



FBS
BUSINESS SCHOOL

**YOUR FUTURE
STARTS HERE**

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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.”



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.



LEARN BY DOING

Extend your impact beyond the classroom as you apply academic theories to real-world experiences. Test. Iterate. Prove your concept. Launch an entrepreneurial venture or venture outside your comfort zone on projects that apply curricular concepts to real-world problems. At FBS, learning is doing and putting knowledge to work in a business context.



REAL WORLD BUSINESS CHALLENGES

The power of experiential learning is realized throughout the FBS curriculum, from the required Internships and Projects, where students apply knowledge in real time to a real business challenge, to the on-the-ground experiences that make up FBS succeed.

Entrepreneurship is another practical proving ground for theory. Students interested in launching their own venture can call on the vast resources of FBS's Entrepreneurship Initiative, which supports student e-ship through a range of programs, activities, and events designed to give every good idea the start it deserves.



BE CHALLENGED AT EVERY MOMENT

The curriculum at FBS is immersive, intensive and hands-on. We bring rigor and relevance to core and elective courses, reveal how knowledge is created, and give you the flexibility to chart your own path. FBS faculty are thought leaders, top scholars, and superb teachers and remarkably accessible, inside and outside the classroom.



RIGOR AND RELEVANCE

We ask a lot of students, but no more than what will be asked of them as leaders. Every element in the academic experience at FBS from team-based project work, experiential and global learning opportunities to case-based courses and more, is designed to push students further than they thought possible, with the goal of developing wise leaders who aspire to become the difference in the world of business and beyond.

Our integrated curriculum provides critical coverage of key functional areas and disciplines while pathway programs offer the opportunity for rigorous exploration of a relevant business.

FBS faculty are luminaries committed equally to student learning and advancing new knowledge. In our small-scale Research-to-Practice Seminars, these endeavours come together as students are taken deep inside the knowledge - creation process.

COME HERE TO BE CHALLENGED



WELCOME TO FBS

Become part of a community that supports and embraces you as you test the limits of who you can be. Take risks. Discover new strengths. Fall down. Stand up stronger. Collaborate. Innovate. Become the difference in the world today. Your classmates, parents and the FBS community will be behind you every step of the way.

FBS community is a laboratory, where stories of students supporting each other are the rule, not the exception, where bright minds and bright futures come together for a single purpose to prepare wise leaders to become the difference in the world of business and beyond.

At FBS, community is purposeful and it shines through the everyday moments that define us: a meal shared with classmates, an impromptu meeting with a professor, downtime in the lobby, a personal moving or at FBS events.

Our community is unlike any other you will find. Enriched by the calibre of its people, strengthened by the intense desire, and sustained by the lifelong relationships it creates, the FBS community will support and nurture you throughout your time here and wherever FBS takes you.

PRINCIPAL DIRECTOR

DR. E.MURALI DARSHAN

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

HONORARY DIRECTOR

DR. SIVA NAGI REDDY EMANI

CEO, The Cultural Center of Vijayawada,
Former Director, NITHM
Former Director, A.P. Archaeology

With shifting paradigms learning is limitless FBS incessantly spreads its wings to encompass interpretative skill and knowledge to successfully navigate diverse business environments across the globe.

At FBS the world is your classroom at national or global level you take a real business challenge, formulate a detailed personal action plan with the application of classroom concepts and faculty led insights.

Build enduring bonds with accomplished peers in a country new to you with the help of FBS global connections.



DR. SIVA NAGI REDDY EMANI

LEAD

ACROSS CULTURES



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

"I'd like to extend all of you a hearty welcome to FBS.
In today's world, the need is more for leaders than managers.
As the world gets flatter, the demand for innovative leaders
has never been greater."

Dr.N.R. Shetty

OUR PROGRAMS

Learning is boundless in our interconnected world. But to truly understand how others live, work, and do business - a requirement for today's leaders, nothing rivals being on the ground in another country. FBS provides students with the skills and knowledge to successfully navigate diverse business environments across the globe.

MBA

Our two-year, full-time MBA is an intensive experience, designed for maximum career impact. Fast paced and challenging from multiple perspectives, it gives you more than the traditional MBA toolkit. While fully developing your business knowledge, you also gain an adaptive mindset and the ability to absorb and apply learnings, build resilience and develop a tight network of inspiring and encouraging peers.

