

## MANDATORY DISCLOSURE

- 1. Name of the Institution:** VISWANADHA BUSINESS SCHOOL  
Mindivani Palem(V), Sontyam (P),  
Anandapuram (M)  
Visakhapatnam (Dt)  
Pin: 531173  
Ph: 08933 – 220587  
Email – secretary@vbs.edu.in
- 2. Name and Address of the Director:** Dr.A.Babu Rao  
Director, Viswanadha Business School  
Mindivani Palem(V), Sontyam (P),  
Anandapuram (M)  
Visakhapatnam (Dt)  
Pin: 531173  
Ph: +9490453239  
Email – director@vbsvizag.com
- 3. Name of the Affiliating University:** Not applicable

### 4. Governance

#### Members of the Board:

SNo.	Name	Designation
1.	Viswanadha Narasimham	Chairman
2.	Prof. G.Krishnam Raju	Director
3.	Viswanadha Nageswar Rao	Vice Chairman
4.	Viswanadha Dhananjaya Rao	Secretary & Correspondent
5.	Vedula Surya Narayana Murty	Chartered Accountant
6.	Kesapragada V.Rama Murthy	Director
7.	Dr. Satagopam Uma Devi	Director
8.	Dr.Kandula .V. Narasimha Sharma	Director
9.	Dr.P.Gopala Krishna Murthy	Director
10.	G.V.R.Murthy	Director

The Trust/Governing Body consists of Highly Qualified and Experienced academicians, professionals like Chartered Accountants, Advocates, industrialists, NRI's and Public Personalities

## Members of the Academic Advisory Board:

### Academic Advisory Council

Sl.No.	Name	Position
1.	Prof. S.K. Chakravarty	Founder Director, Management Center for Human Values, IIM Kolkata
2.	Prof. C.Venkata Ratnam,	Director, IMI New Delhi
3.	Prof. K.K. Choudhary	Director, Army Institute of Management, Kolkata
4.	Prof. N.K.Rao	Former Professor of Finance, IIM Kolkata.
5.	Prof. Ravi Kumar,	IIM, Bangalore.
6.	Prof. Madoun Mouloud,	Visiting Professor from France, ICFAI Institute of Management Teachers
7.	Prof. Tirupati, Devanath	I.I.M.Ahmedabad
8.	Prof.V.Krishna Mohan	DCMS, Andhra University,

