



among the top 3 most promising B-Schools in asia\*



offers  
world-class PGDM  
XVII Batch

**Sri Nrupender Rao J**

*Chairman – Governing Board  
Chairman – Pennar Group*

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**Dr Artur Tamazian**

*Professor, University of Santiago de Compostela – Spain*

**Dr. Asefa Abahumna**

*Vice President, Adama University – Ethiopia*

**Dr Braj Kishore**

*Professor – Osmania University (Retd)*

**Dr Chitra Rao D**

*General Manager – JNIDB*

**Dr David J Sumanth**

*Professor Emeritus, University of Miami – USA*

**Dr Gopal Reddy Gade**

*Former President, ATA – USA*

**Dr H Rao Unnava**

*Professor, Ohio State University – USA*

**Dr Krishna Mohan**

*Professor Emeritus – Gandhian Philosophy  
Connecticut University, USA*

**Sri Krishna Prasad C**

*MD – Granules India*

**Dr Lakshmipathy PV**

*Director, ECGL – Indonesia*

**Dr Lynda L Moore**

*Simmons School of Management – USA*

**Dr Matthew J Manimala**

*Professor, IIM – Bangalore*

**Dr Mathew M Monippally**

*Professor, IIM – Ahmedabad*

**Dr Mishra SP**

*VC, Dev Sanskriti Viswa Vidyalyaya – Haridwar*

**Dr Prasad Balkundi**

*Professor, University of New York at Buffalo, USA*

**Dr K Anji Reddy, Chairman – Dr. Reddy's Group**  
*First Chairman – Governing Board 1995-2000*

**Sri Parthasarathy C**

*CEO – Karvy*

**Sri Ram Nomula**

*CEO, MAM-A Inc – USA*

**Dr Rama Velamuri**

*Professor, China Europe International Business School  
Shanghai, China*

**Sri Ravindar Reddy K**

*Chairman, Engineers Syndicates – India*

**Sri Reddy KT**

*ED – TM Tyres Limited*

**Prof SV Subramanyam**

*Former President – ICFAI*

**Sri Srikanth S**

*Regional Head – HR  
Tata Consultancy Services*

**Dr Srinivas K Reddy**

*Lee Kong Chian School of Business,  
Singapore Management University*

**Dr Syed Hamid**

*Principal Engineer, Halliburton – USA*

**Dr Varaprasad Reddy K**

*MD – Shantha Biotechnics*

**Dr Venugopal Reddy L**

*Formerly VC – Andhra University*

**Dr Vijender Geetla**

*Physician – UK*

**Dr Vipin Gupta**

*California State University – USA*

**Prof Aparna Dantu**

*Director, International Alliances – DHRUVA*

**Prof Pushpalatha Sunkepally**

*Founder Vice Chairperson – DHRUVA*

**Dr S Pratap Reddy**

*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.

# welcome to DHRUVA

DHRUVA College of Management was established 1995 by Dr S Pratap Reddy (formerly Chairman, Board of Management Studies – Jawaharlal Nehru Technological University) in furtherance of his dream to create an IIM out of a private B-School.

DHRUVA offers Post Graduate Diploma in Management approved by All India Council for Technical Education, Ministry of HRD, Government of India. In 2008 it moved into its new state-of-the-art campus in the suburbs of Hyderabad. DHRUVA offers Finance, Marketing, HRM, Production, Systems, Retail Management, Global Business and BIFAAS.

DHRUVA is ranked as the best B-School in Hyderabad.

Name of the College	Interface with Industry	Placement Index	Intellectual Capital
Dhruva	47.50	37.50	54.50
IPE	42.73	52.50	05.00
Vignan Jyoti	40.00	28.50	55.00
Badruka	05.00	33.75	49.09

... Business India, September 2000

Dhruva turned sixteen this year. It has accomplished many accolades - national as well as international. To name a few of 2010...

- Award for Educational Excellence – Indo-Global Education Summit  
... Dec 2010
- Dewang Mehta Business School Award for Innovation  
.... Nov 2010
- Asia's Best B-School Award for Outstanding Contribution to Education  
.... Nov 2010
- Among the Top 10 Innovative B-Schools in India  
- Association of Indian Management Schools  
... Oct 2010
- Best Business School in AP for Teaching  
.... Jul 2010



DHRUVA brings you face to face with high achievers in industry and business and brilliant academicians of different hues from across the globe to help you reach out to the stars.