UG+MBA

FBS UG+MBA program is unique and designed with focus of both left and right brains to meet the industry standards. The program makes students industry ready with the 21st century leadership qualities, blended with skills and education to make a difference in the world of business and beyond.

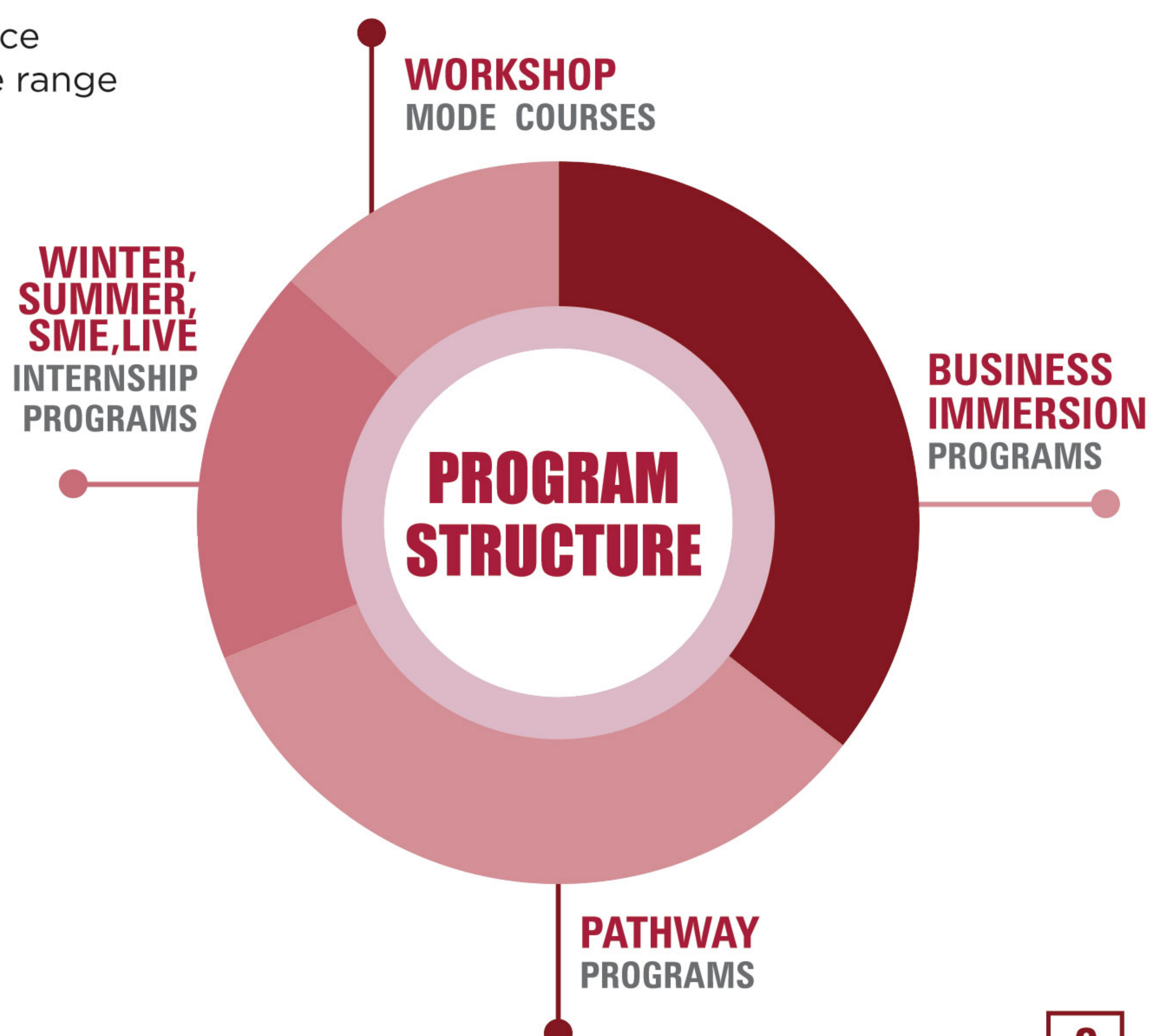
UG+MBA program would provide an in-depth exposure to all areas of management and support areas like economics, statistics, environment, languages etc.

