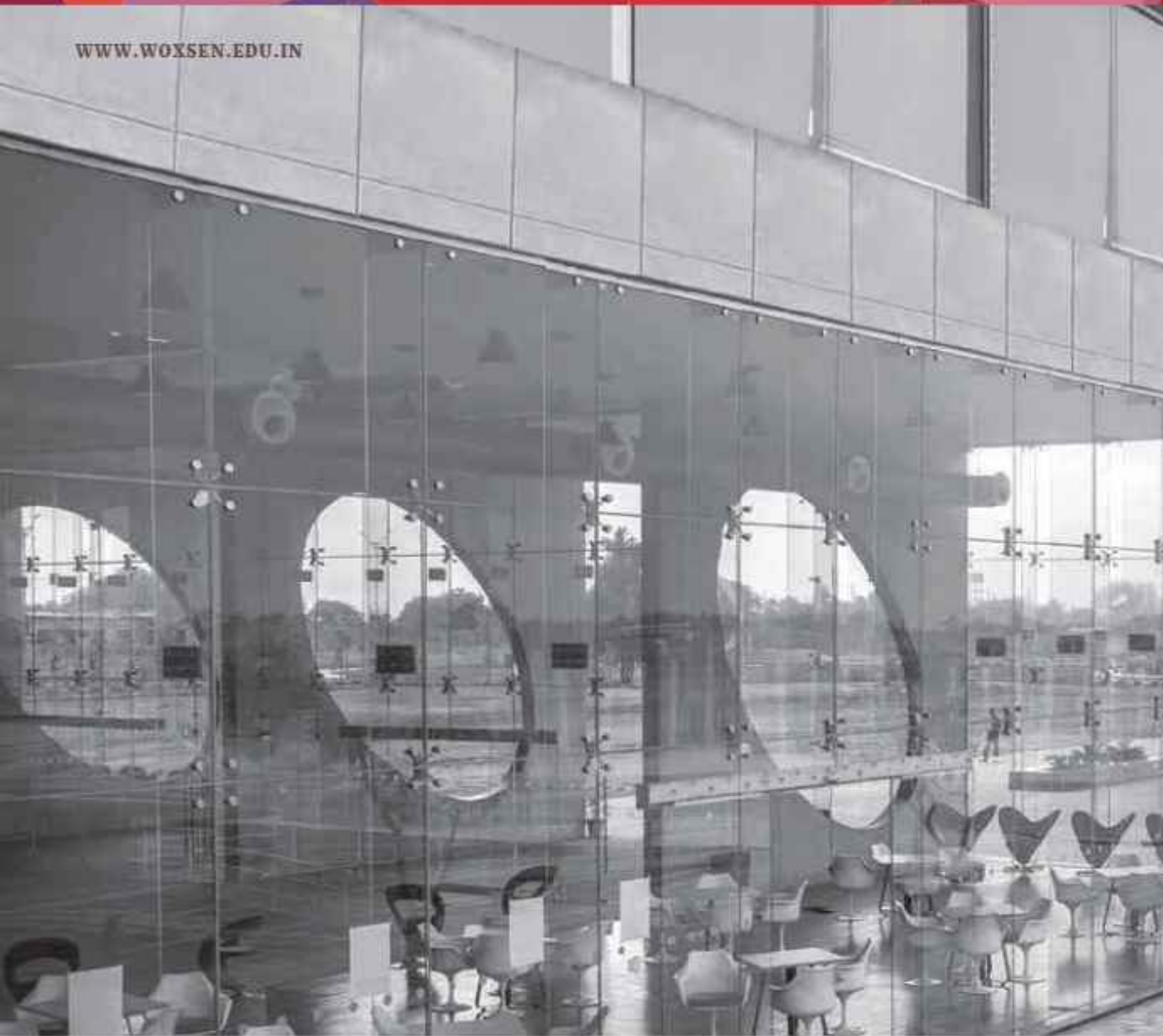


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Hyderabad, Telangana, India - 502345



**From Managers  
to Change Makers**



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**4** All India Top Pvt. Univ.  
Courtesy: Times B-School Ranking

**14** All India Top 100 B-Schools  
Courtesy: Times B-School Ranking

**16** All India Top Pvt. B-Schools  
Courtesy: Business World

Woxsen University aims to nurture the spirit of innovation and produce inspired change-agents and entrepreneurs whose genius is undeniable.

"There is no greater thing you can do with your life and your work than follow your passions - in a way that serves the world and you."

- **Sir Richard Branson**

Woxsen is an eternal home to creative researchers, brilliant teachers in the world of management education.

"Whether you think you can or you think you can't, you're right"

- **Henry Ford**

## VICE CHANCELLOR'S MESSAGE



Dear Student,  
Woxsen is a School with a difference.

***Aspiring management students choose Woxsen for its Diverse Faculty, International Exposure and Applied Learning, that undoubtedly prepares them for today's world of business.***

Woxsen students are handpicked for their talent and innate abilities and fashioned into business executives who are professionally equipped to achieve business results.

Our graduates are given real world exposure through exceptional industry interface to be able to take up challenging assignments early in their careers

The curriculum is designed to equip our students to make disciplined, data-based decisions backed by a full spectrum of domain knowledge.

The Woxsen culture inculcates in students a spirit of enquiry that drives a lifelong pursuit of personal and intellectual growth.

***This culture fosters innovative new thinking and the quest for seeking out new tools to change the way things are done.***

The exceptional campus environment enables learning of a high order in the classroom and also fosters peer-to-peer learning after instructional hours when students are able to work in groups to complete assignments, carry out research and engage in group activities aimed to cultivate team building skills.

Across every sphere of activity, we at Woxsen, students, teachers and staff strive for high standards of achievement, a commitment to master cutting edge practices, exercise creativity and bring in a positive mindset in everything we do. Talent Acquisition teams from a wide spectrum of organisations have endorsed this view and have returned year after year to offer our students positions of responsibility in their organisations.

