

Possibilities which
expand your world

PGDM

PROSPECTUS 2026-28



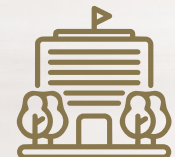
**63 YEARS OF
EXCELLENCE**



24 INSTITUTES



**25000+
STUDENTS**



**9 ACRES
CAMPUS**

Setting the
foundation for
tomorrow's
global scholars





Our objective is to prepare ambitious young minds to become future-ready managers, impactful leaders and confident global citizens.



Late Shri. Hashu Advani believed in building a stronger nation through accessible, value-driven education. His vision began in 1962 with the formation of Vivekanand Education Society (VES) - an institution committed to quality education for every learner.

From a humble start of 256 students, VES has grown into a diverse ecosystem of 24 institutes with 25,000+ learners, offering programmes from Pre-Primary to Ph.D.

To meet the demands of a global business landscape, Vivekanand Business School (VBS) emerged as a hub for modern management education. With industry-backed curriculum, real-world learning, cutting-edge infrastructure, and expert faculty, VBS is shaping professionals who can compete and lead on a global platform.

Founder

Late Shri. Hashu Advani

The Visionary Behind VES

VBS: Building competent leaders for a changing world

With an illustrious legacy of 63 years, Vivekanand Education Society (VES) has stood for holistic, multidisciplinary, and future-ready education. This student-centric philosophy aligns us with respected global academic institutions and strengthens our impact on both society and industry.

Guided by this vision, Vivekanand Business School (VBS) was established to empower young talent for a rapidly evolving global business landscape. Over the years, VBS has earned recognition as a reputed business school, attracting ambitious learners, experienced faculty, and leading recruiters from across the country.

Our flagship programme is uniquely structured with 15 months of rigorous academic learning followed by a 9-month internship, ensuring strong conceptual foundations and deep corporate exposure. This learning journey is mentored by a distinguished faculty, all PhD holders with an average 15 years of experience, many of whom come from premier institutions such as JBIMS, SPJIMR, NMIMS, IIM Indore, IIM Bangalore, and Symbiosis. They bring academic excellence, industry insight, and personalised guidance into every classroom.

Located in the heart of Mumbai, VBS offers unparalleled industry access, enriching learning with real-world relevance. Our contemporary curriculum, engaging pedagogy, and experiential learning model equip students with skills aligned to modern business needs. With advanced infrastructure across a 9-acre campus, international immersion opportunities, and access to global scholarships, VBS provides a truly world-class learning ecosystem.

Committed to value-based and career-focused management education, VBS continues to build strong managerial competence supported by high academic and industry standards. Our consistent performance positions us among the top B-schools in Mumbai.





Accreditations

National Board of Accreditation (NBA):

The PGDM programme is accredited by NBA.

AIU Equivalence to MBA:

The PGDM is recognised as equivalent to an MBA by the Association of Indian Universities (AIU), enabling graduates to pursue higher studies and research including FPM.

AICTE Graded Autonomy Category II:

Awarded in the very first year of eligibility for strong academic performance and institutional quality.



Rankings & Recognitions:

The Institute's presence across India's most credible and widely followed B-School ranking platforms reinforces its high standing among business schools, reflecting a mature and advancing academic ecosystem one that balances rigour, relevance, and results. The recognitions below affirm VBS's academic maturity, industry relevance, and institutional competence, reinforcing its steady position within India's competitive management education landscape.

Top National Rankings & Awards -

- **Economic Times Awards 2025**
1st Runner-Up – Outstanding Business & Management Institution
- **MBAUniverse.com Rankings 2025 (based on 2024 performance)**
Ranked 70th nationally
- **Indian Institutional Ranking Framework (IIRF) 2025**
Ranked 78th nationally, 34th in the West Zone, and 27th in Maharashtra
- **Fortune India Best B-School Ranking 2024**
Ranked 124th nationally, 30th in the West Zone, and 12th in Mumbai
- **Education World Ranking 2024**
Ranked 38th nationally and 13th in Maharashtra
- **Times of India B-School Survey 2024**
Ranked 75th among the Top 100 B-Schools in India
- **Outlook iCare Ranking 2024**
Ranked 68th nationally



“ We prepare committed business professionals to lead a more sustainable global future ”

At Vivekanand Business School (VBS), management education is envisioned as a powerful catalyst for professional distinction and long-term value creation. Anchored in the enduring academic legacy of Vivekanand Education Society, VBS stands committed to delivering education that combines intellectual depth, industry relevance, and strong return on investment (ROI).

As business realities evolve, organizations seek professionals who are prepared not only in theory but proven in practice. Responding decisively to this need, VBS introduces its distinctive **15:9 Program Structure**—a carefully crafted academic pathway where students devote **15 months to rigorous classroom learning**, followed by **9 months of structured internship/apprenticeship** within organizations. This immersive industry engagement enables students to graduate with real corporate exposure, workplace maturity, and enhanced employability.

This integrated model significantly strengthens career readiness, placement outcomes, and ROI, ensuring that students extract tangible value from their management education. Supported by consistent placement performance, close industry collaboration, and focused career mentoring, VBS equips its students to enter the professional world with confidence and competence.

Strategically located in Mumbai, India's financial and commercial capital, VBS offers unparalleled access to corporate ecosystems, diverse industry sectors, and live business environments. The academic experience is led by a distinguished body of doctorate-qualified and industry-experienced faculty, who combine scholarly excellence with personalized mentorship to nurture analytical thinking, leadership capability, and ethical decision-making.

Learning at VBS extends well beyond the classroom through experiential projects, global exposure opportunities, and continuous skill development initiatives. Our objective is to shape future-ready managers who are capable of creating impact, driving innovation, and contributing meaningfully to organizations and society.

