



AAROHAN 2022

MBA Placement Brochure

DEPARTMENT OF BUSINESS MANAGEMENT

Osmania University, Hyderabad, TS, INDIA.



His Exalted Highness VII Nizam,
Mir Osman Ali Khan
Ruler of Hyderabad State.
Founder of Osmania
University in 1917



Farman H.E.H. Nizam VII

April 26, 1917

In the Hyderabad Dominions a University should be established in which the ancient and modern, the oriental and occidental, arts and science are synthesized in such a manner that the defects of the present system of education are rectified and the ancient as well as modern methods of physical, intellectual and spiritual education are fully utilized in which, along with an effort for the propagation of knowledge, the moral improvement of the students is regulated on one hand and research work of a higher order in the branches of knowledge is conducted on the other. Instruction in English as a language should also be compulsory for each student. Therefore, I most gladly order the establishment of a University for the Hyderabad Dominions in commemoration of my accession. This University shall be named the Osmania University.

ABOUT AAROHAN

Aarohan - "The ascent" epitomizes the spirit of onward march and quest for excellence of the managers-in-the making at the University College of Commerce and Business Management, Osmania University.

The Placement Brochure portrays the academic profile and articulates the career aspiration of the 42nd Batch of MBA programme (2020-2022) in terms of specializations and projects.

Aarohan seeks to reach out to the corporate world to present the bright and promising managerial talent carefully nurtured at the Department of Business Management, Osmania University.

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A MESSAGE FROM THE

HEAD OF THE DEPARTMENT

On behalf of the Department of Business Management, I invite you to participate in the placement program of MBA and MBA (Technology Management) students, who will graduate in May 2022.

Aarohan 2022 profiles students whom you have the opportunity to select, with diverse educational backgrounds, and are top rank holders in the state level Integrated Common Entrance Test (ICET). They have been put through a rigorous schedule which consists of classroom lectures, group discussions, assignments, and project work. They also participate in co-curricular and extra-curricular activities as well as community outreach programs. They have the added advantage of being part of a multicultural and multi ethnic student body – our MBA program also has 80 foreign students from more than a dozen countries.

I am looking forward for positive response and placement with your esteemed organization.

Prof. R. Nageswar Rao

Head, Department of Business Management



A MESSAGE FROM THE

DEAN

Welcome to the Dept. of Business Management, Osmania University, Hyderabad, which is a NAAC accredited University and also awarded UPE status.

Department of Business Management has established itself as one of the institutes which provides students with management education that itself is strong base both in theory as well as practical applications for the corporate world. Our students are also exposed to different sections of the Indian society, and its issues, through the compulsory social involvement projects. Since its inception, DBM has greatly contributed to technical & management excellence, R&D and industrial collaboration. O U D B M activities were further strengthened by entering collaborative MOUs with highly reputed institutions in India.

I am looking forward for your participation in the Campus Placement Process and expect that your visit shall begin with a promising and an everlasting relationship between our institute and your organization in the days ahead.

Thank you

Sincerely

Prof. K.G. Chandrika

Dean, Faculty of Management



A MESSAGE FROM THE

PLACEMENT OFFICER

It is a great pleasure for us to welcome you to the Department of Business Management, Osmania University. We are pleased to present the MBA and MBA (Tech Mgmt.) batch of 2022. Department of Business Management is one of the earliest and premier management school of India established in imparting quality education to our students in equipping them with latest knowledge skills and to adapt them to the rapidly changing business scenario. We offer two year regular MBA and MBA (Tech Mgmt.) programmes. Students graduate as well rounded professionals.

We have a pool of young men and women ready to take up the challenging responsibilities of the corporate world and invite you to go through the placement brochure "Aarohan" , portrays profiles of batch 2022. We request you to visit our campus for selecting the candidates for placements and I am sure you will find the participants suitable for your organization. We take this opportunity to thank all the recruiters for having shown keen interest in our students and hope our students would meet your requirements and excite you to visit us again and again.

Dr. Y. Jahangir
Placement Officer
MBA, DBM, OU



A MESSAGE FROM THE

TECH. MGMT. CO-ORDINATOR

The Department of Business Management at Osmania University (DBM, OU) is one of the earliest Business Management Schools in India established way back in 1962. The Department has been in the forefront of imparting high quality management education, Training, consulting and research activities. The Department has a strong team of well qualified, experienced teachers in varied areas of management. The Department is endowed with rich academic and physical infrastructure to support its academic activities.

