



**FBS**  
BUSINESS SCHOOL

---

INVITATION FOR CAMPUS  
ENGAGEMENT  
AT FBS, VIJAYAWADA  
2018 - 2020

**BE THE  
DIFFERENCE**



# TABLE OF CONTENTS

03	WE ARE FBS
04	MESSAGES
06	WHY FBS?
07	ADMISSION PROCESS
08	COURSE STRUCTURE
09	BE BOUNDLESS
10	BEING HERE IS TRANSFORMATIONAL
11	BE HERE FOR THE BEST
12	CORPORATE SPEAKER SERIES
14	EVENTS, CONFERENCES, VISITS
16	GLOBAL EXPOSURE, OUTBOUND TRAINING
18	CAREER DEVELOPMENT
20	BATCH PROFILE
21	PLACEMENT DETAILS 2017 - 19
22	BE AN INITIATOR
23	BE AN ENTREPRENEUR
24	OTHER AVENUES OF ENGAGEMENT
24	CONTACT US



# WE ARE FBS

FBS is an unique and innovative business school in the era of disruptive innovation,formed to create the difference in the world of business education and beyond.

# VISION

To be a world class management institute with Futuristic Orientation and Commitment towards innovation and excellence by Creating, Communicating and Delivering valuable knowledge at an affordable cost.

## MISSION

To become a Centre of Excellence in the world of business education and beyond for the development of human capital. We are a learning community of faculty, staff, students and business leaders dedicated to the creation, dissemination, and application of management knowledge.

# VALUES

- Integrity above all
- Excellence in all we do
- Inclusiveness and respect for others (Believing in We instead of Me)

**“AT FBS, WE CREATE WISE LEADERS WHO ASPIRE TO BECOME THE DIFFERENCE IN THE WORLD OF BUSINESS AND BEYOND.”**





# CHIEF

# ADVISOR & MENTOR



## DR. N.R. SHETTY

Chancellor, Central University of Karnataka  
Chairman, Karnataka State Universities Review Commission  
Performance Mentor & Auditor, World Bank TEQIP  
President, Indian Red Cross  
Former Vice Chancellor, Bangalore University (Twice)  
Former President, Indian Society of Technical Education  
Former Chairman, South West Region, Aicte  
Former Member Executive Committee, AICTE

“FBS students are proactive and are known for their execution. Recruiters visiting FBS, I ensure can find change managers who can make profound contributions with competitive advantage in the firm’s growth story.”

Dr.N.R. Shetty



# PRINCIPAL DIRECTOR



## WELCOME TO FBS

FBS since its inception has been nourishing the industry with its intellectual resources it produces. Our graduates being the flag bearers of FBS are ready to take on the challenges of business world. I take pride to introduce these young professionals to the corporate giants.

In the current dynamic business environment where only change is constant our management program with value additions has constantly evolved to meet the changing needs of industry.

Our curriculum and pedagogy has constantly been reinventing itself to mould the students for the present business scenario with its pathway programmes, one-on-one coaching, mentor programme, multiple internships for hands-on-industry experience.

I am sure our students with cognitive and emotional skills attained through academic rigour and rich industry exposure will definitely stand out of the crowd.

I take this opportunity to sincerely thank the corporates who are always our constant support. I feel privileged to invite you all for the campus recruitment programme at FBS.

**DR. E.MURALI DARSHAN**

Professor - International Business  
Professor Emeritus - IIFT, Delhi  
Visiting Professor - Memphis University, USA  
Visiting Professor - University of Ashland, USA

---



# WHY FBS?

## CHANGE THE WORLD

Come here to be challenged. Part with the flair to resolve prime issues of present day.

FBS creates leaders who make the difference to the world of business & beyond.

## BE THE DIFFERENCE

1. Will you welcome challenges?
2. Would you like to stand out of the crowd paving your own path?
3. Would you like to measure your potentiality to change the world around you?
4. If your answer is yes, enduring success awaits you.

FBS equips its students with the knowledge and motivates to do well and carve a niche for them globally.

In the arena of globalization, the economies continue to be competitively dynamic where only change is constant. FBS integrates theory with practice and meets the wide ranging needs of the corporate.

FBS by connecting talented students with the leading scholars enables them to gain both cognitive and emotional skills, to take on present day managerial challenges with alacrity and gumption.

Come here to be challenged. Part with the flair to resolve prime issues of present day. FBS creates leaders who make the difference to the world of business & beyond.





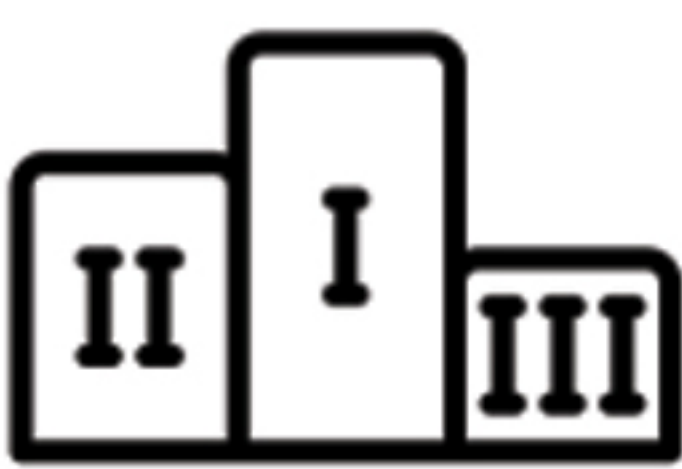
# ADMISSION PROCESS



Each Candidate has to take at least one of the entrance exam like CAT, XAT GMAT or MAT



FBS Conducts its own admission test through case study analysis, which assesses the candidates' strategic abilities.



