



**Aditya Global Business School**

SHAPING YOUR FUTURE WORLD, TODAY

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## CHAIRMAN's Message...



*Student is not a vase to fill; but is a fire to be lit.*

Time Management is the toughest of all the functions of Management. It also espouses a few other aspects – like: etiquette, emotional intelligence, intuitive intelligence, decision-making, etc.

A collective human intellect in the form of our professional faculty, supporting colleagues, well-wishers, and my own well-knit family members – takes the credit as a whole for the stature of ADITYA.

There are two other aspects relevant to the context. The first is the emotive and intuitive intelligence that I cherish and nourish. If a person carries these traits, then I am sure that Time Management can no more impose any barriers, and surely integral to Management Students. And my promise: ADITYA GLOBAL BUSINESS SCHOOL regally imparts these privileged and rarefied personality traits to all its students.

The second is my own burning desire to carve a niche to myself in the society. My career began as Lecturer. I always aspired to qualify in Service Commission examinations. Failure greeted the student in me. But it could not make a dent in my clarity of vision and belief. Struggle to study under kerosene lamps, to attend schooling of inadequate buildings and to get along with what is available – all these turned my determination into steel.

So came into existence ADITYA. To-day ADITYA stands tall in coastal districts – with technical education, pharmacy education, management education and teachers' education, and a host of other domains, with

- › 50 Educational Institutions
- › 5,000 employees › 50,000 students.

Development has been consistent because we never took the middle ground - uncompromised all the way in providing infrastructure, dedicated teaching faculty and policy that blends with the changing needs. It will be so with the B-SCHOOL at full throttle all the way.

Parents sacrifice all their bare personal needs to educate their children - what do they expect in return? Nothing short of a well disciplined education and career growth of their children in multiple proportions - thus we account for each rupee they spend.

ADITYA has been, is and always will be in their service.

I wish you all the best.

**N. Sesa Reddy**

Chairman

N. SATISH REDDY, M.B.A  
Vice-Chairman



“Clarity in Vision” delineates Management Students from others in that Management Student serves as the hub of activity – be it in business, be it in industry or be it in professional teaching. Sometimes, I wonder if B-Schools are able to produce as many quality Management Students as the employment sector requires. This is what made us bring our heads together and out comes ADITYA GLOBAL BUSINESS SCHOOL.

I have had my M.B.A from Australia and I have moved about a few other institutions to study deeper into the aspects of administration. My exposure serves as the practical link between what is expected of a Management student and what a B-School has to offer.

To one who knows the history of ADITYA, one who appreciates our insistent drive to be accountable to parents-all-around, and one who followed our dynamics of success, it is easy to visualize success also with B-SCHOOL. And parents should note this: B-SCHOOL makes a difference in the lives of their children and themselves and we are here to take them to their goals.

N. KRISHNA DEEPAK REDDY, M.Tech  
Secretary

Education is not what you teach across class room alone. An academically talent student is a gifted person, no doubt on that count. But what the business houses, commerce and industry yearn for are students with entrepreneurial talents.

Activity based instruction, case study presentation guidance, developing innovate skills, frequent industry interface, intellectual rub by means of lectures by reputed Management Speakers and above all providing an ideal background setting for learning are some features that ADITYA GLOBAL BUSINESS SCHOOL presses into their service to meet the objectives, unmindful of expenditure.

My industrial exposure as Group Leader gave me solid insight into intricate management perspectives. The traits, characteristics, behavioral and entrepreneurial skills required of a Management Student – well, I am better grounded in these aspects. My expertise in these management areas should certainly connect the students to lucrative careers.



Dr. N. SUGUNA, M.B.,B.S.,  
Director

I enjoy my association with ADITYA, for two reasons – the profound effect the people have on me and the way my ideas get energized day in and day out . In an institution, one or two persons who have original thinking are a tall order to ask for. But, look at ADITYA! Every second person has the native ability to think originally and generate original ideas.

I serve on the board of M/s.Soubhagya Projects Pvt Ltd, spearheading several activities. Having thus gained practical insights into



administration, I now relate my knowledge to B-SCHOOL.

I am proud to be part of the B-SCHOOL team and look forward to apply our originality and thinking to take ADITYA further – it should have an impact on every business decision and make a difference to B-SCHOOL Students' lives.

## Dr. K. PRATAP REDDY, ACADEMIC DIRECTOR

ADITYA GLOBAL BUSINESS SCHOOL has added another dimension to its standing – Dr. K. Pratap Reddy has consented to be the Academic Director. He brings with him depth and range of several specialist fields.

To sketch a verbal portrait of Dr. Reddy is like measuring the immeasurable. With his broad vision and wide spectrum of knowledge, he is an authority on Agriculture and Management Education. An eloquent speaker over the last 3 decades, he leaves his signature across India in several domains.

He is MSc (Agr), FPM, PGP-FPM - OGPA. He is Adjunct Professor of IBS Business School, IFHE University, Hyderabad. Also he is director, Institute of Rural Management, Anand (IRMA), Anand, Gujarat. He served as Director, Food & Agri Business School (FABS), Hyderabad.

His current areas of interest are: Agribusiness Management Rural Development Management; Application of ICTs in Agriculture; Strategic Management, Human Resource Development, Management of Change, Rural Enterprises, and Development Management Issues.

His brief profile is:

- Has over 36 years of experience in research, consultancy, teaching and training in agribusiness and rural development management
- Published two edited books and over 50 papers and book chapters
- Designed and conducted over 30 different types of training programmes
- Conducted over 30 consultancy projects for both national and international agencies like FAO, UNICEF, World Bank, etc.
- Was on Boards/Executive Councils of several institutions like MANAGE, NIRD, VAMNICOM, Gujarat Agriculture University, KVIB, etc.



Dr. K. Pratap Reddy, Academic Director

## ADITYA GLOBAL BUSINESS SCHOOL - EMINENTS' BOARD – NAVIGATOR

The ADITYA GLOBAL EMINENTS' BOARD comprises, as its members, persons with original, innovative, and pioneering traits. They offer their expert opinions and guidance in our present enterprise. Thus persons of this caliber and potential help replicate thousands of students.

The commonalities in these illustrious persons include self-propulsion, unflinching devotion to their goals and direction-setting to lakhs of people.

### Galaxy of ADITYA GLOBAL EMINENTS' BOARD



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

Commissioning of first Biomass and gas based power plants in private sector in the state of A.P with the privilege of first 'third party sale of power'. Starting with a 6 MW Biomass plant, the Group has expanded into Hydel, Natural Gas and Coal with a capacity of 695 MW in operation and the installed capacity of the Power Plants of the Group would be about 3600 MW by 2015. Having started his career as Executive Director in Siris group of companies, with his in-built leadership qualities he made himself a successful industrialist.