With a sense of commitment and satisfaction we present the graduating MBA students of our University to the Industry. This brochure epitomizes the spirit of onward march and quest for excellence for which Osmania University stands. It portrays the academic profiles and articulates career aspirations of our young and dynamic graduating MBA students. We welcome recruiters, business organisations to our Department of Business Management, Osmania University Campus for participation in Placement program, and satisfy their challenging corporate human resource requirements.

Dr.G. Vidyasagar Rao
Coordinator MBA (Tech-Mgt)
MBA (Technology Management),
DBM, OU



ABOUT UNIVERSITY

THE OSMANIA UNIVERSITY

Osmania University is the seventh earliest and third largest university in India. The University Established in the year 1917 on 26th April by then ruler, Mir Osman Ali Khan, VII the Nizam of Hyderabad state, is spread over a sprawling and picturesque campus of 1600 acres, providing an idyllic academic ambience for learning and scholarly pursuits. In 1936 Osmania University started post-graduate courses and research facilities in all the sciences: Physics, Biology, Chemistry, Medicine, Engineering, Metallurgy as well as Law, Education and Teacher training courses. By 1948 its degrees were accepted by Indian universities and British universities. Currently, degrees accredited by Osmania University are well recognized by universities and institutions all over the world.

It has a jurisdiction of over 60,000 sq kms in the Telangana state. The university has over 1000 colleges affiliated to it offering various latest courses at undergraduate and post graduate levels catering to meet the educational aspirations of over 5.5 lakh students. The university has 12 faculties and 53 departments engaged in teaching and research activities, offering a wide range of study options to students at graduate, post graduate and Doctoral levels. Osmania University's reputation and commitment to academic excellence attracts students from all over India and from more than 30 countries across the world.

Vision

The Vision of the University is to generate and disseminate knowledge through a harmonious blend of ancient and modern wisdom, and to serve the society by developing in students heightened intellectual, cultural, ethical, and humane sensitivities; to foster a scientific temper, and to promote professional and technological expertise. Central to this vision is a commitment to regional and national development in consonance with our culture, heritage, and environment.

Mission

- To achieve excellence in teaching and research
- To generate, disseminate and preserve knowledge
- To meet the challenges of a complex, and modern society through informed social outreach.
- To empower through knowledge and information
- To develop a responsible and productive citizenry
- To develop, enhance, and improve the quality of human resources
- To cultivate resolute moral and ethical values
- To meet contemporary regional and national needs and anticipate future social and economic development
- To preserve and promote cultural heritage, humanistic and spiritual values.





Centenary Celebrations

The Osmania University is one of the largest university systems in the subcontinent with over 300,000 students on its campuses and affiliated colleges. The University is accredited by the NAAC with an 'A' grade and conferred with the status of 'University with Potential for Excellence' by the UGC, New Delhi.

The university colleges are located on the main campus of the university. There are eight such colleges: the University College of Arts and Social Sciences, University College of Commerce & Business Management, University College of Technology, University College of Engineering, University College of Law, University College of Science, Institute of Advance Study in Education, and PG College of Physical Education. It is particularly known for its faculty of Engineering and Technology, Law, Arts, Sciences, Commerce and Management departments.

'A+' Grade Accreditation by NAAC

The University has emerged as a national leader in higher education and research with the highest rating of A+ grade awarded by the National Assessment and Accreditation Council (NAAC) of UGC, Govt. of India. The University got A grade twice in succession from the year 2008. It is the only educational institution from Telangana to be conferred this status in third cycle of evaluation.





ABOUT COLLEGE

THE DEPARTMENT OF BUSINESS MANAGEMENT

It is one of the earliest business management schools of India, established way back in 1962. It has completed more than five decades of dedicated service in the area of Management education, training and research. A separate, independent department of management was carved out and created to empower and drive the business management faculty to innovate and pursue several academic initiatives in the direction of designing and delivering high value academic and research programs in the latest and emerging areas of Management.