For aspirants seeking a business school that blends academic excellence, industry immersion, and superior ROI, Vivekanand Business School offers a compelling and transformative platform.

Warm regards,

Director

Dr. Sandeep Bhardwaj
Vivekanand Business School



PGDM at VBS – India's Only 15:9 Industry-Integrated Management Programme

The PGDM at Vivekanand Business School (VBS) is built on our exclusive 15:9 model, in which 15 months of intensive academic learning followed by a 9-month corporate internship. This distinctive structure ensures that students graduate with strong managerial foundations and meaningful corporate experience, giving them a clear advantage in employability and career readiness.

The programme offers five industry-relevant specialisations, Business Analytics, Banking & Finance, Marketing, Operations & Supply Chain Management, and Human Resource Management. The curriculum blends business fundamentals with Artificial Intelligence orientation, data-driven tools, digital technologies, and future-ready competencies to prepare students for a technology-driven business landscape.

Learning at VBS is enriched through industry-driven certifications, exposure to global best practices, and participation in international immersion programmes, global classrooms, and study tours. Students gain additional depth through conferences, conclaves, masterclasses, and specialised workshops, ensuring they remain connected to emerging trends and industry expectations.

A highly qualified faculty team all with PhDs and extensive academic and industry experience guides students through micro-credits, open electives, long-term projects, and hands-on training in advanced analytics labs equipped with AI, ML, Python, R, Tableau, SPSS and other modern tools.

The hallmark 9-month internship allows students to work on real business challenges, build strong corporate networks, gain deep domain understanding, and often secure pre-placement offers. Continuous mentoring, leadership interactions, and personalised career guidance strengthen professional development throughout the programme.

The VBS PGDM is designed as a transformation pathway where students learn deeply, gain global exposure, apply early in real corporate settings, and step into their careers with clarity, confidence, and a strong competitive edge.



A background image showing a graduation ceremony with several black mortarboards and blue tassels flying through the air against a clear blue sky. In the lower-left foreground, a person in a blue graduation gown is visible, holding a rolled-up diploma.

The VBS advantage: Learning beyond the classroom

The PGDM curriculum is crafted to develop leaders with strong analytical abilities, critical thinking, emotional intelligence, and professional readiness. Students gain competencies through a mix of academic depth, emerging technologies, and hands-on industry exposure.

Key Highlights:

- Industry-approved curriculum with contemporary business relevance
Designed to keep students aligned with current industry practices and trends.
 - Experiential learning through live projects, industry assignments and corporate interactions
Hands-on exposure that bridges classroom theory with real-world business scenarios.
 - Additional certification programmes from reputed national and global bodies
Enhance professional credentials with specialised skill certifications.
 - Access to an Analytics Lab equipped with AI, Machine Learning, Python, R, Tableau and Hadoop
Practical experience with advanced tools for data-driven decision making.
 - Participation in the VBS Ideation Lab for innovation and problem-solving practice
Encourages creativity and practical application of management concepts.
 - Strong mentoring and career guidance from faculty, alumni and industry experts
Expert support to help students make informed career choices.
 - International business insights through study tours, global immersion, and sponsored overseas programmes
- Exposure to global business environments and cross-cultural management practices.
 - Industrial visits and field experiences that bring classroom learning to life
Real-world exposure to operations and management practices.
 - 15:9 Industry-Integrated Management Programme
Combines classroom learning with a nine-month industry internship for practical experience.
 - International Immersion Program
Provides global exposure through overseas study tours and cross-cultural learning.
 - Scholarships for 25 Students for International Studies
Merit-based scholarships supporting selected students for international academic programmes.
 - AI-Embedded Courses
Curriculum integrated with Artificial Intelligence and emerging digital technologies.
 - Choice Based Credit System (CBCS)
Flexible course selection allowing students to personalise their learning path.
- Together, these components ensure students are job-ready from day one, equipped with practical skills, exposure, and confidence to succeed across functions and industries.

Pedagogical Innovation
A learning ecosystem
built for transformation



At VBS, learning is anchored in the philosophy of Learning by Doing, shaping a dynamic ecosystem where experiential learning, peer-to-peer engagement, and reflective practice come together with classroom rigor. Students grow through a blend of lectures, role plays, case discussions, research projects, simulations, fieldwork, industry visits, summer internships, and capstone projects. Video-based multimedia lectures, interactive workshops, counselling sessions, academic seminars, leadership programmes, consulting assignments, competitions, micro-credit activities, and application-driven assessments enrich the learning experience further. Research-oriented learning and software-based analytical training ensure students develop strong inquiry skills and digital fluency.

Strategic partnerships with industry bodies and global universities bring in certifications, guest lectures, faculty exchange, and international classroom exposure. A wide range of open electives from Python and Data Visualization to Sustainability, Corporate Governance, CSR, and Entrepreneurship allows students to intentionally curate their learning journey.

Career readiness becomes a natural outcome of this ecosystem. With a 9-month internship, Leadership talks, mentorship programmes, and continuous real-world learning, students develop professional maturity and step into the corporate world with clarity, capability, and confidence.



International Academic Scholarship

A merit-based gateway
to global excellence

As a future-focused institution, VBS proudly offers its prestigious International Academic Scholarship, a merit-based scholarship awarded to 25 Meritorious PGDM students every year. Eligibility for this fully funded global opportunity is determined by the Scholarship Selection Committee based on overall academic performance. The evaluation includes marks obtained in Class 10, Class 12, and graduation, along with entrance examination scores.

This scholarship provides complete financial support covering travel, accommodation, meals, and programme fees ensuring that global learning remains accessible without any financial barriers. Scholars gain direct exposure to international academic environments, diverse classroom settings, multicultural interactions, and collaborative global projects. This world-class immersion strengthens their global outlook and shapes them into confident, world-ready professionals.

