GITAM HBS®
Hyderabad Business School

2019 Prospectus

VISION

To become a global leader in higher education

MISSION

To impart futuristic and comprehensive education of global standards with a high sense of discipline and social relevance in a serene and invigorating environment

Contents

Vision & Mission	1
Contents	2
Message from the President GITAM	4
Message from the Vice-Chancellor GITAM	5
Message from the Pro VC, GITAM Hyderabad	6
Message from the Dean & Director, GITAM HBS	7
Board of Management of GITAM	8
Accreditation - Recognition	10
Institutional Memberships - Partnerships	12
Alumni Speak	14
Recruiter Speak	16
About GITAM, About GITAM HBS	18
Welcome to Hyderabad	20
Location Facilities	21
Knowledge Resource Center	22
Core Faculty	24
Visiting Faculty	29
Distinguished Visitors to the Campus	30
Overview of Post Graduate Programmes	
✦ MBA Dual Specialization	34
✦ MBA + Advantage GITAM HBS	38
Conferences and Seminars at GITAM HBS	40
Collaboration with BYST	44
Industry Interface	47
Publications	48
Research Programmes at GITAM HBS	49
Recognition for GITAM HBS Faculty	50
Centre For Career Management Services	52
Eligibility for Admission	53
Life @ HBS	54
Our Recent Recruiters	57

Hearty Welcome to GITAM!

GITAM Hyderabad Business School has been attracting talented students, researchers and faculty from across the country and abroad because of its consistent commitment to imparting quality management education. GITAM HBS feels accountable to the future of its students on one hand and to enhancing the performance of Indian industry on the other.

It was the vision of Dr. M.V.V.S. Murthi, the Founder President of GITAM, to build it on par with the renowned institutions abroad that has resulted in this institution committed to excellence in higher education. Dr. Murthi has nurtured this august institution with exemplary discipline, care and affection, and unswerving commitment to quality, since its inception. In its 38 years of journey in higher education, GITAM has set high standards in this sector and keeps increasing them in quest of its vision to become the global leader in this field. This quest manifests in all its constituent institutions like GITAM HBS. This very vision has helped GITAM to grow beyond its place of origin. Now, GITAM operates from Visakhapatnam, Hyderabad and Bengaluru campuses, each of which has its own unique set of attributes, while retaining the core values and philosophy of GITAM.

GITAM HBS is endowed with the unique distinction of being in proximity to the fast developing metro of Hyderabad, one of the internationally renowned hubs of software and pharmaceutical industries, and a reputed centre for higher education and world class health facilities. At the same time, the campus of GITAM HBS is conveniently removed far enough from the hustle and bustle of the city for providing a congenial environment for rigorous pursuit of professional programmes.

The self-sufficient and state-of-the-art infrastructure, well-qualified and passionate members of its faculty, an intimate connect with industrial establishments, dynamic curriculum, emphasis on application-oriented teaching, activity and outcome based teaching-learning methodology, extra and co-curricular activities that provide a plethora of opportunities for a wholesome individual growth, are only some of the reasons why GITAM HBS should be the destination for anyone seriously contemplating a glorious career in management.

We welcome all aspirants of management education to be part of our dynamic growth!

M. Sri Bharat
President
GITAM

Message from the President, GITAM

The vision of MAHATMA, the Father of the Nation was to see India as a socially and economically resurgent country and he looked upon education as an important means to achieve this goal. To fulfill his dream, Gandhi Institute of Technology and Management (GITAM) came into existence in 1980. Gandhiji's view of education was not narrow or sectarian. He envisaged universities as institutions of higher learning that transcend all linguistic, racial and other barriers. GITAM is committed to imbibing his values and abiding by his philosophy. On 13th August, 2007, GITAM was declared as a Deemed to be University u/s 3 of the UGC Act, 1956.

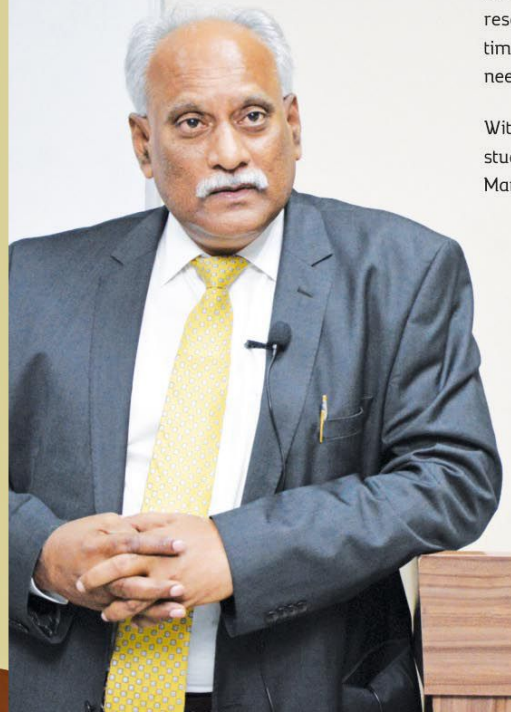
GITAM has been graded as category-I University and granted "Graded Autonomy" by MHRD/UGC. GITAM is one of the few deemed universities accredited by NAAC with 'A+' grade in 2017. The UGC has accorded 12-B status to GITAM, which has given an added thrust to the research activities. During a short span of time, GITAM has grown into a multi-campus, multi-faculty institution spread over three campuses with 17 institutes, 12 disciplines, 52 departments and 10 research centers. It offers 190 UG, PG, Doctoral and other programs in diverse disciplines such as Engineering & Technology, Management, International Business, Life Sciences, Pharmacy, Social Sciences, Physical Sciences, Arts & Humanities, Languages, Law, and Medicine. GITAM has grown into a premier deemed to be university in Andhra Pradesh, Telangana and Karnataka States where its campuses are located.

GITAM Hyderabad Business School (GITAM HBS) has recorded phenomenal progress in teaching, research and executive education and consultancy in Management. The programs offered by GITAM HBS have received their deserved response and recognition across the country.

Today the world needs management professionals with thorough understanding of emerging technologies who can ably handle the changing and challenging tasks and for efficient use of the resources to business. GITAM HBS realized this at the appropriate time and designed its programs to effectively cater to corporate needs, simultaneously focusing on the societal concerns.

With its professional approach, competent faculty and motivated students, GITAM HBS is poised to reach greater heights in Management Education in the country.

