

Parichay
... introducing DHRUVA



fuel yourself forward

Profiles of Management Post Graduates
PGDM 2010



DHRUVA
...defining excellence

Experienced and renowned academics and professionals from across the globe who possess relevant expertise sit on our governing board. They help promote the academic quality of our programs, facilitate governance and advise on the strategic development of DHRUVA.

The Board

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MD, Shantha Biotechnics

Dr Vijendar Reddy Geetla
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Simmons School of Management – USA

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Prof Seethapathi K
Director – DHRUVA

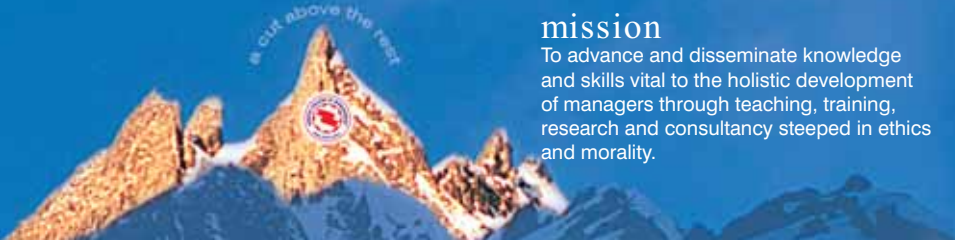
Dr Pratap Reddy S
Founder Chairman – DHRUVA

vision

To create an outstanding facility that inspires and transforms young minds, thereby creating an abundant and enriched managerial pool to propel India as a global leader.

mission

To advance and disseminate knowledge and skills vital to the holistic development of managers through teaching, training, research and consultancy steeped in ethics and morality.



The world's leading and most popular business qualification is a post graduate degree in management. A generalist qualification, designed with the objective of grooming business leaders, MBA or its variant, the PGDM is no longer a desirable but an essential qualification to possess. This two year full time management study is perceived to place the greatest premium on merit and ability, bring in the highest laurels for the deserving and pave the way for successful careers that combine a great mix of quality work and rewards.

Its appeal and value is universal and counter-cyclical. In short, a dream that is passionately pursued by many of the most competent and elite minds across the globe, cutting through ethnic, social, educational or economic backgrounds. It is a dream that spurs them on to shatter myths, to overcome the strongest of hurdles and to create examples of what focus, hope and ambition can lead one to excel.

And Dhruva College of Management is the perfect bridge to that ambition - nurturing these brilliant minds along the way. Brand DHRUVA's ethos are embedded in its organizational culture based on *diligence, dignity, dhyana and dharma* and in its motto "defining excellence".

DHRUVA attracts talented faculty and passionate students. Its campus with its playful decor, salubrious environment and a legendary cafeteria makes everyone feel completely at home.

DHRUVA's teaching-learning process is enhanced through associations, internships, field studies and other socio-cultural activities. Executive coaching and interactive workshops with consultants and DHRUVA faculty will increase the students' opportunities for building leadership skills as they interact with business leaders - from across the world - as they share their personal successes and challenges. Thru all this, the ever supportive DHRUVA faculty is always accessible or just a phone call or e-mail away. We work together through a full-circle process of learning, practice, feedback and reflection.

Of course, it's not just the cutting edge curriculum or the faculty that make a DHRUVA PGDM so worthwhile. Beyond the classroom, we equip every student with a successful portfolio of business knowledge, people and life skills that are just as important. This apart, a strong network of colleagues and alumni - a ready made network of influential contacts - tends to outlast any of the rich knowledge gained.

The fact that such a rich and diffuse learning environment would mold not just managers but potential future business leaders is not lost on the corporate sector as the quality and consistency of our placement record indicates.

You can either dream of what lies beyond mere managing, beyond knowledge or beyond mere planning. Or you can step forward and *begin your beyond* empowered by a leader at the forefront of business education - Dhruva College of Management.



Begin your Beyond



Dr S Pratap Reddy

values always come first - 'coz values alone last

15th August 1995 saw the genesis of a new kind of business school. Unlike other run-of-the-mill B-Schools that seek to train students to be 'management professionals', this school had a distinctive vision of grooming tomorrow's leaders. It was a vision characterized by four central elements: diligence, dignity, dhyana and dharma.

15 years later, Dhruva College of Management has evolved into one of the few centers of excellence in management education. Continuing the vision of its founder, DHRUVA takes immense pride in educating, nurturing and empowering the students to live and work as leaders at home, in the workplace and in the society at large. DHRUVA encourages a vibrant intellectual diversity that affirms the primacy of personal ambition and the importance of ethics and intellectual integrity in all walks of life.

Integrating fully-planned educational functionality into every aspect, the new DHRUVA Campus, set amongst the green environs of the Oxygen park, provides a distinctive facility entirely suited to our unique educational style.

Facilities include:

- Air conditioned Lecture studios
- Multi-purpose auditorium
- WiFi for instant global connectivity
- Every student is issued a high-end personal laptop
- A library equipped with 20,000 books, over 100 journals and subscription to EBSCO which provides access to over 5000 international journals
- A cafeteria serving nutritious snacks and meals
- IT and computer labs
- Student and faculty lounges
- Separate hostels for girls and boys
- Guest house and faculty residences
- Sports and games
- Emergency medical services
- Travel and postal services
- Transportation facility

Welcome to DHRUVA



Main foyer



Lecture studio



Computer Lab



Dining hall



Kitchen

DHRUVA Curriculum

A management program such as that of DHRUVA's will demand utmost commitment and determination echoing JW Goethe's quote "I do not care for that which is reached with ease; only that which must be conquered intoxicates me".