***I am confident that you will find Woxsen life transforming, preparing you for the many challenges and opportunities that life has to offer, both on the professional and personal front.***

**Dr. Amit Bhadra**  
Vice Chancellor, Woxsen University

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*"Plans are only good intentions unless they immediately degenerate into hard work."*

---

- Peter Drucker

## The Woxsen Advantage

GLOBAL  
FACULTYPOWER-PACKED  
PLACEMENTSINTERNATIONAL  
STUDENT EXCHANGE &  
PROGRESSIVE STUDIESWORLD CLASS  
RESIDENTIAL  
CAMPUSTRADE  
TOWERMBA  
ACCREDITEDAMBA, AACSB & EFMD  
MEMBERSHIPAPPLIED  
LEARNING

## FACTS ABOUT WOXSEN



**HIGHEST  
PACKAGE**  
OF INR 16.0 LPA



**TOP 20%  
Average**  
PACKAGE OF INR 11.70 LPA\*



**92% RETURN  
ON INVESTMENT  
(ROI)**



**PLACEMENTS  
EVEN BEFORE THE COURSE  
COMPLETION**



**>60% STUDENTS  
RECOVER THEIR EDUCATION  
COST WITHIN 1<sup>st</sup> YEAR OF  
PLACEMENT**



**122+ TOP TIER  
CORPORATES FOR  
PLACEMENTS**



**200+ INTERACTIONS  
WITH INDUSTRY**

## WHAT SETS WOXSEN APART

### The Woxsen Advantage

- Industry endorsed, advanced curriculum that integrates distinctive learning modules to impart relevant skills needed in a constantly changing business landscape.
- Right mix of theory based & applied learning.
- Differentiated delivery through exclusive global faculty.
- Industry practice with blended learning.
- Innovative platforms for industry interaction - leadership series, #unicorncalling, my first billion series & more.
- International student exchange & progressive studies at leading universities across the world.
- A world-class 200 acre greenfield campus with every facility to hone skills throughout the duration of the program.
- Dedicated incubation center - the Woxsen Trade Tower, providing guidance, mentorship and seed funding to disruptive business ideas.
- Dedicated centers of excellence focused on teaching, research and entrepreneurial activities.
- An established panel of business and academic experts to guide and support students in their career choices.

## MASTER OF BUSINESS ADMINISTRATION MBA (General)

**Duration :** 24 months | Full-Time, Residential

- Woxsen's **MBA (General)** fosters a range of managerial capabilities applicable across industries. The versatility is facilitated through industry endorsed curriculum, applied learning, global faculty and industry interactions. The program is designed to empower learners with specialised skills to drive businesses with a strategic approach, analytical mindset and domain specific knowledge.

### Specializations

- Marketing
- Finance
- Human Resource
- Operation
- Data Analytics & AI



### The Salient Features of the Program are:

- Developing greater awareness of core Business Functions, with an analytical approach.
- Demonstrate cross-functional Competency
- Nurturing an entrepreneurial approach to career enrichment
- Building competencies to lead and co create
- Focusing nurturing leadership, Communication & organizational skills

### Some of the unique modules of the Woxsen MBA curriculum include:

- Brand Management
- International Marketing
- Digital Marketing & Analytics
- Security Analysis and Portfolio Management
- Investment Banking
- Wealth Management
- Learning & Development
- Competency Mapping and Employee Retention
- Supply Chain Management
- Block Chain Applications in Business
- Data Visualization and Predictive Analytics
- Artificial Intelligence & Deep Learning

## MASTER OF BUSINESS ADMINISTRATION MBA (Business Analytics)

**Duration :** 24 months | Full-Time, Residential

- Woxsen's **MBA (Business Analytics)** enables managers to quantify business values and facilitate data-driven approach towards the world of business. The program equips them with extensive techniques to discover and develop new business insights using statistics, data modelling and visualization, at the same time prepares them to take over the business world with a wide range of managerial capabilities.

### The Salient Features of the Program are:

- Equips students with industry's two most sought after qualifications - Business Management & Business Analytics, making them completely industry-ready
- Develop deep KSA in interpreting big data and analysis to generate actionable information
- Leverage analytical skills, strategic thinking and business acumen to turn insights into business decisions

### Some of the Unique Modules of the Woxsen Business Analytics curriculum include:

- Domain Focus: Marketing, Finance, HR & Operations
- Marketing Analytics for Decision Making
- Digital Marketing & Web Analytics
- Financial Modelling & Analytics
- Forecasting & Pricing Analytics
- Human Resource Intelligence Enterprise Analytics
- Supply Chain & Operations Analytics

