



VIDYA
KNOWLEDGE PARK

www.vidya.edu.in



Nurturing Future **Leaders !**

VIDYA SCHOOL OF BUSINESS

VIDYA INTERNATIONAL SCHOOL OF BUSINESS

VIDYA INSTITUTE OF CREATIVE TEACHING

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ABOUT US



VIDYA
KNOWLEDGE PARK

Vidya Knowledge Park, a Jain Minority Institution, situated in Meerut symbolizes a very well conceived dream of transforming education in the belt of Western UP and Delhi-NCR. VKP, an excellent integrated educational institutional hub blending with the intent of matching the dynamic paradigms of the education fraternity globally.

Vidya Knowledge Park, a unique global educational house comprising of more than half a dozen well defined educational entities catering to a complete spectrum of education starting from primary school level and reaching to the pinnacle of professional pursuits in the fields of engineering, management, fashion, teacher training and sports.

Vidya Knowledge Park is spread across lush green landscape of 75 acres, state of the art architecture, harbouring more than 3000 students, 500 plus professional teaching and non-teaching staff and the best in technology and ambience.

VKP is sensitive to ever changing dynamics of human development along with professional and educational manifestation. As such, we have incorporated an integrated approach to include all forms of pedagogy to groom globally acceptable academics, professionals and entrepreneurs.



COURSES OFFERED

VIDYA SCHOOL OF BUSINESS

Doctoral Programme **Ph.D**

The Research Centre of Dr. APJ Abdul Kalam Technical University Lucknow

Masters in Business Administration **MBA**

2 years degree programme in Business Administration

Dual specialization offered in the following areas:

- Marketing Management
- Finance Management
- Human Resource Management
- Information Technology Management
- International Business

VIDYA INTERNATIONAL SCHOOL OF BUSINESS

Post Graduate Diploma in Business Administration **PGDM**

2 years diploma programme in Business Administration

Dual specialization offered in the following areas:

- Marketing Management
- Finance Management
- Human Resource Management
- Banking
- Insurance
- Information Technology Management
- International Business

VIDYA INSTITUTE OF CREATIVE TEACHING

Bachelor's in Business Administration **BBA**

3 years degree programme

Bachelor's in Computer Applications **BCA**

3 years degree programme





ACADEMIC EXCELLENCE

Based on 'Input - Process - Output' methodology, Vidya Knowledge Park has achieved the status amongst Top Private B-Schools in the country. Rated on various parameter ranging from Student quality, Placements standards and Faculty credentials, our managerial programmes have managed to shine.



AA & 4th in Academic Category
(B & M Chronicle)

A+
(B & M Chronicle)

Included in
Dalal Street Best B
School Directory

A+
(Go Getter Go Air
Best B School Survey)

A+
Business School
(MBA by Choice)

A
B & M
Chronicle

CREATING MILESTONES

Our Gems

Uttar Pradesh Technical University (UPTU) Toppers



**Sameeksha
Jain (1st)
Gold Medal**



**Shalini
Garg (2nd)
Silver Medal**



**Prerika Jain
(6th)**



**Lipika Arora
(2nd)
Silver Medal**



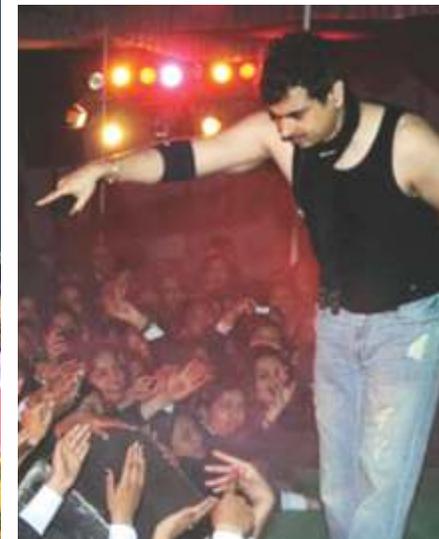
**Shivi Goel
(8th)**





A Pearl in the Ocean : Vidya Knowledge Park

Amongst the endless number of Institutions breeding in every nook and corner of the Indian sub-continent, Vidya Knowledge Park sets apart its identity as a 'One Stop Educational Hub', offering at par Educational Programmes and ample opportunities to its students to display their innate skills and talents.