Most recently, VBS fully sponsored 25 students for a three-month academic immersion at INTI International University, Malaysia, where they engaged with international teaching experiences, participated in collaborative research, and experienced rich cross-cultural learning.

Through this programme, VBS cultivates individuals who are not only driven to succeed but empowered to succeed globally with perspective, cultural intelligence, and the capability to contribute meaningfully in international contexts.





BUSINESS ANALYTICS

With the surge in AI driven decision making, graduates step into high impact roles such as Business Analyst, Data Analyst, Financial Analyst, Marketing Analyst, HR & People Analytics Specialist, Operations & Supply Chain Analyst, Product Analyst, and Strategy & Insights Professional.

The specialization sharpens the ability to understand business problems deeply, interpret data effectively, and apply AI responsibly. Students gain strong proficiency in SQL, Python, Tableau, Power BI, Excel, and advanced machine learning, enabling them to design intelligent, context aware solutions.

With 15 months of immersive academic learning followed by a 9-month industry internship, students gain hands on exposure to real world business problems and data driven decision making in corporate environments.

Industry recognised certifications including Generative AI and advanced analytics tools enhance career readiness, while an emphasis on ethical AI practices ensures that insights are accurate, transparent, and trustworthy.

Armed with hands on project experience and cutting-edge AI skills, students emerge as prime candidates for the most sought after analytical and AI enabled roles across industries.

- Note:**
- The programme structure and courses offered are subject to change based on internal or external exigencies.
 - A minimum of 10 students is required to commence any specialization.

Program Structure PGDM Batch 2026-28

BUSINESS ANALYTICS

1st Year

Module I

- » Perspective Management
- » Operations Management
- » People Management
- » Financial Accounting
- » Applied Economics
- » Marketing Management

Open Elective (opt Any 2)

Module II

- » Selling and Negotiations
- » Research Methodology
- » Business Statistics
- » Financial Management

Opt any 1 Track

Track B I

- B1-Advanced Excel
- B2-Basic and Advance Python

Open Elective (opt Any 2)

Module III

- » Decision Science
- » Strategic Management

Opt any 1 Track

Track B II

- B3-SQL
- B4-Big Data with Hadoop
- B5-Data Visualization
- B6-Predictive Modelling

Open Elective (opt Any 2)

2nd Year

Module IV

- » Project Management
- » International Business

opt any 1 Track

Track B III

- » B7-Deep Learning
- » B8-Text Mining and Sentiment Analysis
- » B9-Mongo DB
- » B10-Gen AI Tools and Techniques

Open Elective (opt Any 2)

Module V

Industry Immersion / Capstone Project

Module VI

Industry Immersion / Capstone Project

Module VII

Industry Immersion / Capstone Project



The Business Analytics programme at VBS strengthened my technical expertise and industry readiness. Hands-on learning and faculty mentorship shaped my successful analytics career.

Pawan Amarnani
Accenture





BANKING & FINANCE

Prepare for high-impact roles such as investment banking, equity research, corporate finance, financial analytics, credit & risk management, portfolio & wealth advisory, and fintech-driven finance with the PGDM in Banking & Finance at VBS. The program blends core finance, corporate finance, banking operations, investment analysis, risk management, with advanced financial modeling, AI-powered analytics, fintech innovations, and data-driven decision-making, preparing graduates for a technology-driven financial world. With 15 months of immersive academic learning, a 9-month industry internship, a 5-day NISM Residential Certification, and leading industry credentials, students gain hands-on experience across banks, capital markets, NBFCs, consulting, and fintech firms. Graduates emerge ready to tackle complex financial challenges with AI-enhanced insights, analytical rigor, and strategic thinking.

- Note:**
- The programme structure and courses offered are subject to change based on internal or external exigencies.
 - A minimum of 10 students is required to commence any specialization.

Program Structure PGDM Batch 2026-28

BANKING & FINANCE

1st Year

Module I

- » Perspective Management
- » Operations Management
- » People Management
- » Financial Accounting
- » Applied Economics
- » Marketing Management

Open Elective (opt Any 2)

Module II

- » Selling and Negotiations
- » Research Methodology
- » Business Statistics
- » Financial Management

Opt any 1 Track

Track F I

- F1-Strategic Cost Management
- F2- Financial Markets Institutions & Services

Open Elective (opt Any 2)

Module III

- » Decision Science
- » Strategic Management

Opt any 1 Track

Track F II

- F3-Financial Reporting & Analysis
- F4-Derivatives
- F5-Security Analysis & Portfolio Management
- F6-Commercial Banking

Open Elective (opt Any 2)

2nd Year

Module IV

- » Project Management
- » International Business

opt any 1 Track

Track F III

- » F7-Treasury Management
- » F8-Business Valuation & Modelling
- » F9-Financial Risk Management
- » F10-Merger & Acquisition and corporate Restructuring

Open Elective (opt Any 2)

Module V

Industry Immersion / Capstone Project

Module VI

Industry Immersion / Capstone Project

Module VII

Industry Immersion / Capstone Project



VBS equipped me with strong analytical skills, real-world exposure, and industry-ready confidence. The practical learning approach helped me transition seamlessly into a global corporate role.



Gautam Rangras
JP Morgan Chase



MARKETING

The Marketing specialization at VBS grooms students for data-driven, AI-powered, and digitally-savvy marketing careers. Graduates are prepared to take on roles such as Digital Marketing Strategist, Marketing Analyst, Brand Manager, AI Marketing Specialist, Customer Experience Manager, Social Media & Content Strategist, Sales & Channel Analyst, and Marketing Automation Expert.