The DHRUVA's International Student Exchange Program is crucial to the school's strategy of providing global exposure to its students. With such an exchange, the student benefits from global perspectives and views, gaining insights into new cultures and business environments.

In addition to the exchange partnership with Simmon's College, Boston, USA, DHRUVA is trying to add exchange agreements with various international B-Schools, with a strong focus on emerging economies such as China, South Africa, Pakistan and Israel.

Our curriculum offers a range of learning modules – Core, elective and audit – interweaving theory, analysis and current best practices into a unique teaching methodology. A proactive curriculum design that prepares the student for a higher-order thinking while being connected to the real world gives our program an edge over other B-Schools.

DHRUVA focuses on the overall personality development of the student thru Young Manager Module (YMM). Progress of the student is continuously monitored by the designated mentors. Students undergo a rigorous Summer Internship Project (SIP) during the III and IV terms under the guidance of functional managers at some of the leading companies in India and abroad culminating in a comprehensive Management Research Project.

Core Courses	16 (Common to all electives)
Electives	10 (Major 6 & Minor 4)
YMM*	5 (one course in each of the terms I to V)

* YMM is a unique and innovative concept aimed at transforming students into leader-managers. Encapsulating *diligence, dignity, dhyana, dharma*, it forms a conduit for expanding minds and cultivating the moral sensibilities.

Offered as an intense practicum, it enhances the comprehension, articulation, decision making capabilities and clarity of thought of our students.

Ms. Shalini, PGDM 2010 (during SIP at Dress Barn, USA) with Dr. Vipin Gupta, Director – International Outreach, Simmons College, USA; Mr. John Zaedar, Business Mgr, Dress Barn; Mr. Peter Tracy, Director – Operations, Dress Barn.



CORE COURSES

MC101	Principles of Management and Organization Behavior
YMM101	Communication Skills
MC102	Managerial Economics
MC103	Statistics for Managers
MC104	Accounting for Managers
MC105	Principles of Marketing
MC106	Business Environment
MC107	Business Communications
YMM202	Group Dynamics
MC207	Human Resource Management
MC208	Marketing Management
MC209	Business Research Methodology and Analytics
MC210	Corporate Financial Management
MC211	Operations Management
MC212	Management Information System
YMM303	Crisis Management
MC313	Business Law
MC314	Cost and Management Accounting
MC315	Operations Research
YMM404	Leadership Building
MC416	Strategic Management
YMM505	Cross-Cultural Understanding

AUDIT COURSES

AC301	Supply Chain Management
AC302	Insurance and Banking
AC303	Healthcare Management
AC304	Stock and Forex Trading
AC401	Corporate Governance
AC402	Lean Management
AC403	Services Marketing
AC404	Compensation and Benefits Administration
AC501	Entrepreneurship
AC502	Foreign Trade
AC503	Retail Management
AC504	Foreign Language

ELECTIVES

FINANCE

FE301	Security Analysis & Portfolio Management
FE302	International Financial Management
FE403	Enterprise Risk Management
FE404	Strategic Financial Management
FE505	Retail Banking
FE506	Credit Management & ALM in Banks

MARKETING

ME301	Sales & Distribution Management
ME302	Services Marketing
ME403	Consumer Behavior
ME404	Product & Brand Management
ME504	International Marketing Management
ME506	Integrated Marketing Communications

HR

HE301	Training & Development
HE302	Leadership
HE403	Performance Management Systems
HE404	International Human Resource Management
HE505	Industrial Relations Management
HE506	Change Management & Organization Development

SYSTEMS

SE301	Data Base Management
SE302	Software Engineering & Project Management
SE403	ERP & e-Commerce
SE404	Business Intelligence & Analytics
SE505	Data Mining & Data Warehousing
SE506	System Control & Audit

PRODUCTION

PE301	Human Engineering
PE302	Productivity & Quality Management
PE403	Production Planning & Control
PE404	Maintenance Management
PE 504	Logistics Management
PE 505	Lean Manufacturing & JIT



DFRJA's full-time faculty form the core of our teaching and research program. Educated in a remarkable range of disciplines at leading universities in India and around the world, our faculty members bring a wealth of knowledge and experience.

Visiting and adjunct faculty enrich the teaching-learning phenomenon with a remarkable range of intellectual horizon and practical insight.

Core Faculty

Dr S Pratap Reddy	BE, MBA, Ph.D – Chairman
Dr S Pushpalatha	MA, Ph.D – Vice-Chairperson
Prof K Seethapathi	M.Sc, CAIIB, CTM (Ph.D.) – Director
Prof JSK Chakravarthi	MBA (Ph.D.) – Director
Prof (Mrs) Aparna D	MBA (Ph.D.) – Director
Prof Sishir Reddy	BE, MS (Aus), MBA (USA)
Prof PVL Raju	MA, CAIIB, PGDHRM, PG Dip. Training (Ph.D.)
Dr VK Satya Prasad	Ph.D, M.Com, PGDCA (MBA), ADCA
Prof S Narsimhulu	MBA, M.Com, PGDFM, (M.Phil)
Prof KH Gokulakrishnan	MBA, PGDCA
Prof Kunal Gaurav	BSc.(Ag), MBA (PhD), AMT
Prof Krishna Kishore K	MBA, PGDBMS, PGDCA
Prof K Neelima	MBA
Prof R Anil Reddy	MBA
Prof (Mrs) Nandini	BTech, PGDBM
Dr Anil Kumar	MBA, M Tech, Ph.D
Prof (Mrs) Aruna	PGDBM (Ph.D.)
Prof T Jaypal Reddy	PGDBM



Free Consultancy Package (2009)

DHRUVA offered free consultancy package of Total Productivity to the Hon'ble Chief Minister Dr YS Rajasekhara Reddy, of Andhra Pradesh, through Dr. David J Sumanth, Professor Emeritus, University of Miami.



