



UPCOMING B-SCHOOL AWARD



Aditya Global Business School
INSPIRING YOU TO BE AN INSPIRATION

Advisory Profile



Dr. Bandi Parthasaradhy Reddy
B.E.(Elec), M.Sc., Ph.D.,
CMD
Hetero Group



Shri K. Raghu
M. Pharmacy
Chairman
Ind-Barath Group of
Companies



Shri M.V. Subba Rao
Head – Operations &
Maintenance
Reliance Industries
Ltd., Kakinada



Shri N.V.S. Reddy
Managing Director
Hyderabad Metro
Rail Ltd



Shri G.S.N. Reddy
B.E (Elec)
Vice President –
Manufacturing,
Coromandel International
Ltd, Visakhapatnam



Shri Pasala Krishna Rao
M.E., M.B.A.,
Group General Manager
(Drilling) & Asset Manager,
Rajahmundry Asset,
ONGC LTD



Shri Krishna Bodanapu
B.S (Elec), M.B.A.
President & COO
Infotech Enterprises



Shri N.Venkata Reddy
Managing Director
Sri Ramadas Paper
Boards Pvt Ltd,
Rajahmundry

Courses :

1. BACHELOR OF MANAGEMENT - BM

- Duration - 3 year degree course
- Eligibility - Plus 2 qualification or equivalent
Minimum 50% aggregate
- Approved by - AICTE
- Affiliation - Jawaharlal Nehru
Technological University
(JNTU-K)

- One more year gives BAM
- One additional year gives MAM
- That means a plus 2 pass student gets Masters Qualification in 5 years by joining BM
- A certificate of 'credits acquired' is issued after 3rd year to enable continue MBA in foreign Universities
- Option to continue 4th and 5th year at a later stage

Selection Procedure : Selection is made on written test and group discussion.

2. MBA

Aditya is a land mark for successful business entrepreneurs. The main intention is to provide high standards of education.

- Duration - 2 years
- Eligibility - BBM / Any Graduate
- Approval - AICTE
- Affiliation - Jawaharlal Nehru
Technological University (JNTU-K) / Andhra
University

3. Post Graduate Diploma In Management - PGDM (Autonomous)

- Duration - Two years
- Eligibility - Any Graduation -
Minimum 50% aggregate
- Approved by - AICTE

PGDM the most flexible course designed to changing industry needs and expectations is awarded by Institutes under the AICTE program.

Selection Procedure : Graduate students qualified in entrance exam like CAT, MAT, XAT, ATMA, CMAT, ICET and AMSET.

Aditya's Winning Strategy

Faculty With A Defined Purpose



A well planned and effective teaching methodology adopted by dedicated, competent, industry exposed and experienced faculty

Post Graduate Diploma in Management Program (PGDM)

Semester -I:

Course	Credits
Financial Accounting	3
Marketing Management - I	3
Human Resource Management	3
Micro Economics	3
Business Communication	3
Principles of Management	3
Business Statistics	3
Business Environment	3

Semester -II:

Course	Credits
Marketing Management - II	3
Organizational Behaviour	3
Operations Management	3
Micro Economics	3
Financial Management	3
Information Technology for Management	3
Research Methods	3
Operation Research	3

Semester -III:

The following are the courses common to all Specializations:

Course	Credits
Summer Internship Project	4
Common: Entrepreneurship	3
Common: Supply Chain Management	3
Common: Industry Analytics-I	1

COURSES IN MARKETING

The following are the courses which the student has to take in the Major Specialization:

Course	Credits
Consumer Behavior	3
Sales and Distribution Management	3
Services Marketing	3

COURSES IN FINANCE

Course	Credits
Security Analysis & Portfolio Management	3
Strategic Financial Management	3
Retail Banking	3

COURSES IN HRM

Course	Credits
Strategic Human Resource Management	3
Performance Management	3
Human Resource Development	3

The following are the courses which the student can any select TWO courses in order to have Minor specialization:

ELECTIVES IN MARKETING

Course	Credits
Marketing Research	2
Product and Brand Management	2
Unconditional Marketing	2

ELECTIVES IN FINANCE

Course	Credits
Fiscal Policy & Taxation Management	2
Commodities Markets	2
Insurance Management	2

ELECTIVES IN HRM

Course	Credits
Recruitment & Selection	2
Training & Development	2
Knowledge Management (Case Studies)	2

Semester -IV:

Note: Students will select a Specialization as Major and have to select any one as Minor out of the electives offered in Minor Specialization, students should choose any Two Elective Courses from the same Specialization. Any Elective Course will be offered subject to the condition of the optimal number of enrolment of the Students.

