



## VIT Business School

*Fostering Innovation*

We enhance  
your management skills.

We impart  
hands-on training.

We give you  
the right exposure.

So that you can write your own destiny.

At VITBS, we give you the confidence  
to pursue the best opportunities.



**VIT**<sup>®</sup>  
UNIVERSITY  
(Estd. u/s 3 of UGC Act 1956)

# Message from the Chancellor



VIT University has been witnessing meteoric rise on every educational parameter, over the years. With several first-of-its kind features in its repertoire, VIT is all set to become the 'numero uno' among Universities of its kind. Backed by the state-of-the-art technology and a talent-pool that matches the leading corporate houses, the Institute is rapidly moving on a path of excellence, in response to the ever increasing demands of the industry and society.

VIT Business Schools in Vellore and Chennai are an offshoot of this prestigious University, is emerging as one of the fastest growing business schools in the country with its unstinted commitment to the ever changing needs of the industry. The School has a system of continuous restructuring of curriculum, admission procedure and teaching-learning process that have made the courses highly responsive to challenges of a rapidly changing era. Be it academic excellence, innovative research projects, co-curricular achievements or placement records, each successive batch has been outperforming its predecessors, thereby raising the bar.

Our illustrious alumni have always been our proud ambassadors. They have been making their indelible marks of quality and integrity, in multinational companies and academics to the utmost satisfaction of the employers. I wish the budding professionals aspiring to join VIT Business School success in all their endeavours.

A handwritten signature in blue ink, appearing to be 'G. Viswanathan', written in a cursive style.

**Dr. G. Viswanathan**  
Founder & Chancellor

## VIT Business Schools in Vellore and Chennai campuses. Where you write your own destiny !

The schools are fully aware that the graduates will occupy positions of great responsibility in the organizations where they will work after they graduate. And these organizations provide useful service to society. The graduates thus need to be well trained in both the theory and the practice of management to discharge their stewardship responsibilities well.

VIT Business School (VIT BS) guarantees enhanced management skills, hands-on training, right exposure and fun learning.

Industries prefer our students because of their overall performance and the cross cultural experience in the campus, where students from all states of India and 44 different countries live and study together.



A sample of our recruiters



### Programmes Offered

- MBA
- MBA - International Business
- MBA (5 year Integrated Programme)
- B.Tech with MBA (5 year Integrated Programme)
- M.S. by Research
- Ph.D.
- **Leadership:** The VITBS faculty team is led by experienced academic administrators including **Dr. Fr. Casimir Raj**, Former Director of the XLRI, Jamshedpur, leading the Chennai team, and **Dr. C.M. Ramesh**, Fellow of IIM Ahmedabad, as the Director, Vellore Campus.
- **Faculty:** VITBS has a strong team of dedicated and committed faculty members in various areas of management and also draws on the faculty members of the School of Social Sciences and Languages in areas such as Economics, Accounting and Languages.
- **Education System:** The VITBS education system is built drawing on the best practices of the premier institutions of the world.
  - Fully residential programme.
  - Trimester pattern is followed.
  - The curriculum and syllabi are designed by a Board of Studies that includes faculty members from the IIMs and IITs, and people with rich experience in Industry who have a deep involvement with quality education.
  - VIT FFCS was pilot tested and pioneered at VITBS. It provides the student with the flexibility not only to choose the subjects, but also the pace of learning and the time-table.
  - The student gets ample exposure to practice through cases, course projects, industry internships, and tours abroad. Cases are developed by the faculty through a system of encouragement of active engagement with industry.
  - The students get focused soft-skills training to enable their true inner qualities to shine through.
  - The programmes feature visiting experts from industry as guest speakers.
  - Careful selection of good students from all over India and abroad, who have consistent good academic record, and the aptitude for management, ensures that the classrooms are lively, and that each student gets a challenging, competitive, and cosmopolitan atmosphere.



