



**JOHN'S**  
BUSINESS SCHOOL

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

*A New Age*  
**Management Institute**

[www.johnsbschool.com](http://www.johnsbschool.com)

# John's Business School

is backed by  
the CSI Trust  
(Wesley  
Group) formed  
in the year  
1927.



John's Business School is backed by the prestigious Church of South India Trust Association - Medak Diocese (CSI / Wesley Group) established in 1927. Among the myriads of educational institutions established by the CSI Trust, Johns Business School stands out as an institute of excellence for management studies offering AICTE approved PGDM courses.

The CSI Trust administers more than a hundred institutions across the state which include various Engineering Colleges, College of Education and a Medical College, besides a number of schools, Junior Colleges and Degree Colleges of repute such as Wesley, St John's, CSI etc.

Recognizing the need for a new age management institute with a strong industry interface, innovation and entrepreneurship, CSI has collaborated with 'Wisdom Education' to establish an institute of excellence to provide various management related programs.

'Wisdom Education' is a team of both young and experienced educationalists having vast experience in successfully establishing / executing various educational institutes and programs. Wisdom Education has successfully obtained approval from All India Council for Technical Education (AICTE), a statutory body under the Ministry of Human Resource Development, Government of India by designing an industry-aligned curriculum and creating a state-of-the-art campus with the requisite infrastructure as per the norms and regulations laid by the regulatory bodies.



## **OUR VISION :**

To create new-age business leaders who will have a lasting impact on the emerging global economy.



## **OUR MISSION :**

To provide quality education to scholars with focus on business ethics, experiential learning, research, leadership and entrepreneurial skills.

# BOARD MEMBERS



**RT. REV. DR. A.C. SOLOMON RAJ**

BISHOP & CHAIRMAN

Rt. Rev. Dr. A. C. Solomon Raj is the seventh successor of Frank Whittaker and eighth Bishop of the Protestant Church of South India Society. He shepherds the Diocese from the Cathedral of the Bishop housed in the CSI-Medak Cathedral in Medak Town, Telangana, India.

Rt. Rev. Solomon Raj is our guiding spirit, leading us in the direction of accomplishing our vision and mission.

**REV. DR. T. BHASKAR**

VICE CHAIRMAN

**REV. U. DANIEL**

TREASURER

**REV. K.A. CHARLES**

MINISTERIAL SECRETARY

**Mr. D. DAVID**

LAY SECRETARY

# KEY FACULTY

The faculty at John's Business School is highly qualified and well experienced. They are actively involved in research, training & development activities. The professors have teaching experience at prestigious Business Schools along with consultancy experience in the industry. In short the cream of the industry is here to train and develop new leaders with brand new paradigms of learning and development. Competition and markets do not guarantee progress. They are conduits for business advancement. For business to drive progress, it is not enough to address demands, excel in operations or comply with regulatory standards. Rather, business needs to know why it does, what it does, at which value and costs. This calls for the broadest appreciation of issues at stake and for leadership based on technical competence, self-awareness and moral judgment. The answer to the questions like above are discussed, elaborated and measured with students, by our dedicated faculty in detail at Johns Business School

**DR. T SANGEETHA**

PRINCIPAL & HRM EXPERT

**PROF. G. MURALI KRISHNA**

DEAN OF ACADEMIC & B.A.

**DR. M. PRASAD**

BUSINESS COMMUNICATIONS

**PROF. S.K. MATHUR**

SUPPLY CHAIN MANAGEMENT

**PROF. P RAVI KUMAR**

BFSI / FINANCE

**PROF. P. KOUSHIK**

DIGITAL MARKETING

**PROF. SRINIVAS**

ENTREPRENEURSHIP

**MR. A. RAHUL**

CORPORATE RELATIONS / TPO

# PGDM

*Post Graduate Diploma in Management*

The key to our successful PGDM program over traditional MBA is integration of Industry Requirement, Content and Process.

All those elements which are desired by the industry are usually not found in a traditional MBA program but are incorporated in John's PGDM curriculum. Various emerging modules and in-demand courses are incorporated in our PGDM program. John's students experience the key management processes giving them a practical insight into how a business functions and are connected to the real world business network, thus transforming them into business leaders.

## Specialisations

To lead our students in the direction of emerging verticals and constantly changing needs of the industry, we at John's have designed specialised programs which are innovative, industry specific and job oriented.