Candidates are shortlisted and invited for the Group Discussion (GD) and Personal Interviews (PI)



Results and Final Selection



# MBA COURSE STRUCTURE

## SEMESTER I

1	Management Process	Internship I - 30 days
2	Managerial Economics	
3	Organizational Behaviour	
4	Accounting for Managers	
5	Life Skills I	
6	Computer Applications in Management	
7	Project Entrepreneurship and Small Business Management	
8	Research Methodology	
9	Comprehensive Viva-voce (Industrial Visits and Subjects)	

## SEMESTER II

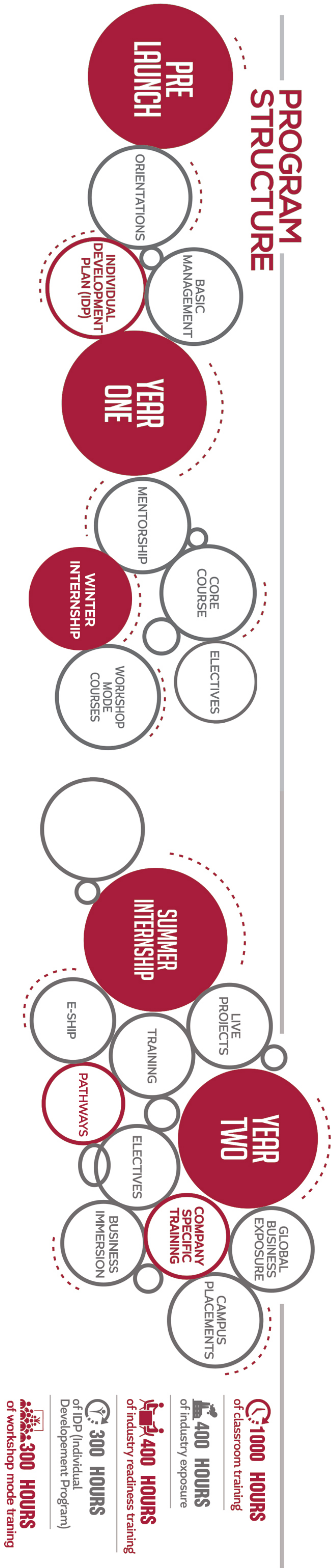
1	Financial Management	Internship II – 90 days
2	Marketing Management	
3	Human Resource Management	
4	Production and Materials Management	
5	Life Skills II	
6	Decision Support System and Management Information System	
	For 7 and 8 – Options as follow.	
	1.Finance: Accounting Software – Practical	
	2.Marketing: Marketing Research and Consumer Behaviour	
	3.Human Resource: Industrial Relations and Labour Welfare Management	
	4.Production: Production Planning and Control	
	5.Systems: System Analysis and Software Development	
	6.International Trade: Export – Import Procedures, Documentation and Logistics.	
9	Lab for Statistical Packages on Business Decision	
10	Project and Viva-voce (Exposure to Small and Medium Enterprises)	

## SEMESTER III

1	Operations Research	Live Projects
2	Case Study and Analysis	
3	Business Legislations	
4	International Business and Export Management	
5	Life Skills III	
6	Soft Skills	
	For 7 and 8 – Options as follow	
	1.Finance: Investment Security and Portfolio Management	
	2.Marketing: Sales and Distribution Management	
	3.Human Resource: Legal Framework Governing Human Relations	
	4.Production: Total Quality Management	
	5.Systems: Data Base Management	
	6.International Trade: Foreign Trade Policy	
9	Project and Viva- voce (Industrial Visits and Subjects)	

## SEMESTER IV

1	Retailing and Rural Marketing	Internship III – 90 days
2	Business Policy and Strategic Management	
3	Logistics and Supply Chain Management	
4	Indian Ethos and Values	
5	Digital Marketing (Pathway)	
6	Behavioral Science Experiments and Testing-Practical	
	For 7 and 8 – Options as follow	
	1.Finance: Management of Financial Services	
	2.Marketing: Advertising and Sales Promotion	
	3.Human Resource: Management of Training and Development	
	4.Production: Business Process and Re-Engineering	
	5.Systems: E-Commerce	
	6.International Trade: International Marketing Management	
9	Comprehensive Viva-voce (Industrial Visits and Subjects)	