### Value Add Certifications:

- IBM Cognos
- IBM Watson
- Tableau
- SAS
- ITIL

### Specializations

- Marketing
- Operations
- Finance
- HR



## MASTER OF BUSINESS ADMINISTRATION MBA (Financial Services)

**Duration :** 24 months | Full-Time, Residential

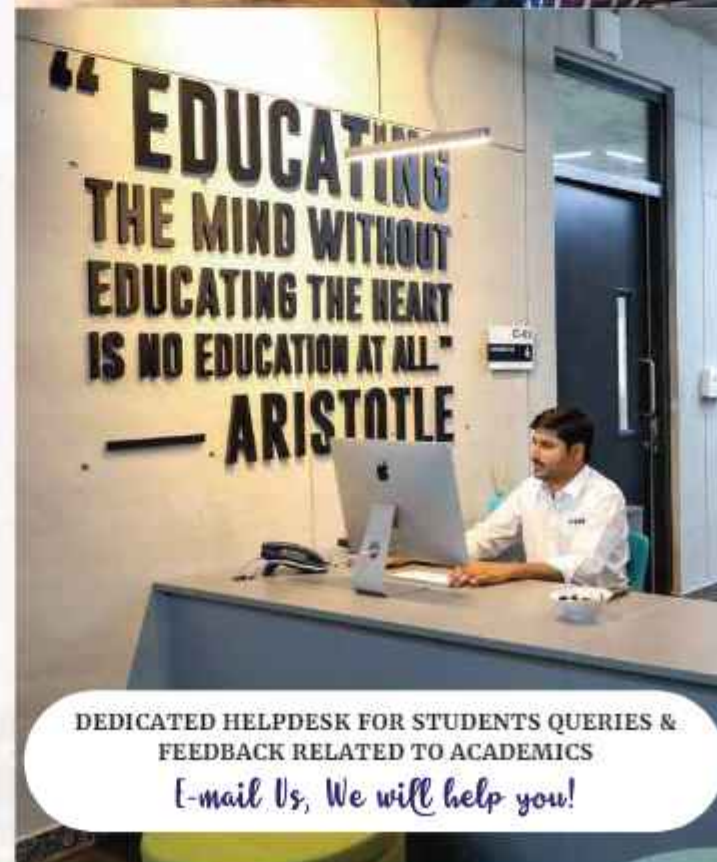
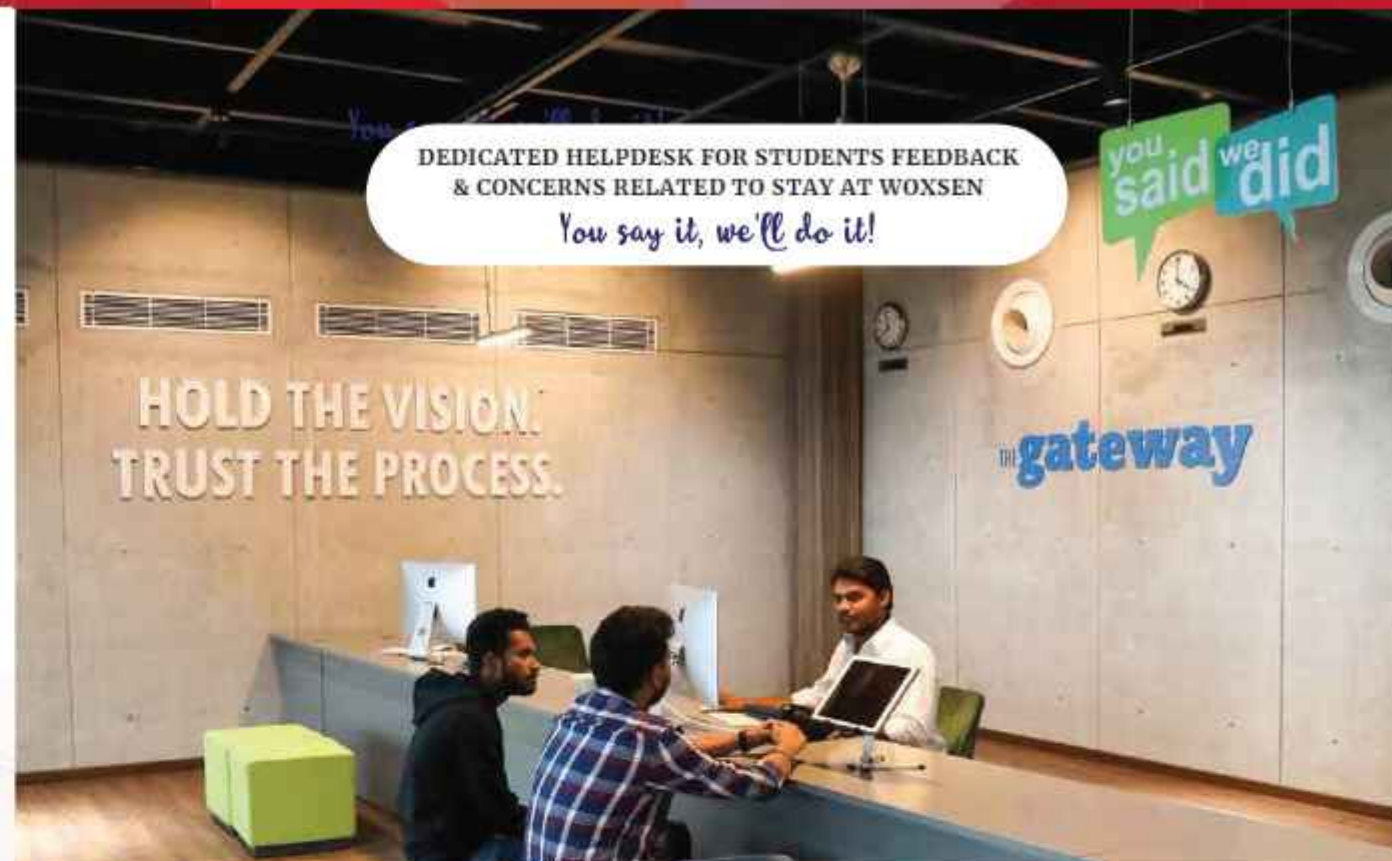
Woxsen's MBA (Financial Services) is a comprehensive study of management that deciphers the interdependencies of finance and business. This program covers the broader field of business management, parallely the application and efficient management of finance within the corporate realm. Providing a strong foundation in finance, the program also explores many facets of business functions, allowing students to practice on real-time Market intelligence. The program hones in on a world of skills needed for the versatile service positions in the field of finance, banking, capital markets, insurance and investment.

### The Salient Features of the Program are:

- Nurturing an analytical approach towards the intricacies of finance and business
- Building competencies in Numeracy Skills, Research & Statistical understanding of Data
- Develop understanding & awareness of economic trends of the world
- In-depth understanding of risk management, portfolio management, trading, banking and investments
- Develop knowledge & skills to plan and implement finance & management related guidelines for the future of the organization.
- Ability to work in a regulated environment, meet and chase targets & understand client relations
- Focusing on nurturing leadership, communication & organizational skills

### Some of the unique modules of the Woxsen MBA curriculum include:

- Ideation, Innovation and Sales Pitch
- Legal Aspects of Financial Services
- Investments & Trading
- Business Analytics
- Entrepreneurial Finance and Leadership
- Bloomberg Finance Lab



## MASTER OF BUSINESS ADMINISTRATION MBA (XP) for Experienced Professionals

**Duration :** 24 months | Weekend Classes & 2 Week In-Classroom Immersion

- Woxsen's **MBA (XP)** is exclusively designed for professionals who can simultaneously pursue studies while working full-time in their current job roles. The advanced program offers a comprehensive yet balanced curriculum with specialised focus on domain expertise, business strategy and analytics.

Designed to provide rigorous and specialised training for highly career-focused individuals, the program is pursued by ambitious experienced professionals, some determined to upskill in their field of work and some to hone their entrepreneurial skills, both however preparing to take on lead positions with diverse skill-sets. The program not only aims at filling the knowledge gaps, but also helps professionals tackle pressing Real-World issues in the global context.

### Specializations

- Marketing
- HR
- Finance
- Data Analytics

### Eligibility:

- Working Professionals with 3+ Years of Experience, with 50% aggregate in under graduation degree from any discipline.

### The Salient Features of the Program are:

- Advance Specializations, adding value to the work experience
- Leadership Competency & Strategic Approach
- Data Driven Decision Making
- Manage Innovation and change by using the power of technology

### Some of the Unique Modules of the Woxsen MBA XP curriculum include:

- Business Analytics (IBM Watson)
- Supply Chain Management
- Digital Marketing
- Fintech
- Blockchain Application in Business
- Strategic HRM and Leadership
- Data Visualisation
- Artificial Intelligence and Applications



### VITHAL GANDHI CENTRE

Built on an expansive 70,000 Sq.ft facility, 10,000 books and journals and 33000+ online resources.