#### • Infrastructure:

- The VITBS has excellent infrastructure including hostels, guest houses for visiting experts, serene ambience to pursue learning, smart classrooms, computing labs, databases and well-stocked, fully airconditioned library.
- The electronic data bases include EBSCO, EMERALD and ABI Info which give faculty and students access to all current and back issues of the important journals of the world at the click of a button.
- Another powerful database is the PROWESS by CMIE that enables faculty and students to access current and historical data about companies.
- Statistical Package for Social Sciences (SPSS 14.0), SYSTAT, ReNet Communication Software, and Tally enable research and learning.
- It is endowed with exclusive computing labs that are equipped with clients and servers.
- Video conferencing facilities are also available.

#### Accreditations and Recognition

Along with the rest of VIT, the VITBS is also accredited by the NAAC of the UGC as an A grade school. Besides, the school is a member of the Association of Advanced Collegiate Schools of Business (AACSB) International. The Forbes Magazine describes this as the “gold standard of business school accreditations”.

The All India Management Association (AIMA) in its survey published in the Indian Management (September 2010) graded VITBS at the top of the A3 schools in line with the top schools in the south of India. This means that VITBS is classified among the top 20 percentile of the Business Schools in India.

#### International Study Tour

**All MBA (IB) students will visit another country for an International Learning Experience. This is a core part of the programme. For MBA students, this is optional.**

#### Summer Internship

The Business School expects students to get a first hand experience of industries. Hence, Summer Internships involve field work at corporates / NGOs working with a variety of problems the companies face.



### ADMISSION PROCESS

- Application forms can be obtained in person from VIT University at Vellore (or) VIT University at Chennai (or) from the Chennai City Office, New No. 6. (Old No. W-73), Second Street (Opposite Towers Club), Anna Nagar, Chennai – 600040 (Phone : 044-42016555, 65480555, Fax: 044- 26222555) by handing over the crossed Demand Draft for **₹900/-** drawn in favour of “**VIT University**”, payable at Vellore. Application forms can also be obtained through post by sending a crossed Demand Draft for **₹900/-** drawn in favour of “**VIT University**”, payable at Vellore with a covering letter addressed to “Admissions Officer”, VIT University, Vellore - 632 014 requesting for the application form and indicating their complete postal address with phone number.
- Candidates can also apply online at [www.vit.ac.in/mba2011](http://www.vit.ac.in/mba2011).
- Completed application form should be submitted on **or before 26<sup>th</sup> February 2011 (Saturday)**.
- The shortlisted candidates will undergo Group Discussion / Personal Interview. The GD/PI will be held at Chennai, Coimbatore, Delhi, Hyderabad, Lucknow, Madurai, Patna, Ranchi and Vellore on **13<sup>th</sup> March 2011 (Sunday)**. The selection for admission to both Chennai & Vellore Campuses will be made, based on the merit of the candidate. The exact time and venue of the GD/PI centre will be intimated by post / mail.
- The selected candidate shall pay an advance fee of **₹10,000/-**
- The balance fee for the first year has to be paid by **15<sup>th</sup> April 2011**.



## ELIGIBILITY

- The applicant for admission should be a Resident Indian National and should have graduated from colleges located in India.  
NRI and foreign nationals may contact admissions officer for details of admission.
- Minimum 60% is required in the qualifying full-time Bachelor's degree from a recognized University or Institution. Candidates appearing for the final examination to be held in April / May 2011 and whose results will be available on or before 15th August 2011 are also eligible for admission.
- The Bachelor's Degree or equivalent qualification obtained by the candidate must include a minimum of three years of regular education after completing higher secondary schooling [10+2] or equivalent.
- Consistent Academic Record in X and XII standard is required.
- CAT / XAT / GMAT score is essential  
Executive work experience is an advantage but not essential.

## Fee Structure

### MBA & MBA (International Business)

TUITION FEE (per annum)	₹1,50,000/-
SPECIAL FEE (inclusive of Examination Fee, Library Fee, etc.) [per annum]	₹65,000/-
Total Fees (per annum)	₹2,15,000/-
	(after concession)
One time payment of admission fee of ₹5,000 and caution deposit (refundable) of ₹ 3,000 will be extra.	

- **Foreign Trip** - Overseas Experiential Learning Programme (OELP) is compulsory for MBA(IB) students for which an advance of ₹45,000/- needs to be paid at the time of admission. Students will be charged on actuals after the trip. Accordingly refund/collection will be done.
- It is mandatory that the students own a laptop. They can bring their own laptop OR they can buy it through VIT. VIT will inform the student of the cost and the configuration of the laptops supplied by the university. Students can pay the amount at the time of admission.
- Students should get a formal suit on their own.