# BE

# BOUNDLESS

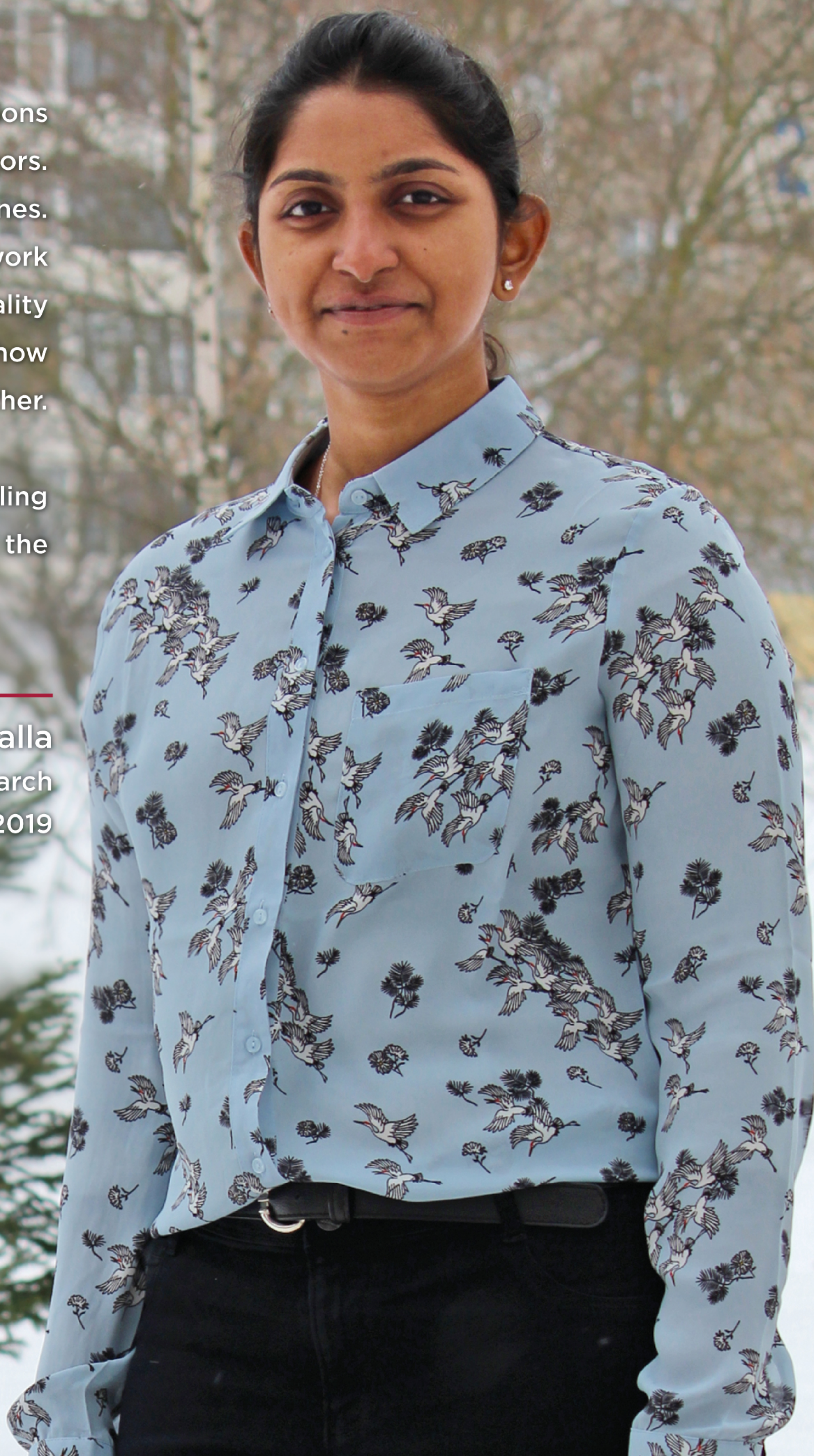
Global internship programme is a unique FBS offering which multiplies opportunities for growth for all stakeholders - students, faculty as well as recruitment partners alike.

FBS Prepares professionals to take leading positions as industry leaders in different organisations and sectors. We were assigned research projects with strict timelines. Working on assignments helped us learn how to work in teams, how to lead projects, how to work on quality deliverables in short timelines and most importantly how to move forward taking the whole team together.

My training helped me work in different areas, handling global teams, and I am now confident to take on the challenges of business world.

---

**Amrutha Srividya Kandimalla**  
Associate Analyst - GD Research  
MBA 2017 - 2019







# BEING HERE IS

# TRANSFORMATIONAL

Studying MBA at FBS Business School has broaden my horizons in more ways than one. With an experience as a marketing professional in the banking industry, I wanted to transition into newer heights, and have the opportunity to move into management.

FBS Business School enabled me to build both knowledge and skillsets because we are taught by industry acclaimed faculty, who share their experience and expertise to students.

---

**LAKSHMI MANOJ**  
Sales Manager - Bajaj Finance  
MBA 2016 - 2018



With the resource industry in transition I saw now as a great time to embark on further study. I was looking for a qualification, which would complement my background in engineering and provide me the opportunity to make the transition from an engineer to a strategy focused position.

The MBA program at FBS Business School gave me a broader skill-set to accelerate my career progression both within and beyond the sector. I feel my professional options have expanded dramatically and that's really exciting.