PROGRAMS OFFERED:

- 1) MBA full time, two year, (Day) Program
- 2) MBA (Technology Management) Two year full time, (Day) Program
- 3) MBA part time, three year, (Evening) Program for working Executives
- 4) MBA Technology Management (Evening) Program for Working Executives
- 5) Ph.D. Programs in Management

COLLABORATIVE PROGRAMMES:

- 1) MBA (Public Enterprise Management) offered at Institute of Public Enterprises
- 2) MMS and M.Phil program offered at College of Defense Management, Secunderabad. (Offered to senior officers from armed forces)
- 3) MHM, Master's degree in Hospital Management program offered by Apollo Hospitals group and Owaisi Hospital
- 4) MPM, Master's degree in Police Management, offered to IPS probationers

College of Commerce & Business Management, OU



PROGRAM STRUCTURE

MBA

Two Year Full Time Day Program

SEMESTER - I

- Management & Organizational Behaviour
- Accounting for Management
- Marketing Management

GENERIC ELECTIVE I

1. Business Law & Ethics
2. Fundamentals of Technology Management
3. Managerial Economics

GENERIC ELECTIVE II

1. IT Applications for Management
2. Business Communication
3. Customer Relationship Management
- Computer Practical's and Seminars

SEMESTER - II

- Human Resources Management
- Financial Management
- Business Research Methods

GENERIC ELECTIVE III

1. Economic Environment and Policy
2. Business Process Re-engineering
3. International Business
4. Financial Market & Services

GENERIC ELECTIVE IV

1. Total Quality Management
2. Strategic Management Accounting
3. Start Up Management
4. Retail Management

SEMESTER - III

- Operations Management
- E- Business
- Operations Research
- Interdisciplinary Elective
- Discipline Specific Elective- I
- Discipline Specific Elective – II
- Project Synopsis

SEMESTER - IV

- Strategic Management
- Supply Chain Management
- Discipline Specific Elective- III
- Discipline Specific Elective – IV
- Project Work
- Comprehensive Viva – Voce

SPECIALIZATIONS (DISCIPLINE SPECIFIC ELECTIVES)

FINANCE

- I. Financial Risk Management
- II. International Finance
- III. Investment Management
- IV. Banking & Insurance Management

MARKETING

- I. Product & Brand Management
- II. Promotion & Distribution Management
- III. Consumer Behaviour
- IV. Services & Global Marketing

HUMAN RESOURCE MANAGEMENT

- I. Compensation Management
- II. Organization Development
- III. Performance Management
- IV. Talent & Knowledge Management

SYSTEMS

- I. Decision Support Systems
- II. Business Analytics
- III. Data base Management Systems
- IV. Software Project Management

MBA Tech Management

Two Year Full Time Day Program

FIRST YEAR - TERM - I

- Foundations of Technology Management
- Technology, Creativity and Innovation
- Information Technology for Business
- Organizational Behavior and Interpersonal skills
- Principles of Marketing
- Accounting for Management

FIRST YEAR - TERM - II

- Technology Forecasting and Assessment
- Technology Transfer Management
- Technology Projects, Appraisal and Evaluation
- Business Research Methods
- Economic and Legal Environment
- Financial Management
- Viva Voce-I
- Project Report-I

SECOND YEAR - TERM - III

- Production & Operations Management
- International Business & Strategic Alliances

SECOND YEAR - TERM - IV

- Strategic Management of Technology
- Supply Chain Management

MARKETING SPECIALIZATION

- Product Management
- Promotion and Distribution management
- Consumer Behavior
- Services Marketing

FINANCE SPECIALIZATION

- Strategic Financial Decisions
- Financial System and Services
- International Finance
- Security Analysis & Portfolio Management

HRM SPECIALIZATION

- Organizational Development and Team Building
- Leadership and Change Management
- Performance Appraisal and Counseling

GROUP - A

TECHNOLOGY SPECIALIZATION

- Research and Development Management
- Total Quality Management
- Business Process Re-engineering
- Intellectual Property Rights

GROUP - B

INFOTECH SPECIALIZATION

- Relational Database Management Systems
- Internet & ElectronicCommerce
- Requirements Managements
- Enterprise Resource Planning (ERP)

- Viva Voce - II
- Project Report - II



Placement Procedure

Corporates and other institutions desirous of recruiting the students of Department of Business Management, Osmania University, are requested to get in touch with placement officer. We request the organizations to mail their brochures and annual reports to the institute for the benefit of interested students. The pre placement talks and the recruitment process can be held at the institute or at the place preferred by the organization. The date, time and details for the Campus interview can be finalized in consultation with the Placement Officer.

The list of short listed / interested candidates will be mailed to the organization for your convenience.

NOTE : Guest House and other facilities for recruitment officers will be provided by the institute, if required.

Dr. Y. Jahangir

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Placement Co-ordinator:
Mr. Ahmed Shariff

Student Placement Co-ordinators:



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N.HEMA
Mob: 9989323858



S.SANJANA
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Collaboration Between University & Industries

Collaboration between universities and industries is critical for skills development (education and training), the generation, acquisition and adoption of knowledge (innovation and technology transfer), and the promotion of entrepreneurship (start-ups and spin-offs).

