



**VIJAYBHOOMI**  
UNIVERSITY

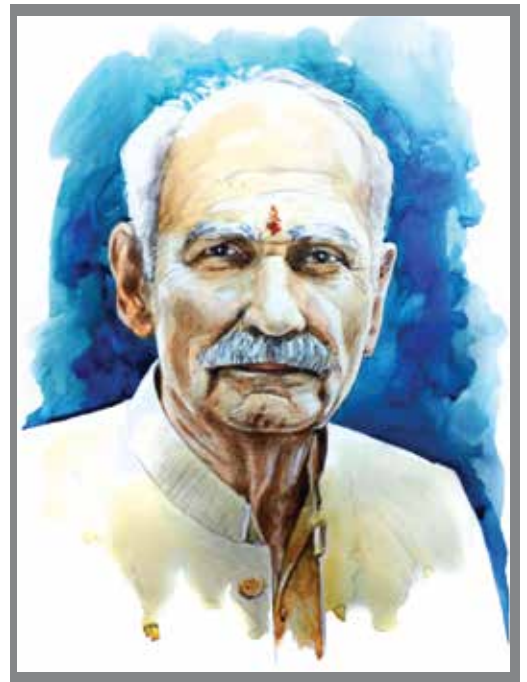


# THE INSPIRATION

Vijaybhoomi University is inspired by the lives and ideologies of two great men – one from the annals of history, the other an idol for modern-day entrepreneurs.

## OUR FOUNDER **LATE SHRI V B PADODE**

Shri V B Padode founded the Dalal Street Investment Journal (DSIJ) in 1986 (a leading financial magazine with a loyal following of more than 150,000 readers). During his successful journey of being an accomplished journalist, educator, and entrepreneur, he earned his reputation to be a hard worker, a solution seeker, a super negotiator, a strong observant, a meticulous analyst, a patriot, a perennial optimist, and a fine human being with a die-hard attitude. Shri Vijaysingh B Padode departed for the heavenly abode on August 13, 2019.



## **CHHATRAPATI SHIVAJI**

The founder of the Maratha Empire, Chhatrapati Shivaji Maharaj, dominated much of the Indian subcontinent in the 17th and 18th centuries. His rule extended from Tamil Nadu in the South, to Peshawar, Pakistan in the North, and Bengal in the East. Chhatrapati Shivaji Maharaj was fearless, agile, intelligent, a believer of meritocracy, ambitious and had a die-hard attitude.



# SPIRIT OF VIJAY

- **V**alue integrity and earn others' trust
- **I**nnovate continuously and be agile
- **J**ettison fear of failure and learn from mistakes
- **A**ppreciate your origins and build on them to be a good citizen
- **Y**ield not to unethical shortcuts and be socially responsible



**“Vijay” means “Victory” and the spirit of Vijay will be the beacon to help our students emerge victorious over:**





# GENESIS

## 25 YEARS OF EXPERIENCE IN BUILDING TOP-CLASS EDUCATIONAL INSTITUTIONS IN INDIA:

Established in 1995, IFIM Business School, Bangalore is the sixth business school in India to have been awarded the AACSB accreditation. The success of building a business school, which is rated amongst the top 5% of the global business schools, encouraged the founders to develop and build the Vijaybhoomi University for propagating the “Spirit of Vijay” and its mission.



IFIM Business School, Bangalore Campus

IFIM Business School positions itself for “Beyond Tomorrow” by:

- Grooming ‘T’-shaped professionals aligned with the needs of industry 4.0, through its unique Bespoke Curriculum
- Best-in-class faculty: A blend of PhD-trained and experienced practice-oriented professionals
- Global connect through partnerships with top global business schools offering courses in new-age areas
- Award-winning Practice Driven Initiatives:
  - Research Incubation
  - Social Immersion
  - Personality Enhancement
  - Long-duration Industry Internship
  - Corporate Mentorship



## VISION

To become an independent, multi-disciplinary, globally acclaimed university that facilitates learner-centricity, builds pathways to groom holistic individuals, and fosters innovation and scholarship to impact practice and communities.