Through a cutting-edge curriculum covering Digital Marketing, Marketing Analytics, Brand Management, Sales & Channel Management, Customer Value, Integrated Marketing Communication, and Marketing Automation, students gain both creative insight and analytical expertise. Hands-on learning through live projects, simulations, case studies, and the VBS SellOn Activity ensures they convert knowledge into real-world impact.

With 15 months of immersive academic learning followed by a 9-month industry internship, students gain hands-on exposure to live marketing environments, real-time campaign execution, and data-driven decision-making.

Industry-recognized certifications in Google Ads, LinkedIn Marketing, and AI-powered marketing tools, along with workshops, competitions, and corporate interactions, prepare students to design data-driven campaigns, optimize brand strategies, and lead innovation in the rapidly evolving marketing landscape.

- Note:**
- The programme structure and courses offered are subject to change based on internal or external exigencies.
 - A minimum of 10 students is required to commence any specialization.

Program Structure PGDM Batch 2026-28

MARKETING

1st Year

Module I

- » Perspective Management
- » Operations Management
- » People Management
- » Financial Accounting
- » Applied Economics
- » Marketing Management

Open Elective (opt Any 2)

Module II

- » Selling and Negotiations
- » Research Methodology
- » Business Statistics
- » Financial Management

Opt any 1 Track

Track M I

- M1- Marketing Applications and Customer Value
- M2-Sales & Distribution Management

Open Elective (opt Any 2)

Module III

- » Decision Science
- » Strategic Management

Opt any 1 Track

Track M II

- M3-Digital & Social Media Marketing
- M4-Consumer Behaviour & Neuro Marketing
- M5-Integrated Marketing communications
- M6-Marketing Automation

Open Elective (opt Any 2)

2nd Year

Module IV

- » Project Management
- » International Business

opt any 1 Track

Track M III

- » M7-Marketing Analytics
- » M8-Product & Brand Management
- » M9-Retail Management
- » M10-Services Marketing

Open Elective (opt Any 2)

Module V

Industry Immersion / Capstone Project

Module VI

Industry Immersion / Capstone Project

Module VII

Industry Immersion / Capstone Project



VBS helped me upskill, transition careers, and gain industry-relevant marketing expertise. The experiential learning and faculty support prepared me to excel in a competitive business environment.

Swati Singh
Oorjan Cleantech Pvt. Ltd.



HUMAN RESOURCES MANAGEMENT

The PGDM in Human Resource Management at VBS grooms future-ready HR leaders for dynamic careers as HR Analysts, People Analytics Specialists, Talent Acquisition Managers, Learning & Development Leaders, Compensation & Benefits Analysts, Organizational Development Consultants, and AI-Enabled HR Strategists.

The program's strong conceptual base is strengthened by a global partnership with SHRM, one of the world's leading HR bodies. Every student is eligible for the SHRM Master Certification, covering eight specialized subjects taught by SHRM-qualified faculty, with assessments conducted directly by SHRM—enhancing global employability.

The program structure includes 15 months of immersive academic learning followed by a 9-month industry internship, enabling students to gain hands-on exposure to real-world HR environments, people strategy implementation, and technology-enabled workforce practices.

The curriculum integrates AI and digital HR tools into areas like People Analytics, Talent Management, and Performance Management, preparing students to leverage technology in optimizing workforce strategy. Experiential learning through outbound programs, HR panels, case workshops, personality assessments, and industrial immersions ensures engagement with real-world HR systems and projects.

A hands-on, participative pedagogy of simulations, discussions, and reflective exercises develops ethically grounded, strategically minded HR professionals ready to drive people-centric transformation in tech-enabled workplaces.

- Note:**
- The programme structure and courses offered are subject to change based on internal or external exigencies.
 - A minimum of 10 students is required to commence any specialization.

Program Structure PGDM Batch 2026-28

HUMAN RESOURCES MANAGEMENT

1st Year

Module I

- » Perspective Management
- » Operations Management
- » People Management
- » Financial Accounting
- » Applied Economics
- » Marketing Management

Open Elective (opt Any 2)

Module II

- » Selling and Negotiations
- » Research Methodology
- » Business Statistics
- » Financial Management

Opt any 1 Track

Track H I

- H1-Organization Behaviour
- H2-Organisation theory structure and design

Open Elective (opt Any 2)

Module III

- » Decision Science
- » Strategic Management

Opt any 1 Track

Track H II

- H3-Competency mapping
- H4-Compensation & Reward Management
- H5-Learning & Development
- H6-IR & Labour Laws

Open Elective (opt Any 2)

2nd Year

Module IV

- » Project Management
- » International Business

opt any 1 Track

Track H III

- » H7-OD & Change Management
- » H8-People Analytics
- » H9-International HRM
- » H10-Performance Management

Open Elective (opt Any 2)

Module V

Industry Immersion / Capstone Project

Module VI

Industry Immersion / Capstone Project

Module VII

Industry Immersion / Capstone Project



VBS transformed classroom learning into real-world application through analytics, internships, and live projects. The exposure and mentorship laid a strong foundation for my HR career.

Swapnil Koli
Sulzer





OPERATIONS & SUPPLY CHAIN MANAGEMENT

Graduates of the OSCM specialization step into high-impact roles such as Supply Chain Analyst, Operations Manager, Logistics & Distribution Manager, Procurement Specialist, Fulfilment Centre Manager, Demand Planner, Process Improvement Analyst, and E-commerce Operations Lead roles that today rely heavily on AI-driven forecasting, automation, advanced analytics, and Digital Twin-enabled decision systems.