AMDISA International Workshop (2009)

DHRUVA co-sponsored AMDISA's International Workshop on 'What Price Quality? Towards a New Paradigm for Management Education' where senior academics & rating experts from SAARC countries participated.

International Seminar on Global Economic Crisis / Lessons for India (2009)

(L to R) Dr S Pratap Reddy – Chairman, DHRUVA; Sri C. Parthasarathy, CMD – Karvy Group, Sri M. Gopalakrishna, IAS (Retd), Dr. Subbarao V. Jayanti, SAP Consultant, USA.



International Conference on Women Leadership (2009)

(L to R) Dr S Pratap Reddy – Chairman, DHRUVA; Karuna Gopal – President, Futuristic Cities, India; Dr Vipin Gupta – Simmons College, USA; Lekha Sishta – Vice President, HR, SumTotal Systems; Lalita Iyer – Sr Correspondent, Malayala Manorama & The Week; Ratnaja Gogula – Tech product Manager, Kenexa Technologies; Ushasri – General Manager, Satyam; Sangeeta Devi Dundoo – Chief Sub-Editor, The Hindu; Raman Preet Kaur – Consultant, Infosys.

Alumni Meet (2009)

DHRUVA alumni association is a registered body. The alumni constantly interact online as well as meet atleast once a year.



Twelfth Convocation (2008)

(L to R) Prof Seethapathi; Dr S Pushpalatha; Dr S Pratap Reddy (all from DHRUVA); Dr David J Sumanth; Dr Vipin Gupta (Both from USA); Sri C Krishna Prasad; Sri KT Reddy (Both members of Governing Board); Dr Naga Lakshmi – ISB; Smt Karuna Gopal – President Futuristic Cities, India.

National Conference (2008)

Dr S Pratap Reddy, Chairman – DHRUVA; Sri BVR Mohan Reddy, CEO – Infotech; Dr Krishna Mohan, Prof Emeritus – Connecticut University at the inauguration of the National Conference on 'Emerging Paradigms in Marketing'.



New Campus Foundation Laying Ceremony (2007)

Sri S Jaipal Reddy, Hon'ble Minister for Urban Development, Govt of India, laying the foundation stone for the new campus – Dhruva College of Management at Medchal – Hyderabad while Sri J Nrupendar Rao, Hon'ble Minister Sri Jana Reddy, Dr S Pratap Reddy and Dr S Pushpalatha look on.

Eleventh Convocation (2007)

(L to R): Dr S Pushpalatha; Dr S Pratap Reddy, Chairman – DHRUVA; Dr Varaprasad Reddy, CEO – Shanta Biotechnics; Dr Dayaratnam, Former VC - JNTU; Prof Lokananda Reddy Irala, Director Admin – DHRUVA.



Tenth Convocation (2006)

(L to R): Sri K Ravinder Reddy, President – Janapriya Engineers Syndicate; Dr S Pushpalatha, Registrar – DHRUVA; Dr Chitra Rao, GM – JNIDB; Sri KT Reddy, CEO – Fenner; Dr BN Singh, CEO & Joint MD – Jindal Vijaynagar Steel Ltd; Vastu Silpi Dr BN Reddy; Sri KS Raju, CEO – Nagarjuna Group; Sri Krishna Prasad, CEO – Granules India; Dr S Pratap Reddy, Chairman – DHRUVA.

Decennial Celebrations (2006)

Sri Ram Nomula, Country Head – Thomson Group, USA launching Decennial Celebrations along with Dr S Pratap Reddy. Ms Bhakti Gupta, Ms Chaya Sumanth – both from USA were the Guests of Honour.



Pride of Dhruva (2005)

Sri Anant Arun Digraskar – a DHRUVA Alumnus was bestowed with the prestigious 'Indira Gandhi Sadbhavana Award'. He was also a special invitee at the international conference on 'Indo-Thai Friendship and Economic Co-operation'.

Ninth Convocation (2005)



(L to R) Dr Braj Kishore, Professor – OU (Retd); Sri Shankar Battacharya, Chairman – Usher Technologies & independent director - GATI; Sri Ram Nomula, Country head - Thomson Group (USA); Dr S Pratap Reddy, Chairman – DHRUVA, Dr S Pushpalatha, Registrar – DHRUVA.



AIMA Partnership (2005)

In partnership with AIMA, Boston Consulting Group, Gati, ISB, Satyam, Dr.Reddy's, etc., DHRUVA organized '32nd National Management Convention' in Hyderabad.

Incredible DHRUVAAns (2005)

DHRUVA stands tall among national B-Schools. DHRUVA students – Sharma, Peter, Shakti and Naresh came fourth at the all India  -  student management games.



CII Summit (2004)

DHRUVAAns along with Dr S Pratap Reddy, Chairman – DHRUVA and Dr S Pushpalatha, Vice-Chairperson – DHRUVA during CII Partnership Summit 'India and the World: Engagement and Partnership' held at Hyderabad.