## MISSION

To nurture holistic, socially responsible and continuously employable professionals.

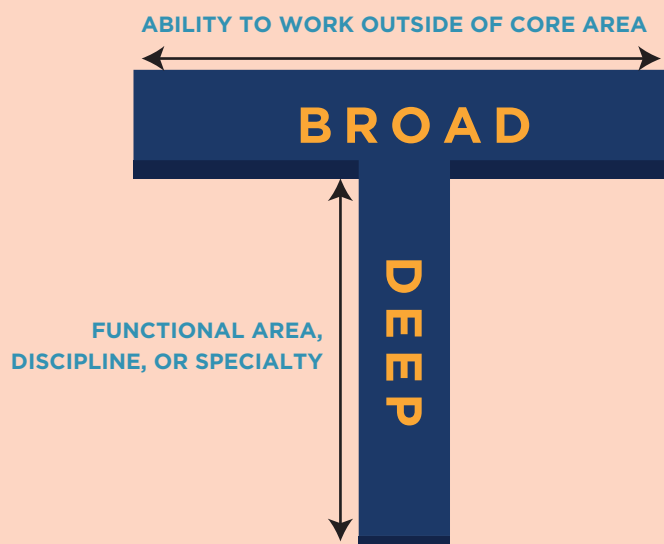
## LIBERAL PROFESSIONAL UNIVERSITY

**EDUCATION WAS ALWAYS MEANT TO BE LIBERAL,  
UBIQUITOUS, UNIVERSAL AND FREE FOR ALL.**

Vijaybhoomi University is all set to liberate education from its shackles by deploying new systems and evolving curriculums that are bespoke and customized to suit our students' aspirations and appetite for learning. In the past, this privilege applied to liberal arts streams since art was never regulated and always advocated freedom. Vijaybhoomi University has evolved a curriculum that extends this privilege to professional qualifications.

We need a liberal professional university to develop professionals for "Industry 4.0". These professionals are expected to be omniscient, socially responsible and what specialists famously refer to as 'T'-shaped professionals. Vijaybhoomi is the first in the country to successfully blend the liberal framework into professional streams thereby making it the only one of its kind "Liberal Professional University".