BBA

The Bachelor of Business Administration (BBA) program provides a comprehensive basis for a career in business while being flexible enough to let you pursue areas that particularly interest you. It is designed to equip you with the skills and self-confidence to effectively manage and adapt to a wide range of competitive and constantly changing business environments.

B.Com

Bachelors of Commerce (B.Com) in one of the India's Top Business School will be a great experience. We're ready and excited to support your unique pathway to high-level employability and a confident, business-savvy future.



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)	

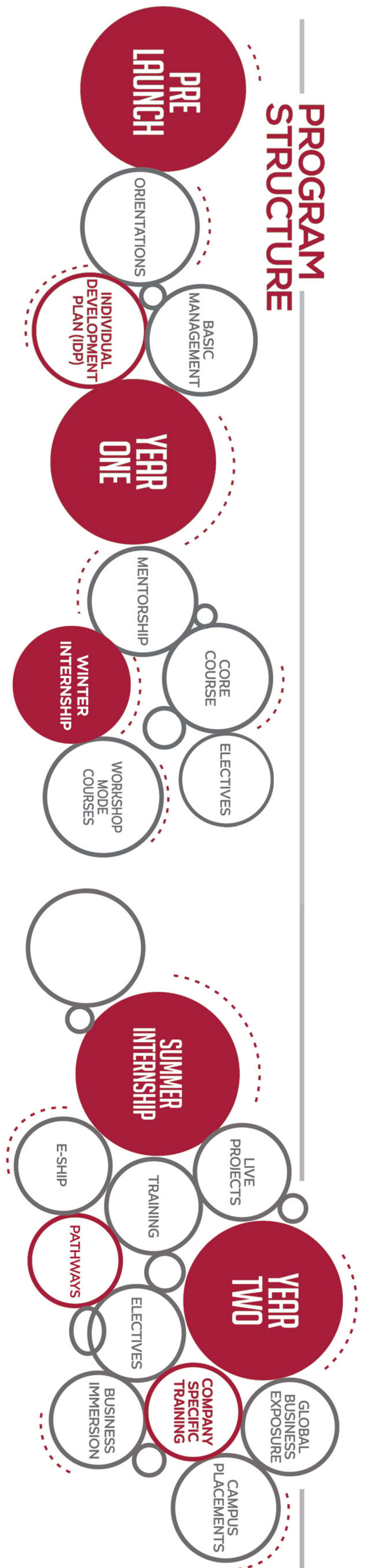
SEMESTER III

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)	

PROGRAM STRUCTURE



1050 HOURS of classroom training	200 HOURS of industry exposure	180 HOURS of industry readiness training	100 HOURS of IDP (Individual Development Program)	60 HOURS of classroom training
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BBA COURSE STRUCTURE

SEMESTER I

English
Sanskrit/Hindi
Human Values & ES
Principles of Management
Business Economics
Computer Application for -
Managers

SEMESTER II

English
Sanskrit/Hindi
IT & Soft Skills – 1
Statistics for Business Decision
Financial Accounting & Analysis
Corporate Environment

SEMESTER III

English
Sanskrit/Hindi
IT & Soft Skill – 2
Production Management
Human Resource Management
Organisational Behaviour

SEMESTER IV

Internship 12 weeks

Quantitative Analysis
Soft Skills
Entrepreneurship & Leadership
Corporate Finance
Marketing Management
Business Ethics &
Corporate Governance

SEMESTER V

Corporate Leadership
E-Business
Corporate Laws
Income Tax
Global Marketing
Advertising & Media Management

SEMESTER VI

Technology Management
Strategic Management
MSME
Project Management
Marketing of Services
Retail Marketing

B.COM COURSE STRUCTURE

SEMESTER I

English
Sanskrit/Hindi
Human Values & ES
Fundamentals of Accounting-I
Business Organisation
Business Economics-I

SEMESTER II

English
Sanskrit/Hindi
IT & Soft Skills – 1
Fundamentals of Accounting-II
Business Environment
Business Economics-II

SEMESTER III

English
Sanskrit/Hindi
IT & Soft Skill – 2
Corporate Accounting
Business Statistics
Banking Theory & Practice

SEMESTER IV

Internship 12 weeks

Communication & Soft Skills-3
Analytical Skills
Entrepreneurship & Leadership
Accounting for Service Organisations
Business Laws
Income Tax

SEMESTER V

Business Leadership
Cost Accounting
GST
Commercial Geography
Banking & Finance 1
Banking & Finance 2
Project Work

SEMESTER VI

Media Management
Marketing
Auditing
Management Accounting
Banking & Finance 3
Banking & Finance 4
Project Work



BEING HERE IS

TRANSFORMATIONAL

Studying my 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 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 is giving me a broader skill-set to accelerate my career progression both within and beyond the sector. I feel like my professional options have expanded dramatically and that’s really exciting.