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

Shri Subba Rao has 30 years experience in serving the Oil & Gas Industry. He is the prime team member in Cryogenic technology gas based LPG in India and First Gas Sweetening Plant in India. Reliance is ranked with # 99 on Fortune Global 500 List.

The infrastructure of the company proudly says that Petrochemical product storage capacity with a 70000 KI was constructed.



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

Known for his financial acumen and managerial ingenuity, Shri Reddy is both starter and runner of several projects including turning around of Power Distribution Company. He is at ease with public sector, private sector, and PPU's and PSUs. He is heading the mega Hyderabad Metro Rail project (72 km). Implementation of this project with an estimated cost of about US \$2.7 billion (₹ 14,132 crore) under public private partnership (PPP) with innovative financial engineering.



**Dr. Bandi Parthasaradhy Reddy**, M.Sc., Ph.D.,  
CMD  
**Hetero Group**

Known as a Scientist and expert in chemistry with a sharp intellect and with a step into future, Dr. Reddy is responsible for discovery of new process, cost effective schemes for manufacturing various pharmaceutical products. In 1993 Hetero started as a small unit – today it stands tall with 18 manufacturing units and 10000 employees and with marketing presence in over 100 countries. Hetero has revenue around \$ 1 Billion and reported a profit of \$ 100 million in last year. He built up this entire organization having come out from Reddy Labs.



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

If you wish to find a person with multi-tasking-managerial-skills, enterprising ability to grow unstopped and literary pursuits as pastime, you are not far away from Shri G.S.N.Reddy. Management assignments at different work locations gave him the versatility. He is a sportsman, too. Coromandel was ranked # 16 in the list of best companies to work for in India as per survey conducted by Business Today 2009.



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

He ably achieves targeted performance parameters of Production, Drilling & Work over of wells and Inventory control. His experience spans over 31 years and recognition is much more by the awards Young Executive of the year 1990 and Manager of the year 2007. He is a good golfer.

ONGC has been ranked # 357 among fortune 500 companies. It is one of the largest Asia based oil and Gas exploration and production companies and produces 72% of Indian crude oil.



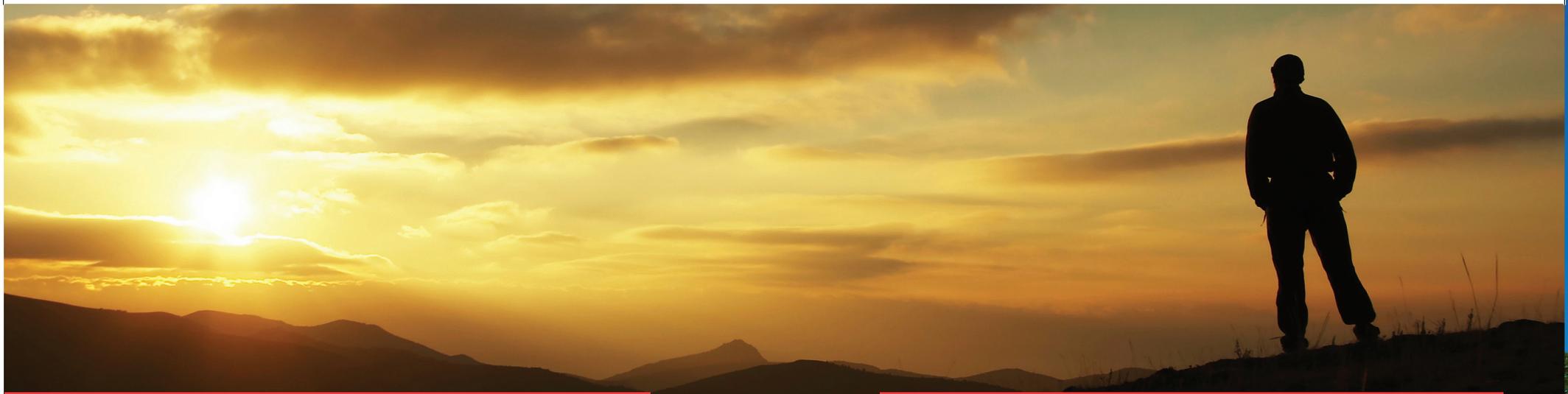
**Shri N.Venkata Reddy**  
Managing Director  
**Sri Ramadas Paper Boards Pvt Ltd,**  
**Rajahmundry**

Shri N.V.Reddy carries a quiet and un-pompous personality. For a Business Promoter, Entrepreneur, and Administrator he looks simple, down-to-earth and yet carries the flag high. Behind the unassuming behaviour lies the shrewd, inquiring and capitalizing mastermind. Having started from a scratch but on a point of ambition, his workshops, 40 TPD, 120 TPD paper mills are runaway success.



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

Shri Krishna Bodanapu is the blend of conventional strategy backed by deep commitment and youthful dynamism supported by best education. At Infotech he is primarily responsible for identifying new growth opportunities and extending current service offerings to new markets, on top of sharing the helm. Having worked at executive level prior to and after joining Infotech, he gained the acumen for administration.



## VISION

We envision –

- › to serve the Indian Commerce and Industry through our ADITYA GLOBAL BUSINESS SCHOOL by turning our dynamism, foresight, infrastructure and ability to rise to heights.
- › to make ADITYA GLOBAL BUSINESS SCHOOL a paradigm in all fronts, in the coming years, developing from strength to strength.
- › to bring out Management Students of international standard.

## MISSION

- › We embark on the path to tap the immense potential in young persons, cultivate positive ambitious traits in them, groom their talents and make them take the reins of Commerce and Industry with poise.
- › Also, we wish to create Management Studies' awareness among parents and students.

## QUALITY POLICY

ADITYA quite well appreciates the intellectually and technologically changing environment of the Commerce and Industry scenario. Providing a substantial and congenial base for the B-School, engaging human asset in the form of Faculty and Staff, ensuring uncompromised financial input and overseeing the gamut of functions – ADITYA is adept in these aspects – aspects that bring high altitude quality.

## THE GUIDING RHYTHM

Kautilya, the legendary Economist states: "No person you transact with should lose, and then you won't lose". We extrapolated this philosophy to our own basic rhythm that if a firm is run inefficiently the loss accrues to that firm or connected persons alone – the extent of damage is not scary; but if an educational institution is run inefficiently or negligently, lives of thousands of students are at peril whereby society suffers.

This guiding pulse stood Aditya in good stead and earned the trust of parents from all over.



## ADITYA AS GROUP

Motive behind any action is as sacred as the action itself. The education scenario in and around Kakinada was in need of change by 1980. Necessity for quality education loomed large - employment pattern changed - requirement for Coaching Institutions arose. Aditya Educational Society was formed with highly educated, intellectual and eminent citizens of Kakinada as members. The members gave directions to impart better education of international standards.