**Supply Chain Management**

**Banking, Financial Services & Insurance (BFSI)**

**Digital Marketing**

**Entrepreneurship**

**Business Analytics**

**Human Resource Management**



# SUPPLY CHAIN MANAGEMENT

In today's e-commerce world, the importance of logistics and supply chain management has grown significantly. In any industry goods need to be procured, stored and dispatched. Efficient and effective management of all these business functions are critical in the current business world.

Delivering products and services at the right time and place, right cost, and at the right quantity and quality is the core of logistics and supply chain management.

Someone equipped with comprehensive and integrated knowledge of logistics is a strong candidate in the job market.' The career opportunities afforded to graduates are a massive draw. Every retail organisation has a supply chain, so this is an area where there are multiple opportunities for employment.



## Program Modules

**Sales Force Automation**

**Customer Relation Management (CRM)**

**Sales, Invoicing & Dispatch**

**Purchase Management (Sales Order Linked)**

**Central Inventory Management**

**Inter Site and Office connectivity**

**(Cloud Hosted application)**

## Career Opportunities

**Inventory manager**

**Logistics manager**

**Facilities manager**

**Supply chain specialist**

**Distribution manager**

**Warehouse manager**

# **BANKING, FINANCIAL SERVICES & INSURANCE (BFSI)**

Banking, Finance & Insurance is a field in which the opportunities of growth are vast and varied. This field is one of the safest and most stable in terms of employment and it is the most dynamic in terms of career opportunities. A candidate planning to make a career in Banking, Finance or Insurance can aspire for a lucrative and rewarding career from managerial and consulting jobs in Government sector, MNCs and Entrepreneurship.

## **The program covers the following subjects:**

- All the market segments: Equity, Debt, Currency and Commodity markets etc.
- **Various Financial services**
- **Insurance related modules**
- **Personal and Corporate advisory**
- **Fundamental and Technical analysis**
- **Develop strategic skills in financial markets vide mock case studies**



## **Career Opportunities**

**Job prospects in Broking / Financial institutions / Banks  
Investment Advisor / Banker**

**Financial Analyst**

**Career as a Consultant / Entrepreneur**

**Insurance Executive**

# DIGITAL MARKETING

A marketing related activity / promotion was majorly communicated by putting up hoardings, danglers and other outdoor mediums. Traditional campaigns were the kings of marketing but with ever changing times, Digital Marketing wears the crown today and rules the world of marketing as well as business.

Fresh graduates need to find a direction in emerging verticals. Through digital marketing they shall find ample opportunities to earn money and pursue successful careers as an entrepreneur or an employee. Therefore, acquiring skills in digital marketing ensures guaranteed jobs to students.

Our Digital Marketing program powered by a real time digital marketing lab allows the students to dive deep into various marketing aspects and understand the whats and whys of how various digital mediums function.



## Career Opportunities

**Digital Marketing Manager**

**SEO Specialist**

**Consultant**

**Analytics Manager**

**Email Marketing Expert**

**Conversion Rate Optimizer**

# ENTREPRENEURSHIP

Our flagship entrepreneurship program is designed by successful entrepreneurs, industry experts and academicians. The goal is to inculcate the driving spirit among students to pursue entrepreneurship and create economic and social value to the nation. The program enables the students to realize their ambition to become an entrepreneur, solopreneur and help those who have their family-owned business.

## Program modules:

- Creativity and Innovation
- Ideation process
- Go-to Market Strategies
- Product Development
- Legal and protection
- Family Business Management
- Entrepreneurial Finance and Marketing
- Fund raising

## Outcome:

Our program encourages creativity and innovation, builds practical skills to solve complex problems and commercialize an idea or product.

Gain knowledge on how to assess business opportunities and an in-depth understanding of what typically characterize success and failures.

Develop an overall understanding of scientific research methods and theories relevant in the field of entrepreneurship.







# BUSINESS ANALYTICS

Business is all about analysing, planning and striking a tactical move to be at top of the game in spite of the ever growing competition. Business Analytics requires iterative exploration and investigation of past business performance to gain insights and drive business planning.

With continued innovation and new trends around digital technologies, the amount of data continues to grow exponentially, due to which corporations shall have a shortage of talented analysts who can analyse such exponentially growing data.

Large corporate houses like Airtel, Jio, TATA Group, SBI, HDFC Bank etc are increasingly adopting analytics in their development processes. Consulting giants like Infosys, PwC, Accenture, IBM are not far behind as they too have a large data to analyze.