Prof. K. Siva Rama Krishna
Vice-Chancellor (In-Charge), GITAM



Message from the Vice Chancellor, (In-Charge) GITAM

Welcome to GITAM Hyderabad Campus!

The Hyderabad Campus of GITAM (Deemed to be University) started on a modest note in 2009 with just two schools - GITAM School of Technology and GITAM Hyderabad Business School. Now the campus has shown impressive growth, not only in the intake of students, but also in the number of schools. Now we have four more schools on this campus - GITAM School of Architecture, GITAM School of Science, GITAM School of Pharmacy, and Gandhi School of Humanities and Social Sciences.

A student aspiring to be a management professional will benefit much from the interaction with students and teachers from other disciplines, which is possible only where teaching and research in those disciplines happen. GITAM Hyderabad Campus is one such place. Management is an eclectic discipline that requires interdisciplinary knowledge. In the current world, it requires a reasonable grounding in information technology, a sound knowledge of psychology and social sciences, apart from the core management subjects which are themselves derived from various disciplines. The students of GITAM Hyderabad Business School derive the benefit of all the resources available on the campus. There are unlimited opportunities for them to explore their own potential and grow as excellent professionals and human beings.

We believe in making our students industry-ready, taking cognisance of the latest developments in industry and business and serving their interests through our well-trained students. We inculcate professional ethics along with professional knowledge in our students, making them much sought after candidates for responsible positions.

We welcome industry and business houses to our campus to recruit and select from our talented and innovative student pool!

Prof.N.Siva Prasad
Pro Vice-Chancellor
GITAM Hyderabad campus

Message from the Pro VC, GITAM Hyderabad

Welcome to GITAM Hyderabad Business School!

In an extremely dynamic business scenario today, GITAM Hyderabad Business School (GHBS) is like a guiding force keeping up with its tradition of 39 years of excellence and encouraging every student to excel. We believe that our students can transform opportunities for new products, markets, processes and resources into tomorrows' realities through their vision, determination and leadership that they can bring to global market place.

We ensure that as future managers they:

- have a strong fundamental grounding in contemporary management and business theory.
- understand the intricacies of global business and be skilled in working with people from widely differing personal and professional back grounds.
- and have the ability to translate vision into action.

We carry forward GITAM legacy at GHBS, to foster the same environment for their success. The learning environment at GITAM HBS is a product of our belief that education should be driven by a need to keep pace with time, and it is made more effective by making students take an active part in the learning process.

GITAM HBS treads on the path envisioned by our Founder President Dr. M.V.V.S Murthi and continues to strive for excellence, as a tribute to his inspiring memory.

We welcome your interest in GITAM HBS and would like you to join us in a journey that would enrich you and empower you to shape new landscapes in the current century.

Prof.Y.Lakshman Kumar
Dean & Director
directorhbs@gitam.edu

Message from the Dean & Director, GITAM HBS

Board of Management of GITAM

Prof. K. Siva Rama Krishna
Chairperson

Prof. N. Siva Prasad
Prof. K. Lakshmi Prasad
Prof. Ch. Sanjay
Prof. Ch. Ramakrishna
Sri B. V. Mohana Rao
Prof. T. Ravi Raju
Prof. M. Potharaju
Prof. P.V. Sivapullaiah
Prof. P. Sheela
Prof. K. Vijaya Bhaskara Raju
Dr. C. Asha Deepti
Prof. V. Balamohan Das
Prof. V. K. Jain

Advisory Body - GITAM HBS

Prof. K. Siva Rama Krishna
Vice Chancellor (In-charge), GITAM

Prof. N. Siva Prasad
Pro Vice Chancellor, GITAM

Prof. V.V. Bhanoji Rao
Member, Governing Body, GITAM

Sri. V.S. Rao
Director,
VBC Group of Industries, Hyderabad

Prof. V. Venkaiah
Former Vice Chancellor,
Krishna University

Prof. L.S. Murthy
Director, IIM, Nagpur

Prof. G. Suryanarayana
Advisor, Distance Learning, GITAM

Prof. Y. Lakshman Kumar
Dean & Director, GITAM HBS

Board of Studies - GITAM HBS

Prof. Y. Lakshman Kumar
Chairman

Prof. V. Nagadevara
Former Professor & Dean, IIM, Bangalore

Prof. B. Raja Shekhar
Dean, School of Management Studies, University of Hyderabad

Prof. A. Sree Ram

Dr. U. Devi Prasad

Dr. M. Jayasree

Dr. S. Suman Babu

Accreditation Recognition

Accredited by NAAC with A+ Grade

Member of AMDISA

MHRD Category '1' University Graded Autonomy

ISO - 9001 : 2015 (Quality Management System)

The Week-Hansa Research Best B-Schools Survey 2018 -
69th Rank (All India Top Private B-Schools);
30th Rank (South Zone); 4th (Top B-Schools in Hyderabad)

Careers360 India's Best B Schools Survey 2019-
8th Rank among Top B-Schools in Hyderabad

India's Best B-Schools Survey 2018 - Careers 360-AAA Rating

44th Rank at the national level in Careers360 Best B-School Survey 2017

ASSOCHAM National Excellence Award 2016 under the
category of Best B-School for Promoting Research

Named the No.1 Emerging Institute for BBA by the Times of India - 2018

LemonBridge Awards for:

- "Business School with the Most Innovative Pedagogical Methodology"
- "Innovative Leader in B-Schools for the Director"
- "Merit Award for Entrepreneurship Incubation Cell"

Innovative B-School Awards by DNA for:

- "Best B-School using Technology in Training/Education"
- "Outstanding B-School (South)"

ET Now Awards for:

- "B-School with Excellent Industry Interface"
- "B-School Leadership Award"

And,

- Dewang Mehta B-School Award
- DNA "B-School Leadership Award"
- Star News "B-School with Excellent Industry Interface"