VIDYA

SCHOOL OF BUSINESS

Vidya School of Business is a premier Institution affiliated to Uttar Pradesh Technical University, Lucknow (Recognized u/s 2(f) of the University Grants Commission Act), and approved by AICTE, Ministry of HRD, Govt. of India. This state of the art Institution primarily offers a Masters Degree in Business Administration.

Incepted in the Year 2007, Vidya School of Business has been successful enough in coining its name amongst the most respected and well-known B-Schools in the Country.

With a silent aim of developing the most competitive skills in students, Vidya School of Business primarily endeavours at imparting an all round learning programme to its students.

Be it Marketing, Finance, International Business, or Human Resource, Vidya School of Business has not left even a single stone unturned in extending its efforts in researching and developing the most prudent content and study material in the said disciplines. In its journey of educating thousands, Vidya School of Business has produced a considerable number of 'Top Rankers', and 'Business Leaders', year after year.



What Makes Vidya School of Business Different from Others?

With the help of the high-tech classrooms and infrastructure, well equipped e-library in a cloud campus VSB offers a life long learning experiences to its trainee managers.



Accreditation

- Approved by AICTE, Ministry of HRD, Govt. of India
- Affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow
- Recognized u/s 2(f) of UGC Act

An Insight into Academic Programmes !

Post Graduate Course MBA

2 years degree programme in Business Administration

Dual specialization offered in the following areas:

- Marketing Management
- Finance Management
- Human Resource Management
- Information Technology Management
- International Business

Doctoral Programme Ph.D

The Research Centre of Dr. APJ Abdul Kalam Technical University, Lucknow





VIDYA

INTERNATIONAL SCHOOL OF BUSINESS

Vidya International School of Business (VISB) stands for "Total Quality Leadership in Consonance with International Standards". VISB is thoroughly committed to the advancement of Management education, training and development.

VISB has been working with the industry and academia for developing new domains of managerial thought & education and contributing to the process of building leaders in today's global business environment.

VISB maintains a reputation for up-to-date curricula, quality teaching, case based learning, internships and placements. It brings together talented youth and highly qualified and experienced teachers providing the relevant knowledge, skills and motivation to succeed. The course is highly endorsed by employers as it blends modern management theory with current practices.



Accreditations

Approved by AICTE (All India Council of Technical Education)
Ministry of HRD Govt. of India

Dual Specialization offered in the following areas:

- Marketing Management
- Finance Management
- Human Resource Management
- Banking
- Insurance
- Information Technology Management
- International Business



VIDYA

INSTITUTE OF CREATIVE TEACHING

In today's competitive scenario, a bachelor's degree is commonly earned to gain access to entry level jobs in any field. VICT being sensitive to the employment requirements has started a Bachelor's Programme to help the upcoming generations in building their career in the right perspective. Basically, VICT provides a Graduation Degree in Business Administration and in Computer Application which have become a fundamental part of one's learning in today's competitive environment.

Our motto at VICT emphasis on practical aspects of education and to connect theoretical knowledge to the practical aspects by engaging students in a dialogue regarding various issues related to society and education.



PROGRAMME OFFERED UNDERGRADUATE

BBA

(Bachelor of Business Administration)
3 years degree programme

Basic management and business skills help in laying the foundation of the future of tomorrow. It is where the Bachelor of Business Administration (BBA) degree is conducive. The course is divided into six semesters as an early start to a rewarding management career. It is a blend of education with academics & practical knowledge. It prepares the candidate to deal & develop business acumen & meet the challenges of middle level management positions in public and private sector.