### **'T' SHAPED PROFESSIONALS**

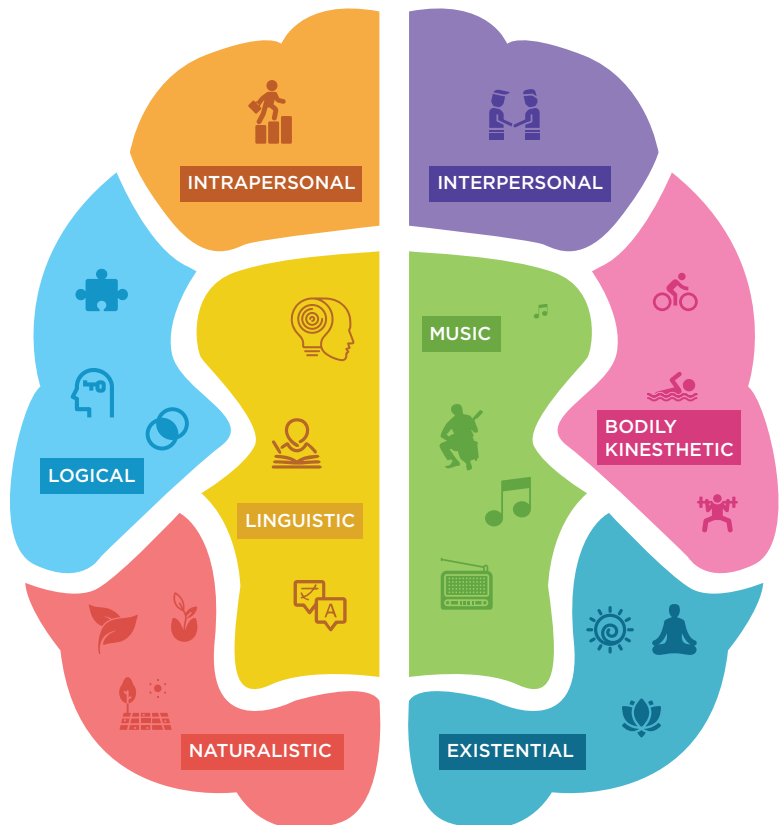


# CURRICULUM

## DISCOVERY USING HOWARD GARDENER'S MULTIPLE INTELLIGENCES FRAMEWORK

The first two years at Vijaybhoomi University are discovery years wherein students will be permitted to opt, and experience level 1 courses offered by the various schools and faculties of the University. The objective of the discovery years would be to enhance the appetite of learning and to test and gauge the abilities of the 8 multiple intelligences in our students.

The journey across these 2 years is expected to ignite the mind of our students and help them discover their purpose in life. The journey will be assisted by seasoned professionals/entrepreneurs to help mentor and coach the students as they traverse across these two years.



## LIBERAL FRAMEWORK FOR DEVELOPING BESPOKE LEARNING PATHWAYS

The discovery of purpose and alignment of the same to one's aspiration will help each student identify the learning pathway and the credentials to be earned for a purposeful and meaningful career in the future. The liberal framework of this unique curriculum will assist the student in choosing appropriate courses and interventions to enable the student's life and career aspirations.