DHRUVA is determined to turn every possibility inside out and the entire world upside down to help you reach your goal.

DHRUVA guarantees spectacular achievements if you have a vision, if you are diligent, if you are disciplined and if you have a passion for excellence.

DHRUVA admits you into its PGDM...

- if you are a graduate approved by AIU with minimum 50% marks.
- if you have scored 50% in MAT / CAT / GMAT / ATMA / XAT.
- if you qualify in the Group Discussion & Personal Interview conducted at major cities in India.

*The final selection is based on multiple criteria, viz., test scores, academic background, aptitude, performance in GD, and PI. Due weightage will be given to defence personnel, family-owned business, prior work experience, extra-curricular activities and other notable achievements.*

## IMPORTANT DATES

Particulars	Cycle I	Cycle II*	Cycle III*
Last date for application	March	April	May
Final Selection & Fee payment	April	May	June

\* Admission Cycles II & III will depend on the availability of seats

**COMMENCEMENT OF COURSE: MAY - JUNE**

# life @ DHRUVA



Main Foyer



Facade

DHRUVA stands apart from the milieu because of its quest for 'defining excellence'. The institute follows the IIM-level pedagogy, course curriculum, experiential learning system through case-based teaching, and rigorous program schedule. Management is not just taught here; it is a way of life because of DHRUVA's strict adherence to the tenets of diligence, dignity, dhyana and dharma. What endears DHRUVA to the parents and other stakeholders alike is its uniqueness in carrying a student forward towards the goal of excellence.

The new DHRUVA campus, set amongst the 800-acre Oxygen Park, provides a salubrious environment for the holistic development of mind, body and soul.



Auditorium



Lecture Studio



Dining Hall



Director Lounge



Hostel Block



Faculty Quarters



Faculty Cabin



Executive Dining

## 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 -

**Mr Vijay and Tirumal**  
PGDM 2011



*"What a great experience; a great atmosphere between teachers and the students. The PGDM at DHRUVA - where success is a mantra - has boosted our confidence and is an indispensable launch pad for winning in the ultra-competitive globalized business arena. The invaluable learning and responsibility we gained in adopting and fostering the neighborhood schools have strengthened and expanded our social commitment."*

**Mr Gajanan Bochare**  
Project Manager,  
Mott Mac Donald  
PGDM 2004



*No manufacturing and / or service industry can do without management - whether it be self-acquired or thru MBA. Though management per se is common sense, the learning curve for acquiring it thru an MBA is faster and smoother.  
Engineering: Efficiency = Management: Effectiveness  
Hence I've chosen MBA / PGDM after B.Tech and I've chosen a B-School that is founded by a management professor - BE+MBA+PhD*

**Mr Ramakrishna Pothula**  
Senior Financial Analyst,  
Research in Motion  
PGDM 2002



*"When you leave DHRUVA college, you do not just graduate with an MBA degree, but develop a harmonious synthesis of a sharp brain, a kind heart and competent hands (which is symbolically mentioned in our Puranas as the Head of Shankara, the Heart of Buddha and the Hands of Janaka). This integrated personality development is the very nervous system of DHRUVA."*

**Ms Roohi Naaz**  
Management Trainee - HR  
TCS, Chennai  
PGDM 2008



*"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. Programs such as foreign language, personality development and international business offer a direct path to exploring new horizons. DHRUVA experience was perfect 'coz I am ready to go change the world."*

# wide ranging linkages

DHRUVA is in liaison with premier institutions such as University of Miami - USA; Ohio State University - USA; California State University - USA; Simmons College - USA; Stafford University - UK. Collaborations are underway with Stenden University - Netherlands; D'Youville College - USA and others to offer students a wide choice in international exposure.

DHRUVA is proud to be associated with 'Global Research and Organizational Behavioral Effectiveness' of Wharton and 'Convergys' of Ohio State University.

This year alone, apart from national events DHRUVA has organized - International Case Writing Competition, Staff Training Programs for Indian Railways, Consulting with UNDP-MNRE, APSRTC and many others.