KRISHNA SRIKAR
Area Sales - 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



DEFINE YOUR IMPACT



FBS offers the world's most flexible full-time **BBA** program. Every moment you spend as a FBS student is spent building upon your existing academic backgrounds, bringing you closer to your goals. We are dedicated to ensuring that the return on your time and investment is unrivaled.

The FBS experience provides you with freedom: academic freedom, freedom to take risks, and freedom to define your impact in the world. Our multidisciplinary approach to problem solving empowers you with frameworks for freethinking and sound decision-making. You are also welcomed into a community of faculty, alumni, and peers who will open doors for you and proudly support your success—as if it were their own.

OWN YOUR EXPERIENCE

The Bachelor of Business Administration (BBA) program provides a comprehensive basis for a career in business while being flexible enough to let you pursue areas that particularly interest you. It is designed to equip you with the skills and self confidence to effectively manage and adapt to a wide range of competitive and constantly changing business environments.



INSPIRING THE NEXT

GENERATION OF LEADERS

Be here to join a community of thinkers, leaders and dreamers.
Ever inspiring, enthusiastic and dedicated faculty aspiring to be abreast of
changes happening in the world of business brings their findings of innovation;
research into class rooms. The baton is finally passed on.

DR. E SIVA NAGI REDDY

CEO, The Cultural Center of Vijayawada
Former Director, NITHM
Former Director, A.P. Archeology



DR. J PRASAD

GM HR - Tata Projects Ltd
Former Head HR - Tata Chemicals
Former GM HR - Colgate Palmolive



DR. GS RAO

Director - Badruka Group of Institutions
Former Director - NITHM

DR. VIRENDAR KAPOOR

Former Director - SYMBIOSIS
Author & Educationist



RAM KUMAR SESHU

Author & Founder, Born to Win
Former COO -
MAA Communications Bozell



INDERPAL SINGH

Former Director - MILE, Pune
Corporate Trainer



PRAMOD REDDY

International Business Consultant
Specialist in Economics & Law



MANISH VIG

Trade Commission Member
Japan & Turkey



TOMOYUKI YAMATO

CEO - YAMATO LLC
Former Director - NTT Data, India & Srilanka

The corner stone of academic excellence at FBS is the faculty of highest order in innovation, collaboration, entrepreneurship, organisational change and core business discipline. Luminaries committed equally to student learning and strive to be abreast in their own domains. In our small scale research to practice seminars endeavour to take the students deep inside the knowledge creation process.

DR. AJITH PATIL

Professor - Marketing & Sales Management
Former Professor - IBS, Mumbai



DR. SUBBALAKSHMI S

Professor - Business & Economics
Former Dean & Director - Maris Stella College



SATYENDRA KUMAR M

Asst. Professor - Finance
Former Co-Founder and Director - Dial Vijayawada



SAI KRISHNA Y

Chief Operating Officer
Professor - Marketing & Sales Management
Former GM - Ezone

UMA RAJYA LAXMI D

Asst. Professor - Marketing



ANANTHA MURTHY K

Asc. Professor - Research & Analytics
Former Professor - Welingkar Bangalore



DR. NITHIN JOSHI

Professor - Operations Management & Sales
Former Professor - Welingkar Mumbai



VENKATA KALYANI J

Asst. Professor - Finance



ILYAS ABHA

Asst. Professor - Communication
Former L&D Consultant - Vyakta (Deloitte, ITC, Asian Paints)