ADITYA rose to the occasion with the motive to dispel darkness as the name suggests. Three decades made history for ADITYA and success greeted us in all domains of education.

The change was apparent reflecting our intense care, sincerity and commitment to values. Today we have courses and academics from KG to PG. And the same frame of commitment runs through different veins of our Schooling, Colleges, Distance education, and Competitive-exam coaching.

- › Public Schooling to provide quality education.
- › +2 education with EAMCET/AIEEE and IIT coaching to prepare the students for launching into Pharmacy, Engineering and Medicine professions.
- › Engineering Colleges have volumes to speak for themselves.
- › Institutes of Higher Learning - Aditya and Sri Sai Aditya Institutes of Pharmaceutical Sciences have unmatched reputation as quality Professional Education Providers.
- › Undergraduate Degree, and Post Graduate Degree – ‘ab initio’ success.
- › Management education with BBM and MBA are run way success.
- › Nursing Colleges and Teacher Training Institutions have become a great success.

The success is very visible now. Diploma in Engineering, Engineering Graduation, Pharmacy and Undergraduate domains attract students from outside AP and country.

We now proudly reiterate: *“Motive behind any action is as sacred as the action itself”*.

# MAJESTIC CAMPUS ADITYA



## Natural background setting

- › Spacious Campus in 180 acres in thick man grown forestation
- › Away from towns in lush green surrounding reminding of ashram environs

## Connectivity

- › ROAD: Located on Asian Development Bank (ADB) Road, at Surampalem - equidistance from Kakinada and Rajahmundry
- › RAIL: Samalkot on main rail line at stone's throw distance of 10 kms
- › AIR: Rajahmundry air port at a distance of 30kms
- › AIR: Visakhapatnam International Airport at a distance of 174 kms

## Physical paraphernalia

- › Established in 2001, rose to soaring heights with Engineering, Pharmacy, Management, Polytechnic colleges

- › Gigantic building structures, airy classrooms, spacious conference halls with a plinth area of more than 12,00,000 Sq.ft

Hostels enjoy an ideal strength of 2000 students.

Separate accommodation for Northern States and Foreign Country students

## The human side

- › Prideful 12000+ student strength in all professional education streams
- › 1500 Human asset in the form of Faculty and supporting staff for non-B-School streams
- › 100 members of human asset in the form of Faculty and supporting staff for B-School stream
- › Haven for Industrial Houses, Management Recruiters to establish their outfits in campus

## Tied to globe

- › Wi-fi campus
- › 20MB internet leased line

## Muscle, Relaxation and Appetite

- › Abundant sports and games.
- › Open Air Theater Amphi-theater.
- › Central Dining with unique cooks and Food courts

## Food for Mind

- › Besides departmental library a Central library with 75000 volumes

## This, that and others

- › Bank and ATM
- › Reprographic Facility
- › Book cafe
- › 24x7 Medical facility with resident doctor
- › Shopping facility.



Inauguration by honorable Sushilkumar Shinde the then Governor of Andhra Pradesh.



**Dr. Geetha Reddy, Minister for Major Industries, Addressing Management Students**

*ADITYA believes that Management Student is not a from-the-assembly-line-commodity and so gives importance to the following aspects.*



## ADITYA GLOBAL BUSINESS SCHOOL - DIFFERENT IN STYLE AND CLASS

- › Equipped itself with adequate infrastructure, teaching faculty and methodology for the metamorphosis of a raw student into a Management Graduate, ADITYA GLOBAL BUSINESS SCHOOL nourishes intellectual, emotional, physical and intuitive intelligence in all students.
- › Students merely being capable or efficient are not enough in this tough economy. Quickly interpreting the situations based on the available fund of knowledge, tracking a doable solution, being capable of easing enmity in others, protecting the best interests of all concerned, being able to maximize on sixth sense. ADITYA GLOBAL BUSINESS SCHOOL trains all students in these areas.
- › AICTE-approved, ADITYA GLOBAL BUSINESS SCHOOL corresponds to that backdrop where such transition place: a sparkling atmosphere, expansive, professional, and highly competing.
- › Case studies, Effective Communication in English, Meaningful Internship, and ability to take help of ERP should be extensive, exhaustive and have variety. ADITYA GLOBAL BUSINESS SCHOOL has well defined methodology.
- › Campus placement with prestigious Industrial Houses look for more than an employee and secure the future of aspirants to pursue career path. ADITYA GLOBAL BUSINESS SCHOOL makes sure that quality of students meets such expectations.

Wherever ADITYA GLOBAL BUSINESS SCHOOL STUDENT is, helping in expanding his/her father's business, assuming the role of Advisor in Banking, serving as a top Business Manager, or turning himself/herself into an industrialist – HE/SHE is an intrinsic human asset there.

### ADITYA GLOBAL BUSINESS SCHOOL IS TOTALLY RESIDENTIAL.

16-valuable and precious hours on all the days of week and in all the months of the year make the student sovereign of time. ADITYA makes sure to convert this time into productive investment of study, under capable guidance.

## COURSES

- › **Bachelor of Business Management - (BBM)**
- › **Post Graduate Diploma in Management - (PGDM)**
- › **Master of Business Administration - (MBA)**

### Bachelor of Business Management - BBM

BBA students have become the strong fort of both the industrial sector as well as business houses. Apart from gaining prompt employment, these students will be in the threshold of MBA, which makes them the perfect foil for technocrats.

We are passionate to develop management education in the younger generation. All the focus will be given to them to emerge as leaders in the field of professional management.

#### ELIGIBILITY:

- › Eligibility +2 or Intermediate.
- › Yearly Examination.
- › Majors in Accounting, Finance, HR Management and Marketing.
- › 3 year duration.
- › Certification: Andhra University, Adikavi Nannayya University.

#### OBJECTIVES :

- › To prepare every management student to stand up to the global business activities that are changing fast day to day in the field of management.
- › To make them self-reliant to take up any assignment as required by MNCs
- › To increase one's organizing abilities in real time, a student will have to organize one internal and one external activity every year.
- › To offer coaching for MAT / CAT/ XLRI and Other Various examinations for MBA

at national level – to each student.

- › To enrich students with the latest interface of the Industries and its technicalities.
- › To equip students with knowledge about industrial needs, latest technical updates and avenues for higher studies.
- › To improve skills for social interactions, critical thinking and problem-solving and to increase awareness of career choice and enhance awareness of the real world.
- › To provide an opportunity for students to get into industrial network for their career.
- › Seminars will help the student an opportunity to interact with peers and staff.



Marketing  
Technical  
Industrial Design.  
Architecture.  
management  
Product design  
Science and Arts.  
Business Administration.  
**ADMISSIONS**  
Business.  
Natural Resources.  
Agriculture and Technology.  
technological society.