DHRUVA sponsored the summit to foster international academic collaboration - 5 December 2010.

## Commemoration of 25th Anniversary of SAARC South Asian Association for Regional Cooperation



DHRUVA Chairman along with the management experts from across SAARC countries - 8 December 2010 at Dharani Sinha Hall, HCU - Hyderabad.



DHRUVA Chairman discussing collaboration modalities with Dr Arup Sen and Dr Ron Dannekar of D'Youville College, USA - 9 December 2010.

## a few international speakers...

### Frank M Lin

Asst Dean, California State University,  
San Bernardino - USA



### Dr Lynda L Moore

Professor of Leadership  
Simmons College - USA



### Dr Lily Manoharan

Binus University - Indonesia



### Dr Robert Coelen

Stenden University - Netherlands



### Dr Mathew M Monipally

Professor, IIM Ahmedabad



### Dr Subba Rao V Jayanti

SAP Consultant - USA





DHRUVA International Case Writing Competition - 7 December 2010.



DHRUVA Chairman as the Chief Guest at SBI Staff College debating competition for B-School students - 2 October 2010.



Representatives of UNDP - MNRE project with Dhruvans - 1 October 2010.

**Dr Suresh Reddy**  
Harvard Medical School - USA



**Dr David J Sumanth**  
University of Miami - USA



**Vatsal Yagnik**  
Harvard Alumnus  
International management consultant



**Dr Asefa Abahumna**  
VP, Adama University - Ethiopia



**Dr Frank H Witt**  
Adama University - Ethiopia



**Dr Vipin Gupta**  
Professor of International Management,  
California State University,  
San Bernardino - USA



# 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."

DHRUVA 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). The student's progress is continuously monitored by the designated mentors.

The students undergo a rigorous Summer Internship Project (SIP) intervening 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.

## Foreign Language

Learning a new language has many cognitive, academic and social benefits. Multi-lingual skills are an absolute essential in today's competitive environment.

*Apart from many topical audit courses, Dhruva offers foreign language coaching.*



*Mr Sheldon Reid, PGDM 2011 at IT Spin Inc - USA for an internship project in the area of Marketing and Operations. He was guided by Mr Gary Ledger, Project Manager - IT Spin Inc.*



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

## core faculty

Dhruva faculty have clarity of concept, context, content, connect and ability to communicate simply and effectively.

**Dr S Pratap Reddy** B.E, MBA, Ph.D

**Prof Pushpalatha Sunkepally** M.A, (Ph.D)

**Dr Ravi Kumar Jain** MBA, Ph.D

**Prof Chakravarthi JSK** B.Sc., MBA, (PhD)

**Prof P Sishir Reddy** BE, MS, MBA (USA)

**Dr VK Satya Prasad** B.Com, M.Com, Ph.D

**Prof Gokula Krishnan** B.Com, MBA, (Ph.D)

**Prof D Aparna** PGDBM, Dip French

**Prof Kunal Gaurav** B.Sc(Ag), MBA, FISBM, (Ph.D)

**Dr Anil Kumar Kaza** MBA, M.Tech, Ph.D

**Prof Jaipal Show Reddy** MBA, (Ph.D)

**Prof Neelima** MBA (U.K)

**Prof Anil Reddy** MBA (U.K)

**Prof Aruna** MBA, (Ph.D)

**Prof Nandini Sindhu** BE, MBA

**Prof Vyjayanthi Mala** B.A, MA, PGDBM

**Dr A Sunitha Rajesham** B.A, M.A, M.Phil, Ph.D

**Prof Raj Kumar Pillay** M.Sc, MBA, M.Phil

**Prof MV Narasimha Chary** LLM, MBA, (Ph.D)

**Prof Nidhi** BPGDM, M.Com

**Prof A Rajesham** B.E, M.Tech(I.E &M)

**Prof Meera Madhavan** MDBA

## Research Associates

**SK Farooq** B.Com, MBA

**B Prathibha** B.Tech, MBA

**P Chandana** B.Com, MBA

## Ad hoc Faculty

**Prof Lekha Sishta** PGDM(IIM-Bangalore)

**Karuna Mohan Kundakindi** M.Sc., LLB

**Vishwanath Palakurthy** MBA, M.Phil

# DHRUVA course structure

## 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
YMM203	Foreign Language - Chinese
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