The Operations & Supply Chain Management programme at VBS equips students to thrive in an environment where AI-powered planning, real-time data intelligence, simulation modelling, and Digital Twin technology are redefining operational excellence. The curriculum blends strong fundamentals with future-driven capabilities in supply chain analytics, Python-based decision science, digital operations, procurement intelligence, sustainable supply chains, and intelligent logistics networks.

Experiential learning remains central: the program is structured around 15 months of immersive academic learning followed by a transformative 9-month industry internship, during which students engage in live projects, simulation-based problem solving, and plant immersions. These experiences build expertise in demand prediction, process optimisation, network design, and the application of AI and Digital Twin models to enhance accuracy, efficiency, and resilience across the value chain.

Designed for a future built on automation, intelligence, and speed, the OSCM specialization at VBS develops professionals who can streamline operations, reduce disruptions, elevate profitability, and lead digital transformation across manufacturing, services, logistics, consulting, and e-commerce ecosystems.

- Note:**
- The programme structure and courses offered are subject to change based on internal or external exigencies.
 - A minimum of 10 students is required to commence any specialization.

Program Structure PGDM Batch 2026-28

OPERATIONS & SUPPLY CHAIN MANAGEMENT

1st Year

Module I

- » Perspective Management
- » Operations Management
- » People Management
- » Financial Accounting
- » Applied Economics
- » Marketing Management

Open Elective (opt Any 2)

Module II

- » Selling and Negotiations
- » Research Methodology
- » Business Statistics
- » Financial Management

Opt any 1 Track

Track O I

- O1- Service Operations Management
- O2-Supply Chain Management

Open Elective (opt Any 2)

Module III

- » Decision Science
- » Strategic Management

Opt any 1 Track

Track O II

- O3-Digital Trends in Operations
- O4-Resource Optimization
- O5-International Logistics
- O6-Supply Chain Analytics

Open Elective (opt Any 2)

2nd Year

Module IV

- » Project Management
- » International Business

opt any 1 Track

Track O III

- » O7-ERP
- » O8-Fulfillment Centre Management
- » O9-Strategic Sourcing
- » O10-Operations Analytics

Open Elective (opt Any 2)

Module V

Industry Immersion / Capstone Project

Module VI

Industry Immersion / Capstone Project

Module VII

Industry Immersion / Capstone Project



VBS provided cutting-edge analytics exposure, workshops, and practical learning. The programme prepared me to contribute effectively in a global corporate environment.

Ashutosh Alurkar
GEP Worldwide



OPEN ELECTIVES AND MICRO CREDITS

Sr. no	Learning Activity in Micro Credit
1	Induction Program (Formal, HOD & Cell Briefing)
2	Outbound Program
3	Leadership Series
4	Industrial Visit
5	Cell Activity Participated
6	Cell Activity Conducted
7	Inter College Participation
8	Sports/Games
9	Events Hosted
10	Article /Blogs Published
11	Consulting Projects
12	Project Based Learning
13	Business News Awareness
14	Sell ON Activity
15	Seminar and Exhibition attended

Sr.No	List of Open Electives (Minimum of 10 students per OE)
1	Ethical Management
2	Basic & Advanced Excel
3	Employability Skills
4	Design Thinking
5	Performing Arts
6	Indian Knowledge System
7	Environmental Sustainability
8	Business Law
9	Business & SDG's
10	Guest Lectures
11	Domain Workshops
12	Self Guided Learning
13	Data Visualisation
14	Python
15	Certifications
16	Yuva for Seva
17	Corporate Governance
18	Research Paper Published
19	International Immersion
20	CSR
21	Entrepreneurship, and Venture Creation
22	Organisational Psychology
23	Market Research

Seamless engagement with world-class faculty

Vivekanand Business School (VBS) is powered by a distinguished faculty of Ph.D. holders with an average of 15+ years of academic and industry experience, representing diverse professional backgrounds. Our faculty brings strong academic and industry credentials, with experience and associations across premier institutions such as IIM Mumbai, IIM Indore, IIM Bangalore, JBIMS, NMIMS, S. P. Jain, and Symbiosis.

They are domain experts, actively engaged in consultancy assignments, industry projects, and case study development, and have published extensively in leading national and international journals. Several faculty members serve on the Boards of Studies of multiple reputed institutions, contributing to curriculum design and academic governance.

Faculty members continuously innovate teaching methodologies, review curricula, and conduct workshops, training programs, and seminars to ensure outcome-driven learning. Close interaction with faculty, industry experts, and a supportive administrative team creates a vibrant learning ecosystem that enriches student learning and prepares them for leadership in a dynamic business environment.



Domestic Tie-Ups & Industry Collaborations

Vivekanand Business School (VBS) strengthens its academic ecosystem through strategic domestic collaborations with leading industry bodies, professional institutions, consulting firms, and government-linked organizations across India. These tie-ups enable industry-relevant certifications, live projects, internships, workshops, experiential learning, and placement-linked opportunities, ensuring students gain practical exposure and career-ready competencies.

Industry learning, certifications, and professional exposure are supported through:

- Indian Institute of Banking & Finance (IIBF), Mumbai
- National Institute of Securities Markets (NISM), Mumbai
- Multi Commodity Exchange of India Limited (MCX), Mumbai
- Indian Ex-Defence Service Employees Chamber of Commerce & Industries, New Delhi

Projects, internships, consulting, and experiential learning are enabled through:

- KD Practice Consulting Pvt. Ltd., Mumbai
- Connect Dots Consultancy & Training, Pune
- Strategic Execution Consultants Pvt. Ltd., Bangalore
- Eighteen95 Technologies Pvt. Ltd., Mumbai
- Fundgini.com, Mumbai

Institutional support and access are strengthened through:

- Indian Navy, New Delhi
- 3i Consulting Pvt. Ltd., Varanasi
- ICICI Bank, Mumbai

These collaborations position VBS students as prime candidates for ROI-driven careers across key business domains.