## Post Graduate Diploma in Management - PGDM

The popularity gained by PGDM has sky as the only limit. We enjoy total flexibility in designing the courses besides university-prescribed-curriculum. Region-related, local-industry-related, relevant-to-current-time courses are introduced by us, along with case-presentations and project work. This gives a wider latitude to the students in terms of their knowledge, undertaken-projects and exposure to various other activities connected with the PGDM.

More than fifty percent of corporate heads of the top 100 International Companies and Heads of States of some of the advanced countries hold their positions also because they have pursued and are successful with their PGDM.

These people have high ambition, higher energy levels and the drive to succeed. Whether they have these as legacy doesn't matter. These traits can be acquired with PGDM @ ADITYA.

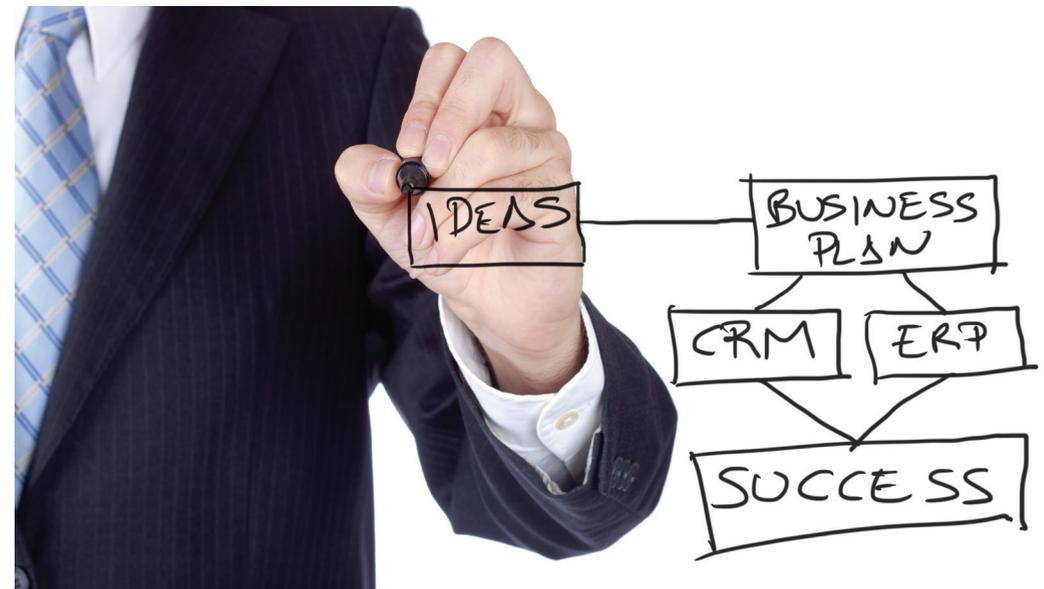
### ELIGIBILITY :

- › Eligibility: BBM / Any graduate..
- › Four Semesters.
- › 2 year duration.
- › Certification : AICTE approved.

### OBJECTIVES:

- › The course curriculum is very engaging, improves cognitive and perceptive skills, interpersonal skills and the ability to achieve results and truly enhances employability in the current times of recession.
- › A full-time PGDM program is usually of 2 years and comprises 4 semesters, 6 months each.

- › Concluding education with a PGDM before stepping into the corporate world is the best thing in the competitive and demanding business environment today.
- › We have the flexibility to continuously revise the curriculum, relate it to the HR needs of the industry, and adopt better teaching methodologies.
- › The variety and flexibility is such that the freshness of the programme will carry through the graduates for many years



## Courses offered at present

### 1. Agri - Business Management

Agribusiness is all about conducting successful business in the food and agriculture related sectors. Agriculture forms the life line in India. It has emerged as business sector. It presents several challenges, complexities, subsidy aspects and so on. The course deals with the gamut of dynamics with emphasis on visit to agro sector. It covers improved growing techniques, agricultural machinery, fertilizer, pesticides pre- and post- harvest handling, storage, transportation, packaging and labeling. Critical management issues as financing and technical assistance, preparation of products for exports, overseas marketing issues and government policy are also an integral part of the programme.

### 2. Retail Marketing Management

Retail Marketing Management assumed independent status now- having its own variety of challenges. Foreign goods aggression, cost – effectiveness of indigenous goods, and how consumer preferences influence the market segment are dealt with. Parameters such as market analysis, location planning, supply chain management, logistics can easily be determined that will help in obtaining customer satisfaction.

### 3. Banking, Insurance and Finance

This is a high premium course. It encompasses core finance, banking and insurance. Several key areas are included in this course, like, Risk Management in Banks ; Claims Management in Insurance, Security Analysis, Portfolio Management ; Wealth Management ; and Capital Markets. In the last two decades Public Sector Banks in India have witnessed a transition from traditional banking to modern technology driven banking thus opening scope for new jobs.

### 4. International Business

Global business; foreign trade export managements and such related topics go into this course. Students will be deputed to Ports to have practical exposure. Study will relate to topics including automobile companies, electronics and computer

companies, consumer durables manufacturers and FMCG companies, Banks and securities firms, import/export companies, consulting businesses, Port & aviation services, Courier; airlines, cargo, steamship lines, global shipping companies, Travel and tourism and hospitality sector; Foreign direct Investment and economic development agencies.

### SELECTION PROCEDURE for PGDM & MBA

#### Initial stage

**Quote your CAT/MAT/XAT/ATMA/CMAT score and apply to us.**

One can have application form by sending a DD for Rs. 10,000 favoring ADITYA GLOBAL BUSINESS SCHOOL payable at ADITYA ACADEMY, KAKINADA. One can also download the application form at [www.aditya.ac.in](http://www.aditya.ac.in) and courier it along with a DD. One can also submit it at ADITYA GLOBAL BUSINESS SCHOOL office along with DD/cash.

#### 2nd stage

Students will be shortlisted based on their test scores. And they will be called for Group Discussion (GD) and Personal Interview (PI) in major cities across the country. A separate SMS/MAIL/LETTER will be sent to this effect.

#### 3rd stage

The final selection is based on consolidation of test scores, GD, PI and academic background.

### SCHOLARSHIP

Following Scholarships are offered only to P.G.D.M and M.B.A students admitted on merit.

CAT above 89% & other TESTS above 99% ..... Rs. 2,00,000

CAT above 79% & other TESTS above 95% ..... Rs. 1,00,000

CAT above 70% & other TESTS above 90% ..... Rs. 50,000

CAT above 60% & other TESTS above 80% ..... Rs. 25,000

Toppers in CAT/MAT/XAT/ATMA/CMAT/ICET are admitted free.