DR. MANJUNATH VS

Professor-Operations Management
Former Director - NITTE



SUNEEELA M

Asst. Professor - IT

**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



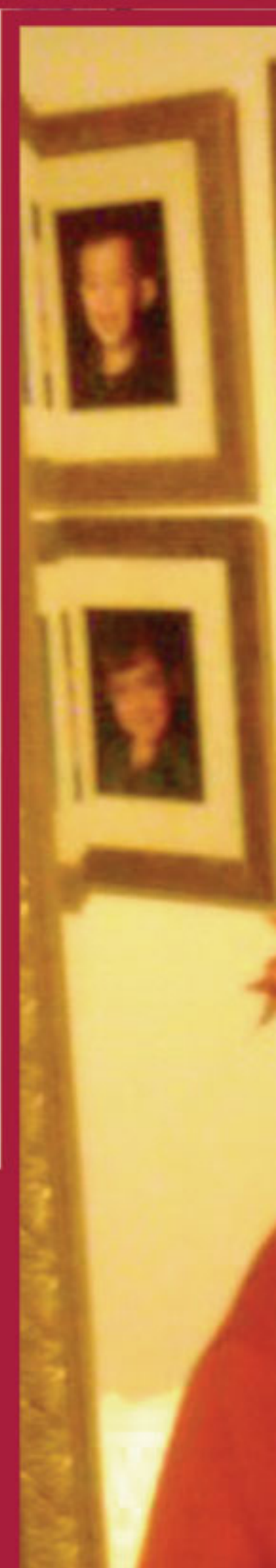