### MODE OF PAYMENT

All payments are to be made only in the form of crossed Demand Draft drawn in favour of “VIT University”, payable at Vellore, with a covering letter indicating the following information:

- Name of the Candidate
- Programme and campus to which admitted (enclose photocopy of provisional admit card)
- Total amount to be paid
- Name of the Bank, Branch, DD No. and Date

### SUBMISSION OF DOCUMENTS ON ADMISSION

The following documents in original are required to be submitted at the time of Admission:

- X and XII standard mark sheets [photocopy]
- Mark Sheets of all semester/years.
- Qualifying Degree / Provisional Certificate. (If already received)
- Transfer Certificate obtained from the Institute last studied. (If already received)
- CAT / XAT / GMAT score card
- Community Certificate (for categories SC / ST) [Photocopy]
- Conduct Certificate
- Provisional Admission letter and a photocopy of the fee receipt
- 4-recent passport size color photographs
- An undertaking for good conduct and behavior in a prescribed form (to be issued by the University at the time of admission)
- Two sets of photocopies of all the original certificates (Candidates are advised to make required number of photocopies for their future use before handing over their originals to the Admissions Office)



### REFUND OF FEES

The refund will be made as per the norms of the UGC. Refund will be made only after submission of original fee receipt and provisional admission letter.

### SUBMISSION OF “NO DUES” CERTIFICATE

The candidate who desires to leave the university after joining the programme will have to submit a “No Dues” certificates from the school to get back the certificates. This should be accompanied by the application for withdrawal and the original fee receipt.

### COMMENCEMENT OF THE PROGRAMME

- The programme commences on **15<sup>th</sup> June 2011(Wednesday)**
- The candidates shall report to the Director, VIT Business School, with the fee receipt

### GENERAL DISCIPLINE

All candidates admitted to the Institute shall maintain good conduct, pay the requisite tuition fees and other charges by the due dates, attend their classes regularly and abide by the rules and regulations of the Institute. If at any point of time, the conduct and character of a candidate is not satisfactory or is of a suspicious nature, the Management reserves the right, without assigning any reason to expel him/her from the University / hostel.

### HOSTEL – Vellore and Chennai Campuses [MBA & MBA (IB) are fully residential programmes]

Establishment charges for various types of rooms in the campuses are given below. However, the type of accommodation will be decided by the authorities concerned based on the availability of rooms.

#### Mode of Payment:

All payments are to be made only in the form of crossed Demand Draft (separate DD for tuition fee and Hostel fee) drawn in favour of “VIT University”, payable at Vellore. This must be accompanied by a covering letter addressed to the Chief Warden with the following details.

- Name of the Candidate
- Application Number
- Gender
- Programme to which admitted
- Total Amount to be paid including the Admission Fee, Caution Deposit, Room Rent and Mess charges
- Demand Draft Number and Date
- Name of the bank and branch
- Filled in application form with 4 nos. of recent passport size colour photos.

Note : Refund policy for hostels can be obtained from the respective hostel offices.



### HOSTEL FEE DETAILS 2011-12 –VELLORE CAMPUS

S.No	PARTICULARS	SINGLE BEDDED		TWO BEDDED		THREE BEDDED		FOUR BEDDED		SIX BEDDED	
		A/C	NON A/C	A/C	NON A/C	A/C	NON A/C	A/C	NON A/C	A/C	NON A/C
1	Admission Fee [One Time Payment]	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000
2	Establishment Charges	32000	25000	21000	18000	18000	15000	14000	12000	12000	10000
3	Electricity Charges [Annual Advance]	10000	-	10000	-	10000	-	8000	-	8000	-
4	Caution Deposit [Refundable]	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000
5	Mess & other Charges	Refer Table given below									

**Table: Mess & Other Charges (Annual Advance)**

Sl no	Mess	Type	Amount
1	South Indian	Veg	32000
2	South Indian	Non Veg	35000
3	North Indian	Veg	35000
4	North Indian	Non Veg	38000
5	Special Mess	Special	41000

Note : Based on actual consumption the charges could be lower or higher than the advance collected.