Successful industry – university collaboration needs to support the missions and motivations of each partner. For universities, typical motivations to collaborate with industry include the improvement of teaching, access to funding, reputation enhancement, and access to empirical data from industry. For firms, the motivations to collaborate with universities may include gaining access to complementary technological knowledge (including patents and tacit knowledge), tapping into a pool of skilled workers, providing training to existing or future employees, gaining access to the university's facilities and equipment.

To bridge this gap we made sure our students receive proper training in some of the tools which are commonly used in industrial level like Microsoft excel, Microsoft access, Power Point presentations, Power BI etc.

Our curriculum also include a four month project work in industrial sector so as to make them understand the corporate world and nature of the work carried out. We train the students in such a way that they are ready to join the corporate world.

Learning Methodology

The Department of Business Management of Osmania University makes use of a judicious mix of various pedagogical tools and techniques, which include:

- Classroom lecture method
- Case analysis method
- Industrial visits
- Presentations by eminent industry experts
- Guest lectures by eminent academicians of National and International repute
- Group exercises and presentations by students
- Experimental learning methods





INFRASTRUCTURE

It's not really a surprise to have OUCCBM ranked as one of the best management institutes in the country when the campus boasts of state of the art infrastructure.

COMPUTER LAB



Note: This is an old picture

The computer lab is equipped with world-class computers with Intel Core 2 Quad Processors. It contains a HP Prolint MI-150 and Linux-Mail server to support the network. Latest electronic databases & software and 24-hour Internet facilities provide the students a gateway to the outside world.

AUDITORIUM

For organizing guest lecturers, cultural events and many other functions the Department has a fully equipped auditorium which has a capacity of 200 seats.



HOSTELS

The University offers hostel and mess facilities for the students within the University Campus.



The entire campus is enabled with Wireless Internet.

LIBRARY

The library of the Department of Business Management is an epicenter of learning and reference, equipped with an excellent collection of over 50,000 books on management and allied fields. It subscribes to about 100 foreign and Indian journals and periodicals in management and allied areas. It also stocks more than 2,000 project reports and various Ph.D thesis for reference. The students also have access to the Main Library of Osmania University.



CLASSROOMS

The Department provides fully furnished classrooms equipped with facilities like Overhead projectors and LCD's to provide audio-visual dimension to the Methodology of teaching management subjects. Classrooms are wide enough to maintain covid norms for offline classes.

CONFERENCE HALL

The Department has a Conference Hall equipped with state of the art facilities where some specialized presentations, meetings and pre-placement talks are held.







Post Graduation is an exciting time. It is both an ending and a beginning, it is warm memories of the past and big dreams for the future.

Alacrity, jubilant, elated, candor, amiable, harmony and every adjective that describes college life that you can think of, you will be hard pressed to find another place like Osmania University. And the college of commerce and business management is probably the most serene of them all.

Work hard dream big

Life at campus is very colorful. For a campus that boasts of housing the toppers of the state, you won't find faces in the books all day. Students here have a can do attitude. The xenophile of the students and creative thinking adds up and differentiates these young minds from the rest. Bird watching and feeding dogs is an avid hobby of many students on the campus.

After a hard day's lessons, a game of table tennis is a must. Doubles matches always pull more crowds with friends on the side cheering the players, but when it's time for carroms the crowd goes silent.

We did not realize we were making memories, we just knew we were having fun. " when not in sports room or in the classroom, most of the students are busy in organizing and participating in just a minute sessions, debates, case studies, group discussions, finance, hr, marketing events, sessions on soft skills improvisation have been polishing the roughest stones into gems.