---

**KRISHNA SRIKAR**

Area Sales Manager - Reliance Petroleum  
MBA 2016 - 2018

---

# BE HERE FOR THE BEST

A Unique Thought Leadership Model

---

Ranked among Top 10 Emerging B-Schools

---

2 Campuses on a unified Platform

---

Industry - Institute Partnership

---

Diverse Community

---

Industry - Tailored Curriculum

---

Immersive Learning

---

Experiential Training

---

International tie - ups for global exposure





**ZULFI  
ALI BHUTTO**

Senior Business Leader  
Steel Case, Tupper Ware  
Lenovo, Videocon, Haier  
BenQ - Siemens



**DEEPAK  
SHAWNEY**

Leadership Coach  
Former Vice President - Reliance Ind  
Former Head - Finapolis, Magma



**DR. CHANDRA  
SHEKAR M**

Director - IIM, Vishakapatnam



**MARY  
ANN SHURTZ**

Executive Director,  
Stratford University, USA



**SHAILESH SIKHA**

Practice Head  
Global Data Research Center

# CORPORATE SPEAKER



**SRINIVAS A**

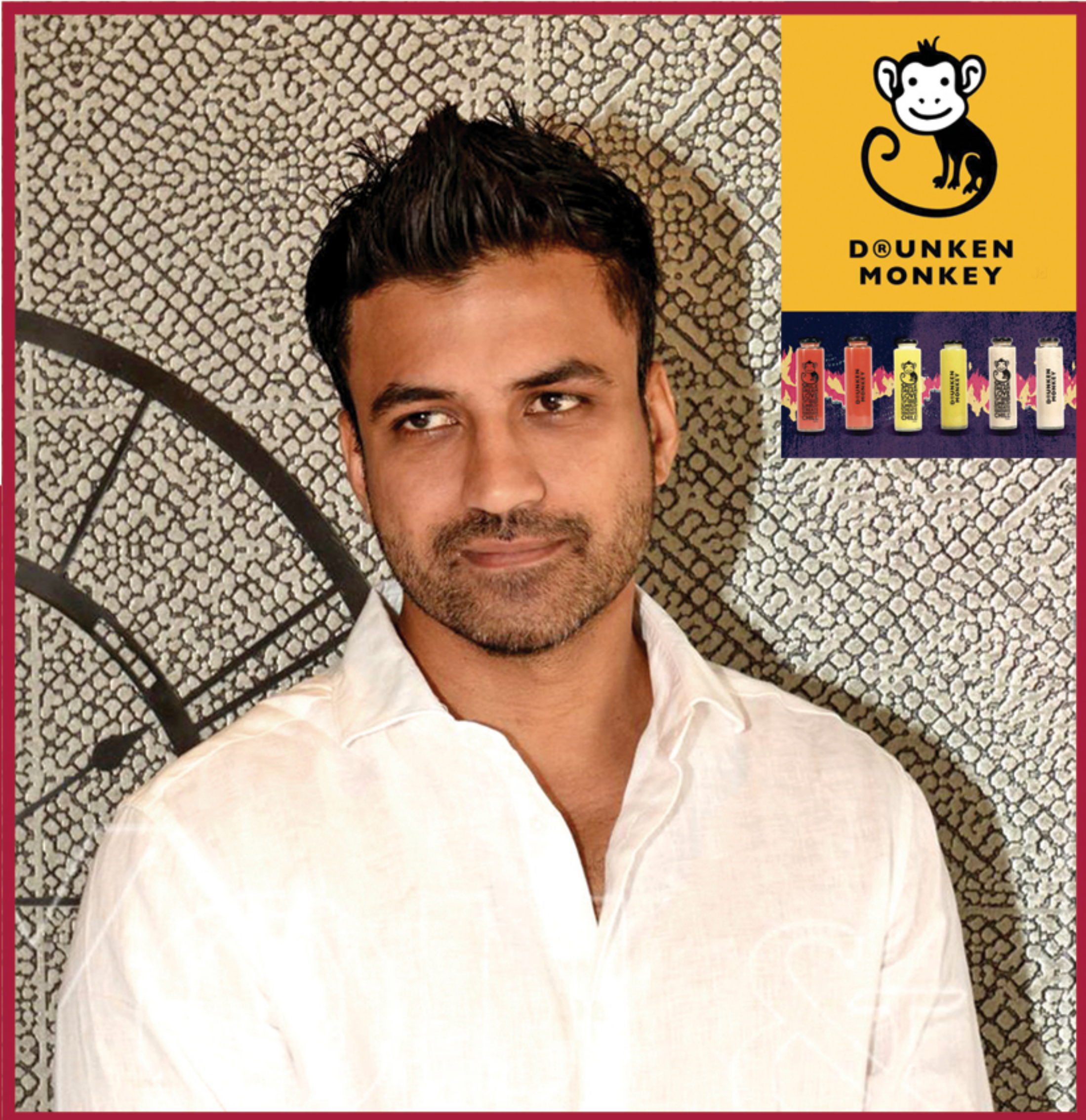
Regional Head South  
Ecom, Corporates & key Accounts  
Axis Bank





**VENKATESH M**

Chief Sales Officer - Red Solar



**SAMRAT REDDY**

Founder - Drunken Monkey, Hestia Studios



**HIMA BINDU**

Manager  
Ernst Young

# SERIES



**RAM  
MANOHAR B**

Branch Manager - LG



**KAMAL  
KARTHIK**

Strategic Account Manager  
Tata Communications Ltd.