## INTERNATIONAL STUDENT EXCHANGE AND PROGRESSIVE STUDIES

Woxsen believes in exposing its students to the best management minds in the world. Woxsen's relentless efforts towards providing Global Exposure & Study Opportunity to its students has transpired into partnerships with World's leading B-Schools/ Universities. Through the Exclusive Student Exchange Program and Progressive Studies, our meritorious students will get an opportunity to study abroad, broaden their knowledge and deepen their learning of the globalized business environment. The credits earned through these programs will lead to certification/degree in their area of specialization.

### International Student Exchange Program

Woxsen's exclusive Exchange Programs is structured to promote international mobility of students and teaching staff, in all disciplines, at both UG & PG Level. The program allows them to choose from 34+ of the World's leading B-Schools/Universities to study, for a duration of 3-6 Months. The Exchange Programs are another step towards offering global exposure, learning & research opportunities. The program furthers improvements in the quality of their training by different means of exchange and cooperation.

### Objectives

- To provide global exposure & international competencies to our students in Business & Management studies.
- To promote international mobility of our meritorious students
- To acquaint students with challenges & opportunities in the international business world.

### Progressive Studies

Prepare for an increasingly interconnected and globalized business world. Define your international perspective with knowledge and practices of businesses in India and Europe/Australia two of the world's key economic centers. Students opting for the progression will complete 1st year of the program at Woxsen University and proceed to complete their 2nd year at either of the following partner schools. Credits earned will be transferred to School of Business, Woxsen University.

### Two Countries, Two leading Business Schools, Two Degrees

On successful completion of the set duration at Woxsen University and the partner schools, the student will be eligible to earn the following degrees:

- MBA/ MBA (Financial Services) MBA (Business Analytics)/ MBA (XP)
- MBA/ Master's Degree from Respective Global Partner University

## Global Partner Universities





## RIGOROUS CLASSROOM SESSIONS ADDING TO YOUR LEARNING CURVE

- The Woxsen University Management Programs combine a unique curriculum with action-based experiential learning. Classroom interactions with world-renowned academicians and seasoned practitioners help students acquire the perspective that is needed to appreciate the intricacies of business.

The curriculum equips students with these essential modules:

**Business foundation:** Gain a 360-degree view of business and administration through a deep understanding of specific functional areas like marketing, finance, HR and operations and Business Sciences like Business Analytics, Artificial Intelligence & Machine Learning.

**Functional competence:** Learn how to drive organizational efficiency by understanding the nuances of project management, business analytics, information system, working capital management, governance and risk management.

**Enterprise Management:** Learn to build, lead and manage enterprises efficiently through the specially designed LEAD framework that will help you understand the essentials of entrepreneurship and business management.



## ENTREPRENEURIAL MINDSET AND SKILL DEVELOPMENT

- Apart from the experiential programs, students will have access to unique resources like the Woxsen Trade Tower where they will get an opportunity to practice the various stages of setting up a venture- from planning and designing to prototyping and funding.

**The Woxsen Trade Tower:** The Woxsen Trade Tower is a unique concept that provides hands-on resources for students to plan, develop, seek support and launch their ideas into viable ventures. It integrates resources for design, collaboration and mentorship from faculty and industry experts. The Trade Towers also allows students to interact with potential investors. Those ideas which gain the approval of faculty and industry experts stand a chance to get seed-funded through the Woxsen Fund.



**Innovation Lab**  
Develop business ideas and prototype



**Business Analysis**  
Develop a reliable business model for your idea



**Business Advisory & Feedback**  
Refine plan with mentorship from functional experts and faculty



**Financial Analysis**  
Develop a complete business plan

### GET YOUR BUSINESS OFF THE GROUND AT THE WOXSEN TRADE TOWER

'Woxsen Trade Tower' is a co-operative working space that provides hands-on resources to the students to test and develop their ideas.



## ORMEAL STORY

Once upon a time... all food was ORGANIC!!!

- **Take 1 - Early 2014 - Hyderabad:** Franklin Templeton, Gachibowli - A Senior Program Analyst (3 year stint in Accenture) works his way through the Corporate World, trying to climb the ladder, looking for some zing in his profile.
- **Take 2 - March 2015 - Hyderabad:** Woxsen School of Business: A roller - coaster ride that began in August 2014 for the challenge- hungry analyst comes to a steady path.



Venkat Delhi Satish, an intelligent and confident young man unleashes the Entrepreneur within him at the Woxsen Trade Tower. Hailing from a typical middle-class background with a level headed approach to situations in life and a risk-appetite to match that of business stalwarts, Delhi (as we fondly call Satish) began his entrepreneurial journey by launching an Organic Baby Food Startup within the green environs of Woxsen School of Business. His hardwork, focus and attention to detail, throughout the 1 year period, had culminated in his maiden venture "Ormeal". Delhi has successfully raised an angel investment of Rs. 1 Crore for his start-up through the Woxsen Entrepreneur Fund.

An idea that germinated at the Trade Tower is today all set to touch the skies. Amidst the course assignments at 2am and presentations at 9am, Delhi squeezed out the time from his MBA at Woxsen to nurture what he is convinced should be the food for the bright minds of the future. Organic baby food, an unexplored segment in India, has the potential to change the way we approach nutrition for the very young.

## THEORY IN ACTION

### ▪ Theory In Action Outside Classroom

More than the knowledge gained in the classroom, it is the application of it that matters the most. The Woxsen Programs expose students to several experiential modules during the course of their study. These programs, combined with guidance from mentors and business leaders, help students apply classroom learning in real-world scenarios and gain hands-on experience. Woxsen University has crafted a series of Entrepreneurial Leadership Development activities in the form of workshops and real time business warfare games. Students learn to think like an entrepreneur - take ownership, hold oneself accountable and drive change through innovation and creativity.

### Some of the experiential modules students are exposed to during their course of study at Woxsen:

- Strategy Simulations for Enterprises and Entrepreneurial Ventures
- Community Consulting Programmes
- Design Thinking Workshops
- SWAT Training - Physical Endurance & Leadership Training

### A Partial list of the immersive learning activities that students undergo:

**Ace the Case** - Students are exposed to real life case studies drawn from Indian and Global contexts to enable them have international as well as geographic perspectives to craft customized and localized customer - centric solutions.

**Simulation Exercises** - Students don the role of decision makers and analyze political, economical, technological and legal contexts in order to come up with feasible and sustainable solutions.

**Elevator Pitch** - Students prepare a business plan and make a 60 - second elevator pitch for prospective venture capitalists and angel investors.