BCA

(Bachelor of Computer Applications)
3 years degree programme

BCA offers an important preparatory level graduate course especially in the context of IT industry. The course is divided across six semesters in three years. The curriculum is designed in order to teach the vertical and horizontal aspect which enables the students to get groomed for the IT industry. The students are provided with training to design, develop, and implement computer applications using modern information technology tools.

Affiliation

Affiliated to CCS University, Meerut



INDUSTRY ACADEMIA INTERFACE

Industry academia collaboration is of paramount importance for grooming of management aspirants to make them industry ready. Vidya actively collaborates with prominent corporate houses and conducts robust programme to provide interactive exposure to the best business houses in the country by including the following :

CORPORATE ADVISORY BOARD

Having technical experts from relevant industrial houses, senior academician and trainers support and monitor planning, execution and modification of various academic and professional programmes.

INDUSTRIAL VISITS

Vidya sends budding managers on mandatory basis to industries on an average 4 times during the entire programme to provide a right blend of theoretical learning and an opportunity to witness practical applications.

CORPORATE FACULTY AND GUEST LECTURES

Guest lectures are an integral part of the pedagogy at Vidya. Corporate head-honchos as well as doyens from the academia are invited to share their valuable insights from their rich experience about contemporary business issues, the challenges they are faced with and how they dealt with them.

ALUMNI LECTURES

Realizing the psychological impact of senior working professionals Vidya organizes a series of alumni lectures on regular basis to motivate trainees.

FACULTY TRAINING

“An developed & intellectual teacher can develop the nation's budding stars in a more appropriate way”.

Keeping this view in mind we organize various development programmes for faculties in order to keep them updated with the changing scenario.

SUMMER TRAINING

Six weeks intensive project based internship summer training in the industry for hands on learning helps to orient the trainees towards corporate environment .

INDUSTRIAL VISITS



MOTHER DAIRY PLANT



LIBERTY INDUSTRY



JAYPEE CEMENT

INTERNATIONAL SPEAKERS



TRAINING SESSION BY MARK



MIKE LEESEN from USPIRE



ENTREPRENEURSHIP WORKSHOP by MARK

SEMINARS & SUMMITS



SESSION BY PERVIN MALHOTRA



CA SUMMIT



POLICE TRAINING



FACULTY DEVELOPMENT PROGRAMME



HR LECTURE



EXPERT SESSION

CORPORATE CONNECT

Vidya holds a privileged position by attracting top notch companies offering hefty pay packages and core profiles. Vidya adheres to quality oriented placement policy which only allows core management companies that offer challenging job profiles and healthy pay packages.

Corporate connect has been playing an active role in inviting qualified & renowned professionals from the business community for seminars, guest lectures, symposiums and also offers multiple networking opportunity through company presentations, off campus networking events, career fairs & industry/plant visits etc.

PLACEMENTS



QUALITY PLACEMENTS

Glimpse of Placed Students 2015-16

OVER
85%
STUDENTS PLACED

100+
TOP RECRUITERS

[SHAPING STUDENTS
FOR A SOUND
CORPORATE FUTURE]



STUDENT CENTRIC POLICIES AND PROGRAMMES

Vidya considers its students as the most important stake holders. Therefore, the whole system of the University has been made student centric incorporating the following features:

STUDENT CARE CENTERS

The Vidya Knowledge Prak has set up student Care Centers in each institute for redressing the grievances within 24 Hours of the problem being reported. These centers provides single window solution to all the student's problem.

STRONG FEEDBACK MECHANISM

The Vidya Knowledge Park endeavors to acknowledge and respond to student's opinion through the Feedback Mechanism as it helps to identify critical areas of concern so as to improve efficiency and effectiveness of the system. The following feedback mechanism has been put it place to understand individual problems of the students and provide immediate solution:

- Formal feedback by all the students through a structured format twice a semester.
- Informal feedback from students through suggestion boxes, e-mails, SMS, personal meetings, phone calls etc.

MENTORSHIP

The Mentorship Programme at Vidya works on the principal of Friend, Philosopher & Guide , where every faculty member is appointed as a Mentor for a set of 30 students. Class mentoring aims to provide redressal of individual problems and support to realize their full potential.