Best management student trophy (2004)

'Best management student of the year trophy' instituted by Deccan Herald – Bangalore and Centre for Change Management – Mumbai is awarded to DHRUVA. DHRUVA is one of the ten B-Schools in the country bestowed with this rare honour.



Eighth Convocation (2004)

(L to R) Dr S Pratap Reddy, Chairman – DHRUVA; Sri Ponnala Lakshmiah, Hon'ble Minister for Major Irrigation, Govt of AP; Prof. Lokanandha Reddy Irala, Director Admin. – DHRUVA; Sri Kunduru Jana Reddy, Hon'ble Home Minister, Govt of AP; Sri BVR Mohan Reddy, CEO – Infotech Enterprises Ltd; Sri K Varaprasad Reddy, Chairman – Shantha Biotechnics.

Seventh Convocation (2003)

(L to R) Sri K Ravinder Reddy, President – Janapriya Engineers Syndicate; Dr S Pratap Reddy, Chairman – DHRUVA; Sri Pervaram Ramulu, IPS, Chairman – APPSC; Dr Y Venkatarami Reddy, Vice Chancellor – JNTU; Dr S Ramnarayan, Advisor – Center for Good Governance, Govt of AP; Dr (Ms) Chitra Rao, General Manager – JNIDB.



Sixth Convocation (2002)

(L to R) Dr S Pratap Reddy, Chairman – DHRUVA; Dr P Krishna Mohan, Emeritus Professor – Connecticut University (USA); Sri J Nrupender Rao, Chairman – Pennar Group; Sri SV Subramanyam, Former President – ICFAI and Chairman – CMIT.

A Rare Honour (2002)

Dr S Pratap Reddy, Chairman – DHRUVA was the only academician from Hyderabad to address the Seventh South Asian Management Forum.



Best B-School of AP (2001)

DHRUVA is consistently ranked amongst the Top 100 B-Schools in the country. It is rated the 'Best B-School of AP' by Outlook (September 10, 2001).

GLOBE (2001)

DHRUVA has catapulted itself into the international league through initiative and organized work. It is retained as the sole principal co-investigator for the state of Andhra Pradesh for Global Leadership & Organisational Behaviour Effectiveness (GLOBE) project of Wharton School of Business – USA.



Fifth Convocation (2001)

(Left to right) Dr S Pratap Reddy, Chairman – DHRUVA; Sri K Ravinder Reddy, President – Janapriya Engineers Syndicate; Dr David J Sumanth, Founder Director – Productivity Research Group, University of Miami; Dr William D Dar, Director General – ICRISAT; Dr Dharni P Sinha, Founder Chairman – AMDISA and COSMODE; Sri KT Reddy, Executive Director – Fenner India; Dr C Mallikarjuna Rao, Director – Badruka PG Centre; Sri SV Subramanyam, Former President – ICFAI.

Fourth Convocation (2000)

(L to R) Dr S Pratap Reddy, Chairman – DHRUVA; Dr M Dayakar Reddy, (USA); Sri Kondal Rao, Chairman – LAMCO; Dr Madhavi (USA); Dr Jaya Prakash Narayan, Founder Chairman – Loksatta; Dr C Narayan Reddy, Gnanpeeth Awardee; Vastu Silpi Dr BN Reddy; Sri K Ravinder Reddy, President – Janapriya Engineers Syndicate.



Third Convocation (1999)

(L to R) Dr S Pratap Reddy, Chairman – DHRUVA; Sri Ram Nomula, President – Panasonic, USA; Sri BV Rao, Chairman – CBS India; Prof Hanumantha Rao Unnava; W Arthur Cullman Professor of Marketing – Fisher College of Business, Ohio State University, USA.

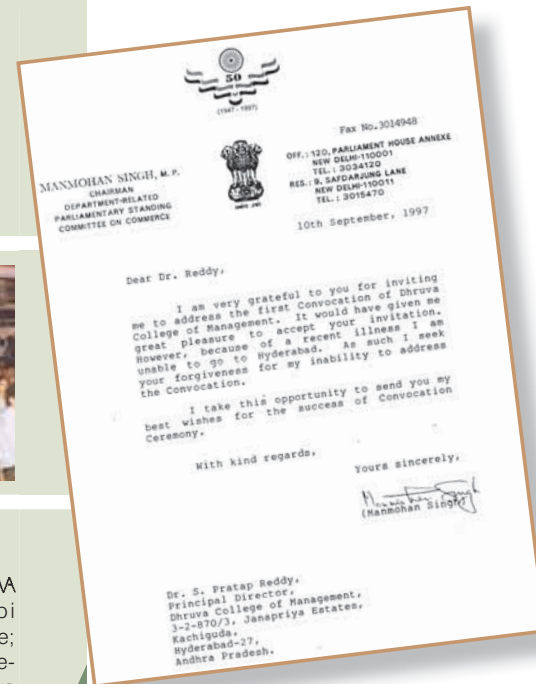
Second Convocation (1998)

(Standing L to R) Dr S Pratap Reddy, Chairman – DHRUVA; Dr Akhila; Sri SV Bharat Reddy; Dr S Pushpalata (Executive members of Sri Janapriya Educational Society – SJES); (Sitting L to R) Dr SP Misra, Director – Institute of Entrepreneurship (Lucknow); Sri Siva Rama Krishna, GM – HDFC; Dr Mathew M Monippally – CIEFL; Sri KT Reddy, Executive Director – Fenner India; Sri PV Lakshmiopathy – ASCI; Dr K Anji Reddy, CEO – Dr Reddy's Group; Dr C Narayan Reddy; Sri Mohan Krishna, CEO – PRIME; Sri BN Reddy, MP; Sri S Jaipal Reddy, MP, Former Minister of Information & Broadcasting – Govt of India; Sri Kondal Rao S, CEO – LAMCO.