International academic partnerships for global perspective and adaptability

At Vivekanand Business School (VBS), global exposure is not an add-on, it is woven into the very fabric of the learning experience. Through an exceptional network of international academic partnerships, VBS ensures that every student gains seamless access to world-class faculty, multicultural ecosystems, and globally relevant business practices.

VBS has cultivated strong alliances with leading institutions across continents, enabling students and faculty to engage with advanced academic models, cross-cultural perspectives and collaborative knowledge exchange.

Key global partners include:

- **Helvetic Business School, Switzerland – Offering deep insights into European business frameworks, entrepreneurial leadership and a vibrant start-up ecosystem.**
- **INTI International University, Malaysia – Renowned for research-driven learning and a richly multicultural academic environment that broadens global perspectives.**
- **PSB Academy, Singapore – Strengthening understanding of Asia-Pacific business strategies, technology-enabled management and industry-integrated programs.**
- **Cape Peninsula University of Technology, South Africa – Providing exposure to emerging markets, applied innovation and community-centric learning.**
- **SHRM EAST Pvt. Ltd. – Enhancing HR knowledge and professional credentials with globally recognized certifications.**



These collaborations power a wide spectrum of global opportunities including student mobility programs, faculty mobility and academic exchange, joint research initiatives, global classroom interactions, and international immersion experiences. Through these dynamic pathways, learners and faculty participate in shared projects, co-teaching models, and collaborative research that enriches the academic ecosystem at VBS.

Embedded within VBS's academic philosophy, these partnerships cultivate adaptability, broaden worldviews, and build strong international business acumen empowering students to thrive in an interconnected and rapidly evolving global economy.

International immersion - Building globally ready leaders

The International Immersion at VBS gives every PGDM student a clear edge boosting global awareness, cross-cultural confidence, and employability. Students gain hands-on industry exposure, sharpen communication skills, and develop the ability to navigate international business qualities that make them highly sought-after by recruiters.

As a testament to this exposure, students previously undertook a five-day academic immersion in Singapore, gaining meaningful insights into dynamic global business landscapes and innovation-driven economies.

This year, VBS elevates the experience further with an international immersion in Dubai, one of the world's fastest-growing global business hubs, giving students direct exposure to global finance, logistics, technology, and multicultural business models.

Each immersion ensures students return as culturally intelligent, adaptable, and globally aware professionals equipped with tangible experiences, industry exposure, and international perspectives that strengthen their career readiness and make them standout candidates in the global job market.





Beyond Academics - Shaping holistic, industry-ready leaders

At VBS, Beyond Academics is designed to sharpen intellect, build professional maturity, and cultivate industry-oriented thinking. Students engage in research conferences, workshops on contemporary themes, and industry visits that enhance analytical depth and real-world business awareness.

Industry connect is strengthened through Leadership Talks and Koffee with Korporate, enabling students to learn directly from senior leaders and understand real corporate perspectives.

Innovation and problem-solving capabilities grow through hackathons, innovation competitions, and entrepreneurship, encouraging students to experiment, build, and think like next-generation innovators.

Large-format platforms add vibrancy to campus life-Aarohan, the cultural fest, ignites creativity and teamwork, while Reminiscence, the alumni meet, fosters networking, mentorship, and lifelong professional connections.

Together, these initiatives broaden perspectives, deepen industry exposure, and shape students into agile, confident, and future-ready professionals.





Institution's Innovation Council (IIC)

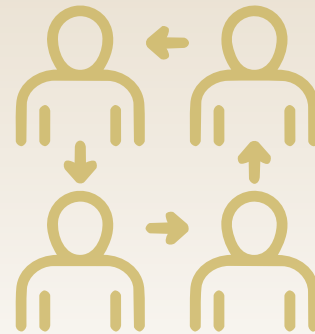
At Vivekanand Business School, innovation is embedded into the PGDM experience, not taught as theory. Through the Institution's Innovation Council (IIC), students are immersed in a hands-on innovation ecosystem aligned with the Ministry of Education framework, where ideas are transformed into real-world solutions. From hackathons, design-thinking workshops, and idea-pitching competitions to start-up boot camps and prototype development, students experience the complete innovation journey—guided by industry experts, entrepreneurs, and innovation mentors. This approach builds future-ready capabilities such as creative problem-solving, leadership, strategic execution, and entrepreneurial thinking, empowering VBS students to emerge not just as management graduates, but as confident innovators and change-makers ready to lead in corporate and startup environments alike.



Lead. Learn. Engage.

At VBS, student-led cells turn learning into an exciting journey of growth and real-world impact. Through Specialisation Cell Activities, you'll strengthen your domain expertise while mastering essential skills like teamwork, coordination, resource planning, and leadership, thanks to hands-on experiences like hackathons, innovation challenges, and incubation. Dive deeper with domain-focused cells in Finance, HR, Marketing and Operations & Supply Chain, gaining practical insights and industry-ready skills that set you apart. Beyond academics, cells like Alumni, Branding & Social Media, CSR and Student Welfare give you the chance to make a difference, build networks, and enhance your personal

and professional growth. The Women Development Cell empowers women through inspiring interactions with accomplished leaders. At VBS, every cell is a platform to learn, lead, innovate, and make your mark, shaping you into a confident, capable, and socially aware professional ready to excel anywhere.





VBS 9-Month Internship: Your Gateway to Real-World Expertise.

At Vivekanand Business School, the 9-month full-time internship is the cornerstone of our PGDM program, giving students an unmatched opportunity to translate classroom knowledge into practical, hands-on experience. Unlike short-term projects, this extended immersion allows students to take ownership of real business responsibilities, building expertise and confidence in a professional setting.