**DR. CHANDRA
SHEKAR M**

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

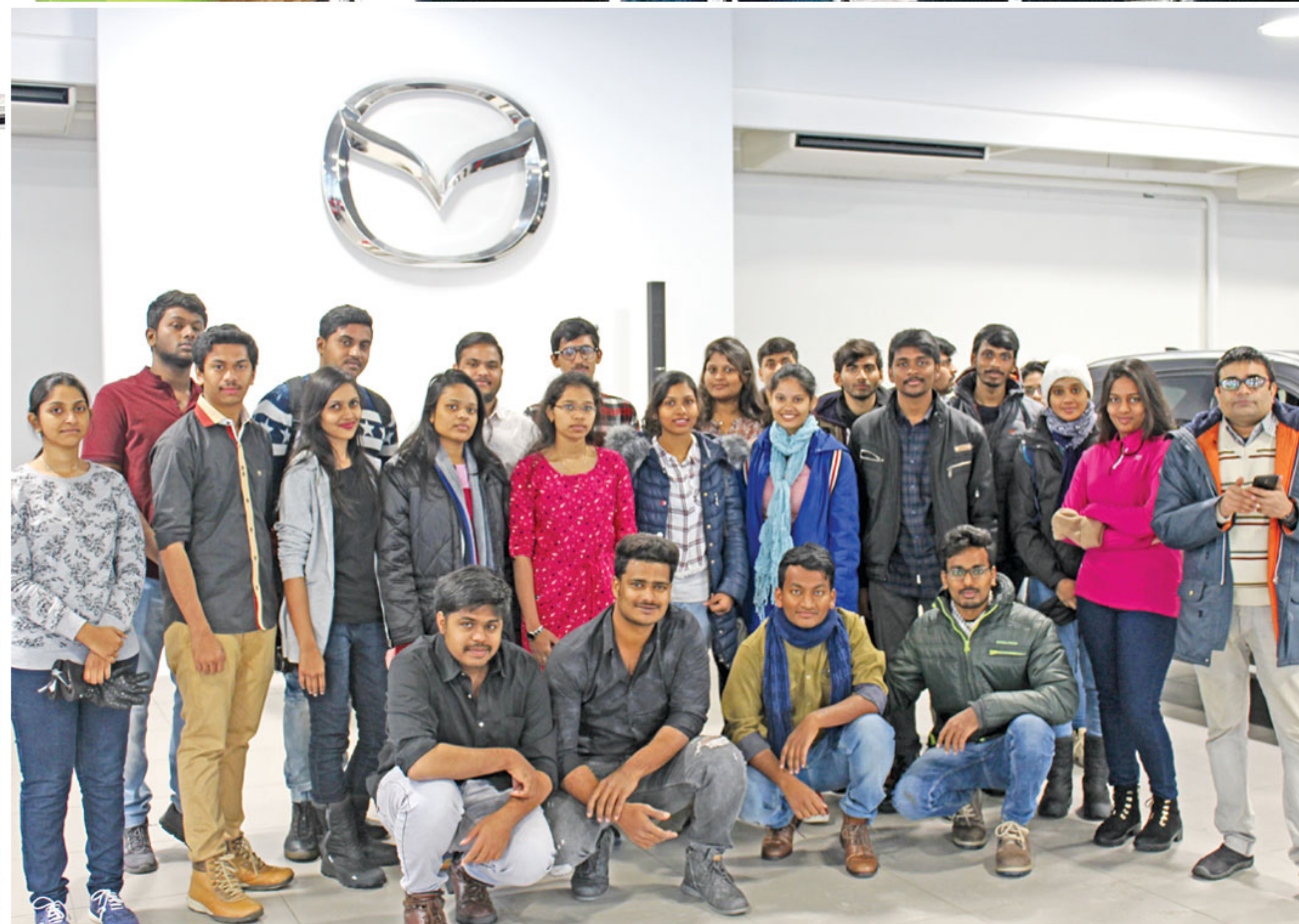
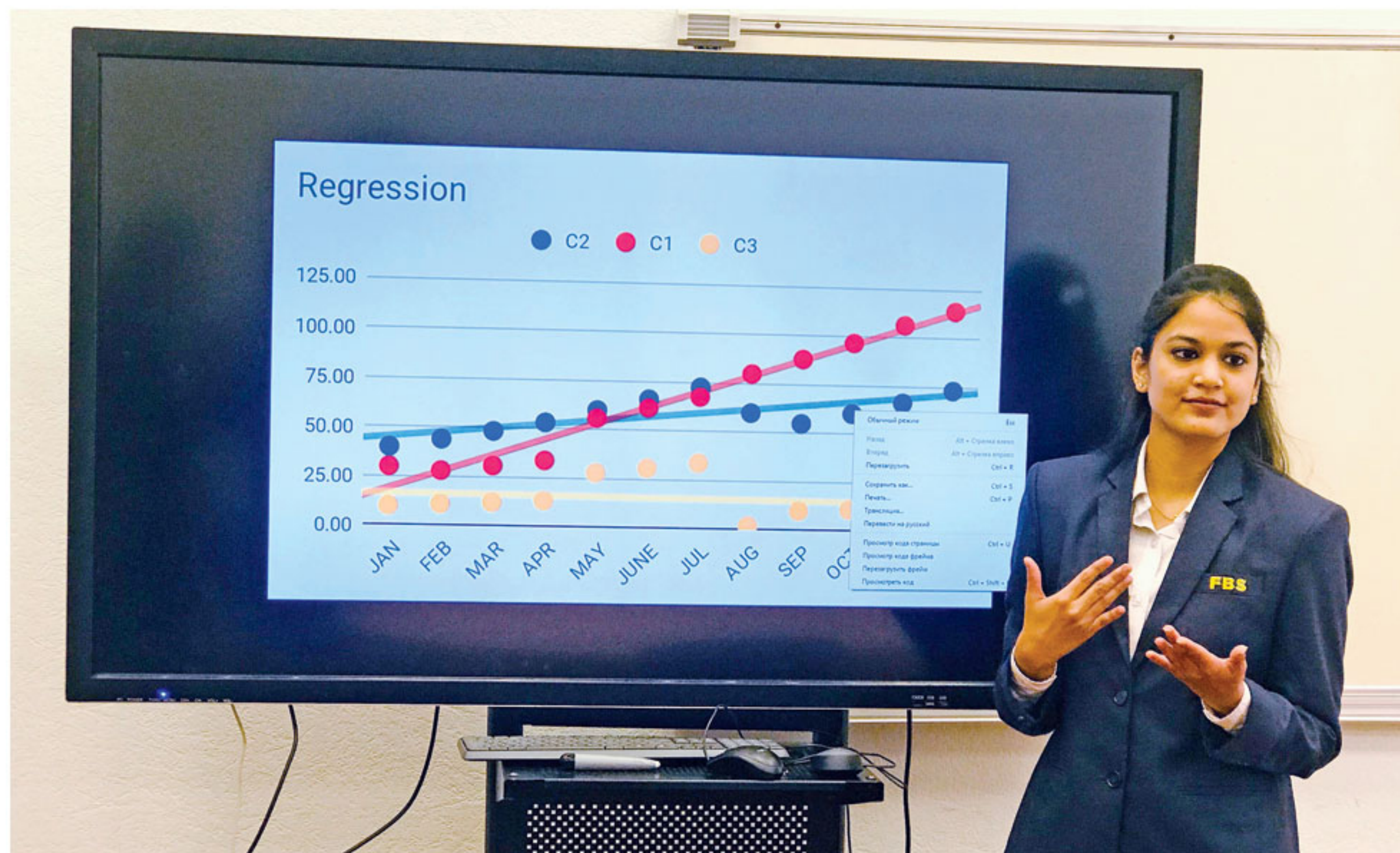