Institutional Memberships - Partnerships

WADHWANI FOUNDATION

BUSINESS & YOUTH STARTING TOGETHER
BHARATIYA YUVA SHAKTI TRUST

AUAP
Association of Universities of Asia And The Pacific

NSE ACADEMY

HMA
Since 1964

AIMS
ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS

Cardinal Stritch University

IQS
PERSONA CIENCIA EMPRESA
UNIVERSITAT RAMON LLULL

University of Nebraska Omaha

AMDISA

CII
Confederation of Indian Industry

AIMA
ALL INDIA MANAGEMENT ASSOCIATION

IOD
Building Tomorrow's Boards
Institute of Directors

ISTD

NHRD NETWORK

CIMA
Chartered Institute of Management Accountants

ACCA

University of Nebraska, Omaha

IQS

Central-Michigan-University

When I was just one of the confused graduates among the students, I was anxious for the future. But as days passed I realized that I was right about the decision I made about joining HBS. It was everything that i could have ever asked for, a right place to define my life and there were so many experts who helped me and guided me to derive a better path for myself and it was the same for the majority of the students. GITAM HBS and the people in it nurtured us to become those individuals who are proud of themselves and are also spreading that positivity around no matter wherever they are. We as Alumni of HBS confidently can say that we would stand out everywhere we go and we owe HBS a lifelong gratitude

Raiella Raveena
Amazon

I have learnt many things from HBS. One of the best things that I'll remember for my life time is that 'there is no passion be found in playing small- in settling for a life that is less than the one you are capable of living.' I'm really very proud to be a student of HBS.

G. Anil Kumar Goud
TVS

Coming from the Technical Forefront initially I was puzzled as to how to conquer the MBA certification successfully. Gradually when i started the tasting the true essence of MBA at Hyderabad Business School I gained immense confidence in handling any subject. This was possible only through the innovative pedagogy followed by all the faculty members and case studies from International journals. Life@HBS was always 'learning beyond classroom' and HBS has taught me the way to deal with Life and people rather than confine to just bookish study. It was a wonderful platform to showcase my talent in extracurricular activities too. The Placement Department's training was very helpful in developing both intra personal and interpersonal skills. It was an amazing and memorable experience for this lifetime to be a student of GITAM HBS.

Bairishetty Sreekanth
Mahindra Finance

Hyderabad Business School has a rich intellectual capital. The learning experience at the institute is remarkable. The courses we have at HBS are one of its kind, where you learn every concept of management in a broader, global perspective, which is the need of the day; the course structure is very well designed and an excellent faculty adds to the beauty of it. Learning is a continuous process, and HBS is excellent in providing those learning tools. I am proud to be a part of this institute. This course has provided me insights to think beyond the horizon

Jonnalagadda Alekya
Nestle

HBS provided me with the most exciting opportunity to learn and innovate many ways to explore the management education. It played a key role in the development of my skills and business excellence. The motivation from the faculty helped me in choosing a right path in my management career. HBS therefore helped me in building business knowledge, broadened perspective and also built my strengths from a manager to a leader.

Ampolu Deepthi
Glaxo Smithkline

The two years spent at GITAM HBS were splendid and helped me to grow better professionally and personally. The faculty members are always supportive, encouraging and I am very grateful to them for giving me a platform to explore my abilities. I liked the friendly atmosphere here and the fact that teachers here are really close to the students. I can positively say GITAM HBS has made me a better person in terms of developing a positive attitude towards my studies and career and also discover more about myself every day.

Rajkiran Anukatalla
Green Park Hotels

Every student at HBS gains excellent academic experiences along with the ennobling process of growth through a vast range of cultural, educational, sports and social activities as a part of campus life. HBS educates students to think creatively, encourages and make sure that the student is comfortable and progressing well in the studies and their life. Best asset for students is lectures; they train not just in academics but also how to go through the next level

Vivek Vatsal
Airtel

I found GITAM Hyderabad Business School very earnest in its efforts to train students for industry. It is committed to improving the career prospects of its students. We could see that there is an emphasis here on the all round development of students. The curriculum is very contemporary and suits the current needs of industry

Mr. Sukesh Koka
Sr. Director
The Hackett Group
World Class Defined and Enabled

GITAM HBS is one of the best B-Schools that we approach for recruitment. Apart from the warm hospitality, the way this institution values the feedback of the recruiters is heartening. The training is focussed and methodical. Students show a lot of energy and enthusiasm. The extra-curricular and co-curricular activities at GITAM HBS must be adding much value to the classroom learning

Mr. Sudhakar Reddy
Zonal Head
BAJAJ CAPITAL
MONEY MULTIPLYING NEWS

GITAM students have the right mix of conceptual knowledge and industry exposure. The curriculum prepares the students to handle the current challenges and expectations from the industry. The institute prepares the students as per the expectations of the industry which is met year after year due to continuous corporate connect by the faculty. This only is resulting in higher expectations from the institute year on year. This enables companies like us to revisit campus every year. All the very best to the students and the faculty

Mr. A A Raju
Sr. Vice President
naukri.com
India's No 1 Job Site

GITAM University has groomed some great talent at the Hyderabad Business School with the right theoretical foundation along with industrial orientation. I found the students at HBS very hard working, enthusiastic and inquisitive with the urge to go out and perform in the industry. The faculty at GITAM is extremely dedicated on ensuring all round development of its students

Ms. Swati Singh
Plant HR Head
PEPSICO

I was impressed by the intellectual pool at GITAM HBS. We found the faculty members' penchant for research and for contributing to current management thinking and practice. The students' performance reflects their exposure to current developments. Team spirit, communication skills, etiquette and subject knowledge of many of the students indicate the institute's thrust on the holistic approach to education

Mr. Prasad Sarma
Zonal Manager (East)
Mahindra FINANCE

Very warm and hospitality from GITAM Management and team members. The students show their talent higher than we expect. Appreciation of GITAM Management team and all professors who deliver high quality of students. Wish to come again

Mr. Tinakorn Ruenthip
Thailand

C.P.GROUP

ABOUT GITAM (Deemed to be 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 to be University u/s 3 of the UGC Act, 1956. GITAM has started Off-campuses at Hyderabad and Bengaluru with the approval of UGC which offer 4-year B.Tech, 5-year dual Degree (B.Tech-M.Tech), 2-year MBA and 3-year MCA programmes in 2009 and 2012 respectively. GITAM is placed in 'A+' category among all private deemed universities in India according to a report of MHRD, Govt. of India.

ABOUT GITAM HBS

GITAM HBS is an institution of quality management education, research, executive training, and consultancy. GITAM HBS offers three year UG Programme-BBA, BCom (Hon.); Trimester based two-year full time MBA Programme, M.Phil and Ph.D. in Management. The emphasis at GITAM HBS has been on preparing business leaders for tomorrow's society leveraging on its strong academia-industry collaboration. The holistic approach to pedagogy incorporates a wide range of co-curricular and extracurricular activities, and frequent interactions with top level executives from industry. The campus, located in the serene suburbs of Hyderabad, derives the benefits of a totally pollution-free rural environment and the close proximity of a metro.