## ELECTIVES

### FINANCE

FE301	Financial Risk Management
FE302	Security Analysis & Portfolio Management
FE401	International Financial Management
FE402	Financial Institutions, Markets & Services
FE501	Corporate Restructuring
FE502	Regulatory Mechanism for Financial Markets

### MARKETING

ME301	Sales & Distribution Management
ME302	Consumer Behavior
ME401	Product & Brand Management
ME402	Services Marketing
ME501	Retail Marketing & Merchandising
ME502	Integrated Marketing Communications

### HR

HE301	People Resourcing
HE302	Compensation & Reward Management
HE401	Learning & Development
HE402	Talent Management
HE501	Industrial Relations Management
HE502	Change Management & Organizational Development

### SYSTEMS

SE301	Business Process Management
SE401	Project Management
SE501	Business Analysis
SE302	Business Process Modeling & Notation
SE402	Knowledge Mgmt & Analytics
SE502	ITIL - IT services Management

### PRODUCTION

PE301	Human Engineering
PE302	Productivity & Quality Management
PE403	Production Planning & Control
PE404	Maintenance Management
PE504	Logistics Management
PE505	Lean Manufacturing & JIT

### GLOBAL BUSINESS

GB301	International Business Environment
GB302	Global Strategic Management

GB303	International Economics
GB304	Global Operations Management
GB401	Indian Economics & Foreign Trade Policies
GB402	Global Sourcing Marketing Research
GB403	Forex Management
GB501	International Negotiations Project Evaluation & Global Financing
GB502	International Trade Logistics
GB503	Legal Aspects of Global Business

### RETAIL MANAGEMENT

RM301	Retail Issues Concept & Environment
RM302	Finance in Retailing
RM303	Retail Shopper Behavior
RM304	Retail Category Management
RM401	Retail Sales Techniques
RM402	Integrated Retail Communication
RM403	Retail SCM & Vendor Development
RM501	Visual Merchandising
RM502	Mall Management
RM503	Retail Brand Management

### BIFAAS

BI301	Banking Regulation, Supervision & Compliance
BI302	Legal Aspects of Business
BI303	Financial Systems & Monetary Economics
BI304	Bank Accounting & Audit
BI401	Project & infrastructure Finance
BI402	Strategy, Structure & Policy in Banks
BI403	Asset Liability Management
BI501	Credit Risk Management
BI502	Treasury and Operational Risk Management
BI503	Financial Engineering

## AUDIT COURSES

Supply Chain Management, Insurance & Banking, Healthcare Management, Stock and Forex Trading Corporate Governance, Lean Management, Quality & Innovation, Leadership & Entrepreneurship Foreign Trade, Foreign Language

## research & publications

Despite the mushrooming of B-Schools, the research in management education has remained at low ebb in India. There are very few journals that showcase original and utilitarian research. DHRUVA is doing its bit to fill this gap thru a bi-annual Journal 'Vidwat - The Indian Journal of Management', whose Volume 4 Issue 1, January-June 2011 is on stands.



# excellence endorsed



'Best Management Student of The Year' trophy, instituted by Deccan Herald - Bengaluru and Centre for Change Management - Mumbai, is awarded to DHRUVA, which is one of the 10 B-Schools in the country bestowed with this rare honour.



DHRUVA Chairman receiving the Award in Singapore for 'Outstanding Contribution to Education' - 24 July 2010.



DHRUVA Chairman receiving the Award for 'Innovative Approach to Education' in Mumbai - 24 November 2010.



DHRUVA Chairman receiving the Award for 'Educational Excellence' from the Hon'ble Union Minister Dr D Purandeswari - 5 December 2010.

Best Business School in  
AP for Teaching  
July 2010



Among the Top 10 innovative  
B-Schools in India  
October 2010

**AIMS**  
ASSOCIATION OF  
INDIAN MANAGEMENT SCHOOLS



DHRUVA students as panelists at 'Shaping Young Minds' program organized by HMA-AIMA at ISB, 22 December 2010.