# EVENTS

# CONFERENCES







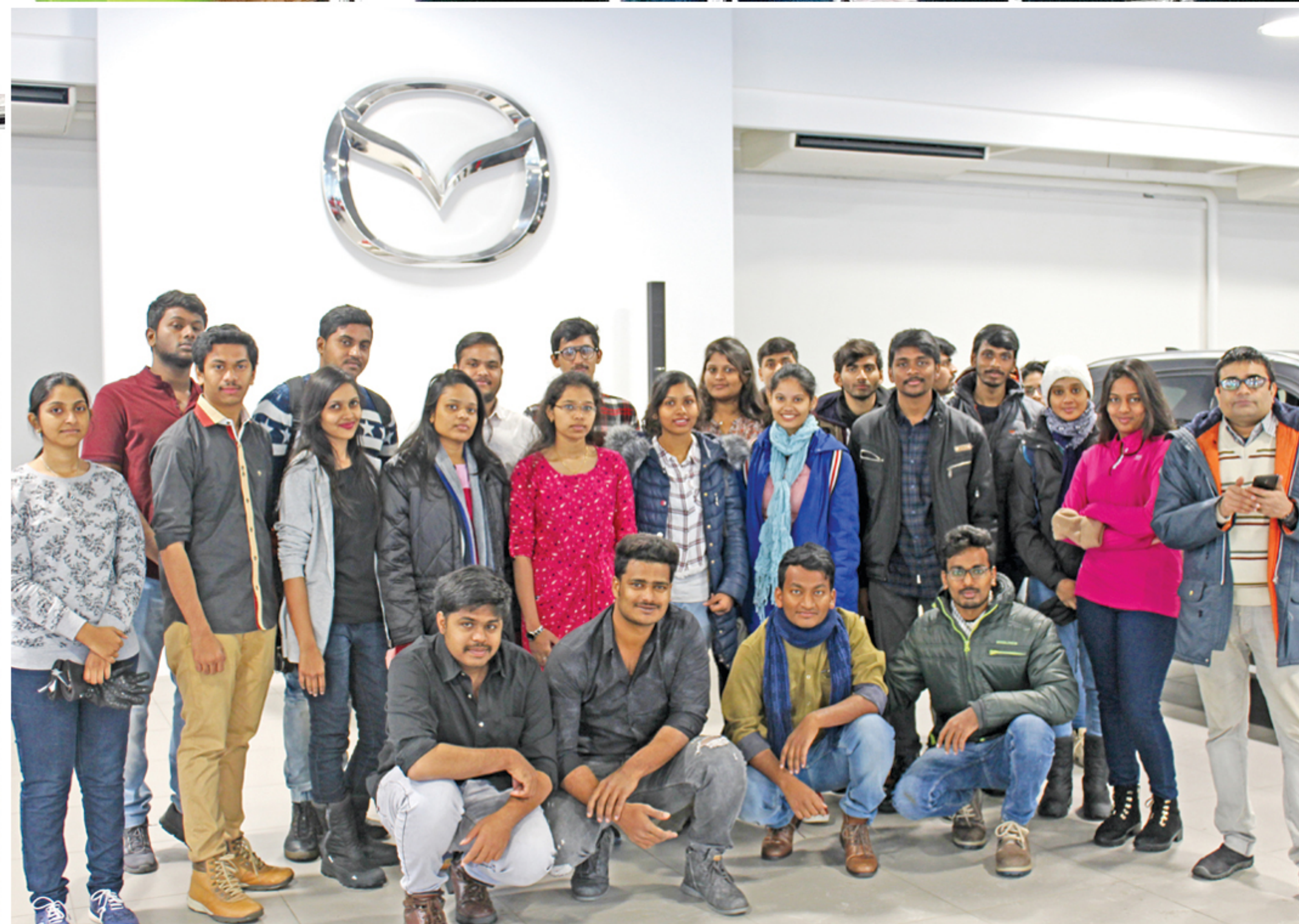