PROGRAMMES OFFERED

PG Programmes:

- MBA (Dual Specialization)
- Executive MBA

UG Programmes:

- BBA
- BBA (Business Analytics)
- BBA with CIMA
- BBA (Financial Markets)
- B.Com. (Hons.) with ACCA

Research Programmes:

- M.Phil
- Ph.D.

Welcome to Hyderabad

The City of Pearls!

Hyderabad is the fourth largest city in India and the capital of the newly formed Telangana State. It had been the capital of the united Andhra Pradesh.

With a unique history of more than 400 years, the city is now the finest blend of antiquity and modernity, with its rich cultural heritage and architecture, and adoption of a cosmopolitan outlook. Home to monuments like the iconic structure of Charminar, the Golconda Fort and marvellous palaces of the Nizam, it attracts a steady stream of admiring tourists from around the world.

Its modernity has attracted multi-national giants like Microsoft, Google and a host of other international corporate houses to set up their offices here. The hi-tec city in Hyderabad is one of the largest hubs of service industry in India and reflects the city's modernity. Hyderabad is also a hub for pharmaceuticals and manufacturing industries, due to its unique location and accessibility.

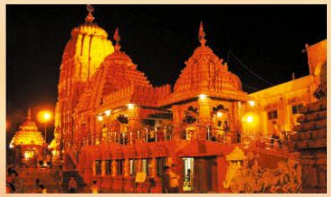
Hyderabad is also a destination for its unique medical and educational facilities. State-of-the-art super specialty hospitals provide world class medical services here. The thirteen universities and various other national and international level educational institutions like IIT, IIIT and ISB in the city attract students from across the world and the country regularly.

Hyderabad is the gateway to South India. It is the converging point of the South and North India both geographically and culturally, along with a long tradition of cosmopolitan and hospitable culture. Citizens of any region of the subcontinent and of any nationality feel quite at home here. Language and culture is never a barrier at Hyderabad.

Situated on the Deccan Plateau, Hyderabad enjoys a pleasant climate throughout the year.

Hyderabad is well-connected with the rest of the world through all modern means of transport. Rajiv Gandhi International Airport has flight services to all major destinations in the world. Secunderabad, the twin city of Hyderabad, is a major and one of the oldest railway junctions in the country, connecting the twin cities with all corners of India.

Because of its age old pearl trade, Hyderabad has earned the sobriquet 'the Pearl City'!



Location & Facilities

GITAM HBS is strategically located in the serene suburbs of Hyderabad, which is one of India's most important economic centers and one of the key destinations in India for international IT giants.

The city is known for its booming IT industry, IT Enabled Services, Call Centers, BPO Firms, Pharma, Biotechnology, Manufacturing and Entertainment Industries. Traditional sectors such as Textiles, Leather, Minerals, Food Processing also have a strong presence in Hyderabad.

Campus Infrastructure

Totally pollution free, the campus boasts of tree-lined walkways, spacious lawns and playing fields, a well designed modern auditorium, well-equipped classrooms and offices, a well stocked library and computer center, executive dining hall/mess, canteens, banking and postal services.

The residential facility is set in the tranquil environment of the campus and is highly conducive to academic work. The rooms in the hostels, 1500-capacity for boys and 1000-capacity for girls, are fully furnished with all modern amenities with wi-fi, 24 Hr power and water supply, a modern gym and sports facilities.

"Lakshya" (Intra-mural Athletic Competition) is organized every year on the occasion of the Annual Day Celebrations of the Institute. Track and field events are conducted for individuals and department wise teams, and prizes are given away for participants.

To inculcate the spirit of both corporate and individual social responsibility, HBS initiated, and encourages its students to continue, the tradition of celebrating the Joy of Giving, an annual celebration, on 14 November, in which socially disadvantaged children are provided a wonderful cultural experience and monetary and material support.

Knowledge Resource Center (Library)

GITAM HBS is networked with fully operational high speed Wi-Fi 24X7 1500 mbps Internet Connectivity that rates among the best of B-Schools in the country. The digital library has 2.2 Gbps bandwidth speed.

The Knowledge Resource Center efficiently caters to the needs of the faculty, students and research scholars. It provides access to online national and international journals, magazines, reports and projects. The Centre subscribes to a large number of journals through Springer link (Business & Economics Journals) EBSCO, Capitaline (Capital Market), Emerald Management Xtra 150 , Proquest, Free Access Journals, Ebrary (5 million + Titles). Digital Engineering and Video Libraries are also accessible to students.

In a serene ambience, students can access innumerable physical and digital resources to aid them in their rigorous study. Apart from NPTL and Sonet Videos, the library provides e-resources such as e-journals (from the databases of IEL-Online, ASME, ASCE, ACM, EBSCO, Springer), E-books (from the databases of World E-Books, South Asia Archive, and Pearson E-Books), E Database (from Scopus, Indian Citation Index, Institute for Studies in Industrial Development databases), UGC Infonet (OUP Journals, American Institute of Physics, Talylor & Francis online journals, JCCC, EPW).

In addition to the resources available in house, the Centre has collaborated with reputed institutions such as:

- University of Hyderabad
- Indian School of Business (ISB), Hyderabad
- DELNET, New Delhi
- IISc Bangalore
- British Library
- Andhra University

The Centre offers central facilities such as OPAC (Online Public Access Catalogue) and Web OPAC. It houses around 90,000 physical books and subscribes to 51 international and 187 national journals.

GITAM HBS offers to all its admitted students a free subscription to hundreds of online business magazines.