Additional Establishment charges of ₹ 2000/- will be applicable for K&L Blocks for men and E&F Blocks for women

#### Reporting to the Hostel:

- Admission to the Hostel is possible only after payment of the prescribed Tuition and the Hostel fees in full.
- A candidate will be allowed to join the hostel, two days before the date of commencement of the programme.
- A candidate will have to submit the required application form to the Chief Warden's Office to obtain the room allotment order. Only after obtaining the specific room allotment order from the hostel office, the candidate will be allowed to occupy the room.
- Parent / Guardian along with candidate should submit an undertaking to the Hostel Office that the rules and regulations of the Hostel will be followed without any violation.



## HOSTEL FEE DETAILS 2011-12 –CHENNAI CAMPUS

Particulars	TWO BEDDED				THREE BEDDED				FOUR BEDDED			
	A/C		NON A/C		A/C		NON A/C		A/C		NON A/C	
	Veg	Non-Veg	Veg	Non-Veg	Veg	Non-Veg	Veg	Non-Veg	Veg	Non-Veg	Veg	Non-Veg
Admission Fees (One time payment)	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000
Establishment Charges	25000	25000	22000	22000	22000	22000	19000	19000	18000	18000	16000	16000
Mess & Other Charges (per annum)	35000	40000	35000	40000	35000	40000	35000	40000	35000	40000	35000	40000
Caution Deposit (Refundable)	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000

Special Mess ₹45000. For A/C Rooms - additional payment towards Electricity ₹ 20,000/- is to be paid

### IMPORTANT POINTS REGARDING FILLING OF APPLICATION

(Common application form for both Vellore & Chennai Campuses)

- Please make sure that you are using the correct application form.
- Shade using HB Pencil only.
- Do not scribble, smudge, tear or wrinkle the application form. Do not put any stray marks anywhere on the application form.
- Your photograph, signature and address shall also be scanned. Therefore, paste a good quality, recent passport size colour photograph in the box provided.
- Write the complete address giving your name and PINCODE carefully. Please note that this block will appear as such in all our correspondence with you, and should therefore, be written clearly in black ball point pen only. In case you happen to make a mistake, cover the entire box with a slip of white paper of the same size and write your address on it. Your address must not exceed the space in the box. Use black ball point pen to sign in the space provided.
- Do not staple or pin anything on the application form. The photograph should only be pasted.
- You are requested to ensure the correctness of your mailing address, PINCODE, email, mobile and telephone number, if any. Please note that VIT University will not be responsible if communications do not reach you due to incomplete or illegible address, email, mobile and telephone number.
- You must quote your application number as reference in all your future correspondence.
- The completed application form with necessary enclosures addressed to “**Admissions Officer, VIT University, Vellore - 632 014**” can be either submitted in person or sent through post, so as to reach the Office of Admissions **on or before 26<sup>th</sup> Feb 2011**. VIT University will not be held responsible for any postal delay / irregularity or loss in postal transit.



## INSTRUCTIONS FOR FILLING OUT THE APPLICATION FORM

[Single application form for both Vellore and Chennai campuses]

### Item 1 : Name of the Candidate

Write your name in CAPITAL LETTERS as it appears / would appear in the Degree Certificate. Write only a single letter in a box. Do not leave any blank box between the letters in a name. One box should be left blank between consecutive words of your name. If your name has several initials, leave one blank after each of them. Shade the corresponding alphabet underneath each letter of the name. Do not write Mr., Miss, Km. etc before your name.

### Item 2 : Programme applied for

Shade the space applicable option MBA or MBA (IB) and indicate the corresponding number in the top box.

### Item 3 : Choice of campus (for statistical purpose only)

Write the appropriate code in the box provided and then shade accordingly.

### Item 4 : Date of Birth

Three segments are provided in this box for entering the date, month and year of your birth. If you were born, for example, on 5 July 1980, use numerals 01 to 31 for DATE, 01 to 12 for MONTH and last 2 digits for the year of birth in the appropriate segments of cells and shade below. Do not leave any cell blank.

