectures, Experiential Learning, Online Learning and Blended Formats mentorship Programs, Workshops and Skill Development Sessions, Research Projects, Industry Visits, Peer Learning, Problem-Based Learning, Discussion Forums, Networking Events.

Quality Policy

VBIT focuses on Outcome-Based Learning (OBL) in MBA programs by defining clear, measurable outcomes that students should achieve by the end of their courses. Implementing OBL in MBA programs ensures that graduates are well-equipped with the necessary skills and knowledge to succeed in their careers.

ELITE

The Management Club – VBIT

ELITE Club was established in the academic year 2020-21 by Department of Business Management. ELITE Club is a student driven initiative and a platform that collaborates with both the corporate and academics of management students. This club organizes various events under the stewardship of office bearers who will be elected by the Department. This forum will strive to identify various professional and extracurricular activities which will enable the students to get empowered with Industry ready competencies. ELITE Club mainly focuses on bridging the gap between academics and industry to enrich the knowledge and skill development. Under the leadership of ELITE Club various domain specific business simulation activities in the area of Marketing, Finance, Human Resources, Entrepreneurship and Startup management, Data Analytics are initiated.



VISION

To be a premier platform for aspiring managers, fostering leadership, innovation and collaboration among students while bridging the gap between academia and industry."



MISSION

To empower aspiring leaders by providing a dynamic platform for professional development, fostering innovation, and creating meaningful connections within the management community. We are committed to enhancing students skills through experiential learning, networking opportunities, and community engagement, all while promoting an inclusive environment that values collaboration and growth."



Events organized by Department of Business Management (2023-2024)

Co-Curricular Activities

MBA Orientation Programme (2023-25)



UTKRISHT - Where Talent Meets Opportunity



Events organized by Department of Business Management (2023-2024)

Aakar 2K24 - Prize Winners



Idea Unleash



Aarthika



Events organized by Department of Business Management (2023-2024)

Guest Lecture on Industry Expectations



MBA Students Visit to Coca-Cola



Graduation Day



Extra curricular activities

Freshers Party



Farewell Party- MBA



Sports



Industrial Visit to National Geophysical Research Centre



VIBHA 2k24



NSS unit Training Program on CPR-(Cardio Pulmonary Resuscitation)



Participation in Other College Management Events





Counselling Code: **VBIT**



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