## Master of Business Administration - MBA

MBA program is a four semester course that includes specialization like Marketing, HR and Finance etc.

Approved by AICTE, our MBA program is affiliated to both the JNTU and Andhra University.

### ELIGIBILITY :

- › Eligibility : BBM / Any graduate.
- › ICET qualifying for AP students.
- › Written Test / Personal Interview for OAP and international students.
- › Four Semesters.
- › Majors in : Accounting, Finance, HR management and Marketing.
- › 2 year Duration.
- › Certification: Andhra University, JNTU.

### ELECTIVES:

- › Finance,
- › HR Management
- › Marketing.

### OBJECTIVES :

- › Case analytical way of imbibing knowledge to the students.
- › Focus on preparing the students by a creating awareness in problem solving techniques.
- › Simulative and Brainstorming sessions to bring a change in application skills.

- › Live projects to make the students gain the practical exposure.
- › Curriculum adopted to increase the relevance to the industry.
- › Bringing in MDP's symposiums to uplift the skill level of students



## TWINNING PROGRAMME - GOING GLOBAL

We keep the best interests of students on top of our agenda. Some students desire to get international exposure by pursuing MBA or PGDM in foreign countries. For them selection of right university and timing pose problems. ADITYA GLOBAL BUSINESS SCHOOL stands by such students, having made arrangements for foreign-university collaboration. In Faculty Exchange Program those university faculty come to Aditya as visiting faculty.

### University of IOWA, USA :

- › University of IOWA, USA is a National and International leader in several areas of education and it is ranked as 43rd in Computer Engineering and 26th among public State supported Universities in USA.
- › It is located in a sprawling campus of 1700 acres and it is a center for gifted education and talent development.
- › It is the oldest public university in the State.
- › The University is organized into eleven colleges. Globally for 2012, the university was ranked # 169 by Times and # 199 by both QS and U.S. News & World Report.

### Swansea Metropolitan University

- › Swansea Metropolitan University, U.K. has been a major centre for the delivery of vocational higher education since 1853.
- › Employability and entrepreneurship are embedded in the curriculum through the promotion of entrepreneurial skills such as creativity and innovation as well as providing advice on commercializing ideas and making them work.

### University of Technology (UTS) Sydney, Australia

- › University of Technology (UTS) Sydney, Australia is the world's one of the best universities. We are in alumni with UTS.



### PROCEDURE

M.B.A. Those who desire to pursue their MBA after their B.B.M with ADITYA will be geared up in that direction right from final year-B.B.M For the 1st year M.B.A. on line tutorials, preparation and testing takes place at the end of third year of B.B.M itself thus reducing the span of M.B.A at foreign country to one year – resulting in reduction of expenditure.

**PGDM:** Similar arrangement will be made for B.B.M students to pursue their PGDM at foreign university.



## LEARNING IN NATURE'S LAP

Shared with technical and pharmacy graduates and post graduates, the Aditya Educational Premises presents a perfect professional atmosphere.

Away from the hustle-bustle of the city life, Aditya Educational Premises comprises of Engineering, Pharmacy, Management & Polytechnic Campuses, sprawling over 180 acres of lush greenness, centrally located between Kakinada and Rajahmundry. Pristine Nature and Idyllic Beauty are the attributes to the campus. The premises - located in rural setting of lush green fields, splendid avenue of trees, aesthetically carpeted lawns, lakes, animal and bird sanctuary, parks and flowery shrubs - presents a captivating spectacle.

A woman with long dark hair, wearing a white business shirt and a blue tie, is sitting in a meditative pose (Padmasana) with her eyes closed and hands resting on her knees. She is positioned in the center of the frame. The background is a dark blue digital interface filled with various business data visualizations, including line graphs, bar charts, pie charts, and tables. The overall aesthetic is professional and tech-oriented.

Aditya Global Business School has highly ambitious and productive plans to press into the service of Management students.

## INTELLECTUAL RUB

- **Global exposure:** Speakers of international repute will be invited to deliver lectures on varied topics including attitudinal behavior. This creates a solid base for the students to evolve with maturity.
- **Industry Interface:** Planned visits to Industrial Houses and Business will form the layer of enhanced knowledge – translating their theoretical quest into practical exposure.
- **Internship:** Internship is mandatory – but with ADITYA GLOBAL B-SCHOOL it is a sacred aspect. Internship galvanizes a person from theory to reality – students are exposed to organizational environment to witness live situations being handled. Project works apart, ADITYA helps in finding internships for the students in the respective streams to give them a practical exposure.
- **Central Library:** The Library is a resource centre for teaching, learning and research. Being the heart of the academic centre, it is home to all the information services. It plays a proactive role in enabling access to all kinds of information, and providing innovative, responsive and effective services to meet the changing needs of the student community. The major objective of our library is to provide right information / knowledge to the right users at the right time.



The Library is spacious, well-placed and modern. The Library holds a hybrid collection of printed as well as electronic resources which include books, journals, databases, audio-visuels, CD's, DVD's, e-books, e-journals, project reports, course materials, back volumes, old question papers, conference proceedings etc. Currently the library has above 75000 volumes with 7500 titles in all the disciplines and has National and International journals. The library is fully automated and all the books are bar coded. It has Online Public Access Catalogue (OPAC) through which user can search library material availability from his desk top within the campus. The library is providing Reprographic, print out and scanning facilities to its users.

Library services are available from 8.00 am to midnight hours on all working days and from 9.00 am to 1 pm on holidays and there are 14 (fourteen) fully qualified and experienced librarians to steer the operations with optimum efficiency and to guide the users on their requirement.

> I.T LABs

All the Management students will be exposed to adequate I.T. Labs. Present day Managers have to acquire a good amount of ERP skills such that their coordinating power is strong.



Suneel Malesha, MD, Rak Ceramics ^



Sanket Akerkar, MD, Microsoft ^



< Brain J Manannig,  
President (CSC, USA)



Mr. IN Murthy >  
General Manager, IBM



< Mr. Manmohan Thampi  
(Sr. Program Manager - Cellular  
Networks Eng.



Mr. V. Rajanna >  
Vice President & AP Regional Head, TCS



< Prof. A. Venugopal Reddy  
(AUGC)



Srikanth Surampudi >  
Asst. General Manager, Regional HR Head,  
TCS

## INTUITIVE STIMULATION

- › ATTITUDE - makes or breaks careers.

Mindset plays an important role in making or breaking a career. Students face the serious challenge of overcoming cut throat competition to come out in flying colours in interviews. Personality Development classes - that mellow the revolting nature in the students; that galvanize timid students into action; that balance aggression with caution; are specially designed keeping in with their requirements.

Renowned psychological-counselors are on our panel to refine and fine-tune the mindset of the students by taking up periodical motivation classes.