CR MEETING & OPEN HOUSES

Vidya encourages active and efficient participation of students by appointing CRs who bring students suggestions and concerns to the management. Regular meetings and open house discussions are held to solve common problems of the students and improve the system.

COMMITTEES & CLUBS

The Vidya Knowledge Park has formed a number of committees and clubs to provide opportunity to the students for organizing & participating in co curricular activities. These Clubs are platform for students to plan, organize and implement various management related events. These include Guest Lectures, Debate competitions, Business Quizzes, News analysis, Lessons from Movies, Video discussions, Gds, Mock interviews, workshops on grooming etc.

REWARDS FOR MERITORIOUS STUDENTS

Scholarships are awarded to meritorious students as tuition fee waiver at the time of admission. We offers Cash prizes as reward to merit position holders in the university.



Eligibility & Admission criteria

VIDYA SCHOOL OF BUSINESS

AKTU COLLEGE CODE - 263

MBA

Graduation with 50% and above marks in any discipline.

Students should have appeared in UPSEE/CAT/MAT/CMAT.

Final year Bachelor Degree students expecting results are also eligible to apply.

VIDYA INTERNATIONAL SCHOOL OF BUSINESS

PGDM

Graduation with 50% and above marks in any discipline.

Students should have appeared in CAT/MAT/CMAT/XAT/VISBET.

Final year Bachelor Degree students expecting results are also eligible to apply.

VIDYA INTITUTE OF CREATIVE TEACHING

CCSU College Code - 349

BBA

10+2 from a recognized board of education with 50% and above marks.

BCA

10+2 from a recognized board of education with 50% and above marks.



VIDYA SUKH SCHOLARSHIP

Vidya Sukh Scholarships have been initiated to encourage the talents of such students, thereby strengthening the roots of our future generation. A small step towards the collective goal of making India the knowledge superpower of the world.

Scholarship Schemes

A. Undergraduate Courses BCA | BBA

Based on marks obtained in Qualifying Examination

≥ 90%	100% Tution Fee Waived
≥ 85% & < 90%	50% Tution Fee Waived
≥ 80% & < 85%	25% Tution Fee Waived

B. Postgraduate Courses MBA | PGDM

Based on marks obtained in Qualifying Examination

≥ 80%	100% Tution Fee Waived
≥ 75% & < 80%	50% Tution Fee Waived
≥ 70% & < 75%	25% Tution Fee Waived

C. 10% Tution Fee Waived for Jain Community students who secured ≥ 60% marks in qualifying examination

WORLD-CLASS FACILITIES



ADVANCED E-LIBRARY & JOURNALS



E-ENABLED CLASSROOMS



Wi-Fi CAMPUS



CULTURAL AND MANAGEMENT EVENTS



HOME LIKE HOSTEL ENVIRONMENT



IN-CAMPUS BANKING FACILITY



WELL CONNECTED TRANSPORT



IN-HOUSE MEDICAL FACILITY



HYGENIC FOOD & BEVERAGES



LATEST GYM EQUIPMENTS



SPECIALIZED SPORTS FACILITIES



WORLD-CLASS INFRASTRUCTURE

COURSES OFFERED:

B.Tech | M. Tech | MCA | MBA | POLYTECHNIC
VIDYA COLLEGE OF ENGINEERING

MBA | Ph.D
VIDYA SCHOOL OF BUSINESS

PGDM
VIDYA INTERNATIONAL SCHOOL OF BUSINESS

BFAD (Fashion Designing) | BFA (Fine Arts)
VIDYA INSTITUTE OF FASHION TECHNOLOGY

B.Ed | BBA | BCA | BTC
VIDYA INSTITUTE OF CREATIVE TEACHING
VIDYA INTERNATIONAL SPORTS ACADEMY

CBSE & IB World, Cambridge International School
VIDYA GLOBAL SCHOOL



VIDYA
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