## **Career Opportunities:**

- Business Analyst
- Financial Analyst
- Business Operations Analyst
- Market Research Analyst

## **Areas of Impact:**

- Data driven solutions and forecasting
- Business Decisions based on technology
- Big Data

# HUMAN RESOURCE MANAGEMENT

Human resource management is a process of bringing people and organisation together. It is the art of recruiting, developing and maintaining competent workforce to achieve the goals of an organisation in an effective and efficient manner.

In the last few decades the working world has realized that the productivity, motivation and creativity of human resources are critical for the organization's growth thus leading to huge demand for HR executives

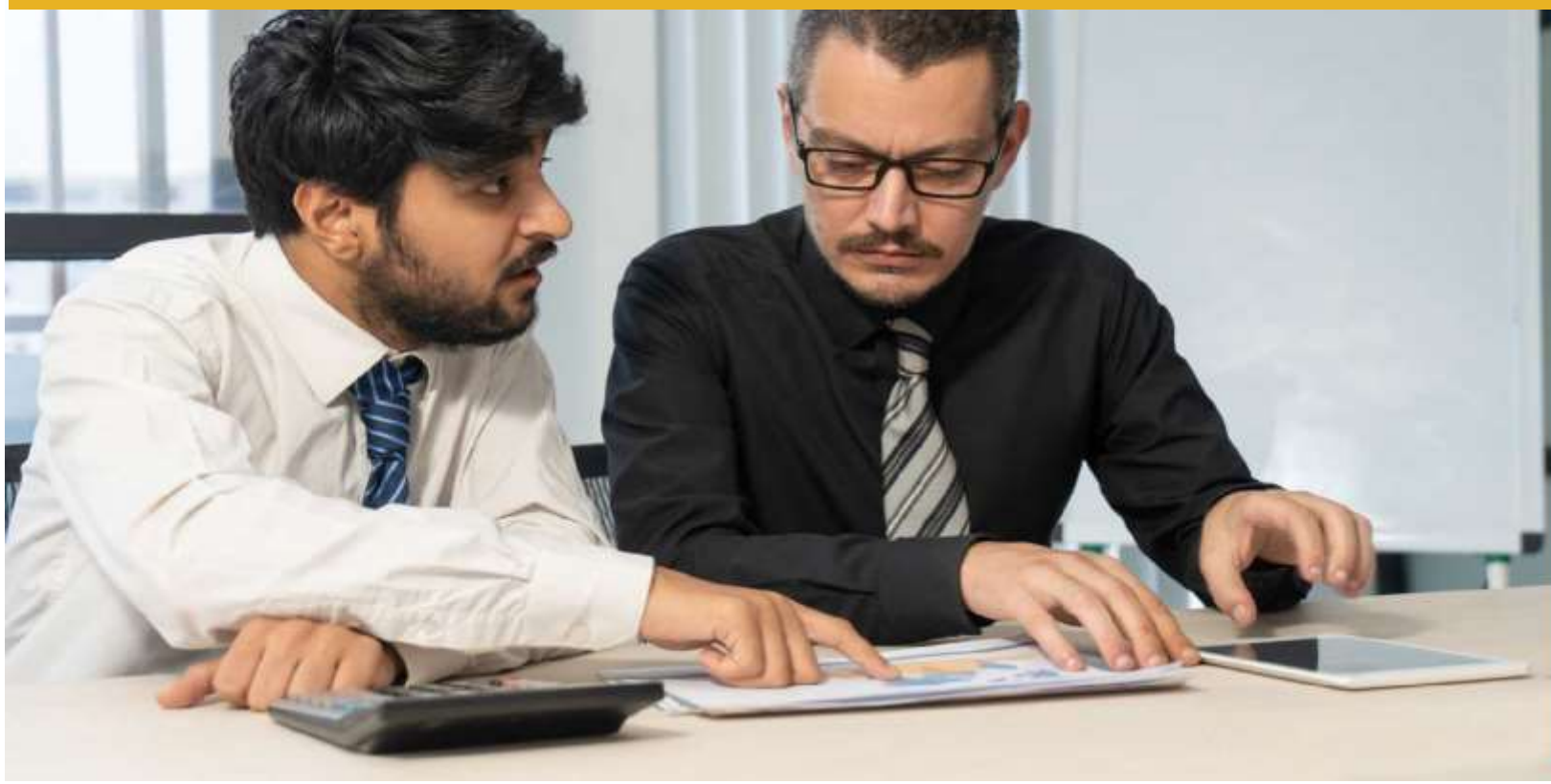
Three modern HR practices for success today are a focus on empathy, data usage and build a strategy. We'll unpack all three and train our scholars by putting these into action.