- › "Knowledge shared is Knowledge gained". Quizzes, seminars, paper presentations, workshops, and symposia, at both intra and inter collegiate levels are organized.
- › Psychometric tests of high standards will be conducted periodically; scores will be analyzed in counseling sessions and ability of the students will be harnessed.
- › Creative dimensions: Ability to take direction presupposes planning and management of time. Students will be organized into different streams, under

guided supervision, to coordinate among themselves to conduct independent study, make use of library, to participate in group discussions and similar events that enhance their intelligence.

- › Case Study and presentation: ADITYA institutes a holistic approach in Case Study and presentation. Self study is all the way preferred over class room teaching. Students are given a wide array of Case Study and trained to put their talents to use – in making use of library, collating information, discuss in groups and present their Case Study. Techniques useful to isolate events, track main events, prioritizing the issues and ability to take direction well – are well-ground through out.
- › As a sequel to the above, their exposure by project works and internships gives them the edge over others.
- › The B-School makes available the unique infrastructure to video-record the group discussions of the students. CDs will be made available to each student – so that they improve on their areas of weakness and step up on their strengths.



ADITYA GLOBAL BUSINESS SCHOOL homes a huge variety of Clubs, Teams and Societies which help to ensure that all our students have an active sociability thereby pursuing their non academic interests.

## EMOTIONAL STROKE UP

- › **COLOURS:** Propose to organize cross culture festivals inviting students from other B-SCHOOLS.
- › On Sundays and holidays regular village tours take place, where students closely interact with villagers and farmers. NSS wing does valuable work by aiming at Nurturing Social awareness among students through various activities like Clean & Green, Tree plantation, Rural Development Camps
- › Students will be deployed to sensitive areas where crisis exist – so that they engage their minds in identifying the problems and coming up with solutions.
- › Social responsibility programme: The flippant attitude in students is addressed early through these programmes. Social entrepreneur-ship develops and owning up responsibility is formed into a habit. By associating closely with NGOs and other charitable organizations, under guidance of ADITYA, the dormant leader in the student comes out of the cocoon.
- › Education without entertainment is incomplete. With a view to give an adequate touch of entertainment and enhance the sporting spirit of students various events, like “CAMPFIRE”, “ADITYA PREMIERE LEAGUE” and “SUPER SIXES” are organized.
- › **“Talaash”:** A management event is organised every year by our



management aspirants at national level. It is a tradition adopted by the Aditya Management team to inculcate and rejuvenate the managerial skills and competencies of the students. Around 100 plus colleges across the country participate in this mega event.

- › Various management events like:

“ Business plan” - To bring out entrepreneurial spirit in the students.

“ Business Quiz” –To update the students with global knowledge.

“ Ad-Making” –To exhibit Ad-Making skills of students by considering the present market conditions and perceptions of consumers.

“Best from Waste”- which enable the students to learn how optimally resources could be utilized.

“Paper-Presentations”:- which sharpens the innovative thinking by adopting a research oriented approach on selected areas / topics etc., are masterly organized.



The premises provide good sports and games facilities. Inter college and inter class tournaments are regularly organized.

## PHYSIQUE TONE UP

- Athletic Track, Cricket Field, Football Field, Volley Ball Court, Basketball Court, Badminton Court, and Tennis Court are at the service of students.
- **Gymnasium:** The Institute's newest facilities for students include two gymnasiums, one exclusively for men, and one exclusively for women. Both the gyms are spacious and well equipped with modern facilities. They have centralized air-conditioning and audio and video facilities, comfortable dressing rooms and ample locker facilities. Qualified gym instructors are available round-the-clock to train students specifically for their respective events.
- Open air Theatre: The premises have an open air auditorium, which seats 3000 for conducting various cultural activities throughout the year.
- Amphitheatre: The premises house a stunning Amphitheatre for entertainment and performances. It can accommodate 200 members. It is equipped with world class acoustics and state-of-the-art lighting systems.





## AMBITION AND ASPIRATION GET FULFILLED

### Ambition of Parents/Students

Parents sacrifice all their bare personal needs to educate their children – what do they expect in return? Nothing short of a well disciplined education is what the students deserve and a good employment to their wards is what is expected by parents.

### Students can avert vacuum

Securing good employment is the prime desire of any student. If a Management Student gets selection in campus recruitment, then he is a successful person. For any reason if a student is unable to get an employment in Campus Selection before leaving the College, it becomes very difficult to get a Placement at a later date.