First Convocation (1997)

(L to R) Dr S Pratap Reddy, Chairman – DHRUVA; Sri Venkat Adusimilli, CEO – Model Group; Sri J Nrupender Rao, CEO – Pennar Group; Sri SV Subramanyam, President – ICFAI; Dr Anji Reddy K, CEO – Dr Reddy's Group; Dr Sahadev C, Chairman – Nectar Labs. Dr Manmohan Singh could not deliver the convocation address due to ill health.



Celeste – 'Management Fiesta' (1996)

A two-day event involving exhibitions, competitions, games, quizzes and seminars amongst students of B-Schools from all over the country. Dr Vinaysheel Gautham, IIT Delhi, was the guest of honour.



DHRUVA College of Management Launching (1995)

(L to R) Dr S Pratap Reddy, Chairman – DHRUVA; Sri S Kondal Rao, CEO – LAMCO; Vastu Silpi Dr BN Reddy, MP; Dr C Narayan Reddy, Gnanpeeth awardee; Dr Mallareddy, Vice-chancellor – OU; Dr Dayaratnam, Vice-Chancellor – JNTU; Sri K Ravinder Reddy, President – Janapriya Engineers Syndicate.

DHRUVA in News

August 14, 2009

Whether in the number of universities it boasts of, or in the active participation of private players in the education sector, Hyderabad is known for its training initiatives. Dhruva College of Management has gone one step ahead by catapulting itself into the international league through Initiative and organized work. Quite like the proverbial early bird, DHRUVA got a prize catch – a role in an International project spearheaded by no less a name as the prestigious Wharton School of Business, University of Pennsylvania, USA.....

....DHRUVA has been retained as the sole principal state co-investigator for the Global Leadership and Organisational Behaviour Effectiveness (GLOBE) project envisaged by Robert J House of the Wharton School. It is in illustrious company in other states: Indian Institute of Science, (Karnataka) Narsee Monjee School of Management (Maharashtra), XLRI (Orissa) and 23 others.

.... DHRUVA retains rights over the data collected so that it remains a rich learning resource for the learners and the college itself. Nowhere else will they get to see such interviews all in one place. "Can you imagine what a rich resource it is", exults Prof. Aparna, Project Associate-GLOBE & Director – International Alliances.

THE HINDU
Education • Research

Joint research with Wharton School of Business

Dhruva College of Management has been appointed as the principal State co-investigator for the Global Leadership and Organisational Behaviour Effectiveness (GLOBE) project which is currently being carried out by Wharton School of Business, University of Pennsylvania.

Data collected during this joint research will improve learning resources for students and faculty.

Transcripts

The institute will have access to a lot of information that include interview transcripts which will be good resource material for students, says Dr. Aparna, Project Associate – GLOBE and Director, International alliances – Dhruva.

The 3,00,000 sft state-of-the-art campus, amidst the serene Oxygen Park, Hyderabad, houses a rich library, syndicate rooms, faculty offices, administrative offices, student and faculty lounges, student hostels, faculty residences, service outlets, guest accommodation, auditorium and play grounds.

The campus is Wi-Fi enabled and every student is provided with a laptop.

Regular workshops, faculty development programmes, management development programmes are some of the programmes that are held frequently at the institute.

Dhruva College of Management has associated itself with institutions such as University of Miami, Ohio State University and Wharton School of Business to name a few.

Students will also have an opportunity to participate in exchange programmes with Simmons College, Boston – USA to extend their network, apart from doing research in an international environment.

The management institute also helps students professionally thanks to its association with the industry.

Students are put on various projects, internships and workshops during the two year course.



THE TIMES OF INDIA
Education Times

Visiting Experts' Delight

JM Girglani, IAS (Retd.)
One Man Commission
Govt of AP



"The last fifteen years have given me a chance to observe what one man's resolute commitment and an untiring drive for excellence can bring about. The fruits of that labor of love are evident in the many facets of D-RJVA. It is evident in its quality of teaching, its inspired students and its best-of-breed infrastructure facilities. It is indeed an honor and a privilege to have been associated with the best."

Vatsal Yagnik
Harvard Alumnus
International management
consultant



"Dhruva College of Management has come a long way since its inception. The new building, which I had an opportunity to visit, has been planned very well and the institution is equipped with latest IT infrastructure. Students will have an opportunity to interact with the world renowned management experts. That will be a really good asset to all the participating students at Hyderabad, because Hyderabad has very few in numbers this type of institutions to impart MBA Training".

Chandrasekhar Laveti
Lucent Technologies
USA



"Dr. Reddy, you have built an outstanding institution. With your dedication and passion for excellence I am sure D-RJVA will one day shine like a celestial star in the comity of business academia across the globe. I am proud of you!"

Shailender
Wharton Alumnus,
Boston Consulting - USA



"Managers, in spite of earning high compensation demonstrate poor corporate governance and low ethical values. With so many fiascos in certain global companies, society wonders-what do they learn in B-Schools? D-RJVA is rooted in the belief that a business is all about people and understanding their needs and aspirations will help it tick in the long run. Its my considered opinion that D-RJVA is trying to bring in quantum change in the outlook of its students".