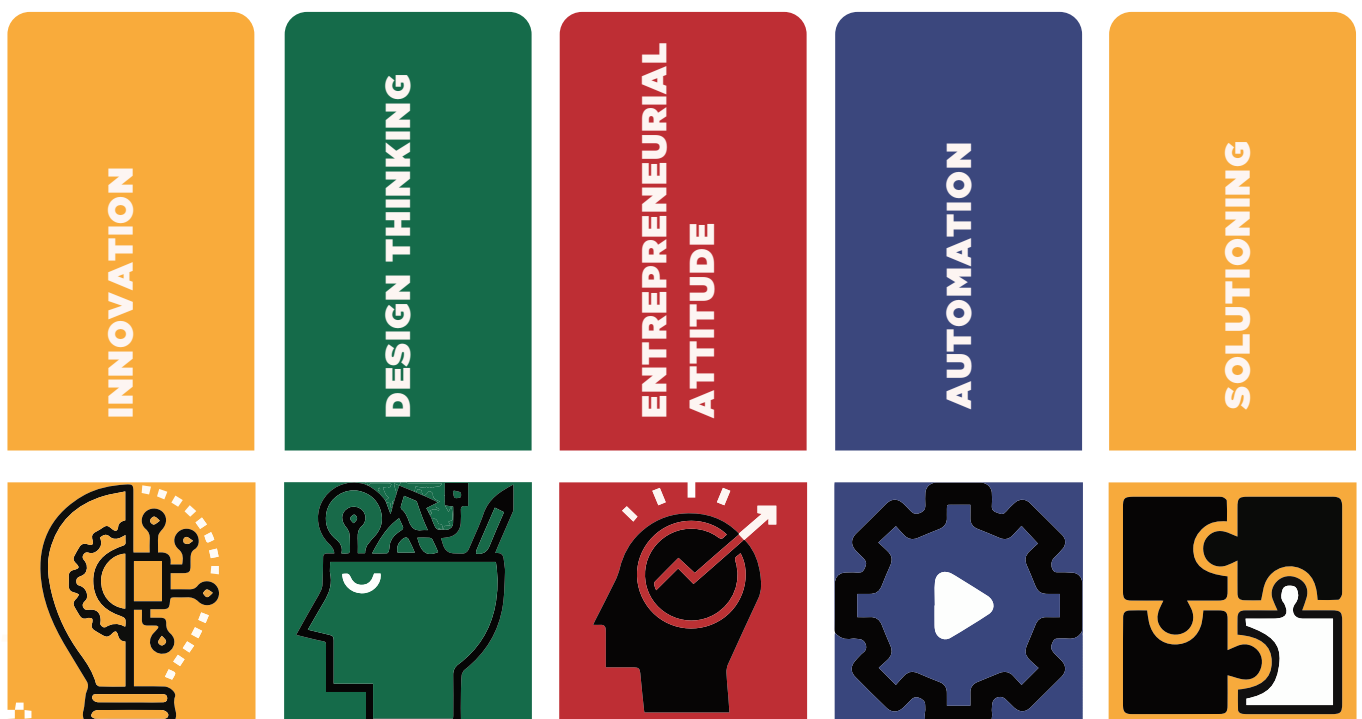
# CURRICULUM ARCHITECTURE

The courses are divided into 3 levels. Each course is modular and has a pedagogy designed to provide the best learning outcome. The courses can be taken in any sequence by the student provided they do not have specified prerequisites. The level 1 courses allow the student to experience the area and discover the inner-connect with the subject. The level 2 and level 3 courses are higher-level courses to help define the student's choice of professional degree and the associated majors and minors.

Each student is also expected to complete practice courses that are mandatory across all degree programmes. These award-winning practice courses have been designed to develop the skills that are required and expected of students aspiring to be future ready in their chosen careers/professions.

- Personality Enhancement Programme (PEP) – learning to manage oneself and developing a good lifestyle. Developing life skills essential for surviving in the VUCA world.
- Research/Innovation Incubation – designed to impart research and analytical skills required for problem solving and innovating.
- Social Immersion Programme – designed for sensitising students to social problems and providing a real shot at trying by applying their problem-solving skills to solve one real-life problem.
- Industry Internship Programme – designed for providing an opportunity to the students to apply their learning in a real-life work environment.
- Execution by Service in Institutional Committees (ESIC) – providing an opportunity for students to own and work on issues that will help develop their alma mater.

**The courses across all programmes are designed in a modular fashion using the “Ideas” framework.**



# THE FOUNDING TEAM

## **SHRI SANJAY PADODE**

President and Chancellor

Shri Sanjay Padode, an engineering graduate turned entrepreneur pivoted to be an educator for enabling society to be happy, prosperous and productive. He co-founded the IFIM Business School which was the sixth school in the country to have been accredited by the AACSB. He is presently building India's first Liberal Professional University: Vijaybhoomi University.

## **DR. A PARASURAMAN**

Pro-Chancellor Academics

Dr. A Parasuraman is a pioneer in service research and developer of the SERVQUAL methodology for measuring service quality. He is also the developer of a scale for measuring electronic service quality (E-S-QUAL) and a scale for measuring the technology readiness of people [Technology Readiness Index (TRI)]. He has published over a hundred articles in leading scholarly journals as well as several books. His publications have garnered over 1,60,000 Google-scholar citations in total. Dr. Parasuraman is Emeritus Professor of Marketing and James W. McLamore Chair Emeritus at Miami Business School, University of Miami.

## **DR. ASHWINI KUMAR SHARMA**

Pro-Chancellor Compliance and Administration

Known as 'Man of Process re-engineering' in India, Dr. Sharma is an engineering graduate from MNNIT, Allahabad with M.Tech in Computer Science and Ph.D. in eGovernance. He has over 35 years of work experience in organisations of repute like ISRO Ahmedabad, BARC Mumbai and Toshiba Corporation, Japan. He headed state PSU, engaged in the execution of State-IT and e-Governance projects as Managing Director for 7 years and then as Director-General for 5 years of a national level organisation engaged in skilling, capacity building and education in formal and non-formal sectors in IT and Electronics with pan-India presence.

## **DR. ATISH CHATTOPADHYAY**

Vice Chancellor

An entrepreneur and educator, Dr. Atish is a keen proponent of globalization of Indian business schools. He has previously held leadership positions at top institutions — SPJIMR Mumbai, MICA Ahmedabad, and IMT Ghaziabad. Under his leadership, schools have initiated pioneering pedagogical innovations that won accolades globally, including AACSB's 'Innovations that Inspire' list. As a professor of Marketing, Dr. Atish has published in top journals and consulted with top MNCs covering the Asia Pacific and Latin America. At IFIM, he has pioneered a study in association with industry to curate a graduate management curriculum that caters to the needs of Industry 4.0 to groom Leaders 4.0.