Common	:	11 Credits
Specialization – Core	:	09 Credits
Specialization – Electives	:	04 Credits
		<u>24 Credits</u>

The following are the courses common to all Specializations:

Course	Credits
Dissertation – Project in Specialization	4
Common: Legal Aspects and Ethics in Business	3
Common: Business Strategy	3
Common: Industry Analytics-II	1

COURSES IN FINANCE

Course	Credits
International Financial Management	3
Strategic Financial Management	3
Mutual Funds	3

The following are the courses which the student can select TWO courses in order to have Minor specialization:

ELECTIVES IN MARKETING

Course	Credits
E- Marketing	2
International Marketing	2
Customer Relationship Management	2

ELECTIVES IN HRM

Course	Credits
Conflict Management & Negotiations	2
Competency Mapping & Leadership	2
Best Practices in HRM (Case studies)	2

COURSES IN MARKETING

The following are the courses which the student has to take in the Major Specialization:

Course	Credits
Retail Marketing	3
Rural Marketing	3
Advertising Management	3

COURSES IN HRM

Course	Credits
Industrial Relations	3
International Human Resource Management	3
Compensation & Welfare Management	3

ELECTIVES IN FINANCE

Course	Credits
Operations & Management of Commercial Banks	2
Mergers & Acquisitions	2
Marketing Financial Services	2

Library For Enriched Learning

Regularly updated and stocked digital library is made available with adequate number computers for the students, to equip themselves with latest and current information on their chosen subject line.



I.T. Lab



Class Room



Industry - Institute Interface

Kakinada Sea Port



RAK Ceramics



Well maintained industry - Institute relationship to give additional benefit of subject thoroughness and practical knowledge through workshops, case studies and guest lectures by distinguished corporate executives and successful entrepreneurs

OFF BEAT CURRICULA INTERNSHIPS



Live projects, internships and industrial visits are part of the curricula

Activity Based Learning

B-School learning basically is activity based. The design of all the B School degrees are modulated on activity based learning like group discussion, debates, management games, case studies and role play etc. At its core, this approach provides knowledge, and by exposing students to a variety of activities.

GROUP DISCUSSION



GUEST LECTURERS



K. Varapraad Reddy
Chairman of
Shantha Biomechanics



Mr. T. G. Venkatesh
Chairman of TGS Group of Industries

Case Study Method



Case studies are nothing but possible facts. They present realistic, complex, and contextually rich situations, often involving a dilemma, conflict, or problem that one or more of the characters in the story or case need to solve it. A chunk of reality is brought into the classroom, which needs to be worked over by the class and the instructor.

Soft Skills



Soft skills including communicative skills, thinking & problem solving skills, learning and information management, entrepreneur skills, ethics, moral and professionalism, leadership skills and team work are all part of the curricula.

Events



Dr. Kamineni Srinivas, Health Minister, A.P. and
Dr. D. Purandheswari, Ex. Central Minister on the eve of Aadit



Sri. Satish, HR, Capital IQ



Welcome song on the eve of Aadit



G. Rangaraju, MP, NARSAPURAM distributing prizes to students

Colours & Aadit (www.aditya.ac.in/bschool/aadit)

Aditya Hostels

- Spacious Rooms with cross ventilation & balcony
- A/C & Non A/C Rooms
- Spacious Dining halls with separate menus for South & North Indian students
- Food courts
- Reading room with all Journals & Magazines
- Separate TV hall for each block
- 24/7 Wi-Fi connectivity
- Gym facility exclusively for hostel students
- Doctor facility available
- 24/7 availability of ambulance
- Tight security round the clock
- Generator for Power Backup
- Easy connectivity with Rajahmundry, Samalkot and Visakhapatnam



Best Placement Award



THE PLACEMENT RECORD

Aditya has been awarded BEST PLACEMENT AWARD by the then Chief Minister of A.P., Sri K. Rosaiah.

AMPLE 2014

Aditya's Mega Placement League for the Earnest; Providing 603 Jobs in 15 Companies on a SINGLE DAY – a unique achievement

All Pervasive Placements Cell

An innovative Campus Recruitment Training (CRT) from 1st year onwards is Aditya's unique gift to every student. This CRT is giving wonderful results, which is indicative of the high percentage of campus recruitments being made from Aditya every year

1. To cope up with the expectations campus recruitment training comprising arithmetic & Soft skills is exclusively given to PG students.
2. For UG students CAT coaching is also given. Along with CRT communication skills in.



D.T.S. Srinivasa Reddy Sudha Sravanthi Konala Bhagyasri Reddy Damaraju Ramya Rani Payal Jain M. Raveendravidya Sagar Pynda Raja Vardhaman

A separate placement cell looks after all the work relating to interaction with promising recruiters, invitation to campus and to chalk out complete programme of interviews and selection



A host of multinational companies and other esteemed corporate giants are invited to Aditya campus every year to select & pick suitable candidates for a variety of jobs.

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