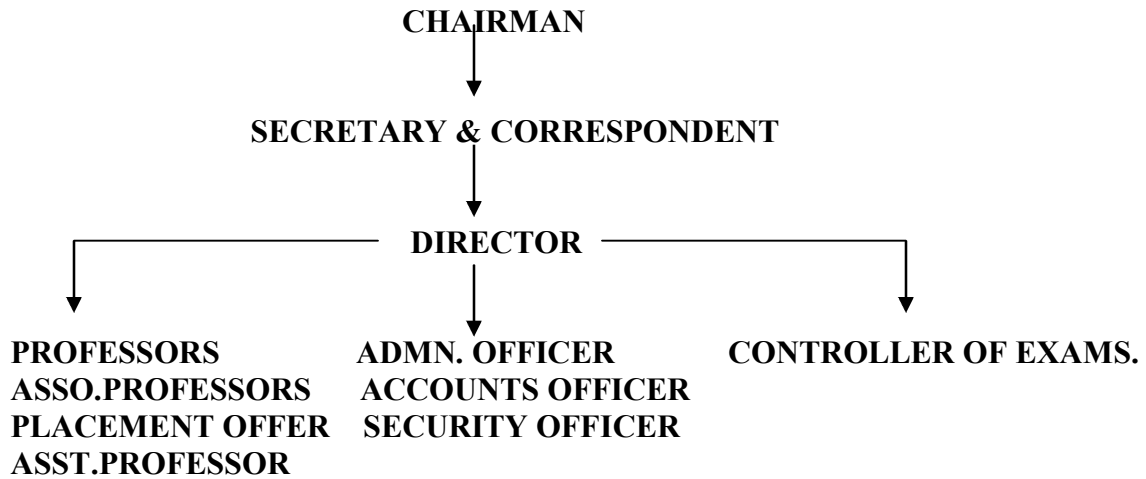
### Business Advisory Council

Sl.No.	Name	Position
1.	Mr. K.S.Sarma I.A.S.	Former Addl.Secretary, Ministryof H.R.D. and C.E.O., Prasarabharathi
2.	Prof. M. Ravi Sunder	Executive Director, Morgan Stanley, Bangalore
3.	Mr. C. Srinivasan	Group Head H.R., Ramky Group
4.	Mr. Bala Subramanyam,	C.F.O., Megasoft, Hyderabad.
5.	Mr. Ramakrishna	M.D., Zenith Consultancy Services, Hyderabad.
6.	Dr.A.L.Rao	C.O.O., Wipro
7.	Mr. V.Ravi Kumar	Director-Technical, VTC Surface Technologies (P) Limited, Visakhapatnam.
8.	Mr. D.Sriram	Vice President, ADIDAS, Germany.

### Frequency of the Board Meetings and Academic Advisory Body

The Governing Body meets at least ONCE in a year whereas the Academic Advisory Body meets once in a fortnight and also on special occasions.

### **Organizational Structure:**



### **Nature and Extent of involvement of Faculty and Students in academic affairs/ improvements**

Various committees were constituted involving the Faculty and Students to facilitate the active participation in academic, administrative aspects of the Institution.

### **Mechanism/Norms & Procedure for democratic/good Governance:**

Suggestions are taken from the students and staff in the form of feedback. Students are required to drop-in their opinions and suggestions on various aspects related to Classroom environment, Campus facilities, Amenities, Faculty interactions, technical and other services etc. Periodically suggestions/opinions received are reviewed by the Heads of the Departments together with Director, necessary and appropriate actions amounting to improved services are taken up from time to time.

### **Student Feedback on Institutional Governance/Faculty performance:**

At the trimester-end, faculty performance Appraisal is done basing on the feedback received from the Students on various aspects like Level of coverage of Syllabus, Depth of Coverage, Clarity of expression, evaluation etc.

## **5. Programmes**

### **Name of the Programmes Approved by AICTE**

**P.G.D.M.**

**Name of the Programmes accredited by the AICTE:**

**P.G.D.M**

**For each Programme the following details are to be given:**

Sno	Name of the Course	No. of Seats	Duration	Cut off Mark/ Rank	Fee
<b>Post Graduate</b>					
1.	PGDM	60	2 Years	MAT & ICET	Rs.75,000/- p.a.

**Placement Facilities:**

Sno	Name of the Employee	Designation
1.	Mr.N.S.Sinha	Placement officer

**Campus placement in last three years with minimum salary, maximum salary and average salary year(2008-09)**      **Not applicable, since the Business School has been started this year**

S.No	Discipline	Total no. of students passed out (last 3 years)	Total no. of students placed through placement cell (last 3 years)

**Name and duration of programme(s) having affiliation/collaboration with Foreign University(s)/Institution(s) and being run in the same Campus along with status of their AICTE approval. If there is foreign collaboration, give the following details:**

Not Applicable

**For each Collaborative/affiliated Programme give the following**

Not Applicable

**Whether the Collaborative Programme is approved by AICTE? If not whether the Domestic/Foreign Institution has applied to AICTE for approval as required under notification no. 37-3/Legal/2005 dated 16<sup>th</sup> May, 2005**

Not Applicable

## 6. Faculty

### Branch wise list faculty members:

<p>Prof. A. Babu Rao, Director <b>Viswanadha Business School</b></p>
<p><b>Director of Viswanadha Business School</b>, is a Doctorate in the Faculty of Commerce and Management Studies, Andhra University, Visakhapatnam. He had worked as Reader, in College of Management Studies (today's Gitam Institute of Management) during 1990-93. An MBA Coordinator and Associate Director of Dr. L. Bulayya PG. College for a period of nearly one decade. Associated with formation of educational institutions namely 'Noble Institute of Science and Technology', and 'Ravindra and Rajendra PG. College', as Advisor. A student forever and a teacher for a period of about four decades, teaching at graduate, post graduate levels at different Institutions. Basically a person of 'Accounting and Financial Management' areas and proved himself the best in the areas of Business Policy, Strategic Management, Corporate Governance, Business Ethics, etc.</p>
<p>Attended many seminars and workshops as a participant and a Panel Speaker. A research guide for the award of one Ph.D and one M.Phil. Author of Three books.</p>



<p>Dr. D.N. Naveen Kumar Professor <b>Viswanadha Business School</b></p>
<p><b>Joined Viswanadha Business School as Professor in Management.</b> Earlier worked as an Associate Professor and Academic co-ordinator in Ambedkar Institute of Management Studies.</p>
<p><b>Done his Ph.D in Management from D.CMS Department of Commerce and Management Studies, Andhra University.</b></p>

He has got total of 12 years of experience in teaching PG level Management Students.