DHRUVA students bagged top honours at 'SAMANVAY-10' for book review, 15-16 December 2010.



DHRUVA students bestowed with top honours at National B-Schools Meet, IIT - Warangal, 18-19 December 2010.

## acknowledgement of volunteer services

DHRUVA's management volunteering team has proved to be a tremendous help in 'Teach Initiative Under Corporate Sustainability'. Positive activities such as this really make a difference to the lives of students.

We cannot thank you enough for your invaluable contributions.

CS Team  
Tata Projects Ltd

## thank you

Thank you Pratap Reddy. You generously allowed me to try out on your students, several of the ideas and exercises in the book 'Business Communication Strategy' - Tata McGraw Hill.

Dr Mathew M Monipally  
Professor - IIM Ahmedabad

THE HINDU

Education >> Research

DHRUVA College of Management has been appointed as the principal State Co-Investigator for the 'Global Leadership and Organizational Behavior Effectiveness' (GLOBE) project carried out by Wharton School of Business, University of Pennsylvania.

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

DHRUVA's 3,00,000 sqft 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 and books on discount.

Regular workshops, faculty development programs and management development programs are some of the events 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.

THE TIMES OF INDIA  
Education Times

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 than 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 Organizational Behavior 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.

## a few of our esteemed recruiters



others promise 100% placements; our esteemed recruiters help DHRUVA accomplish it year after year

## DHRUVA advantage

- First management college promoted by a management professor
- Wi-fi enabled 3,00,000+sft picturesque campus amidst 800 acre reserve forest just 20 km from the heart of city
- On-campus hostel facility for boys and girls
- Exchange programs with foreign universities
- Merit scholarships for deserving students
- Near 100% placements in reputed organizations
- International guest faculty
- Free summer internship abroad on merit
- Free foreign language coaching
- 1000-strong alumni with blue-chip global companies
- Learning centre with 20,000 books, 100 hard copy journals and 5,000 e-journals
- Laptop, books and study material on discount
- Transport facility for day scholars
- Easy education loan by SBI and HDFC Bank
- 28-strong core faculty bringing a wealth of knowledge from industry and academia across the world.

## DHRUVA - *a snapshot*

Established :	1995
Chairman - Governing Board :	Sri J Nrupender Rao, Chairman - Pennar Group
First Chairman - Governing Board :	Dr K Anji Reddy, Chairman - Dr. Reddy's Group
Founder Chairman :	Dr S Pratap Reddy Former Chairman, Board of Management Studies - JNTU
Core Faculty :	28
Visiting Faculty :	<ul style="list-style-type: none"> <li>• Dr Mathew M Monippally, IIM-A</li> <li>• Sri Srikanth S - Regional Head HR, TCS</li> <li>• Prof Vatsal Yagnik - Harvard Alumnus</li> <li>• Dr Seshadri - Foundations for the Future, USA</li> <li>• Dr Frank M Lin - California State University, USA</li> <li>• Sri Raghuram - sVYASA International</li> <li>• Dr Ramakrishna Velamuri - CEIBS, Shanghai, China</li> <li>• Dr David J Sumanth - University of Miami</li> <li>• Dr Vipin Gupta - California State University, USA</li> <li>• Sri Shailender - Wharton Alumnus</li> <li>• Prof Uday Bhate, IIM-A Alumnus</li> <li>• Sri Pradeep Kumar - Research Associate, INSEAD</li> <li>• Dr Pradeep Krishnatray - Ohio State University Alumnus</li> <li>• Prof Rajeevan - Cambridge University Press</li> <li>... to name a few</li> </ul>
Academic Courses Offered :	PGDM Finance / Marketing / HR / Production / Systems / Global Business / Retail Management / BIFAAS
Academic Linkages :	University of Miami - USA; Ohio State University - USA; California Sate University - USA; Simmons College - USA; Stafford University - UK
Linkages Underway :	Stenden University - Netherlands; D'Youville College - USA; Lithan Hall - Singapore; University of Saint Vincent - USA
AICTE Approval :	Approved since 1995
USP :	Intellectual Humility & Ethical Profundity
Placements :	Near 100%
Looking beyond :	To be one of the best B-Schools in Asia

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