Prof. Y. Lakshman Kumar
M.Com, MBA, Ph.D., EMC (CMC-Canada)
Dean & Director
E-mai: directorhbs@gitam.edu

Dr. U. Devi Prasad
MBA, PGDBM, Ph.D.
Associate Professor
E-mail: deviprasad.ungarala@gitam.edu

Dr. M. Jayasree
MBA, M.Com, M.Phil, PGDFMT,Ph.D.
Associate Professor
E-mail: jayasree.mangalagiri@gitam.edu

Dr. S. Suman Babu
MBA, PGD (Human Rights),
PhM, DISM, Ph.D.
Assistant Professor
E-mail: suman.suddapalli@gitam.edu

Prof. A. Sreeram
MA, MBA, M.ED, PGDCA, M.Phil, Ph.D.
Professor
E-mail: sreeram.atluri@gitam.edu

Dr. Raavi Radhika
MBA, M.Com, M.Phil, PGDBM, Ph.D.
Associate Professor
E-mail: radhika.ramanchi@gitam.edu

Dr. Divya Kirti Gupta
BSc (Dual Hons.), MBA-HR, Ph.D.
Associate Professor
E-mail: divyakirti.gupta@gitam.edu

Dr. K. Sreekanth
MBA, M.Phil, Ph.D.
Assistant Professor
E-mail: sreekanth.konnipati@gitam.edu

Prof. B. Krishna Reddy
M.Sc.&M.Phil (Statistics),
Ph.D.(Business Management),
Six Sigma(Green Belt)Professor
E-mail: krishnareddy.bhimavarapu@gitam.edu

Dr. D.R.P. Chandra Sekhar
MA, M.Phil., Ph.D.
Associate Professor
E-mail:
chandrasekhar.devarakonda@gitam.edu

Mr. G.R.K. Prasad
ACS, CMA, ACCA
Associate Professor
E-mail: rkprasad.gutti@gitam.edu

Dr. Sudha Vemaraju
MBA, MPhil, PhD, PDF (IIT Delhi)
Assistant Professor
E-mail: sudha.vemaraju@gitam.edu

Core Faculty

Core Faculty

Dr. C. Nagapriya
MBA, Ph.D.
Assistant Professor
E-mail: priya.chiluka@gitam.edu

Ms. M. Madhurima
B.Tech., M.Tech.
Assistant Professor
E-mail: madhurima.mella@gitam.edu

Dr. Thirupathi Chellapalli
MBA, Ph.D, UGC NET-JRF
Assistant Professor
E-mail: thirupathi.chellapalli@gitam.edu

Mr. Fakhruddin Sheik
MBA; MS; PGDPhM; DISM (Ph.D.)
Lecturer
E-mail: fakhruddin.sheik@gitam.edu

Dr. P. Nagaraj
M.Com, MBA, M.Phil, Ph.D,
FDP-IIMA, UGC NET
Assistant Professor
E-mail: nagaraj.peddapalli@gitam.edu

Ms. N. Jayaprada
M.A., M.Phil, PGIRPM,
Certified soft skill trainer
Lecturer
E-mail: Jayaprada.nadella@gitam.edu

Dr. Roopa Latha
MBA, Ph.D, PGDM (HR)
Assistant Professor
E-mail: roopalathareddy.irala@gitam.edu

Mr. Akram Pasha
MBA (Ph.D.)
Teaching Assistant
E-mail: akram.pasha@gitam.edu

Mr. V. Tilak Kumar
MBA, PGDRIM, (PhD)
Assistant Professor
E-mail: tilak.vadapalli@gitam.edu

Ms. M. Pushpa
Teaching Assistant
MBA
E-mail: pushpa.machani@gitam.edu

Mr. E. Srinivas Jayaram
PGDBM (Finance & IT), Dip. in Advanced Business Analytics & Optimization Techniques,
Assistant Professor
E-mail: srinivas.enguva@gitam.edu

Ms. Mausumi Dash
Lecturer
MBA
E-mail: mausumi.dash@gitam.edu

Visits by International Faculty

Dr. Rajagopal
Ph.D FRSA FIOM FCMI SNI-III (Mexico)
Professor of Marketing & National Researcher
EGADE Business School, Tecnologico de Monterrey, Mexico City Campus, Mexico

Dr. Rajagopal, Professor at EGADE Business School, Mexico City, Mexico, and visiting faculty at Boston University, US, has been conducting Seminar Courses on Marketing for MBA students and FDPs for the faculty at GITAM HBS for the past two years.

Visiting Faculty

Prof. Venugopal V. Bagadhi
MBA, PGDM (IIM-A), AMP (Wharton))
Adjunct Professor
E-mail: venugopal.bagadhi@gitam.edu

Prof. K.V.S. Krishnamohan
B.Tech., MBA, (Ph.D.)
Lead Assessor ISO 9001: 2015
E-mail:
krishnamohan.kuchimanchi@gitam.edu

CMA. Naser Ghazanfer
M.Com., CMA-USA
Consultant
E-mail: naser.ghazanfer@gitam.edu

CMA. Sneha Vemula
CMA, CGMA
Consultant
E-mail: sneha.vemula@gitam.edu

GITAM HBS draws the advantage of being located in a city that is known for traditional and modern sectors of industry, by inviting management practitioners from industry to teach select courses in their respective areas of practice. Students of GITAM HBS thus get to know about the latest developments in industry through them. The following are the visiting faculty.

Mr. Ravi Channavajhala
Head of Technology, Stealth Mode Startup &
Former Vice President, Citi Bank

Mr. Rana Bhaumik
Partner, Kumar & Giri Charted Accountants

Mr. Ravindra Penmatsa
Internationally certified Mentor & Coach,
Founder: Acumentor

Dr. Hory Sankar Mukerjee
Lead - Training & Education, Infosys

Mr. Prabhakar Rao Kotapati
Independent Chartered Accountant

Mr. Siddartha J
Business Development, Market Development
Consultant, Eden Information Services, Singapore

Dr. Ravi Rampalli
ICAI & CHAMPS' India Pvt. Ltd., Former Asst. Vice President.
India IT-CNO Financial Group, US

Mr. Prasad S
Manager - Analytics & Insights,
Tata Consultancy Services,

Ms. Manupriya Bali
Former Faculty Apeejay School of Management, Delhi

Ms. Anuradha. T
Black Buck Engineers Pvt. Ltd., Founder

Dr. Sita Madhavi
Academician,
Geetanjali College of Engineering & Technology

Dr. K P Kumar
Sr. Vice President (Business Development & HR)
& Director, Axis Energy Group

Mr. Kinshuk Rastogi
Business & Technology Consultant

Mr. Ravindra Rapeti
Vice President - Public Relations,
Invesco Toastmaster Club

Distinguished Visitors to the Campus

Dr. Laurence Cockcroft
Co-Founder,
Transparency International

Prof. D.N.Reddy
Director, CR Rao AIMSCS,
HCU and Former Vice-Chancellor, JNTUH

Dr. K.Sivan,
Chairman, ISRO

Dr Keerthi Prakash.
Centre of Science for Villages,
Pilani

Dr Rakesh Mishra,
Director, CCMB

Dr. Aekka Yadagiri Rao,
Famous Sculptor and Retired Professor,
College of Fine Arts, JNAFAU