## Modules

- Recruitment
- Onboarding
- Performance management
- HR analytics
- Payroll
- Workforce management
- Talent management
- Absence and leave management

## Career Opportunities

- HRIS Specialist
- Employee Relations Manager
- Payroll specialist
- Diversity Manager
- Compensation specialist



# DREAM JOB

What's your dream job? How do you achieve it? We walk the path along with you in every step to make your dream come true.

We at John's diligently follow a specific teaching methodology and an effective placement training program to achieve your goal of securing a dream job. The programs structure consists of various practices such as psychometric tests, team building activities, JAMs, role plays, guest lectures, audio / video presentations and HR interactions.

Our comprehensive methodology is so robust that as soon as the students enroll, our in-house placement team interacts with each and every student to find out about their particular job aspirations.

We then assess each and every student on their individual capabilities and various other parameters. Based on which a personalised profile of each student is created. Each student is then rigorously trained to fulfill their aspirations of getting placed in top companies.

We have even established an exclusive and practical placement cell with spaces dedicated for mock interviews, group discussion, presentations and other pre placement activities.

<b>Average Salary</b>	<b>From INR 4 Lakhs per annum</b>
<b>Highest Salary</b>	<b>INR 12 Lakhs per annum</b>
<b>Higher salary averages (Dream job offers)</b>	<b>From INR 7 Lakhs per annum</b>



# STARTUP HUB

John's Startup Hub is a dedicated space on campus for entrepreneurship, innovation and fundraising. 90% of businesses fail due to scarcity of startup capital and initial guidance. Our Startup Hub comprehensively offers mentoring and services ranging from ideation to product development to branding, technology, marketing and fundraising. It comprises an Incubation centre providing mentoring and funding, an innovative Maker space with design thinking as its core. Such an unique offering shall be a safe space to experiment, navigate risks and bring success.

## Incubation centre

We at John's have establish an incubation centre which allows the startups to re-ne ideas and build strong foundations needed for their growth. It also provides Mentoring by various experts covering all the aspects right from legal registrations, securing the ideas, go-to market strategy, hiring the right team, use of technology, fund raising and so forth for their exponential growth

The space also doubles up as a co-working space for individuals working independently or collaboratively to foster growth, create opportunities and build network. An access to Café John's makes it more energetic.

## Funding your idea

Most of the startups fail to launch due to lack of access to funds at the initial stage. Hence we created a unique platform at John's to connect the student entrepreneurs to potential investors. We have also set up our own investment fund for such startups. The investment size can vary from 5-10 lakhs to one crore rupees per startup depending on the scrutiny and upon vetting of the idea/business.



# DESIGN THINKING

Design Thinking can add substantial value to create an idea, validate an existing idea and for a business as a whole. It is an iterative process to understand the consumer. It challenges assumptions and redefines a problem to identify alternate solutions. It is a practice which must be acquired by budding entrepreneurs and business leaders seeking the right tools to innovate and grow.

## MAKER SPACE

The makerspace at John's is first-of-its-kind in a Business School. Maker space is a dedicated lab to seamlessly connect the outcome of prototyping and testing from a design thinking process. It's a unique learning environment that encourages exploration through tinkering. In short, a place to invent.

Maker space enables students to use innovative tools and materials; both physical and virtual like 3d printers, toolkits, electronics, machines, mini computers, softwares, apps etc. Various materials such as paper, cardboards, clay, wool etc are also used to create some of the industry prototypes.