### Item 5 : Gender

Shade the space applicable and indicate the corresponding number in the top box.

### Item 6 : Religion (For Statistical purpose only)

Shade the space applicable to you and indicate the corresponding number in the top box.

### Item 7 : Nationality

Shade the space applicable and indicate the corresponding number in the top box.

### Item 8 : Community (For Statistical Purpose only)

Shade the space applicable to you and indicate the corresponding number in the top box (OBC is inclusive of MBC).

### Item 9 : Mother Tongue

Shade the space applicable to you and indicate the corresponding number in the top box.

### Item 10 : Native State

Refer to the States Code / Union Territory in the Information Brochure (Appendix-I) and shade the number applicable to the State / Union Territory you belong and write the numbers in the corresponding segments above.

### Item 11(a) : Do you have Passport ?

Shade the space applicable to you and indicate the corresponding number in the top box. **If you have not applied for passport, please apply immediately.**

### Item 11(b) : Blood Group

Write the appropriate code in the box provided and then shade the appropriate circle to correspond with the code.

### Item 12 : Qualifying Exam

Shade the appropriate space and indicate the corresponding number in the box above.

**Item 13 : Candidates Name & Complete Mailing Address**

Write clearly with BLACK BALL-POINT PEN and in CAPITAL letters, your name and complete postal address. Also indicate Pincode, e-mail id, Mobile, STD code & Telephone No.

**Item 14 : Photograph**

Paste a good quality recent colour photograph of 3.5 x 4.5 cms

**Item 15 : Signature**

Put your full signature within the box in running hand using black ball point pen (Do not sign in CAPITAL LETTERS)

**Item 16 : Bachelor's Degree**

Shade the appropriate space and indicate the corresponding number in the box above.

**Item 17 : Place of Study**

Shade the appropriate space and indicate the corresponding number in the box above.

**Item 18 : Mode of obtaining the degree**

Shade the appropriate space and indicate the corresponding number in the box above.

**Item 19 : Details of aptitude test passed**

Shade the appropriate space and indicate the corresponding number in the box above.

**Item 20 : Percentage of Marks Obtained in X Standard****Item 21 : Percentage of Marks Obtained in XII Standard****Item 22 : Percentage of Marks Obtained in your UG Degree (if completed)**

Shade the corresponding numerals under each item. The percentage of marks should be rounded off to the nearest integer.

**Item 23: Your CAT / XAT / GMAT Score :**

Shade the appropriate numbers corresponding to the CAT / XAT / GMAT Score and indicate the score in the segments shown.

**Item 24(a) : Name of the Parent / Guardian**

Write the Name of the Parent or Guardian in capital letters and shade the appropriate alphabets given below. Leave one cell blank between two parts of the name.

**Item 24(b): Relationship to the Candidate**

Shade the appropriate space and indicate the corresponding number in the box above.

**Item 25(a):** Write your UG Reg. No. / Roll No. / Seat No. in the box provided.

**Item 25(b):** Write the name of the College / Institution in the box provided.

**Item 25(c):** Write the name of the University in the box provided.

**Item 25(d):** Specify the Month and Year of passing in the box provided.

**Item 26:** Where did you see our Admission Advertisement? Please specify the name of the Newspaper / Website (or) any other source where you have seen admission advertisement (Write in CAPITAL LETTER only)

**Item 27: Choice of your GD / PI test centre**

Shade the appropriate space and indicate the corresponding number in the box above.

**Item 28: Parent's / Guardian's occupation**

Shade the appropriate space and indicate the corresponding number in the box above.

**Item 29 : Mobile Number**

Write your mobile number in the box provided and shade the corresponding number.

**Item 30: Work Experience**

Enter in terms of months and darken the corresponding numbers.

**Item 31(a): CAT Registration No.**

Write the CAT registration number in the box provided using BLACK BALL POINT PEN.

**Item 31(b): XAT ID**

Write your XAT ID number in the box provided using BLACK BALL POINT PEN.

**Item 31(c): GMAT ID**

Write your GMAT ID number in the box provided using BLACK BALL POINT PEN.

**Item 32: Check List**

Read the instructions carefully from 1 to 6 and shade YES or NO.