Across specializations, interns engage in meaningful roles that mirror future career paths: analyzing complex business data, optimizing operations and supply chains, driving AI-powered marketing campaigns, managing HR processes and talent strategies, and executing corporate finance, risk management, and investment projects. Along the way, they master industry-standard tools and technologies, including data analytics, predictive modeling, ERP systems, HRMS platforms, financial modeling, and visualization software, while receiving guidance from corporate mentors and faculty experts.

This immersive experience strengthens problem-solving, analytical thinking, and strategic decision-making skills, while building a portfolio of high-value projects that enhances employability. By the end of the internship, students emerge career-ready, confident, and equipped with the practical skills and industry exposure that give them a distinct advantage in today's competitive corporate world.

Industry interface

Where ideas, experience and leadership converge

At VBS, strong industry engagement ensures students develop the competencies, insights, and confidence needed to excel in today's corporate world. Through the Leadership Series, Coffee with Korporate, expert talks, and guest lectures, students interact with senior industry leaders and gain exposure to real-world challenges. Industry experts assess Summer Internship Projects, conduct Vivas, and provide placement mentorship. Professors of Practice with substantial corporate experience guide students, facilitate industry interactions, and mentor live projects. Complemented by workshops, alumni networking, and advisory committee inputs, these initiatives sharpen analytical, leadership, and problem-solving skills, making students industry-fluent, job-ready, and primed for high-impact roles.





Narayan Murthy
Founder Infosys



Prof. Frances Bowen
Head of the School & Business
Management, Queen Mary
University of London



Bhagwan Chowdhry
Professor of Finance-UCLA
Anderson School of
Management, California



Terence Wee
Head-Professional Services &
Delivery Organisation for SAS
in South Asia



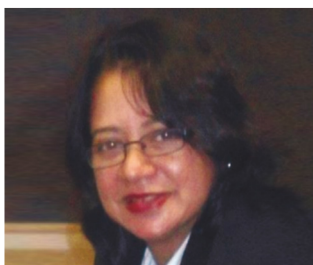
O. P. Bhatt
Ex. head of SBI



Rani Desai
Chief People Officer, Deloitte



Dr. R. A. Mashelkar
Indian Chemical Engineer & a Former
Director General of the Council &
Scientific & Industrial Research



Madhumita Ghosh
Practice Leader - Big Data &
Advance Analytics with IBM
INDIA



Chetan Bhagat
Indian Author, Columnist,
Screenwriter, Television Personality
& Motivational Speaker

Placement & Trainings

At VBS, we turn potential into achievement. With a year-on-year placement record exceeding 95%, our students consistently attract top recruiters, reflecting the industry's trust in our rigorously prepared talent.

Located in Mumbai, India's corporate hub, we leverage our proximity to top companies while ensuring continuous engagement with industry leaders.

Our faculty and alumni play an active role in mentoring and guiding students, complementing our comprehensive placement support which includes sectoral guidance, profile matching with MBTI, GD & aptitude preparation, soft skills training, grooming sessions, job analysis and

resume building. This ensures every student is interview-ready, confident, and industry-ready.

At VBS, we don't just facilitate placements we engineer success stories, transforming ambition into tangible achievement and preparing graduates to thrive in competitive professional landscapes.



₹ **21** LPA
Highest Package

₹ **15.75**
LPA
International
Package

₹ **8.5** LPA
Average Package

Corporate Endorsements



The VBS students were thoroughly prepared, possess the required Technical skills and are well-disciplined with good attitude.

Chirag Sinari

Campus Recruiter, Deloitte USI



The VBS students are really articulate, well communicated as Confidence is remarkable. Extremely happy to get some good recruits.

Ms. Poornima

Manager HR, Aldrich Capital Partners



VBS students had good communication, interpersonal and analytical skills and are exactly matching our requirements since last many years.

Radhika Wagle

Talent Acquisition, General Mills India Page



VBS has been a key partner with SS&C on academia-industry collaboration for certificate in Alternative Program. This program has helped us hire smart and talented management graduates with good knowledge in financial products, pursuing a career in alternative investment industry. Many of VBS students are sincere with a focused approach towards growth and learning. It is probably the life skills and perspective that faculties of VBS inculcate in students. Glad to be collaborate for more than 7 years and still going on.

Sasmit Ghodke

Associate Director, Human Resource,
SS&C GlobeOp



My sincere appreciation & gratitude to the Training & Placement Department and all students of VBS for their efforts in imparting quality Technical & Aptitude Training. I am very grateful to them for effectively & sincerely helping me to grab first ever opportunity for the placement process of our company.

Deepak Sharma

Deputy Manager - HR, Lumina Datamatics

Top Recruiters

Advertising & Media



Banking, Finance & Consulting



Education & EdTech



Consultancy & Coaching / Professional Services



Hospitality & Travel



E-commerce & Internet



IT/ITES/Telecom



Logistics & Shipping



Realty / Construction



Research & Analytics



Retail



Engineering & Manufacturing



Pharma & Healthcare



Extra-Curricular Achievements

The ultimate goal of any Business School is to deliver strong ROI through career-ready job outcomes. While industry standards often define student achievement primarily by academic performance, at VBS it is assessed through a balanced approach that combines strong academic foundations with student involvement, initiative, and real-world application of learning. We train and mentor students to compete and win at inter-college platforms across Pan India, ensuring continuous competency building and making them truly job-ready with confident presentation, communication, and professional delivery skills.