**KAMAL
KARTHIK**

Strategic Account Manager
Tata Communications Ltd.

GLOBAL EXPOSURE

@EUROPE



OUTBOUND TRAINING



EVENTS

CONFERENCES





VISITS



CAREER

DEVELOPMENT



FBS students receive exclusive access to coaching and resources that advance their careers. We firmly believe that placement is but one component of overall career management.

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.

Few of the organizations in which students can Intern and go for a final **PLACEMENT** and may expect an average salary of 5 lakhs CTC.



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.

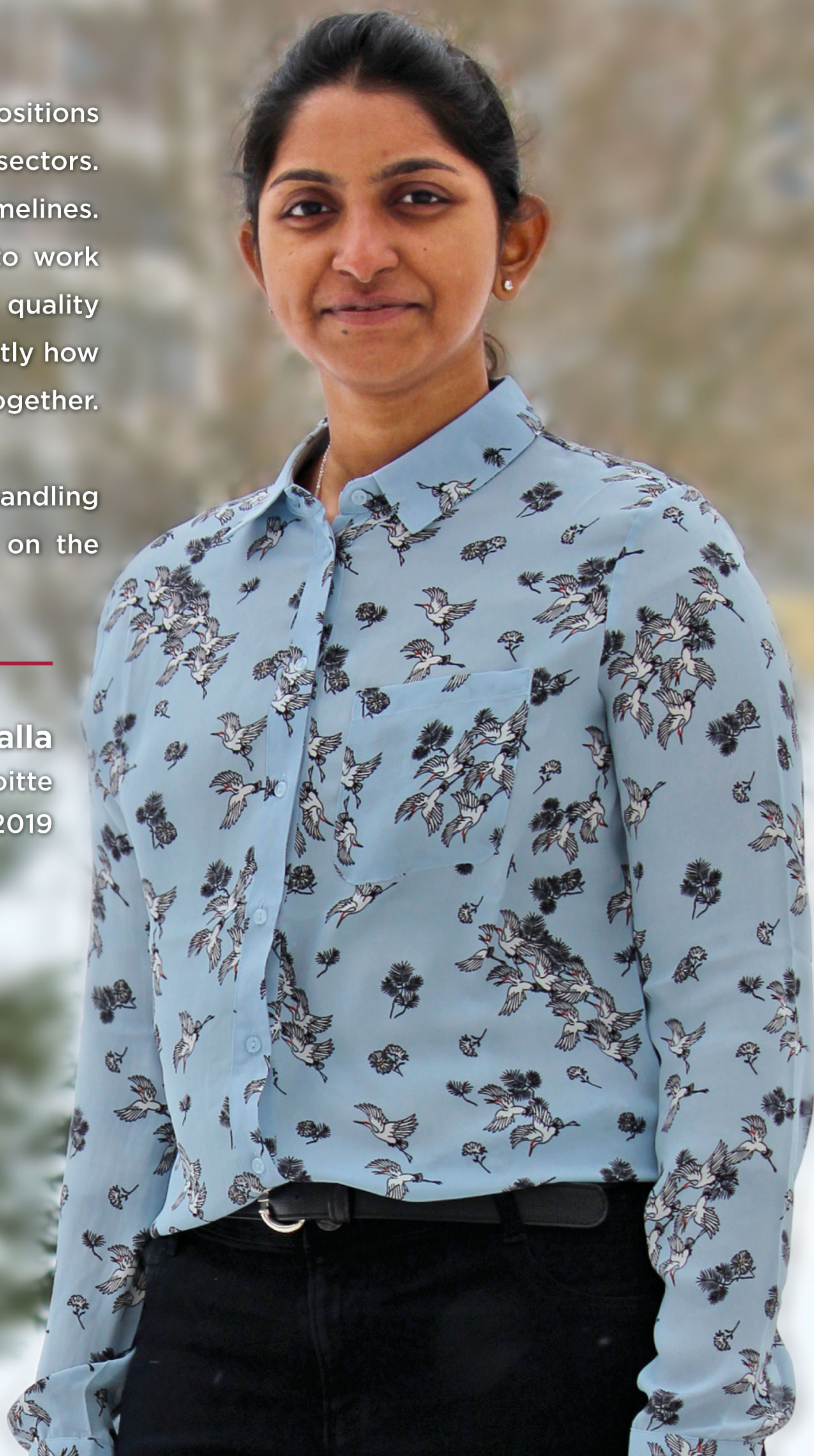
FBS Prepares professionals to take leading positions as industry leaders in different organisations and sectors. We were assigned research projects with strict timelines. Working on assignments helped us learn how to work in teams, how to lead projects, how to work on quality deliverables in short timelines 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 - Deloitte