Mr. Natarajan Ranganathan
COO & CFO, RNT Capital
(the personal fund of Ratan Tata)

Dr. Chandra Sekhar Kolli,
Associate Professor,
California Health Sciences University

Dr Anand J Puppala,
Prof. University of Texas
at Arlington

Dr. V.K.Jain, Director,
CBS-DAE, Mumbai and President,
Society for Materials Chemistry

Dr. V.Venugopal,
Former Director,
Isotope Group, BARC, Mumbai

Mr. Ampasayya Naveen
Novelist

Dr. Avinash K. Dalal
(Nallawala),
National President, AIMA MSME

Distinguished Visitors to the Campus

Prof. Kavita Daryani Rao
Vice-Chancellor, JNAFAU

Prof. Phani Tej
University of Nebraska

Prof. V S Raju
Former Director, IIT Delhi

Prof. V.Ganesan
Former Dean (AR) IIT Madras

Sri CK Kumaravel
Co-founder, Naturals

Mr. Sudhakar Mishra
IRS (Retd.)

Mr. Vivekananda Suri
Vice President, Oracle

Dr. A Vinay Kumar
Associate Professor - Finance
IIM, Lucknow

Dr. M. Malakondaiah
IPS, Director, APPA

Mr. Subba Rao Tulasi
Former Head HR
ITC Ltd.

Dr V Dilli Babu,
Scientist-E, GTRE,
DRDO, Bangalore

Prof. Enoch Kolakaluri
Former Vice-Chancellor, SVU

Mr. Bharani Kumar Aroll,
CEO, Infopeers Solutions

Distinguished Visitors to the Campus

Ms. Rehana D'Souza
Head - NSE Academy Ltd1

Prof. Ashish Ghosh
Indian Statistical Institute,
Calcutta

Rahul Puri
Head - Employer Relations for India
at ACCA

Shri Shrinivas Khati
General Manager - HR,
ER & Admin,
Thermax Batcock & Wilcox Solutions Ltd,
Pune

Mr. Narsimha Rao
Group HR,
MSN Laboratories Pvt. Ltd.

Mr. Rajeev Balakrishnan
Executive Manager,
Deloitte

Ms. Dimple P Dutta
BARC, Mumbai

Pavan
Business Relationships Manager,
AP & TS for ACCA India

Prof. S.C.Malik
Professor, Department of Statistics,
Rohtak, Haryana

Shri M. Kartik Rao
Associate Vice President,
Start Cap Corporate Advisors LLP1

Mr. Peter
Chairman, ACBM, Australia

Mr. Sushanth Diwakar
Secretary, ISTD, Hyderabad Chapter

Dr. Dakshinamurthy V K
President, INSOFE

Distinguished Visitors to the Campus

Mr. M Sriram
General Manager,
Murugappa Group

Capt G Prabhat Kumar,
Pilot, Indigo

Dr. V S P Rao
Professor & Dean,
IBS, Hyd

Mr. Surya Jeedigunta
Chairman,
SNJ Solar Energy Solutions

Mr. Sattaru Umapathi
IPS
Guest Lecture

Mr. Ravindra Varma PVS
Formula HR Consulting Pvt. Ltd.

Mr. Raja Poladi
(Alumni IIM C)
Director, Innominds

Mr. Raja Sekar
Harvard Business School
Boston

Mr. M Krishna
General Manager
ICICI

Mr.U.S.Paul Russel,
AGM (Engg. & SS) Air India,
Thiruvananthapuram

Kishan Sathyam,
Zonal Head - South India, CIMA

Mr. Winny Patro
CEO, AP IT Academy

MBA Dual Specialization

Core Courses

- Principles and Practice of Management
- Business Laws
- Managerial Economics
- Written Analysis & Communication
- Accounting for Management
- Quantitative Methods
- Business Environment
- Indian Ethos & Values in Management
- IT for Managers
- Financial Management I
- Organizational Behaviour
- Business Communication
- Operations Management
- Marketing Management I
- Human Resource Management
- Corporate Governance & Business Ethics
- Research Methodology
- Innovation and Creativity
- Business Information Systems
- Operations Research
- Entrepreneurship Development
- Fundamentals of Business Analytics
- Supply Chain Management
- Marketing Management II
- Financial Management II
- Soft Skills
- Viva-Voce
- Managerial Communication
- Project Management
- Management of Public & Private Partnership
- Principles of Yogic Practices

Summer Internship

(May & June - at the end of the first year)

Common Core Courses:

- Strategic Management

Electives

Marketing Management

- Sales and Distribution Management
- Consumer Behavior
- Customer Relationship Management
- Rural Marketing
- Hospitality Marketing
- Digital Marketing
- Services Marketing
- Retail Management
- Global Marketing
- Product & Brand Management
- Marketing Research
- B-to-B Marketing

MBA - Dual Specialization

Finance

- Advanced Financial Statement Analysis
- Investment Management
- Corporate Restructuring and Valuation
- Banking Theory and Practice
- Credit Risk Management
- International Financial Reporting Standards
- Financial Engineering & Risk Management
- International Banking and Finance
- Derivatives
- Banking Technology Management
- Financial Planning and Wealth Management
- Financial & Credit Analysis

Human Resource Management

- Human Resource Development
- Compensation Management
- Global HRM
- Human Resource Planning & Staffing
- Human Resource Information Systems
- Performance Management
- Employment Laws
- Industrial Relations
- Strategic Human Resource Management
- Recruitment & Selection
- Learning & Development
- Leadership & Team Building

Operations & Supply Chain Management

- Manufacturing Planning and Control for SCM
- Logistics Management
- Logistics Management
- Technology Management
- EXIM Management
- E-Business
- Services Operations Management
- Supply Management
- Quantitative Methods in SCM
- Operations Strategy
- Total Quality Management
- Supply Chain Management- Planning and Execution

Business Analytics

- Business Analytics for Managers
- E-Commerce and Web Analytics
- Corporate Intelligence and Decision Making
- Predictive Analytics
- Digital Analytics
- Cloud Computing
- Big Data Big Analytics
- Data Mining for Business Intelligence
- Marketing Analytics
- Data Science for Business
- Data Analysis & Modeling
- Enterprise Analytics

International Business

- International Business Laws
- Management of Multi National Corporations
- Cross Cultural Business Management
- Global Marketing Management
- International Trade Logistics
- WTO and India
- International Trade and Policy
- Exim Policy and Documentation
- Global Strategic Management
- Forex Management and Currency Derivatives
- International Business Communication & IT in Global Business
- Global HRM

CLAP (Continuous Learning Activity Programme)

- Seminars on Contemporary Business Topics
- CEO Lecture Series
- Career Coaching Workshops
- Management Games
- Formation and participation in various functional clubs of Management
- Business Simulation Games
- IT Workshops
- Workshops on Soft Skills
- Entrepreneurship Workshops
- Creative Workshops
- CSR/ISR Activities

VI Trimester Major Project (January to April)

Note: GITAM HBS may revise, remove, or add courses anytime according to current industry needs and recommendation of the Board of Studies without prior notice to students.