Name of Event / Competition	Name of Organising Body	Name of Student(s)	Award / Achievement
Summery (Article Publication)	Free Press Journal	Neelima Dubey	Certificate
Flipkart WiRED 7.0 – Business Track	Unstop	Aayush Saroj, Himanshu Bora, Sanket Deshmukh	Participation Certificate
Money Ball	GLS University, Ahmedabad	Tanmoy Bal, Ipsita Das, Gowtham Anumakonda, Bhanu Maradana	1st Runner Up (National Level)
National Conference on Machine Learning & Artificial Intelligence	Analytics Society of India & IIM Bangalore	Ajinkya Kedare, Hiya Bhatia, Preety Gind	Certificate
37th National Games, Goa	Ministry of Youth Affairs & Sports, Government of India	Soham Chheda	Participated as the Youngest Technical Official (PAN India)
Marathon Events (21K, 10K & Full Marathon)	Procam International & Command	Sumanth Suvarna	Finisher Medals & Certificates
Ops Brainiac Battle	Unstop	Rajnish Soni	Participation Certificate
Article Writing – “2020: The Year That Shaped Us”	NMIMS, Bangalore	Bhakti Sachade	Article Published in Annual Magazine of Management Studies (Edition 13)
Innovative Business Manager Competition	Amity Business School	Vaibhav Sheth	Winner with Cash Prize
IMAGE 2023 – National Level Quiz Competition	GLS University, Ahmedabad	Bhanu Prasad Mardana, Gowtham Anumakonda, Tanmoy Bal, Ipsita Das	First Runner Up with Cash Prize
Bit-A-Thon – Data Mining & Analytics Competition (National Level)	SAS & Goa Institute of Management	Jomon George P., Rakeshkumar Sen, Tanmay Churi	National Finalist – SAS Badge

Eligibility Criteria & Admission Details

Program Overview

- Two-year full-time PGDM (AICTE Approved) with compulsory corporate internship
- PGDM is equivalent to an MBA of an Indian University as per AIU

Eligibility Criteria

- Graduation with minimum 50% marks from a recognized Indian university
- Graduation with Minimum 45% marks from a recognized Indian university for Students from reserved Category
- Final-year students may apply (admission subject to passing qualifying exam with 50%)
- Candidate must meet AICTE eligibility norms

Entrance Exams Accepted

- CAT / XAT / MAH-CET / MAT / CMAT / ATMA

Selection Criteria

- Candidates will be shortlisted based on entrance test scores.
- Personal Interview (PI) conducted by the institute to assess suitability.
- Weightage will be given to academic performance, extracurricular achievements and relevant work experience.

Specializations Offered

- Business Analytics
- Banking & Finance
- Marketing
- Human Resource Management
- Operations & Supply Chain Management

Intake

- **180 students** (VES Business School reserves nine seats for defence personnel and/or their children)

Application Window

- 20 January 2026 – 30 June 2026
- * Dates are subject to change as per AICTE guidelines

Documents Required

At the time of filling application form:

1. Three recent passport-size photographs with White Background
2. Copy of entrance exam scorecard (CAT / XAT / MAH-CET / MAT / CMAT / ATMA)
3. Copy of Identity proof (Aadhaar Card / Driving License / Passport)
4. Copy of SSC, HSC, and Graduation mark sheets & passing certificates
5. Copy of Proof of nationality (Birth Certificate / School Leaving Certificate / Passport)

At the time of admission (Originals + 1 attested copy each):

1. Entrance exam scorecard
2. SSC & HSC mark sheets
3. Graduation mark sheets and degree certificate
4. Institute Leaving / Transfer Certificate
5. Proof of nationality (Birth Certificate / Passport/Aadhaar Card / Drive License)
6. Migration Certificate (for students from outside Mumbai University)
7. Gap Certificate (if applicable, as affidavit)
8. Caste Certificate (if applicable, for reserved category)

PGDM Fee Structure & Financial Assistance (2026–2028)

Application Fee

₹2,000/- (Non-refundable)

VBS Fee Structure (All Instalments)

Fee Head	1st Instalment	2nd Instalment	3rd Instalment	4th Instalment	Total Fee
Tutorial	₹2,47,500/-	₹2,47,500/-	₹1,95,500/-	₹1,95,500/-	
Examination	₹3,000/-	₹3,000/-	₹3,000/-	₹3,000/-	
Library	₹7,000/-	₹7,000/-	₹9,000/-	₹9,000/-	
Caution Money Deposit	₹2,500/-	₹2,500/-			
Alumni	—	—	₹3,500/-	₹3,500/-	
Innovation Lab	—	—	₹4,500/-	₹4,500/-	
Total	₹2,60,000/-	₹2,60,000/-	₹2,15,000/-	₹2,15,000/-	₹9,50,000/-

Payment Schedule -

- 1st Instalment: At the time of Admission
- 2nd Instalment: November
- 3rd Instalment: March
- 4th Instalment: July

Payment Mode: DD in favour of "VES Business School" or online transfer.

Note: Caution Money Deposit will be refunded after successful completion of the program.

Hostel Accommodation & Mess Fees (2026–2027)

Particulars	Amount	Payable To
Hostel Accommodation (AC Room)	₹1,60,000/-	DD / Pay order in favour of "Vivekanand Education Society – Hostel"
Hostel Accommodation (Non-AC Room)	₹1,20,000/-	DD / Pay order in favour of "Vivekanand Education Society – Hostel"
Hostel Mess (10 months)	₹90,000/-	DD / Pay order in favour of "Vivekanand Education Society – Mess Account"
Security Deposit (Refundable)	₹5,000/-	DD / Pay order in favour of "Vivekanand Education Society – Hostel"

Note:

- Students must inform the Admission Team in advance to avail hostel facilities.
- Hostel fees are subject to revision for 2026–27.

Loans & Financial Assistance

Nationalized banks provide educational loans for tuition and program expenses.

Contact for
further details:



vbs.ves.ac.in