Williams Temple
Director, EITS Operations,
Abu Dabhi



"I was honored indeed to visit D-RJVA. I am amazed by the grit and determination with which the institution is being built. The location though far away from the city, has potential to become a centre of learning soon.

I hope my visit will prove beneficial to the students as I found them to be very eager and hungry for knowledge and guidance".

Shyam P
ISB Alumnus
Sr Manager, Patni Computers



"Very inquisitive student community, rich faculty source and world-class infrastructure."

Dr Naga Lakshmi Damaraju
Faculty - Strategic Management
ISB



"D-FUVA is a place for people who are entrepreneurial. Both kinds of entrepreneurs – ie., those who seize opportunities for personal and professional development and those who create opportunities for themselves and also for the system to transform itself – excel in this system. It is not a place for those who wait to be prodded".

Lekha Sishta
VP – HR &TM
SumTotal Systems



"This institute is destined for greater heights & all because of the focus, dedication and commitment of just one person Dr. Pratap Reddy sir, we salute you."

Dr Suresh Reddy A
Chief of Institutional Radiology
Harvard Medical School - USA



"Excellent Institution. The management was extremely cooperative and supportive. Would love to come back again and again."

Dr. Mathew M Monippally
Professor, IIM Ahmedabad



"D-FUVA is as nimble as a mountain goat. It doesn't get settled into a groove, even of success. It constantly looks around to discover what the market will be like tomorrow. It constantly adjusts its highly flexible curriculum to what the future is holding for us. D-FUVA is striving for excellence through relevance".

Veturi Pramod
Business Head, Standard
Chartered Bank, UAE.



"There is a great dearth of talented management professionals to help organisations maintain their leadership status in the emerging economic scenario globally. I am confident that the students of D-FUVA, guided by the noble principles set out by its founder (and my teacher) Dr S Pratap Reddy would be successful in fulfilling this demand."

Visiting Experts' Delight

Our 1000 strong alumni are connected to each other and meet often in the college. They provide valuable input into our curriculum design, admission process and generally carry the DHRUVA mantle around the world. That connection continues with the relationships they form, and through the exclusive access they have to business contacts, premium events, new knowledge and lifelong learning. Alumni chapters are planned in major cities in India and abroad.



Bonita Bose
Executive – Accounts & MIS
Granules India Limited

"At DHRUVA you'll explore a variety of subjects while gaining an in-depth theoretical and practical understanding of your major. You should plan to work hard, but expect plenty of support. Interactive lecture sessions, exceptional internship and research opportunities, collaborative community encourage dialogue, action, and respect. As a result, you'll be motivated to push yourself and you'll discover strengths you didn't know you had."



GMK Jaidev
Sr Management Role – HR
Engineering R & D, Sales
Operations (India)
Computer Associates

"DHRUVA's distinguished faculty take pride in personally mentoring their students. Professors frequently invite students to collaborate on professional research projects, articles, and presentations. Don't be surprised if they invite you to email or call them at home with questions and concerns."

Alumni Speak

The increasing alumni family often muses about the tapestry of experience that it had with its alma mater. Our alumni feel that for them PGDM at DHRUVA was not a business certification but an educating experience that has put them in good stead in their corporate life. Tune into what they say -



Harinath Kona
SAP Consultant
Satyam Computer
Services

"Roll up your sleeves get ready for action. DHRUVA students gain professional experience through internships and field work. In doing so, they develop skills, confidence, impressive resumes and consortium of professional contacts. Many spend one or more months interning for a global corporate."



Ms Roohi Naaz
Management Trainee - HR
TCS, Chennai

"Acquiring a global outlook is part of the curriculum at DHRUVA. You'll be encouraged to stretch your perspective, explore new terrain, and yet plant your feet on common ground. Programmes such as foreign language, personality development, international business offer a direct path to exploring new horizons. DHRUVA experience was perfect 'coz I am ready to go change the world."



Prashant KR Chowdary
Asst Mgr – Operations
HCL Technologies

"Joining Dhruva college of Management was like laying a foundation stone for my career. To kick start my career, a solid platform was required and I am very thankful to DHRUVA for providing it."



Balaji Janyavula
Executive – HR
Synergy Computer
Solutions Intl. Ltd.

"Today what I am is because of my parents and DHRUVA. The one most valuable lesson which I have learnt in DHRUVA is to accept any change. There will be a growth opportunity for you in it."

STEP I

The candidate has to apply for admission to DHRJVA through the prescribed application form quoting his MAT (or any other competitive test) score.

Application form can be obtained by sending a crossed DD for Rs.1000/- drawn in favour of 'Dhruva College of Management' payable at Hyderabad. Alternatively candidate can download the DHRJVA application form at <http://www.dhruvacollege.net/admissions.htm> and send the filled in application along with the DD or submit the filled in form at DHRJVA city office along with DD / Cash.



STEP II

The candidate will be shortlisted on the basis of test scores. The shortlisted candidate will be called for Group Discussion (GD) and Personal Interview (PI) in major cities across the country.

STEP III

The final selection is based on test scores, GD, PI and academic background. Due weightage will be given to defence personnel, past work experience, extra-curricular activities and other notable achievements.

This process normally is spread April thru June.