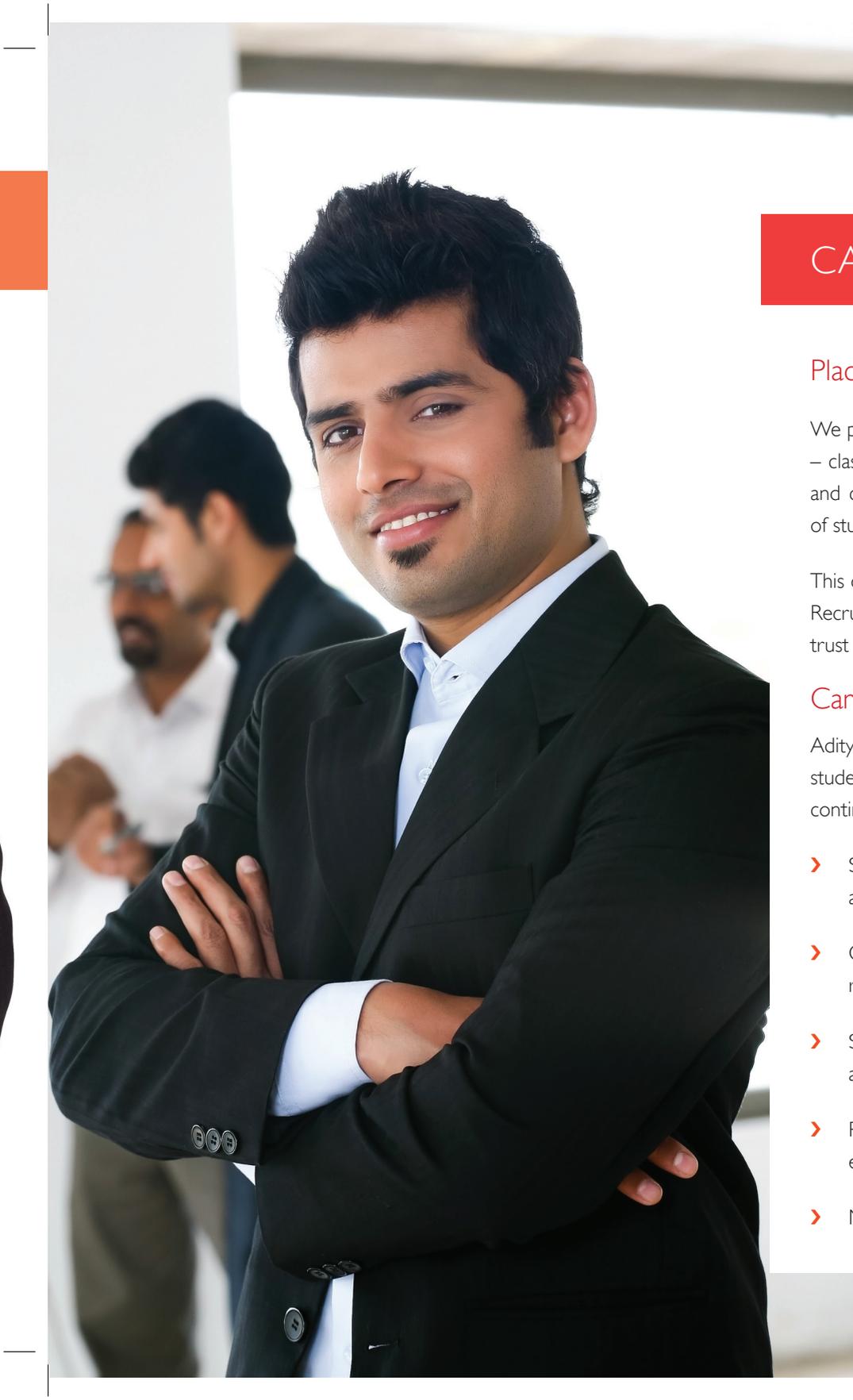
### Industry is alert in recruitment

Multi National Companies as well as Industrial Houses prefer to conduct Campus Recruitment Drives in reputed educational institutions, where efficient infrastructural, instructional facilities and Quality man-power are readily available.

### Employment to the Student – Primary Responsibility of Institutions

Aditya located its own offices at various cities, like: Hyderabad, Chennai, Bangalore, Mumbai and Delhi. Their primary objective is to connect with Recruiting organizations and invite them to the premises. This is a continuous drive – Campus Recruitment Coaching commences from the very first year of the Management Study making it an integral part of the syllabus.





## CAMPUS PLACEMENT MADE SURE

### Placement Division – sanctum sanctorum at ADITYA

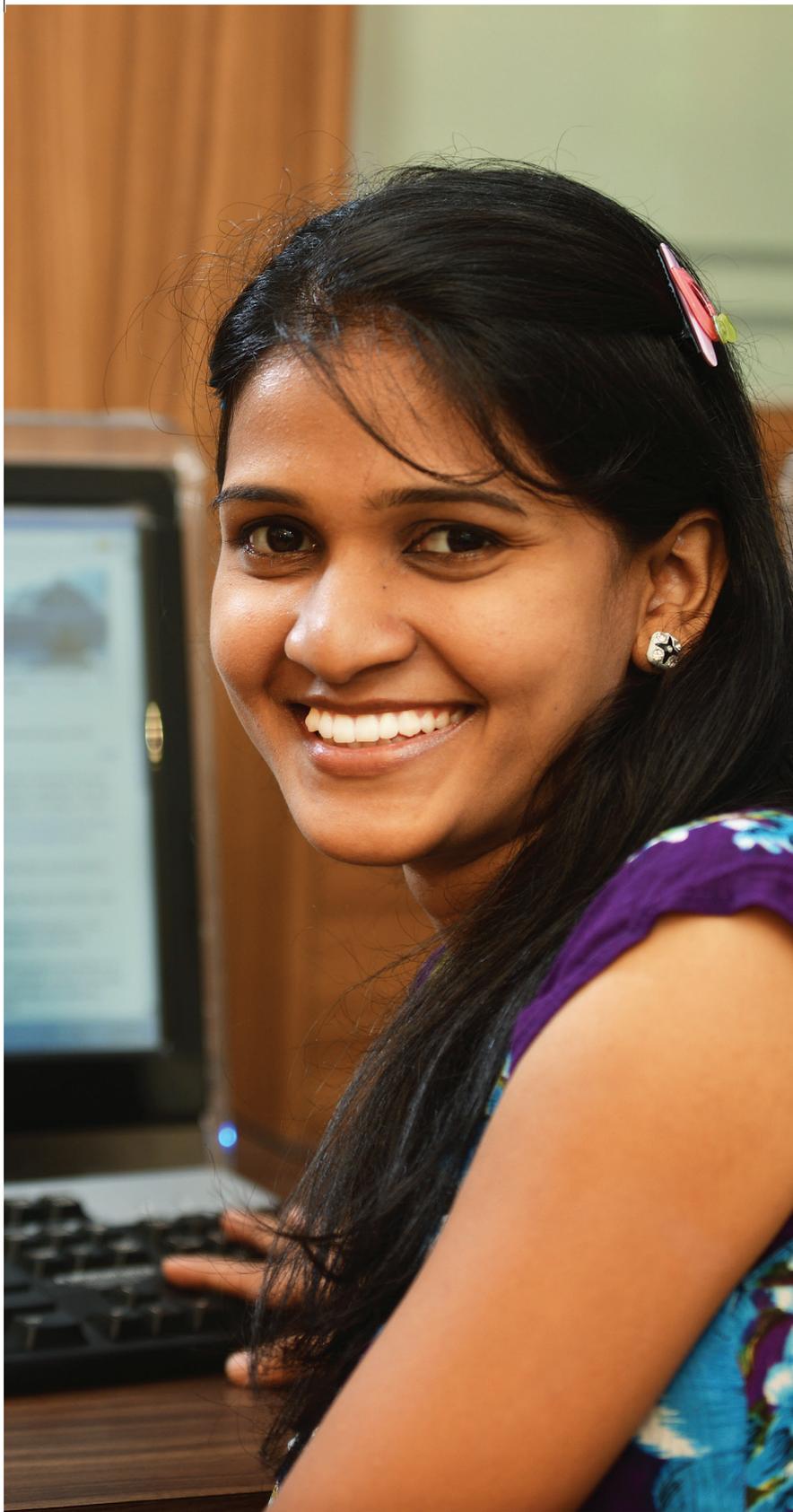
We put our hearts behind our efforts. Every aspect in the development of Management Students – class room lecture; demonstration; project work; social service outings; industrial exposure; soft and communication skills development; domain knowledge strengthening; and finally preparation of student to meet the challenges of Recruiters – is scrupulously planned and worked to the plan.

This determination on our part made ADITYA the perfect junction for Students from all over and Recruiters from far and wide. Yes, through us Students and Recruiters coalesce for the better. The trust and good will that we gain from them is beyond measure.