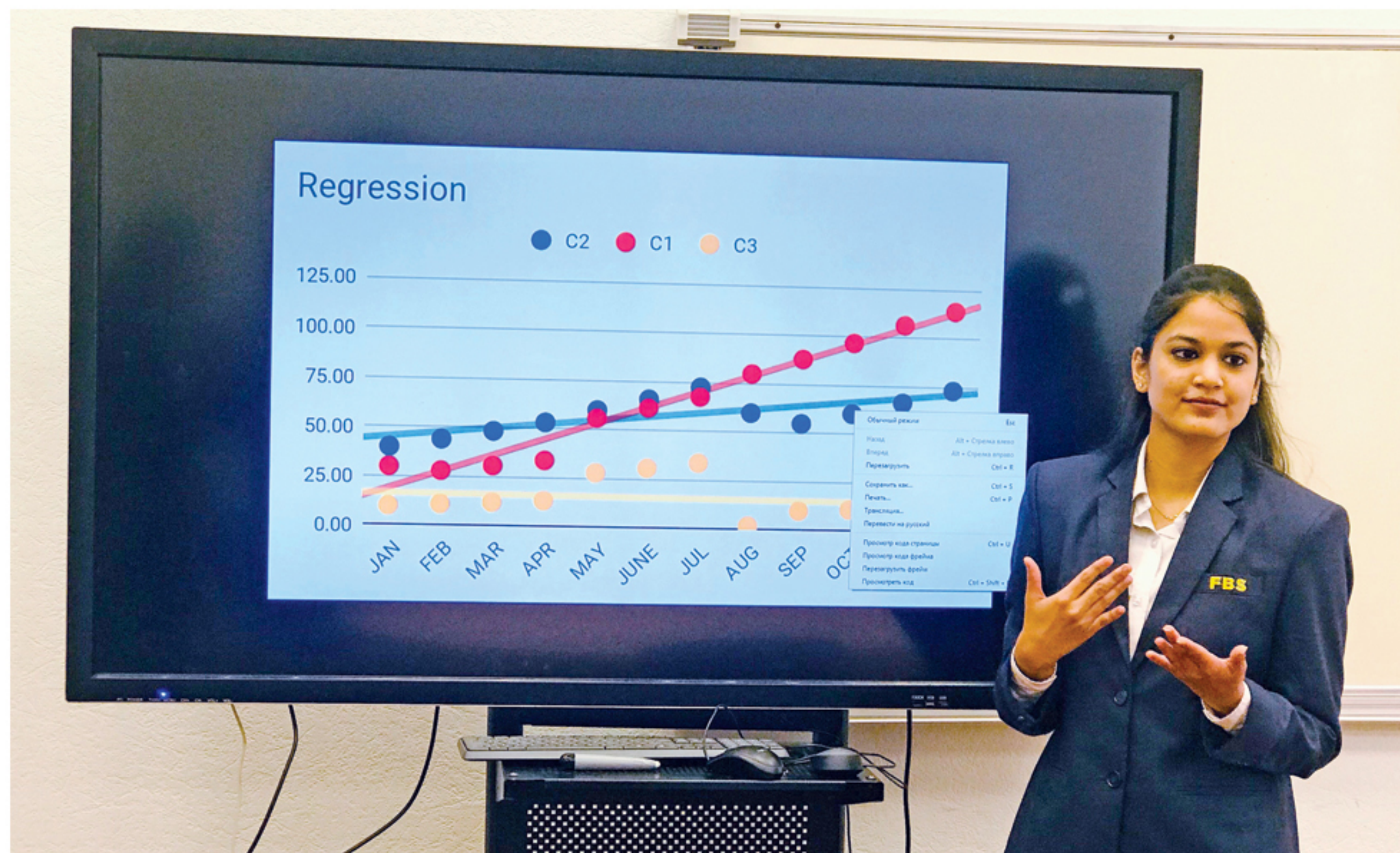
# VISITS