PGDM Admission Process

DHRJVA Ratings			
2000	Interface with Industry	Placement Index	Intellectual Capital
Name of the College	47.50	37.50	54.50
DHRJVA	42.73	52.50	05.00
Vignana Jyothi	40.00	28.50	55.00
Badruka	05.00	33.75	49.09
		... Business India, Sep 2000	
2001			
48 th among all B-Schools in India. ... Outlook, Sep 2001			
2002			
40 th among all B-Schools in the country. ... Business Today, Aug 2002			
2003			
Best among all AICTE & UGC B-Schools in A.P. ... Business India, Sep 2003			
2004			
Way ahead of campus B-Schools of all universities in A.P. ... Business World, Sep 2004			
2005			
DHRJVA stands tall among national B-Schools. It's students came fourth at the all India AIMA - IQAC student management games. ... SMG - 2005			
2006			
Best among all Autonomous B-Schools of A.P. ... Indian Management, Sep 2006			
2007			
Best among all Autonomous private B-Schools of A.P. ... Indian Management, Sep 2007			
2008			
Ranked as the second best among autonomous B-Schools of A.P. ... CSR - GHRDC Ranking, 2008			



1

Students at DHRUVA are encouraged to participate in various activities that help improve their management and organizational abilities. The students form clubs, interact with business leaders, organize conferences, seminars and similar events. Participation in these activities provides the students at DHRUVA a forum to gain from practicing experts. Interactions with peer groups from other B-Schools add richness to their experience.

Life @ DHRUVA



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- 1 PGDM 2009
- 2 Prof. Prasad Balkandi – Pennsylvania University, USA at CELESTE – Annual Management Meet.
- 3 Stress buster through laughter therapy.
- 4 Ms Karuna Gopal, President - Futuristic Cities, India at a flag hoisting ceremony.
- 5 DHRUVA students on invitation to SVP National Police Academy with Sri M Mahender Reddy (IPS), Dy Director.
- 6 Prof. Ram Subramaniam – Grand Valley State University, USA conducting a session.
- 7 Students taking a breather.
- 8 'JNTU Synergy' - a DHRUVA receiving winners' award.
- 9 PGDM students at the Philips Mega Show.
- 10 Cultural event on a convocation day.
- 11 PGDM 2010



7



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DHRUVA and Society

DHRUVA organizes various activities such as feeding the poor, blood donation camps, and participates in many social activities thru SAFE (Society for Accident Free Environment), tree plantation thru Rotaract Club and the Lions Club reflecting the sentiment "touching the lives of the needy and caring for the environment".

DHRUVA is adopting Moinabad village as part of the Adult Literacy Program initiated by TCS.

1 DHRUVAans enacting 'spirit of freedom' on independence day. **2** DHRUVAans actively participating in LET'S VOTE campaign - an initiative to create awareness among citizens of Hyderabad. **3** DHRUVAans in a tree-plantation exercise at Narne Estates near Gachibowli stadium. Students actively participate in socially relevant initiatives under the aegis of Rotaract and Lions Club. **4** DHRUVAans at a Blood Donation Camp. Apart from periodic camps students are encouraged to go to various hospitals to donate blood to needy and poor patients. **5** Gen (Retd) KV Krishna Rao speaks to Sri YV Reddy - RBI Governor while he is flanked by Dr S Pratap Reddy, Chariman - DHRUVA & Sri JM Girglani IAS (Retd), President - Institute of Asian Studies. **6** DHRUVA & Cyberabad Police Commissionerate - Sri M Mahender Reddy, IPS Commissioner of Police flanked by Dr David J Sumanth, Sri Mahesh Bhagwath, IPS, Dr S Pratap Reddy and Dr Sowmya Mishra, IPS. **7** Dr S Pratap Reddy, Chairman - DHRUVA as the Chief Guest at SBI Staff College debating competition for B-School students. **8** DHRUVA propogating 'India my dream'.



DH-RUVA endeavors to keep up with the accelerating pace of change thru reviewing its curriculum reflecting the deep impact of the new wave of businesses around the world.

Thanks to its association with CEOs and academics of international repute, DH-RUVA is in the forefront of *industry-institution-interaction*. This mature and active collaboration with the industry is manifest in our '360 degree integrated learning' initiative. Our students gain valuable hands-on experience through summer internship projects both in India and abroad.

1 Executive Development Programme inaugurated by Sri Krishna Prasad, CEO - Granules India & Smt Uma Krishan Prasad with Smt & Dr S Pratap Reddy. **2** Sri BVR Mohan Reddy, CEO - Infotech and Dr K Varaprasad Reddy, CEO - Shanta Biotech with Sri K Jana Reddy, Hon'ble Home Minister of AP engrossed at an interactive session with industrialists. **3** Sri Parthasarthy C, CEO - Karvy Group and Dr S Pratap Reddy during a workshop on 'Case Methods' conducted by Dr Vipin Gupta of Wharton School. **4** Sri J Nrupendar Rao, CEO - Pennar Group advising Dr S Pratap Reddy on the publication of GLOBE cases under the title 'Models of Organisational Excellence in AP'.

DH-RUVA and Industry



The story of DH-RUVA

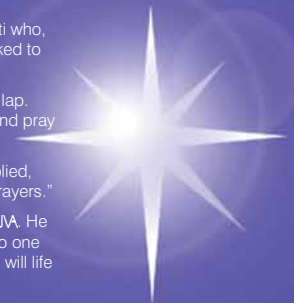
King Uttanapada had two queens – Suneeti and Suruchi. The king loved Suruchi very much. He did not care for Suneeti who, with her son DH-RUVA, lived away from the king near a forest. DH-RUVA was a good child. He always thought of God. He liked to listen to stories of Gods and Goddesses. He loved trees, flowers and animals.