Areas of Interest : Consumer Behaviour , Service Marketing and Strategic Management.



A.K. Mohideen  
Asst.Professor  
Viswanadha Business School

Mr. Mohideen Abdul Kamal is an MBA & M.Phil. He has six years of experience in academics and two year industry. He has attended many National & International seminars and presented fourteen papers. His area of interest is Retail Management, Management of Financial Services, Security analysis & Portfolio management. He is pursuing his Ph.D from Andhra University, Visakhapatnam.



K. Srinivasa Rao  
Asst.Professor  
Viswanadha Business School

Mr. K. Srinivasa Rao is an M.Com & M.B.A. from Andhra University. He has 12 years of teaching experience in UG and P.G. Courses and acted as an Examiner, Paper Setter. He has attended two national seminars and presented two papers and his area of

interest is Accounting and Financial Management. His hobbies are conducting some Personality Development and Yoga Classes for Degree college students.



C. Ravindra Babu,  
Professor  
**Viswanadha Business School**

Viswanadha Business School Prof. C. Ravindra Babu passed with Distinction, M.Sc in Mathematics in the year 1970 and joined as research scholar in PG Centre, Guntur in the year 1970. He has a Diploma in German Language. He has joined in INDIAN BANK as Probationary Officer in the year 1972 and retired as Deputy General Manager, after serving the Bank for 35 long years ,which includes, 19 years in Eastern India, 2 years in Delhi, 2 years in Chennai, in various capacities such as Branch Manager, Chief Manager, Asst. General Manager, Circle Head, DGM etc,. He had undergone during the service in the Bank various Training Programmes both Internal and External, which includes: Management Skills at IMM, Calcutta ; Credit Management at IIM Bangalore ; Executive Development Programme at NIBM, Pune and Forex, Credit , Rural Development Programmes at SBI , Guragon.

Visited Various Business/Management Schools as Guest Faculty at Bhubaneswar, Kolkata and Hyderabad. Special Areas of interest : Teaching Management subjects in Finance and HR.

(C. Ravindra Babu)



N.S. Sinha  
Associate Professor  
Viswanadha Business School

N.S. Sinha, has done his MBA from Andhra University with dual specialization in the disciplines of Marketing and International Business and M.Phil in Business Management from MK University. Currently he is pursuing his PH.D program in Business Management with BR Ambedkar University

**He** has more than two decades of experience in industries and academic Institutions and held seniors level positions. Undertook consultancy projects for pharma Industry in the area of marketing. He associated with Industries namely GSK, GEO MARDY and VSP Associates for over twenty years. Associated with IIAM, An Established B-School, for four years as Sr. Assistant professor and In-charge of placement activities. His teaching assignment include sales and distribution management, retail management and International Business.



V.T.S.N.Murthy  
Asst.Professor  
Viswanadha Business School

V.T.S.N. Murthy is an MHRM and Psychology graduate from Andhra University. Associated with VBS as a faculty in Human Resources. Having close to 12 years of hands on experience in HR both at Industry and Academics. Murthy has a great

Passion towards education and training young management minds in all HR related verticals, by assessing and understanding student Psychology and shaping their Personality to the best of their 'Best'.



M. Pratima  
Asst. Professor  
Viswanadha Business School

**M. Pratima** is an MBA Product from Andhra University. He has 4 years of teaching experience in P.G. Courses. She has attended two National Seminars and Presented two papers and her area of interest is Marketing and Finance.



N. Venkatachari  
Asst. Professor  
Viswanadha Business School

**Mr. Nagendra Venkatachari** Faculty has qualified himself in MBA (Finance) from Dr. Ambedkar open university, Hyderabad, LL.M from Andhra University , Visakhapatnam, MFT from Pondicherry University and PGDPM from National Institute of Personnel Management Kolkata and had 10 years of Academic experience in various institutions such as David's Memorial Institute of Management Secunderabad, (2 yrs), AQJ degree college Vizag (2 yrs) , NVP . Law college Vizag (2 yrs) , Sims CMS (1 yr) Vizag, SSMIET, Anaparthi (2 yr). Before joining in VBS he had worked in AIMS ,

Visakhapatnam faculty for 3 yrs. Before joining in academic line he had industry exposure in A.P. State Irrigation Development Corporation, Hyderabad for 22 years in Administration Department. Currently pursuing Ph.D in the Dept. of law from Andhra University , Visakhapatnam. He has attended 15 seminars including national level and published papers also.