**Business Warfare Strategies** - Students undertake field visits in challenging and competitive terrains to learn business warfare strategies in real time contexts.



## GROOMING FUTURE LEADERS



- Woxsen University believes that significant corporate interface helps students emerge as better professionals. In keeping with our mission, we invite distinguished leaders and management experts from various walks of life such as CEOs of international Corporations, Renowned Business Leaders and Change Makers to interact with our students. These renowned leaders share the same passion towards inspiring the students to become progressive, competent and visionary. Their expertise on various business topics, life experiences, industry insights and more are an exclusive opportunity to gain unique knowledge that students will carry during their professional journey.

### Woxsen's Unique Platforms for Industry Interactions.



MY FIRST BILLION SERIES



- Woxsen has hosted many leading lights of the Indian Political, Economic and Corporate Domains under these platform. Mr. Mani Shankar Aiyar (Rajya Sabha MP), Mr. Anurag Batra (Chairman & Editor-in-Chief, Business World), Mr. Shadab Khan (CEO, Guardian GNC Healthcare), Ms. Paromita Chatterjee (Sr. Editor, ET Now), Mr. Sanjay Dalmia - Renowned Industrialist, Mr. GV Prasad, Chairman - Dr. Reddy's, Mr. Alyque Padamsee, Ad Guru & Theatre Personality, Mr. Mark Inglis, the first double amputee to scale Mount Everest are some of the prominent personalities. It was a great privilege for the students and staff members of Woxsen to interact with such luminaries. The insights and views they shared on re-imagining leadership were priceless.

**Mr. BVR Mohan Reddy**, Founder and MD, Cyient and Chairman, NASSCOM is a successful entrepreneur who has inspired many students and professionals through his talks and mentorship. He shared insights from his entrepreneurial journey and motivated the students during his talk at the Woxsen Leadership Series.

**Mr. Alyque Padamsee** is a man of many distinguished parts: Theatre, Veteran, Actor, Social Activist and the foremost doyen of Indian Advertising. AP as he is affectionately called has launched over a hundred successful brands in India and abroad and credited with creating such iconic brands like Liril, Surf and Cherry Blossom etc. Alyque addressed and interacted with the students of Woxsen.

**Mr. Mark Inglis**, New Zealand, was invited as the inaugural speaker. Mark is a celebrated mountaineer. He is the first double amputee in the world to have summited Mt Everest. He is also an author, a silver medalist in cycling at the Paralympic games and a motivational speaker. Through the Leadership Series, Woxsen aims to examine issues that leaders will have to contend with as workplaces embrace emerging technologies and evolve. It was a privilege to have Mr. Mark Inglis address an inquisitive gathering of Woxsen students. He spoke about 'Leadership in Turbulent times'.

## WOXSEN HR CONCLAVE



### HR Conclave 2020: 6th Edition

- As part of its Industry Outreach Efforts, the Student Council - Humanique organizes 6th Edition of Annual HR Conclave. WOXSEN creates enriching avenues like these, to make students industry ready and expose them to Thought Leaders, Thinkers, Entrepreneurs & Top Industry Professionals. Several Heads of renowned Multi-National Corporations like Tech Mahindra, Credforce Asia, Cigniti, Karvy, Satven, Reliance Jio, Genpact, Moody's, Ebullient, Attayn and many other companies participated in a day long panel discussion. The students played a significant role in making this event a grand success by meticulously planning and executing this HR Conclave.

### HR Conclave 2021: 7th Edition

- Titled 'Building High Performance Teams in the Age of Digital Disruption', the 7th edition saw HR Heads from corporates like KPMG, Tech Mahindra, Indian Post Payment Bank to name a few. The event addressed pressing issues, challenges and best practices businesses witness in the age of digital transformation. The individual presentations and panel discussions provided significant insights on topics like, how pandemics lead to innovations, changes digital disruption has made in the culture of workforce, the importance of driving analogy of high performance to name a few. The eminent corporate leaders also provided insights into the important qualities a candidate needs to be able to bag evolved roles in today's corporate world.

## CAREER ADVISORY SERVICES AT WOXSEN



The Woxsen Career Advisory Services (CAS) offers a variety of corporate engagement and career building opportunities for students to take an informed decision on their career path.

A few of them are:

### Live Projects & Internships

On-site internships apart, students are also involved in live projects to gain a deeper understanding of a specific industry or a function of their choice. Students consider industries such as

FMCG, Consumer Durables, Media & Entertainment, Investment Banking or Audit & Consulting. Functions such as Equity Research, Business Valuation Consulting Analytics, Operations and Human Resource for their live projects.

### Faculty Research / Consulting Studies

Students get to work with the Woxsen faculty in research and consulting engagements. Students also often undertake the Mentor Initiated Research Project (MIRP) in consultation with mentors and faculty, in line with student's career path.

*"You are determining the future you every day.  
Will the decision you make today lead you closer  
to the person you want to be tomorrow?"*

- Brenna Smith

### Career Coaching & Workshop

At Woxsen, students have access to career coaches who guide them in choosing their career paths based on their interests and skill sets. The Career

Advisory Services at Woxsen include:

1. Self - assessment interviews
2. Tools to research industry and job functions
3. Profile development and enhancement
4. Proven psychometric profiling to identify the right careers for students

### Networking Events

The CAS provides opportunities for students to network with industry leaders and influencers. Students can leverage events such as the CEOs Roundtable Conference, HR conclave, Woxsen Master Class and Workshops to meet & establish contact with leaders from the corporate world.



## SUMMER INTERNSHIP



Internship gives students an opportunity to 'test drive' new paths, accumulate industry-specific skills, and more importantly, gain a 'real-world' perspective on how different industries function so that they can make a smooth transition to the sector of their choice.