# GLOBAL EXPOSURE

## @EUROPE





# OUTBOUND TRAINING





# CAREER

# DEVELOPMENT



FBS students receive exclusive access to coaching and resources that advance their careers.

## **ONE-ON-ONE COACHING**

We're proud to offer unlimited free, one-on-one coaching for students. Coaches will work with you on every part of the job search process, from career visioning and self-assessment to refining your interview skills and benchmarking offers.

## **RESOURCE CENTRE**

Our team of research specialists curate business resources to assist students in the job search process. Unique to FBS, this team provides students with a variety of job-search resources and workshops.

## **MENTOR PROGRAMME**

The FBS Mentoring Programme connects students and graduates with senior level managers who have followed a similar path. These mentors are available to the student post admission. Mentors provide information and advice throughout the program of study and into the future. With extensive practical business experience, they can help you bridge your education and the business world.





AXIS BANK



GlobalData.



LG



Deloitte.



unitech

jaro  
education™



FIREFOX



PEPSICO



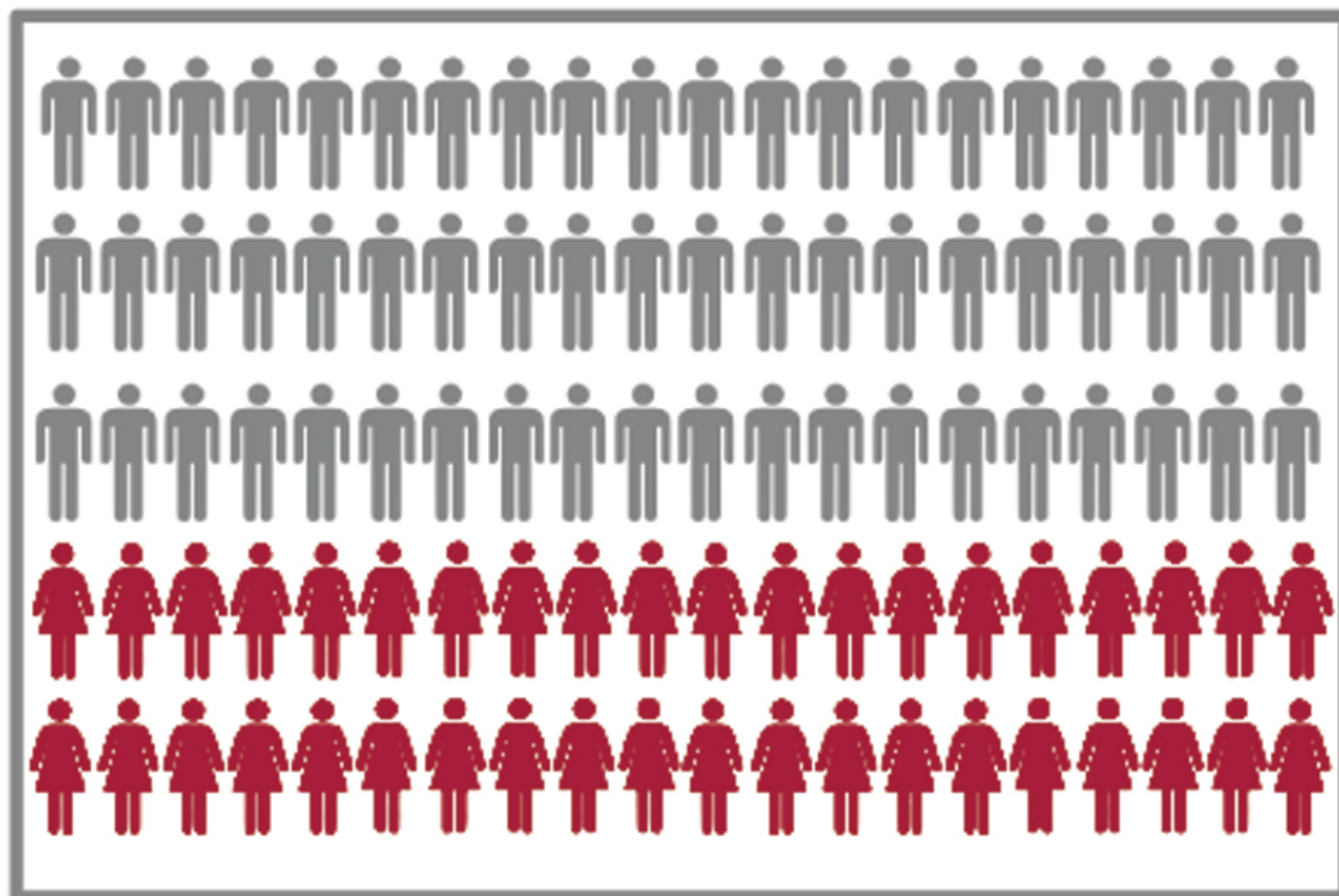
Reliance  
Industries Limited

and many....