MBA 2017 - 2019



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.

That 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 included 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 Kumar Veerla
Co - Founder, OFUDO
BBA+MBA 2016 - 2021



NAVARA RICE



KULLAKAR RICE



KARUPPU KAVUNI



Nagamalleswara Rao
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.

FEE STRUCTURE

Programs at FBS are excellent and affordable investment for your future. On an average, graduates earn more than the tuition fees during their first year of employment after the Programs. Most candidates fund their studies with a mix of personal funds, loans and scholarships.

The program fee includes tuition fee and other related costs. Essential courseware will be provided from the well stocked book bank of campus library for the duration of the course on returnable basis. The fee is payable in 2 installments across the period of the course. Hostel fee is payable for the year along with the first installment of the program fee. The selected candidates must pay their first installment of fee within the stipulated time as mentioned in the admission offer letter.

PROGRAM	DURATION	AMOUNT	CAMPUS
MBA	2 YEARS	INR 6,80,000/-	BENGALURU
MBA	2 YEARS	INR 5,60,000/-	VIJAYAWADA
B.COM	3 YEARS	INR 3,00,000/-	VIJAYAWADA
BBA	3 YEARS	INR 4,50,000/-	VIJAYAWADA
B.COM+MBA	5 YEARS	INR 7,00,000/-	VIJAYAWADA
BBA+MBA	5 YEARS	INR 8,00,000/-	VIJAYAWADA
HOSTEL FEE	PER YEAR	INR 1,00,000/-	ANY CAMPUS

Alumni Fund of INR.10,000/- to be paid at the time of admission along with the first installment of the fee.

SCHOLARSHIP

We view education not only as a gateway to personal development, but also as a pathway for improving the society. We encourage eligible meritorious students with scholarships based on their academic and interview performance. This enhances our diversity and enables us to enroll outstanding candidates from various backgrounds.

ELIGIBILITY FOR 2 YEAR MBA

- Up to INR.1,00,000/- Scholarship for students who score 90% and above in Class X, XII and UG
- Up to INR.50,000/- Scholarship for students who score 80% in Class X, XII and UG
- Up to INR.30,000/- Scholarship for students who score 70% in Class X, XII and UG

ELIGIBILITY FOR 3 YEAR BBA AND B.COM

- Up to 50% Scholarship - Students who score 95% and above in Class X and XII
- Up to 30% Scholarship - Students who score 90% and above in Class X and XII
- Up to 20% Scholarship - Students who score 85% and above in Class X and XII

EDUCATIONAL LOAN

Apply for education loans at National and Private Banks for education loan at lowest possible interest. Requisite documents shall be provided by the selected student for assistance in obtaining the loan.

REFUND POLICY

The refund policy of the Institute in case of withdrawal / cancellation of admission is as per the rules of AICTE vide its Public Notice Advt. No. AICTE/Legal/04(01)/2007



CAMPUS PHOTOS





FBS
BUSINESS SCHOOL

📍 **Banglore Campus** : FBS Business School, Belekere, Mudugere Gate, Chennapatna Tq, Karnataka - 562160

📍 **Vijayawada Campus** : FBS Business School, Opp Grand Modern Super Market, Benz Circle, Vijayawada - 520010.

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