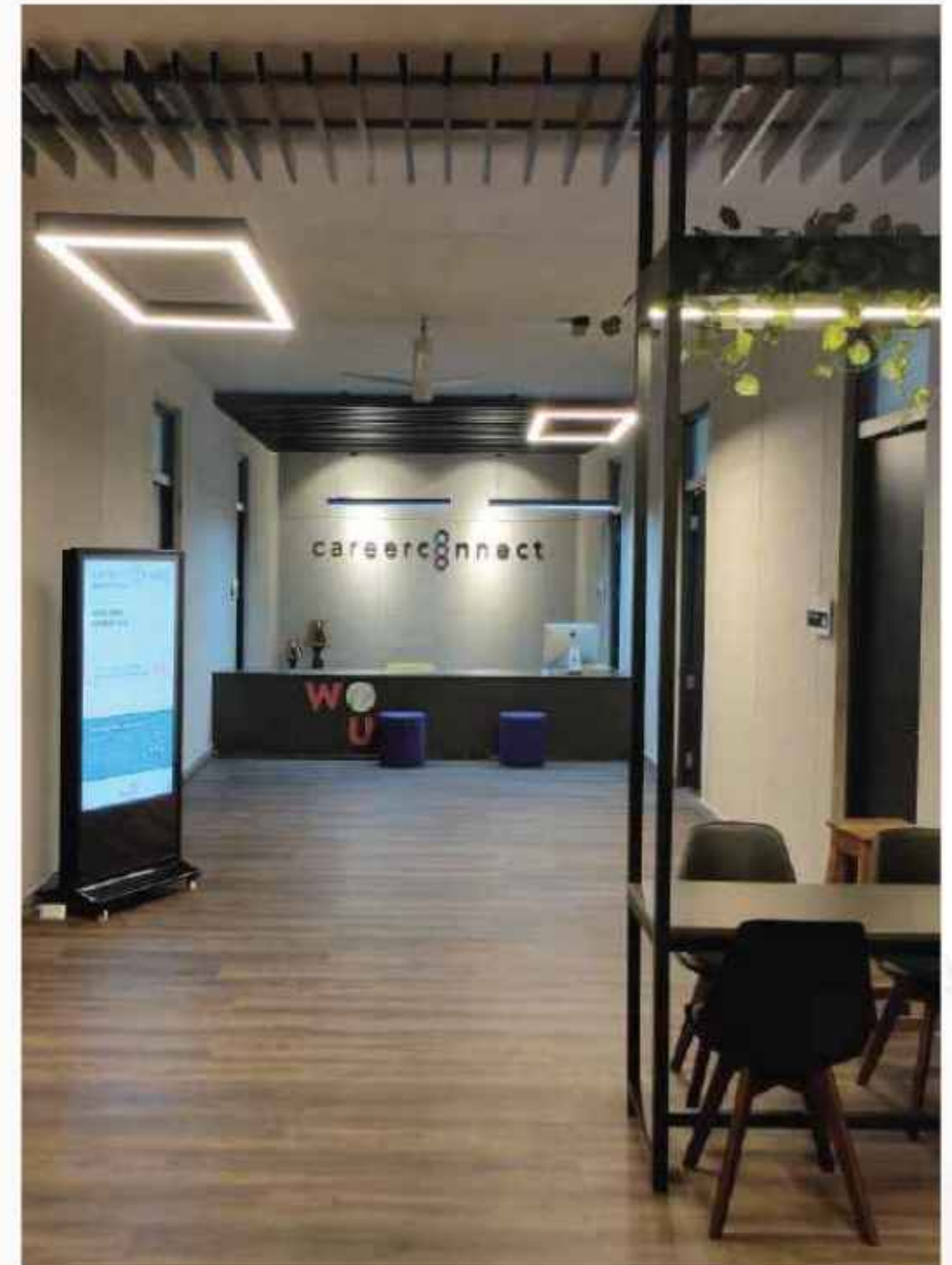
Internships at Woxsen are formal programs within organizations whose primary purpose is to offer practical work experience in a particular occupation to students who are new to that field.

Internships strengthen resumes by giving students visible work experience and with needed credentials to start a fresh career.

The selection process for summer placements starts from September and goes on till March every year. The period of the internship is 8-12 weeks beginning in April/May and goes on till June every year.

Woxsen invites organisations from different sectors for Final Placement. The process of placement begins from the month of September.

## CAREER CONNECT - WOXSEN'S NEW CAREER HUB



## THE GUIDES AND MENTORS AT WOXSEN



Faculty at Woxsen University have been handpicked for their contemporary research, teaching, consulting experience. *International visiting faculty from world-class institutions across the globe* share their expertise and insights with the students. Our resident faculty of high-repute helps the students with hands-on training and mentoring.

*Mentors at Woxsen are entrepreneurs with proven track records in building and leading successful enterprises.* Their rich experience helps our students

gain real-world business insights and practical guidance. Visiting faculty drawn from the best schools and universities from around the world help the students gain the latest research knowledge and global best practices.

*The School is also led and supported by eminent academicians and business leaders* who bring their experience and expertise as members of Academic and Business Advisory Councils.

*"The one thing I've come to understand is that the most exciting thing about life is CHANGE."*

- Mark Inglis

## THE WOXSEN FACULTY DIRECTORY

### Dr. Amit Bhadra

Vice Chancellor & Professor Marketing  
MBA, (IIM, Bangalore)

### Dr. Raul V. Rodriguez

Dean & Professor Artificial Intelligence and Robotics  
Ph.D. (San Miguel University, Mexico)

### Dr. M. Rammohan Rao

Professor, Decision Sciences  
Ph.D. (Carnegie Mellon University)

### Dr. V. Nagadevara

Professor, Decision Sciences  
Ph.D. (Iowa State University, USA)

### Dr. Harkant Mankad

Professor, Economics &  
Global Business Environment

### Dr. Ioannis P. Christodoulou

Professor, Marketing & Business Strategy  
Sr. Lecturer, University of Westminster, UK

### Dr. Andriopoulos Costas

Professor, Strategy & Entrepreneurship  
Asst. Dean CASS Business School, UK

### Dr. Manto Gotsi

Professor, Marketing  
Reader, University of Westminster, UK

### Prof. T. Gouri Shankar

Professor, Quality Management &  
New Product Development.  
M.S. (BITS Pilani)

### Prof. Pranabesh Chatterjee

Professor, Operations Management & Decision Sciences  
MBA (IIM, Indore)

### Prof. Tarakeshwari Junge

Professor, Decision Sciences  
Senior Tableau, RPA Developer at Innodatatics.