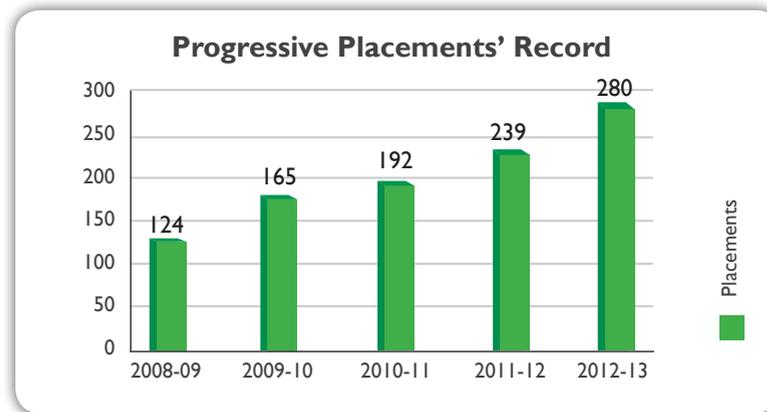
### Campus Recruitment Training (CRT)

Aditya always assures parents of this fact, “Years that student spend in its premises should shape the student as ready-to-take-off into life”. So, all the following aspects are introduced in 1st year itself to continue all through campus years.

- Students are well ground in core subjects and fundamental concepts - through separate classes and special study material.
- Competitive skills – Training in Aptitude; Reasoning; Arithmetic and GK become part of the regular curriculum. When the student comes to final year he is fully geared up.
- Soft skills - English language communication inculcation and development; Group Discussion and Interview skills runs parallel to other training schedules.
- Personality Development skills' training embraces Etiquette, Time Management and Goal setting, etc.,
- Mock interviews are organized to drive away inhibitions in students



## PLACEMENT TRACK RECORD



Hon'ble Sri K. Rosiah, the then CM of AP awarding BEST COLLEGE AWARD to ADITYA

### Leadership Development Division

ADITYA rightly recognizes the Business Manager – as not one with mere managerial skills capable to communication push-up – but as a person full of entrepreneurial skills like negotiations, policy generation, and society-serving, who is the protoplasm of the system itself. ADITYA charted out a leadership development module, exclusive to University curricula, to bring out and hone the entrepreneurial skills in students.

### Business English Proficiency and Fluency

Proficiency and fluency in English Communication – both in Speaking and Writing, is far more important to Business Graduate than others. The plight, of persons whose level of communication is below standard, is beyond imagination. ADITYA GLOBAL BUSINESS SCHOOL is geared up fully to meet this challenge and to make each one of its students a perfect person with this proficiency and fluency.

### ALUMNI Association

The students of to-day are potential leaders of tomorrow. ADITYA ALUMNI ASSOCIATION keeps track with its roots and old students visit the premises periodically to give guest lectures, conduct interviews and share their knowledge with the emerging entrepreneurs. We enjoy good connections with all the students and this helps in promoting on-campus interviews by their respective organizations.

### Service Center for international students:

- › Booking of flight and rail tickets
- › Obtaining of eligibility certificate from respective university
- › Organizing English speaking classes for students from non-English-speaking countries.

- › Exclusive mentoring / counseling.
- › Firming up visa formalities and extension
- › Passport renewals
- › Foreign student registration with the Commissioner of Police.

## MANAGEMENT AND ADMINISTRATION

### Management – synonym for commitment

Clarity in vision and dedication in Mission made Aditya of today. The Management is always way ahead to keep in tune with the changing scenario of education and requirement of industry. The Management is conventional at heart and modernity in action. All efforts, expenditure – no concern, go into making the B-SCHOOL a sustainable entity. STUDENT is the Top Most Priority in our premises.

### Administration and Faculty

ADITYA GLOBAL BUSINESS SCHOOL has well structured and competitive administration. Highly educated professional heads the administration. Faculty is of high standards – competitive, smart and people who are capable of translating the ideals of Management into successful reality. They are drawn from the industry and also chosen in a wider talent hunt.

## HOSTEL – GET MORE THAN YOU EXPECT

Aditya hostels are regarded as “home away from home” and what they offer beyond cozy accommodation include personal care, emotional touch and individual grooming. Aditya has left no stone unturned in promoting comfort, harmony and dignity of students in their living spaces and spared no pains to make the surroundings fresh and green.

Taking a more pragmatic look at the tastes and food preferences of students hailing from the North Indian States like West Bengal, Bihar, Jharkhand, Chhattisgarh and North Eastern States etc., a separate menu which suits their tastes is served and wardens with multi-language skills bridge their communication problems.

Competent team of faculty will always be available in the Hostel to clarify the doubts of the students in study hours.

A motherly and personal supervision of Hostel Activities by the Director Smt. N. Lakshmi Rajyam lends credence to the very essence of Hostels and their quality maintenance.

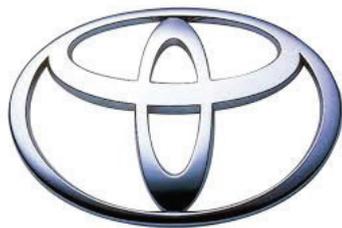
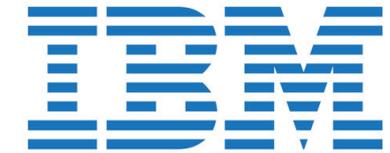
### Some of the key features of our Hostels are:

- › 4 Hostels- Goutama Buddha, Sarvepalli Radha Krishna, Swamy Vivekananda and Viswakavi Tagore are in the service of students.
- › 24x7 Academic Guidance by Resident Faculty
- › Single occupancy, Two-bed, Three-bed per room as per students' choice
- › Rooms are furnished with furniture (cots, tables, chairs and study lamps)
- › Each room has attached balcony, bathroom and toiletry
- › Regular laundry facility.
- › Separate TV in each reading room.
- › State-of-the-art Kitchens

- › Spacious vegetarian and Non-vegetarian Dining Halls
- › Nutritious North Indian and South Indian Dishes
- › Generator for Power Backup



RECRUITING COMPANIES





# LOCATION



## Location

Distances from nearby towns/cities to Aditya.

- Kakinada 25 kms.
- Rajahmundry (Domestic Airport) 30 kms.
- Samalkota (Railway Junction) 10 kms.
- Visakhapatnam (International Airport) 174 kms.





Aditya Nagar, ADB Road, Surampalem - 533 437  
East Godavari District, Andhra Pradesh, India

Phones: 99498 76662, 99591 76665, 99631 76662, 98665 76663, +91 8852 - 252243, 50

**Corporate Office:**

Aditya Academy, Srinagar, Kakinada, Andhra Pradesh - 533 003, India

Mail: [info@aditya.ac.in](mailto:info@aditya.ac.in)

Website: [www.aditya.ac.in](http://www.aditya.ac.in)