**Item 33: Declaration**

Read the Declaration carefully, fill the date and place. The candidate and the parent or guardian must sign in BLACK BALL POINT PEN in the assigned space.



APPENDIX - I  
Codes of the State / Union Territory

State	Code
Andhra Pradesh	10
Arunachal Pradesh	11
Assam	12
Bihar	13
Chattisgarh	14
Delhi	15
Goa	16
Gujarat	17
Haryana	18
Himachal Pradesh	19
Jammu and Kashmir	20
Jharkhand	21
Karnataka	22
Kerala	23
Madhya Pradesh	24
Maharashtra	25
Manipur	26
Meghalaya	27
Mizoram	28
Nagaland	29
Orissa	30
Punjab	31
Rajasthan	32
Sikkim	33
Tamil Nadu	34
Tripura	35
Uttar Pradesh	36
Uttarakhand	37
West Bengal	38
Andaman and Nicobar Islands (UT)	39
Chandigarh (UT)	40
Dadra and Nagar Haveli (UT)	41
Daman and Diu (UT)	42
Lakshadweep (UT)	43
Puducherry (UT)	44

### Measures for prevention of ragging at the institution level

Ragging is totally prohibited in the institution, and anyone found guilty of ragging and / or abetting ragging, whether actively or passively, or being a part of a conspiracy to promote ragging, is liable to be punished in accordance with these regulations as well as under the provisions of any penal law for the time being in force.

Ragging juniors in any form is forbidden. If any one is found ragging his/her juniors, he/she can be rusticated from the Institute.

### ENCLOSURES TO BE SUBMITTED WITH FILLED IN APPLICATION FORM

#### Photocopies of

- X and XII standard mark sheets
- Mark sheets of all semester/years of your qualifying examination passed up to the pre-final or final year as applicable
- CAT / XAT / GMAT score card
- Community certificate (for SC / ST only)
- Certificate for Age proof
- Certificate in proof of work experience (if any)

#### Important Note

- Your application must be complete in all respects. Incomplete application / application without enclosures of CAT / XAT / GMAT score card and certificates or application filled in a language other than English will be summarily rejected.
- Options given in the application form cannot, in general, be altered at a later stage.
- You should retain a photocopy of the application form and Interview card for your reference.

Two envelopes are provided. Only the completed application form is to be placed in the smaller envelope. The enclosures along with the smaller envelope (containing the completed application form) should be placed in the larger envelope. Write the application number in the space provided in the cover. Fix the postage stamps.

**Incomplete application or application received without documents mentioned above will be summarily rejected.**

### Legal Jurisdiction

All suits and actions arising out of or relating to VIT University shall be instituted within the jurisdiction of courts at Vellore, Tamil Nadu only. The Registrar of the University shall be the legal person in whose name the University may sue or be sued.



## Important Dates

<b>Issue of application forms from</b>	<b>: 20-12-2010 (Monday)</b>
<b>Last date for submission of completed application forms</b>	<b>: 26-02-2011 (Saturday)</b>
<b>Group Discussion / Personal Interview</b>	<b>: 13-03-2011 (Sunday)</b>
<b>Commencement of Regular Classes</b>	<b>: 15-06-2011 (Wednesday)</b>

*For further details contact:*

**Admissions Officer**  
**VIT University**  
Vellore - 632 014, Tamil Nadu.  
Phone : +91 - 416 - 220 2125 /  
2157 / 2168 / 2247  
Fax : +91 - 416 - 224 5544,  
224 5766, 224 9955  
Email : [admission@vit.ac.in](mailto:admission@vit.ac.in)  
Website : [www.vit.ac.in](http://www.vit.ac.in)

**Chief Warden**  
**VIT University**  
Vellore - 632 014, Tamil Nadu.  
Mens Hostel : +91 - 416 - 220 2028 / 2528  
Fax : +91 - 416 - 224 4705  
Ladies Hostel : +91 - 416 - 220 2710  
Fax : +91 - 416 - 420 7074  
Email : [chiefwarden@vit.ac.in](mailto:chiefwarden@vit.ac.in)

**VIT - A place to learn; A chance to grow**