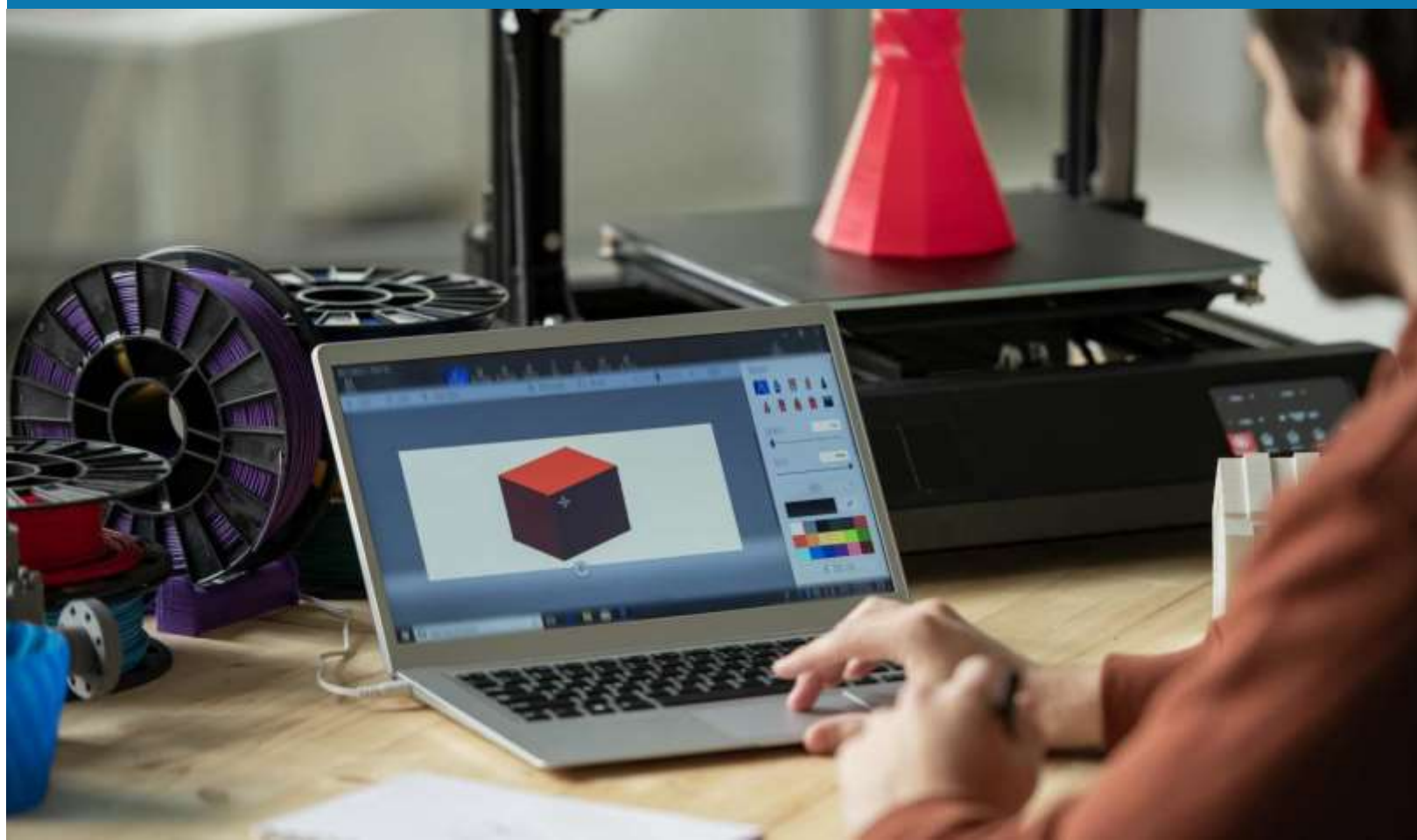
*The Structured Activities of the Maker Space are broadly divided into*

Ideation Phase

Mentoring Phase

Building Phase

Showcasing Phase



# FREELANCING MODULES

- We are living in a freelancer economy.
- The latest technologies and broader internet access has allowed skilled freelancers to work remotely.
- Post-pandemic many online platforms have been created to connect freelancers to prospective clients.
- We at Johns have identified this trend and created modules to up-skill our students to transform them into a skilled freelancer.
- This helps to generate passive income and accelerate their career growth as well.



## FREELANCING OPPORTUNITIES

- Digital marketing executive
- E-commerce expert
- Trading and Financial Analyst
- Cloud kitchen expert
- Freelance recruiter    Branding and PR executive    Content /
- Course creator



## FINANCIAL LITERACY

***Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.***

We at John's believe in this timeless wisdom and help our students to develop strong financial literacy at a young age. It is not just simple education that we provide but such impactful learning that lasts for a lifetime.

Achieving financial freedom is a goal for many people. It generally means having enough savings, investments, and cash on hand to afford the lifestyle you want for yourself and your family. Financial freedom allows you to pursue the career you want or even retire early without being driven by earning a certain amount each year.

We help students to manage their personal finance, avoid bad debt trap, develop saving habits and most importantly teach to leverage the Power of compounding by starting early.



## LIVE TRADING LAB

We at John's created an exclusive and first-of-its kind live financial trading lab in a Business School. The lab enables the students to develop strong financial skills in stocks, futures, options, currencies and bonds, in addition to understanding the financial market trends; measuring and analysing performance of companies. The lab provides a platform to have an overall understanding on the flow of financial data and its impact on financial markets through various electronic business databases.