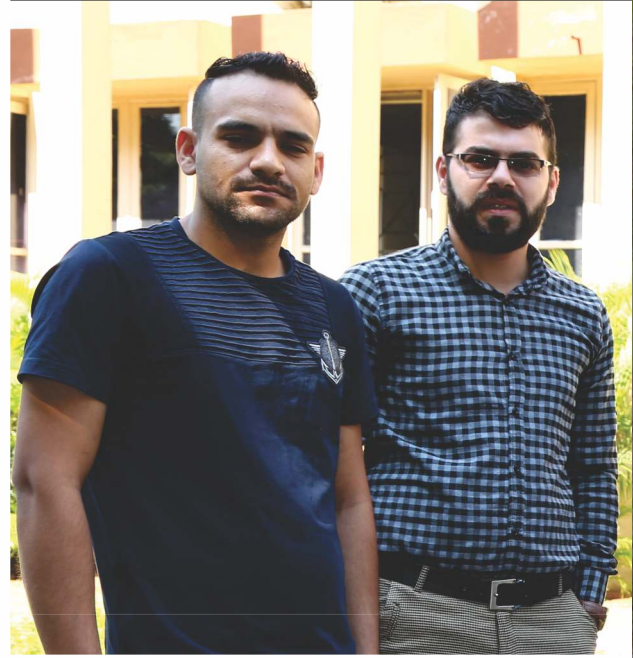
Management events, guest lectures, seminars and competitions all round the year keep the students engaged. Our campus is a sponge for ideas where every student stands out in the crowd.

Thats not all

Placements deserve an importance like no other in any college. The placement committee was set up to ensure a bright future ahead for all the students.

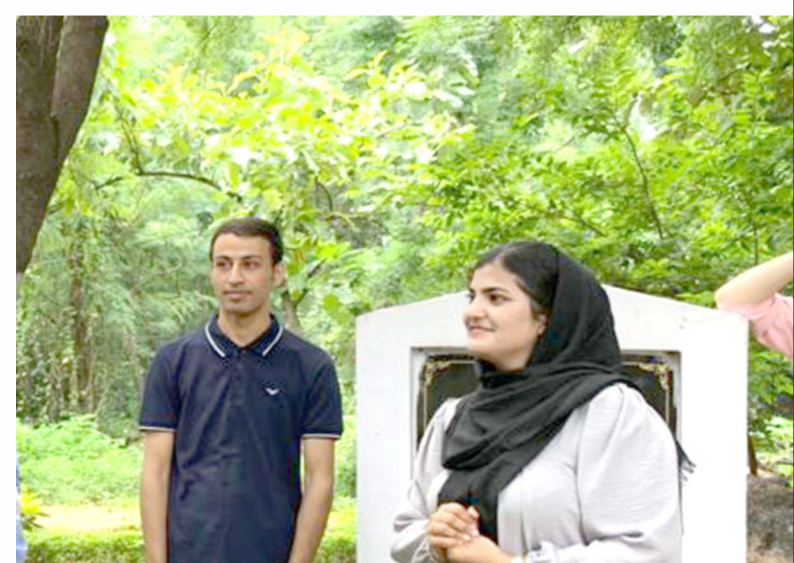
The best view comes after the hardest climb and here students are taught that making mistakes is better than faking perfections.





Foreign Students in Campus





3954 Foreign Students
Students from
all over the world





Laurels and Accolades of class 2020-22

"Success occurs when opportunities meet preparation . "

At DBM, OU we believe that hard work pays off and for the overall development of a student both academic and cultural development is important. The students of OUCCBM give more and more reasons for the management to be proud of them. Students go beyond the books and are all rounders. Finance, HR, Marketing and other functional areas of management to test the knowledge of the students and pits them against the real world problems that may befall a company. These events always end with OU students walking away with top honors.

Webinar

1. Career development guidance by Internshala
2. Personality development lessons from Mountains.
3. Career Development options in Financial services.
4. Importance on Value Based Management.
5. Expert guidance on various career paths.
6. Importance of Data Analytics in Business Decisions.
7. Expert lecture on handling turbulence after MBA.
8. Significance of advanced Excel in Management.

What Next?
Strategy For Handling Turbulent Life Post MBA

ORGANISED BY
DEPARTMENT OF BUSINESS MANAGEMENT
OSMANIA UNIVERSITY, HYDERABAD

Webinar will be @ Zoom (Link will be sent to your class Group)
Date: 10th July, 2021, Time: 10.30 am-1.00 pm
Note: All the MBA 1st yr & 2nd yr students and MBA (TM) 1st yr & 2nd yr students are instructed to attend without fail

SPEAKER

Gayatri Mohanty
Mrs. India IMP 2019, Motivational Speaker, Fitness Trainer, Mountaineer

ORGANISERS

 Prof. R. Nageshwar Rao Head, DBM, OU	 Prof. D. Sree Ramulu BOS, DBM, OU	 Prof. K. Gnana Chandrika Dean, DBM, OU	 Dr. Y. Jahangir Placement Officer, DBM, OU
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NEED FOR DATA ANALYTICS IN BUSINESS DECISIONS