# BATCH PROFILE 2018 - 20

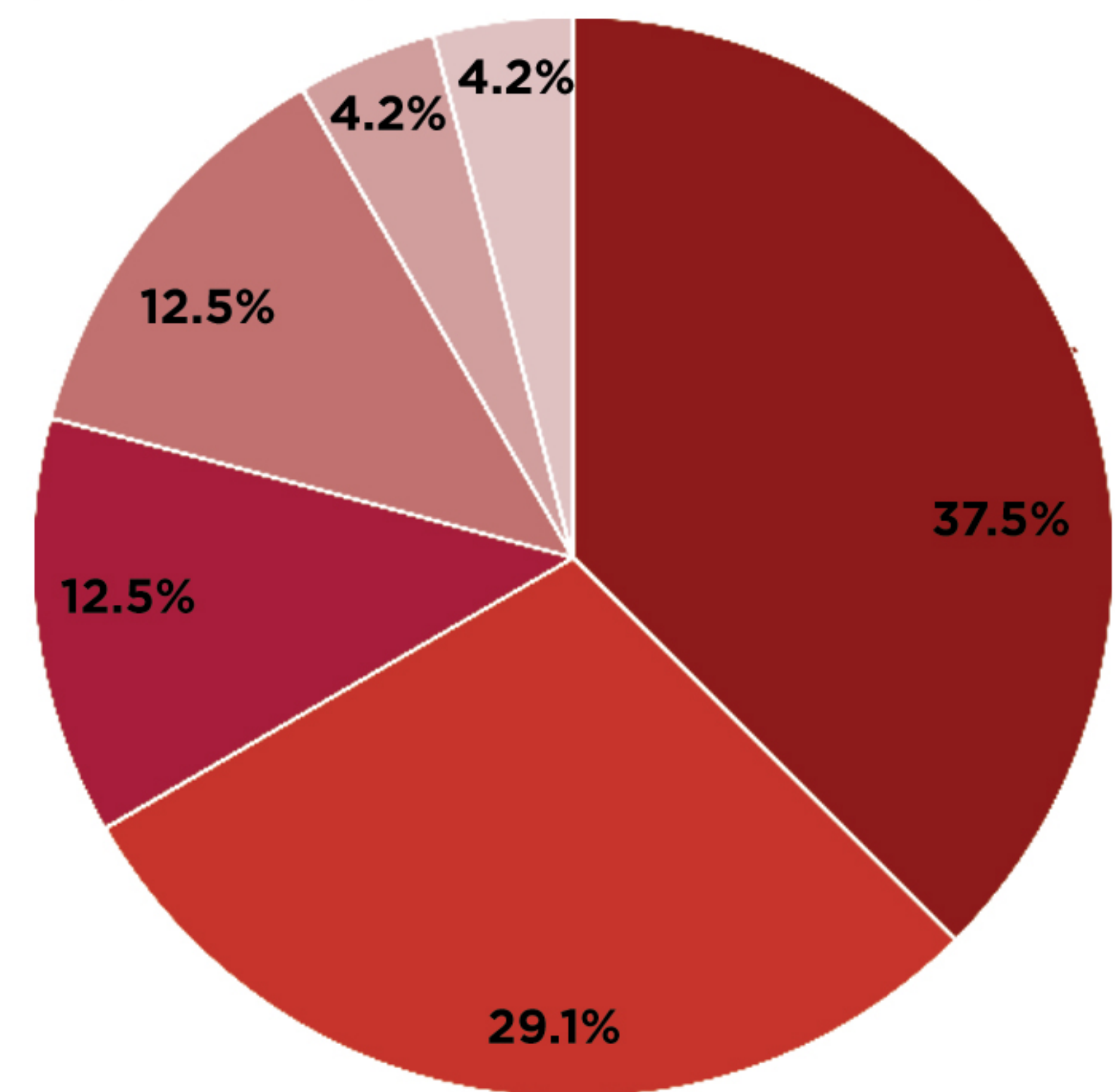
## GENDER RATIO



■ MALE (60%)

■ FEMALE (40%)

## EDUCATIONAL BACKGROUND



■ B.Tech  
■ BHM  
■ B.Com

■ B.Sc  
■ BCA  
■ BBA

## PLACEMENT PROCESS



**Pre-Placement Talk**  
introducing the organization  
and highlighting the roles on  
offer



**Candidates express their  
interest in a particular organization**  
- followed by resume screenings  
and GD/PI Processes



**Organizations are invited to FBS**  
to conduct their recruitment  
process as per their discretion



**Extension of recruitment offer**  
to the students communicated  
through the placement  
committee



## ROLES OFFERED



100% PLACEMENT ACHIEVED

**INR 6,59,000**

Average Salary

**INR 36,00,000**

Highest Salary Offered  
(International)

**INR 16,20,000**

Highest Salary Offered  
(Domestic)



# BE AN INITIATOR

FBS is more than a business school, a platform to explore, discover, learn and grow each day. Be here to be challenged, nourished and energised to be your best.



At HFFC, we always try to bring in new innovations into our marketing initiatives.

As a part of marketing, promotion and business development team, we do lot of campaigns across verticals.

There is where my research orientation and people skills are put to test. I am also chiselling the art of negotiation. Being at FBS made me a self - starter, I initiate new ideas and see them through their execution.

---

Sai Kumar Rajarapu  
Relationship Manager - HFFC  
MBA 2017 - 2019



# BE AN ENTREPRENEUR

The journey here was an enriching and valuable experience with loads of opportunities to learn which not only include management subjects but lessons for life.

The challenging environment at FBS is designed to push students further than they thought possible.

## VEDAVALLI P

Veda's Organic Milk Dairy  
MBA 2016 - 2018



## MAKING IDEAS HAPPEN



Pavan Veerla

Co - Founder, OFUDO  
BBA+MBA 2016 - 2021



NAVARA RICE



KULLAKAR RICE



KARUPPU KAVUNI



Naga Malleswara Rao T

Co - Founder, OFUDO  
BBA+MBA 2016 - 2021

We found that the program structure offers an ideal mix of both management theories and real life practical case studies. "It really helped us consider our future career as well. Our initial ambition is to work for a multinational company, putting new skills to good use. Three years down the line, we zeroed on starting a new business in the area of organic food and farming."



# OTHER AVENUES OF ENGAGEMENT

## Leadership Sessions

On-campus leadership sessions conducted by the FBS Leadership Series which allows thought leaders to share their perspectives with the FBS community.

## Guest Lectures & Workshops

CXOs and thought leaders are invited to conduct lectures and engage workshops on campus as a part of the curriculum at FBS.

This provides organization with a platform to interact with students and practitioners to share their expertise in the domain.

## Corporate Projects

The research and consultancy wing at FBS, facilitates industry projects which provide FBS community an opportunity to develop innovative and strategic marketing and branding solutions.

## Management Development Programmes

Organizations can develop customized Management Development Programmes in collaboration with FBS.

These programmes are one of a kind and encompass contemporary learning methodologies powered by



## CONTACT US

### Ms. Tejaswi Behatha

Corporate Relationship Manager

**Phone : +91 7569349913**

Email : [cr@fbsbschool.com](mailto:cr@fbsbschool.com)

### Mr.Siva Krishna Jampani

Executive Director

**Phone : +91-8977771188**

Email : [director@fbsbschool.com](mailto:director@fbsbschool.com)

Website : [www.fbsbschool.com](http://www.fbsbschool.com)