**7. Profile of Director with qualifications, total experience, age and duration of employment at the institute concerned**

1. Name	Dr.A.Baburao
2. Date of Birth	15 <sup>th</sup> July, 1951
3. Educational Qualification	M.Com, Ph. D.
4. Work Experience	
• Teaching	33
• Research	7
• Industry	0
• Others	--
5. Area of Specializations	Finnace
6. Subjects teaching at Post Graduate Level	Strategic Management, Marketing of Services

**7. Fee**

- **Details of Fee, As approved by State fee Committee, for the Institution**  
Not applicable.
- **Time schedule for payment of fee for the entire programme**  
2 Years (Installments)
- **No. of Fee waivers granted with amount and name of students**  
-- Nil --
- **Number of scholarships offered by the Institute, duration and amount**  
-- Nil --
- **Criteria for fee waivers/scholarship : -- Nil --**
- **Estimated cost of Boarding and Lodging in Hostels**  
--Nil--

**8. Admission**

**Not applicable**

Sno	Name Of the Course	Sanctioned	Year of Approval	Convener	Spot	NRI Quota
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## 9. Admission Procedure

**Mention the admission test being followed, name and address of the Test Agency and its URL (website):**

**Students are being selected from MAT and ICET entrance tests followed by G.D. and Personal Interview.**

Calendar for admission against management/vacant seats:

- Last date for request for applications. 15<sup>th</sup> August, 2009
- Last date for submission of application. 25<sup>th</sup> August, 2009
- Dates for announcing final results. 30<sup>th</sup> August, 2009
- Release of admission list (main list and waiting list should be announced on the same day) 01<sup>st</sup> Sept, 2009
- Date for acceptance by the candidate (time given should in no case be less than 15 days) 16<sup>th</sup> Sept, 2009
- Last date for closing of admission. 20<sup>th</sup> Sept., 2009
- Starting of the Academic session. 25<sup>th</sup> Sept, 2009
- The waiting list should be activated only on the expiry of date of main list.
- The policy of refund of the fee, in case of withdrawal, should be clearly notified.

## 10. Criteria and Weightages For Admission

MAT, ATMA and ICET SCORES.

## 11. Application Form

**Downloadable application form, with online submission possibilities.**

Through our Website

## 12. Information on infrastructure and other resources available

### Library

A	Total area of the library	400 Sq.M.
B	Seating capacity of the library	60 Students

- C Reprographic facility (yes / No) Yes
- D Working hours of library 8.30 AM to 4.30 P.M.
- E Library Networking facility (yes / No) No
- F Usage data of the library (in terms of books issued to the faculty & students etc.) Yet to start
- G Annual library budget (% of annual student fee collected) Rs. 4.5 Lakhs
- H Details of the library staff with qualifications and pay scales Mr. S.Suryanarayana, Librarian, M.L.Sc. Rs.8000/- Consolidated
- Details of the library facilities

S.No	Course(s)	Number of titles of the books	Number of volumes	Journals	
				National	International
	P.G.D.M.	431	2064	42	03

19. Computer Facilities for the existing programme(s)

S.No	Particulars	Requirements as per Norms (1:4 all undergraduate UG Programmes and 1:2 for MBA/MCA/ PGDM/ PGDBM)		Availability	
1.	No of Computer terminals	30		60	
2.	Hardware Specification	--		P-4 Process, LENOVA	
3.	No of terminals of LAN/WAN	--		All are in LAN	
4.	Relevant Legal Software	Application	System	System software Linux	02 Nos.

				<b>Windows XP</b>	02 Nos.
				<b>Application Software</b>	01 No.
				<b>SPSS software</b>	04 Nos.
				<b>MS Office-2007</b>	
5.	Peripheral(s)/ Printers			05 Nos.	
6.	Internet Accessibility (in kbps & hrs)			3 Mbps FROM 8 AM – 8 PM	

**SIGNATURE OF THE HEAD OF THE INSTITUTION:**