### Prof. Aravind R. Narasipur

Professor, Quantitative Methods  
PGDM

### Dr. Mahesh Chandra Agarwal

Professor, HR Management & Behavioural Sciences  
Ph.D. Tata Institute of Social Sciences

### Dr. Gowri Joshi

Professor, OB & HR  
Ph.D. (SMIT Women's University)

### Dr. Shibani Belwalkar

Professor, OB & HR  
Ph.D. (NMIMS)

### DR. Piyush Kumar

Visiting Professor  
Asso. Prof. Terry College of Business,  
Univ. of Georgia, USA

### DR. Anthony Bendell

Visiting Professor  
Former Rolls-Royce funded Professor of Quality & Reliability  
Management, at the University of Leicester, UK

### Prof. Tawfiq Elahi

Visiting Professor  
MBA, Babson Graduate School of Business, US

### Prof. Shanin Thomas

Professor, Finance  
Chartered Financial Analyst (CFA, USA)

### Prof. Sanjiv Dandona

Professor, Finance  
Fellow member of (ICAI)

### Prof. Rajesh Manjrekar

Professor, Finance  
Chartered Accountant (ICAI)

### Prof. R Kannan

Professor, Finance  
Head Corporate Performance Management Hinduja Group

### Prof. Syed Hasan Jafar

Professor, Finance  
PGDM (IPE)

### Prof. Debdutta Choudhary

Professor, Sales & Marketing  
PGDM (IIM, Calcutta)

### Prof. Malavika Harita

Professor, Marketing  
MBA (IIM, Bangalore)

### Prof. Vikas Mehta

Professor, Sales & Marketing  
Master's in Management Services,  
(Mumbai University)

### Dr. Samala Nagaraj

Professor, Marketing  
Ph.D. (University of Hyderabad)

### Dr. Sanjeev Ganguly

Professor, Operations  
Ph.D. (IIM, Raipur)

### Dr. K. Hemachandran

Professor, AI & ML  
Ph.D. (Dr. MGR Educational Research Institute, Chennai)

### Dr. P. Swami Sairam

Professor, Business Analytics & AI  
Ph.D. (UPES, Dehradun)

### Dr. Pradeep Rathore

Professor, Operations  
Ph.D. (IIT, Kharagpur)

### Dr. T Santhosh

Professor, Data Science  
Ph.D. (IIT, Dhanbad)

### Debidutta Pattnaik

Professor, Finance  
Ph.D. (Malviya National Institute of Technology, Jaipur)



## WOXSEN CAMPUS



■ The Woxsen campus is a self-contained ecosystem that provides students with extensive facilities to learn, practice and develop their ideas and skills. The infrastructure has been planned to aid a healthy exchange of knowledge and holistic development. Woxsen's 200 acres campus provides over 3 million square feet of world-class facilities including academic blocks, latest labs & studios, the trade tower, accommodation & recreation facilities for students and faculty.

The Upcoming Sports Arena, is perhaps the largest in South Asia which will house a range of sports. Students can choose to take a break by teeing off or ease their mind with any sport they are passionate about. Apart from this, the campus provides a fully equipped in-house gymnasium, for those enthusiastic about fitness.

### Some of the facilities at the Woxsen campus

- Academic blocks equipped with collaboration spaces & latest labs
- Vithal Gandhi Centre, one of India's largest self-learning centre
- Bloomberg Finance Lab, one of India's largest
- AI & Robotics Lab and Analytics & Behavioural Lab
- Fully furnished accommodation with en-suite facilities, including housekeeping

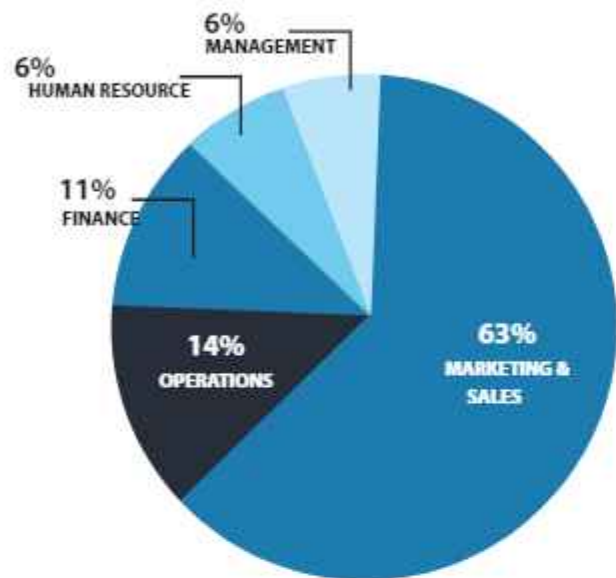
- Bicycles for Point-to-Point Commuting in the Campus
- Cafes, Dining Hall & Restaurant
- Convenience Store
- Medical Facility

### Sports Arena:

- Football Fields with FIFA Quality Pro Synthetic Turf
- A Box Cricket arena with a Pitch
- ICC- Standard Cricket Ground
- Tennis Courts ITF Standard
- Basketball Courts FIBA Standard
- Volleyball & Sand Volleyball courts
- Badminton Courts
- Golf Range
- Swimming Pool
- Gym

# Placement Report 2021

## FUNCTIONAL AREAS

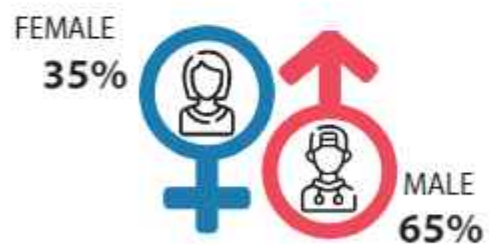


**HIGHEST PACKAGE**  
16.0 LPA

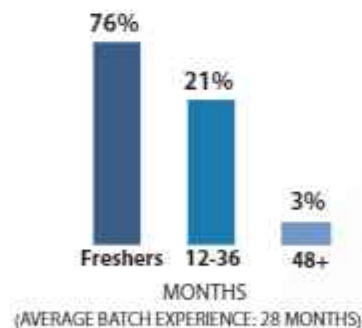
**TOP 20% AVERAGE**  
11.7 LPA

**OVERALL AVERAGE**  
7.9 LPA

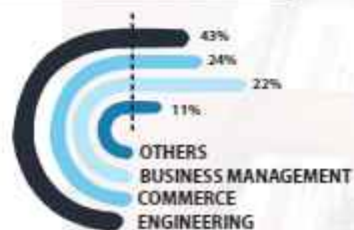
## GENDER RATIO



## WORK EXPERIENCE



## ACADEMIC BACKGROUND



## CTC GROWTH YoY



# FINAL PLACEMENTS



## STUDENT LIFE AT WOXSEN



### ■ Student Community

The Student Leadership Council has been conceived to bring about a change in a student's thinking processes and situation handling skills by exposing them to a multitude of co-curricular activities which facilitate their professional and personal growth.

We strive to ensure that students are well equipped with the soft as well as hard skills to take on corporate assignments with ease.

The student Leadership Council organizes a number of events to nurture the following EQ & IQ skills in students.