MBA + Advantage GITAM HBS

- 39 years of experience in quality management education of GITAM.
- Young and energetic scholars as intellectual pool, excellent infrastructure and learning resources.
- Exposure to reputed national/international faculty; regular guest lectures

Certifications

- Microsoft certification in MS Excel
- Certification in Coaching & Mentoring
- Certification in Digital Marketing / Six Sigma / BFSI

- 100% Placements
- Application-oriented teaching
- Ideal Teacher-Student Ratio
- Practitioner's perspective in each and every course

- Scholarships to meritorious students

- Choice based credit system
- Strict admission process (1:10)

- Pan India Student Profile

- Nurturing and sponsoring entrepreneurship
- Globally benchmarked curriculum
- Capstone Business Simulation
- Five months of internship and project
- Hi-tech learning environment with 1000 mbps connectivity
- World class campus with sports facilities, amenities like Subway, Bank, Post Office & 4000-capacity on-campus hostel facility.
- Well-equipped physical and digital Library
- 24x7 CCTV Surveillance
- Strong mentoring process

- Valuable Internship Experience
- 2 months of Summer Internship
- 3 months of Major Project in industry

Global-Local Convergence of Business Models, Economic Policies and Socio-Political Scenarios: A Strategic Rethinking

GITAM Hyderabad Business School regularly organised International and National level Conferences and Seminars, to provide a forum for a dialogue among academicians on current issues.

These are also great occasions for students to not only update their knowledge of the current trends in industry and businesses, but also to network with national and international academicians and researchers to further their career prospects.

Apart from gaining insights in their areas of specialization from these events, students also get an opportunity to coordinate, organise and manage such events, as managing such large gatherings requires practice of multiple skills.

Such recent events where the students had invaluable exposure were: a two-day International Conference on 'Disruption: Ideas and Narratives for Management & Leadership' organized on 9-10th March 2018; a two-day International Conference on 'Stress Management' organised on 10-11 November 2018; a two-day International Seminar on 'Global - Local Convergence of Business Models, Economic Policies and Socio-political Scenarios: A Strategic Rethinking' organised on 28-29 November 2018.

International Conference on Stress Management

International Conference on Disruption

Collaboration with BYST

GITAM HBS signed a letter of collaboration with Bharatiya Yuva Shakti Trust (BYST). BYST fosters a Nation-wide mentoring movement through business volunteering to become role model for "Youth Entrepreneurship Development through Mentoring" both in India and several other developing countries. The collaboration with BYST implies, among other things, involving and engaging faculties, students and resource persons of GITAM HBS in supporting entrepreneurs, conducting market research, business plan preparation, financial projections, marketing and strategic development, and providing opportunities to the students on campus to ventilate their creative ideas and convert them in to business propositions to which BYST extends support.

PR & Media Cell

A student body, the Public Relations and Media Cell provides opportunities to enthusiastic students to organize events such as guest lectures and literary competitions, bring out a newsletter and disseminate information on the campus useful to all stakeholders of the university, assist in coordinating with distinguished visitors to the campus and facilitating their interactions with the students, and through all these hone their creativity in organizing, coordinating, networking, publishing and photography.

E-cell @ GITAM HBS

GITAM HBS entered an MOU with Wadhwani Foundation in establishing E-CELL to support student entrepreneurs, startups and SMEs and encourage students to start their "Company on Campus". The E-Cell provides a platform to NEN Student Entrepreneurship Programs.

WADHWANI FOUNDATION
ENTREPRENEURSHIP NETWORK

Academic Cooperation with Nodal Faculty, EGADE Business School

GITAM HBS has signed an MoU with the Dr. Rajagopal, Nodal Faculty at EGADE Business School, Mexico City, Mexico, for Academic Cooperation and joint faculty research. EGADE Business School has rare distinction of 'Triple Crown', three most sought-after international accreditations (AACSB, AMBA, EQUIS). The MoU helps GITAM HBS adopt best practices from one the best B-Schools in the world. Dr Rajagopal has been conducting Seminar Courses for MBA students and FDPs for faculty at GITAM HBS for the past two years.

EGADE Business School
Tecnológico de Monterrey

STUDY ABROAD

Students at GITAM HBS have a great opportunity to get international exposure through twinning (1+1) and Semester Study Abroad options at a highly accredited public university in USA - University of Nebraska, Omaha. All the eligible students would be paying only the instate course fee through scholarship. The students of twinning program will get MBA/MSIS from the American University.

Ranga Suhas

D. Mounika

Two students from MBA 2017-19 batch, Mr. Ranga Suhas & Ms. Devarakonda Mounika were selected for the twinning program with University of Nebraska, Omaha, USA.

Industry Interface

CEO Lecture Series

A lecture cum interaction by a CEO with students at HBS is like bringing the industry to the classroom. Top executives from industry provide a birds' eye view of their companies as well as address questions from students eager to learn about the experienced insider's view of a company.

Industry Visits

Industry visits are exciting experiences for students of HBS. Students are encouraged to study the company well before the visit. Classroom inputs are complemented by exposure to practical applications. Students also appreciate the differences and similarities between the ideal and the real world work environments through industrial visits.

Student Clubs

Apart from cultural clubs like Kalakriti and Reader's club, students of GITAM HBS pursue the domain of their interest through co-curricular activities in Marketing, Finance, HRM, OSCM and Analytics clubs.

External Linkages And Academic Partners

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

Research publications

The faculty of GITAM HBS have published ten books, and published and presented around 200 papers and case studies in reputed and international and national journals. The faculty members also achieved distinctions such as prizes in international case study competitions and 'Best Researcher Awards'.