With technology integrated, the lab feeds continuous stock related inputs and other financial information. The systems equipped with industry standard softwares will enable students to study finance in a setting that mimics a national stock exchange environment and that of a stockbroking firm.



## FEE STRUCTURE

DETAILS	AMOUNT	PAYMENT DEADLINE
Admission Commitment Fee	INR 10,000 (Refundable by AICTE terms)	1 week from the day the offer letter
1st Instalment	INR 2,25,000	Before commencement of Semester 1 (Year 1)
2nd Instalment	INR 2,25,000	Before commencement of Semester 3 (Year 2)
<b>Total Fee</b>	<b>INR 4,60,000</b>	

Please note: This excludes hostel and study tour, which shall be charged as per student selection.

Fee refund policy: We'll follow the norms and guidelines of AICTE for fee refund.

## SCHOLARSHIP

DETAILS	SCHOLARSHIP
For students with 90% and above in graduation	INR 30,000
For students with 85% and above in graduation	INR 25,000
For students with 80% and above in graduation	INR 20,000
For students with 75% and above in graduation	INR 15,000
For students with 65% and above in graduation	INR 10,000

In addition to the above, Rs 20,000 discount on the fee shall be given to those who pay the entire fee in lump sum.

## HOSTEL FEE

DETAILS	
Refundable Security Deposit	INR 10,000
Hostel Fee (Including Food, Laundry & Internet)	Options From INR 9,000 per month

### Loans and Financial aid

The institute will assist the students to avail bank loans from various popular banks at attractive repayment options by providing necessary documents.

## GLOBAL STUDY TOUR

The main motto of John's business school is to provide great exposure to the students and help them to grow up beyond the local standards.

The students get an opportunity to engage in an optional international trip in their second year and get an opportunity to visit and explore other countries and know about the functionalities of international organizations, keeping them updated on the latest global trends and experiencing them practically.

All programs are of high impact. Such an experiential learning shall allow students to have fun while exploring with prime focus on learning.

Students at Dubai Trip

## Memories for Life

Students on an Industrial visit



Students at Singapore Trip



## NATIONAL AND LOCAL INDUSTRIAL VISITS

We, at John's, believe that students should see, experience and acquire practical knowledge along with theoretical knowledge. Practical knowledge is a necessity before the students step into the real world of business. And so, we offer the students a national/ local study tour

### Industry visits

- Thrive Solar
- Energy
- Masqati Dairy
- Coca Cola
- Tecumseh
- Parle G Biscuits
- Sri Savitr Solar

Disclaimer: These shall be strictly subject to Covid situation and consent from parents.



## Sports

The students get to de-stress at our state-of-the-art turf playground where students can play International format box cricket and 7-a-side box football. The students also get to participate in Intra-college and Inter-college sports events to develop the right competitive spirit and team work.

## Cafe Johns

Our in house cafeteria serves different cuisines to satisfy the taste buds of students. The quality and hygiene of food facilities are of great standards. Healthy dishes and beverages are available in a clean and hygienic atmosphere. Students can relax and recharge between lectures.

## Hostel

For out station students, we provide a safe and separate hostel facilities for boys and girls. The hostels are close to the campus within walkable distance and are available at different budgets suitable to the students. Hostel includes free laundry facilities, wifi, 24 hours security, 24 hours water, Fridge, Microwave, Geyser, Mineral water supply etc. It provides healthy and nutritious food from breakfast to dinner with lunch takeaway options.

## College Fests

The purpose of our college fests is to provide an excellent platform to showcase all kinds of talents ranging from arts, education, sports; to concerts, drama, debates, paper presentations etc. The students eagerly wait for the fun and frolic events at the fest to exhibit their talents and also showcase their managerial skills





Start-up Hub



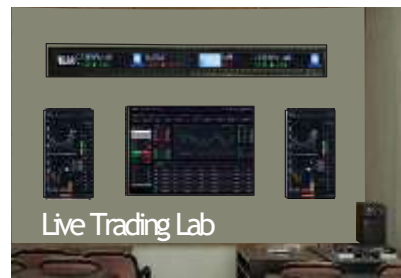
Vintage Cafeteria



Library



Placement Cell



Live Trading Lab

*Transforming students into  
Business Leaders.*

Call us now  
**+91 91771 05691**



**JOHN'S**  
BUSINESS SCHOOL

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Hyderabad, Telangana-500026.

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