1. Verbal Skills
2. Problem Solving Skills
3. Creative Skills
4. Professional Networking Skills
5. Presentation Skills
6. Negotiation Skills

### Domain Specific Students Clubs

Woxsen houses several clubs from functional disciplines such as Marketing, Finance, Supply Chain & Operations and activity related clubs like the Debating Society, Quiz Club etc. The clubs organize national and international level competitions such as Case Study, Business Plan and Knowledge Conclaves for students to develop their organizational skills.

### Corporate Engagement club

The members of this club collaborate with Woxsen's Corporate Engagement Team to identify industry leaders such as Chief Executive Officers, Chief Marketing Officers, Chief Financial Officers and Business Heads and invite them for corporate guest talks at the campus. These guest lectures enable students to learn the latest business practices in different industries- Financial Services, Consumer Durables, Fast Moving Consumer Goods, Information Technology, Consulting, Media & Entertainment.



### Sports Club

At Woxsen, we ensure a holistic development of all aspects of growth - mind, body and soul. The activities of the Sports Club ensure that apart from innovative learning, students also inculcate the spirit of competition and teamwork. The club organizes sports events and team building activities to help students develop their overall wellbeing. Students learn how to cooperate, collaborate and compete, all at the same time.

## STUDENT LIFE AT WOXSEN



### Panache Club

The Panache Club focuses on grooming student's business skills. The club organizes workshops and events to help students learn business etiquettes, social etiquettes and personal grooming.

### Theatre and Drama Club (TDC)

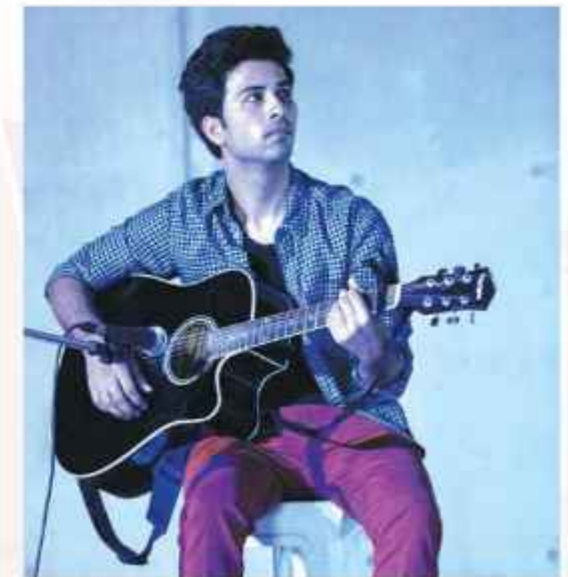
The ability to express oneself with confidence, maturity and conviction is the hallmark of a true leader. Through act, plays and sessions by experts in Theatre and Drama, The TDC helps students develop these attributes and put them on the path to being change-makers.

### Woxsen Premier League (WPL)

#### Woxsen University believes in the adage:

Higher, Stronger, Faster. The aim of the school is not just imparting management education but also the transformation of the students into fit and agile leaders. We foster a holistic approach towards education that involves intellectual, emotional and physical development of our students. The campus infrastructure supports a number of physical activities. The Woxsen Premier League (WPL) is a flagship-sporting event of the institution. This cricketing event is modeled on the Indian Premier League. The same process of bidding for players

within a stipulated budget is followed. The inaugural event was a grand success and we intend to expand the footprint of the league by inviting several other Business Schools in India. The event taught discipline, organizational development and the importance of planning and strategy to our students.



## HYDERABAD – THE GLOBAL CITY THAT HAS IT ALL...



■ *The Woxsen campus is located near Hyderabad, the fourth largest city in India. It is a 400-year old metropolis with an urban population and a contemporary, global outlook. The city is famous for its culture and monuments. Over the years, the city has developed into a major hub for the IT and ITES industry with almost every international technology company having an office here. The city is home to firms such as Microsoft, Oracle, GE, CA, Google, Facebook, IBM, Deloitte, Ernst & Young and many popular corporates.*

### Living in Hyderabad

Hyderabad is a city of immense historic and cultural value. It can take a lifetime to experience the diversity of people, cultures, languages and food that represents India as a nation. Students of Woxsen enjoy the very best that India offers through one of its most beautiful cities. Students' weekends in Hyderabad can be about great food, music, art and shopping and exploring the historic monuments and rock formations around the city.

### Other facts about Hyderabad

- Hyderabad has tropical climate with hot summers and mild wet winters. It is one of the sunniest places in India with clear blue skies. Even in winter, Hyderabad enjoys plenty of warm sunshine.
- English is widely spoken in the city.
- Hyderabad has several global cuisine restaurants.
- Hyderabad has a vibrant nightlife with clubs, pubs and cinemas, with regular live concerts being held in the city.
- The city has one of the best airports in the world with daily direct flights to major destinations around the world.

## ACCREDITATIONS & MEMBERSHIPS



The AACSB Business Education Alliance Member places Woxsen School of Business among the select B-Schools which have access to the intellectual resources and experiences of the top business schools in the world. AACSB has been synonymous with the highest standards of excellence in business education since 1916, Woxsen is a member of the Global AACSB Business Education Alliance which sets it apart from the large majority of business schools which function as stand alone institutions without the benefit of support from a global network of top business schools.

Built exclusively for members, the AACSB Exchange is a global online network that allows Woxsen university to directly communicate and share resources with peer management educators on a global level.



Woxsen University, within a very short span, has become a member of the AMBA Development Network (ADN). AMBA, The Association of MBAs (AMBA) is the international impartial authority on postgraduate business education and was established in 1967 and provides accreditation to management schools worldwide.

Accreditation by the AMBA assesses the current standards of postgraduate management education offered at an institution while promoting a developmental philosophy and a commitment to continual improvement. Membership of the ADN demonstrates Woxsen's commitment to quality in postgraduate management education.



The Post Graduate Program in Management of Woxsen University has been Accredited by the National Board of Accreditation for a period of three years from 2019 to 2022.



The Association of Management Development Institutions in South Asia (AMDISA) was established in 1988, with the initiative of leading management development institutions in the South Asian Association for Regional Cooperation (SAARC) region. AMDISA is a "SAARC Recognized Body". Its Reciprocal Members are Institutions with similar objectives outside South Asia and includes Institutions such as Association to Advance Collegiate Schools of Business (AACSB) International, USA; European Foundation for Management Development (EFMD), Belgium.



EFMD is a membership-driven, global, non-profit organization devoted to management advancement. It is a well-known accreditation body for private colleges, business school programs, and corporate universities all around the world. EFMD is a network for schools and businesses that want to collaborate in order to develop socially responsible leaders and managers.

# Master Plan