ORGANISED BY
DEPARTMENT OF BUSINESS MANAGEMENT
OSMANIA UNIVERSITY, HYDERABAD

Webinar will be @ Zoom (Link will be sent to your class Group)
Date: 3rd July, 2021, Time: 10.30 am-1.00 pm
Note: All the MBA 1st yr & 2nd yr students and MBA (TM) 1st yr & 2nd yr students are instructed to attend without fail

SPEAKER

Dr. DV Ramana
Data Analysis Practitioner & Consultant

ORGANISERS

 Prof. R. Nageshwar Rao Head, DBM, OU	 Prof. D. Sree Ramulu BOS, DBM, OU	 Prof. K. Gnana Chandrika Dean, DBM, OU	 Dr. Y. Jahangir Placement Officer, DBM, OU
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Workshops & Guest Lectures

- A Guest Lecture on Business analytic driven corporate world
- A Guest Lecture on Quality Internships : The gateway to industry connect and an empowering tool to make career ready
- A Guest Lecture on Digital Marketing and GOOGLE ANALYTICS
- Workshop on Web based solution for analysis with R Minus the hassle of coding

Summer and Winter Internships

The Department of Business Management, believe that internship programme provide students with the opportunity to explore the practical insights of the organisation and relate their academic learning to a relevant work environment.

Through the decades Osmania University has developed a unique and well planned summer and winter Internship Programmes.

- Spanning over 8 weeks, the student's inquisitive mind is:
 - ✓ engaged to take up industrial activities that enhance their exposure to carry out a study in various industries and provides them a backdrop for analyzing managerial contexts of different cases
 - ✓ encouraged to undertake research with a new perspective thereby providing them an experiential, effective, intensive and more cohesive learning environment.
- The Internship programs were offered by:
 - ✓ reputed MNCs such as
 - TCS
 - ITC Limited
 - SG Analytics
 - Karvy Stock Broking Ltd
 - Marico
 - Axis Bank
 - CIGNA TTK
 - Aviation Academy
 - Reliance Jio
 - Birla Sun Life Insurance
 - Britannia
 - HDFC
 - Colgate Palmolive
 - Oyster.com
 - Uber India
 - BSNL, Phani
 - Bhushan & Co.,
 - SBI Life Insurance
 - Sunshine Hospitals
 - Nektar Therapeutics
 - ✓ innovative startups like
 - Play Monks sports unlimited
 - Techiesnest
 - Quezapp
 - Tralamo
 - Kinno
 - K12
 - Busandticket.com
 - Biosephia
- These quintessential Internship programs help build bridges to the future through synergetic effort with the industry; to whom the interns are accountable, answerable and serve with a deep commitment.
- In a nutshell, Internship programs have played a pivotal role in the augmentation of transforming non-industry ready executives to well-rounded and competent leaders who can cope with unstructured problems in an unfamiliar ambience.



FACULTY PROFILE



Dr. R. Nageswar Rao

MBA, PhD, DCO
Professor - Finance & IT
Head - Dept. of Business Management
32 yrs of Teaching Experience
4 yrs of Foreign Service in UAE,
Srilanka, Oman & UK
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Prof. K. Mallikarjuna Reddy

MBA, PhD
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52 Papers Published
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Prof. K. Gnana Chandrika

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30 yrs of Teaching Experience
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MBA, LLB, PhD
Professor -
General Management & Marketing
2 Research Projects Completed
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Experience, 61 Articles Published
2 Book Published, 10 Books edited
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24 yrs of Teaching Experience
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31 Publications, 35 papers presented
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MBA REGULAR FINANCE



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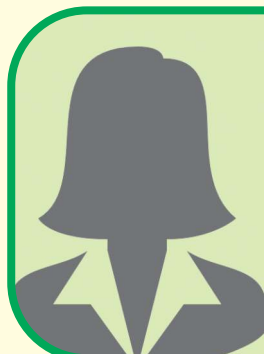
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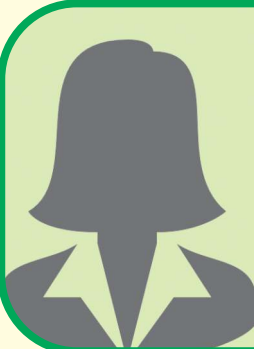
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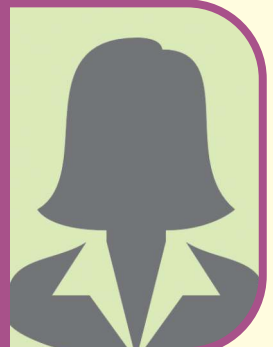
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