One day young DH-RUVA came to the palace. Uttanapada was sitting on the throne. DH-RUVA tried to climb on his father's lap. Suruchi, who was standing near the king, pushed DH-RUVA away and said, "You cannot sit there. Only my son can. Go and pray to God to become my son."

Poor DH-RUVA left the palace in tears, and went to his mother. "What is wrong with you my child?" she asked. DH-RUVA replied, "Mother, I want to see God. You tell me God is just, and lives in the forest. I shall go there. I shall please God with my prayers."

With these words DH-RUVA went into the forest. He prayed long to God, without food or rest. God was pleased with DH-RUVA. He appeared before him and asked, "What do you want, my child?" DH-RUVA said, "Dear God! I want a good place to sit. No one should drive me away from it." God answered, "Yes, you shall have it, my child. You will become a great king. Then you will live forever as a star in the sky."

You can now see DH-RUVA as a shining star in the northern sky. God's gift lasts forever. Man's gift lasts for a short time only.





Dr S Pratap Reddy, Chairman - D-FUVA sitting 5th from left with academicians from SAARC countries at AMDISA Conference.

International Connectivity

D-FUVA has been in liaison with premier institutions such as University of Miami, USA; Ohio State University, USA; Wharton School of Business, USA; Stafford University, UK.

D-FUVA is proud to be associated with a joint research project 'Global Research and Organisational Behavioural Effectiveness' with Wharton and 'Convergys' with Ohio State University.

This year alone, apart from national events D-FUVA has organised international conferences – 'Women Leadership', Global Economic Crisis and Lessons for India' and cosponsored AMDISA International Workshop 'What Price Quality? Towards a New Paradigm for Management Education'.



JJ Irani - TISCO and Pramod Parki - COSMOS Bank are sitting right to Dr S Pratap Reddy, Chairman - D-FUVA at Seventh South-Asian Management Forum - Maldives.



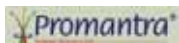
(L to R): Willy De Clerco, Minister of State - Member of the European Parliament; Mr Abid Hussain, Vice Chairman - Rajiv Gandhi Foundation; Dr Dharni P Sinha, Chairman - COSMODE, Dr S Pratap Reddy, Chairman - D-FUVA, Mr Jasimuddin - Commonwealth Secretariat at the Global Forum - Bangkok.

Below L to R: Dr Srinivas K Reddy - Formerly Robert O Arnold Professor of Business, University of Georgia; Prof Ram Velamuri - China-Europe International Business School, Shanghai, China; Dr H Rao Unnava - Ohio State University, USA; Dr Vipin Gupta - Simmons College, USA; Dr Lynda L Moore - Professor of Leadership, Zayed University, Abu Dhabi, UAE and Dr David J Sumanth - University of Miami, USA.

A FEW INTERNATIONAL SPEAKERS...



A Few of our Esteemed Recruiters





DHURVA

COLLEGE OF MANAGEMENT

(Approved by AICTE, Ministry of HRD, Govt. of India.)

Behind HUDA Oxygen Park, NH-7
Medchal, Hyderabad - 501 401.

Call : 08418-222226 / 27, 224046 / 9177772100

Admission Cell

Call : 9866609660

Mail : admissions@dhruvacollege.net

Placement Cell

Call : 9849296922

Mail : placements@dhruvacollege.net

City Office

#71, 72 - LIC colony

Near Indira Park, Hyderabad - 500080.

Call : 040-271613197 / 271613666 / 9618029399

Visit : www.dhruvacollege.net

DHURVA – A Snapshot

Established : 1995

Founder : Dr S Pratap Reddy

Former Chairman, Board of Management Studies - JNTU

First Chairman Governing Council : Dr K Anji Reddy, Chairman - Dr Reddy's Laboratories

Permanent Faculty : 18

Visiting Faculty : *Indian*

- Dr Mathew M Monippally, IIM-A
- Prof. Lekha Sishta - SumTotal Systems
- Prof. Vatsal Yagnik - Harvard Alumnus
- Sri Raghuram - sVYASA International
... to name a few

International

- Dr Ramakrishna Velamuri - CEIBS, Shanghai, China
- Dr David J Sumanth - University of Miami
- Dr Vipin Gupta - Simmons College, USA
- Sri Shailender - Wharton Alumnus
... to name a few

Adjunct Faculty :

- Dr B R Virmani - CorDM
- Prof. Uday Bhate, IIM-A Alumnus
- Dr Pradeep Krishnatray - Ohio State University Alumnus
- Prof Rajeevan - Cambridge University Press
... to name a few

Academic Course Offered : PGDM (Full Time residential) - 120

Academic Courses to be Introduced : PGDM

(Retail Management; Global Business;
Banking, Financial Services & Insurance) - 60 each

Linkages :

- Simmons College
- Ohio State University (*Planned*)
- Wharton School of Business (*Planned*)

AICTE Approval : Approved since 1995

USP : Intellectual Humility & Ethical Profundity

Placements : 100%

Looking beyond : To be ranked as a top-tier B-School



The Second Best AICTE approved autonomous B-School in Andhra Pradesh

... Indian Management survey, Sep 2008.