The Indian Management Researcher (ISSN 2349-2090)

HBS brings out The Indian Management Researcher, a bi-annual journal, dedicated to publishing quality research papers in management studies. Research scholars and students of HBS are encouraged to cultivate research outlook towards contemporary issues in various functional areas of management and contribute insights that are relevant and applicable in industry.

Research Programmes at GITAM HBS

MPhil and PhD Programmes are offered at GITAM HBS, in both full-time and part-time formats. Currently there are nearly 60 research scholars pursuing PhD. Six PhD degrees and one MPhil have been awarded in the past nine years.

The thrust of research at GITAM HBS is on the areas of:

- Entrepreneurship
- Accounting Standards
- Supply Chain Management
- Banking
- Brand Management
- Leadership

Research scholars from academic and industrial background, some of them in top positions in their companies, also interact and advise our post-graduate students, while carrying out their own research under the able guidance of our well-qualified and experienced faculty.

MBA (Exec) Programme at GITAM HBS

MBA (Exec) is a curriculum for professionals and executives to become future leaders. It is an opportunity to excel at both management and technology, become future proof, and at the same time attain dual post graduation.

The aim of the Executive MBA Programs is to help the student obtain sufficient knowledge, skills and insight into the subject matter being studied to enable a graduate to grow into and/or hold a higher management position at an academic as well as implementation level.

In just 18 months, immersed in a single integrated curriculum, MBA (Exec) students can earn two postgraduate programs: Master of Business Administration (Exec) - A University awarded degree and a post graduate program in technology.

Recognition for GITAM HBS Faculty

Dr. Raavi Radhika

Dr. Raavi Radhika, Associate Professor, GITAM Hyderabad Business School, has bagged the Best Researcher Award on the occasion of the 9th Convocation of GITAM.

Dr Radhika is reputed among students as a highly energetic and enthusiastic teacher, with demonstrated ability to clarify difficult concepts and to inspire students. With vast twenty-seven years of teaching experience, she specializes in teaching courses in Financial Management. Dr. Radhika published six case studies with the Case Centre, Harvard Business Review, and Emerald, 53 papers in reputed international and national research journals, and presented more than 60 papers in various international and national conferences and authored two books and two edited books. In 2016, Dr Radhika won the second prize with a cash award of $ 3000 in the prestigious ISB-IVEY League Global Case Competition. She won a research grant from the Indian Institute of Banking and Finance for the year 2016-17 for her work on the "Impact of Demonetization on the Microfinance Sector and Financial Inclusion of the Poor". She completed a project in 2015 on the "Impact of FIIs on Indian Banking Sector" with the minor research project grant from UGC. Dr. Radhika is currently supervising five doctoral students at GITAM Hyderabad Business School.

Centre For Career Management Services (Training & Placement)

The Centre for Career Management Services coordinates the activities for meeting the overall training needs of students, facilitates the activities of student coordinators in campus placement drives, and liaisons with industry.

Student Activities

Eligibility

Applicants to the MBA Program must possess a Bachelor's Degree or equivalent, with a minimum of 50% aggregate marks or equivalent in any discipline. The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of three years education after completing higher secondary schooling under the 10+2 system or equivalent. Candidates appearing in the final year of their Bachelor's Degree or equivalent are also eligible, provided they furnish the proof of having met the minimum eligibility criteria by August 20, 2019.

Admission Procedure

How to Apply :

You can apply for admission in one of the following modes:

- On-line application can be accessed and submitted through our website www.ghbs.in/ online by making online payment of Rs. 700/-
- The application and brochure can be obtained in person at the Admissions Office of GITAM Hyderabad Business School campus by making a payment of .Rs. 700/-. The filled in application can be submitted at the same place.
- The application and brochure can be downloaded from our website www.ghbs.in and the filled in application, along with a DD for Rs. 700/- drawn in favor of "GITAM Hyderabad Business School Receipts" payable at Hyderabad, can be posted to our address mentioned below.

Admission Test

Admission is through HBSAT-2018. Candidates with valid MAT/GMAT/CAT/XAT/ ATMA/ NMAT-2018 scores are exempted from HBSAT-2018. An entrance test conducted by GITAM Hyderabad Business School, HBSAT 2019 is compulsory for those applicants who have not taken any of the other valid tests and is optional for those who already possess any of the above scores. GITAM HBS uses CAT scores only for screening applications for admission and IIMs have no role in the conduct of Hyderabad Business School academic programme.

Selection process

Candidates who have appeared for HBSAT 2019 or furnished valid CAT/MAT/GMAT /XAT/NMAT/ATMA score and have applied to GITAM HBS will be shortlisted on the basis of information provided in the application form, HBSAT 2019 /CAT-2018 /MAT/GMAT/ ATMA/XAT/NMAT score, educational background, marks in 10th, 12th, graduation and work experience. Only short listed candidates will be called for the final stage of the selection process. Group discussion, personal interview besides other qualitative parameters will constitute the core components of the final stage of the selection process. The objective is to assess the candidate's potential for a managerial career.

Admission Offer

A list of successful candidates will be announced on GITAM HBS's website and offer letters will thereafter be dispatched.

Address:

Admissions Office, GITAM Hyderabad Business School,

GITAM Hyderabad Campus,

Rudraram (V), Patancheru (M), Sangareddy (Dist.), Hyderabad - 502329

For any queries, contact:
9542424254
8333922782 / 83 / 84

Life @ HBS

Our Recent Recruiters

and many more..

For Admissions, please contact
Dr. D.R.P. Chandra Sekhar | Mob: 83339 22781 / 82 / 83 / 84
E-mail: chandrasekhar.devarakonda@gitam.edu

Recruiters, please contact for placements
Mr. Naresh Gundoju | Mob: 96184 77033 | E-mail: naresh.gundoju@gitam.edu

GITAM
(DEEMED TO BE UNIVERSITY
(Estd. u/s 3 of the UGC Act, 1956)
BENGALURU • HYDERABAD • VISAKHAPATNAM
NAAC Accredited with A+ Grade

GITAM HBS®
Hyderabad Business School

GITAM HBS - GITAM Hyderabad Campus
Rudraram, Patancheru Mandal, Hyderabad, Telangana, India - 502 329.
Ph: 08455-221 361 / 221 365, Mobile: 83339 22781 / 82 / 83 / 84.
Email: hyd.bschool@gitam.edu | www.ghbs.in | www.gitam.edu

vowcreative.com - 9701614425