# THE FOUNDING TEAM

## **PROF. RAKESH MEDIRATTA**

Dean – Business School  
(Bangalore Campus)

Prof. Rakesh Mediratta worked as a senior business development professional before joining academia. His three decades of professional experience include critical positions like National Sales Head - Park Avenue for Raymond Ltd. and Vice President-Retail at Vodafone. A BITS Pilani graduate, Prof. Mediratta also worked as an Associate Professor at IMT Ghaziabad. Prof. Rakesh's subject matter expertise is in Services Marketing, Strategic Marketing, and Sales and Distribution.

## **DR. NAVNEET SHARMA**

Dean – Business School  
(Vijaybhoomi Campus)

Dr. Navneet Sharma, VB Padode Chair Professor of Business Responsibility and Dean, IFIM Business School at Vijaybhoomi, engages in issues relating to market regulation, CSR and corporate governance. At Vijaybhoomi, he is involved in the development of new-age curriculum and pedagogy in business studies area to produce future-ready graduates.

## **PROF. PRAVIN MISHRA**

Dean – School of Design

Prof. Pravin Mishra is an award-winning filmmaker and an accomplished painter. His numerous accolades include 'The National Critics Award' at the prestigious Mumbai International Film Festival by The Government of India. An alumnus of The National Institute of Design, Prof. Mishra has been a weekly columnist with TOI's Ahmedabad Mirror for over 5 years. He was also the Director of The Crafting Creative Communication (CCC) programme at MICA. At Vijaybhoomi University, Prof. Mishra brings in creativity and design thinking to nurture future-ready professionals.

## **DR. AVINASH DADHICH**

Dean – School of Law

Dr. Avinash Dadhich has completed Ph.D. from United Kingdom, LL.M from France on full scholarships and LL.B from Delhi University. He has worked with Competition Commission of India, Ministry of Corporate Affairs, Govt. of India, Supreme Court of India, Deloitte LLP and Ernst & Young (EY) India and undertakes research and teaching in the areas of Competition Law, Global Anti-Corruption Laws, and Law & Regulation of AI / Robotics. As a research scholar, he has also visited various international universities of repute such as King's College London, Max Planck Institute of IP and Competition Law, Munich, Germany, and the Institute of European Studies, Brussels, Belgium.

# THE CAMPUS

## DESIGN AND ARCHITECTURE



The campus has been designed on a multiple axis system. Each corridor, passageway or window frames have views of the mountain range that serves as a backdrop to this beautiful site. This also helps create light wind tunnels that bring in cross ventilation to every part of the campus, minimising our need for air conditioning systems.

When it came to materials - 90% was sourced locally. All the rock that was excavated during the construction was used in a gabion retaining wall system along the hillsides. Brick was sourced from local kilns within a 50 km radius. Local stones were also used in paving. Brick and concrete were left exposed albeit with a transparent waterproof coating to shelter from the heavy rains during the monsoon period. This was done to lend a natural look that would seamlessly blend into the natural surroundings, making it seem like the buildings were always there. Landscape, plants and trees were also very carefully chosen to make sure we continued a respectful approach to the local flora of the area.

The design of this university mirrors the philosophy of the university itself. It is never done. It is always growing, always adapting. It is humble and acts as a canvas for nature, for learning. It is a vessel that can be filled with

# CLASSROOMS, LIBRARY AND LABORATORIES

The teaching and learning infrastructure is equipped with the state-of-the-art teaching aids consisting of smart boards, live lecture capturing and is supported by a sophisticated learning management system. The classrooms offer an intimate space for co-working and learning, and are designed for faculty who believe to be the guide by the side instead of being the sage on the stage. The labs are equipped with the best equipment and provide for the utmost safety of our students.

The campus is also equipped with a rich collection of relevant books required to support the delivery of the curriculum. The library also provides for electronic access to research and knowledge bases to enable our students to explore, discover and research. The campus is completely enabled by high-speed wi-fi and each student is provided with adequate bandwidth to keep learning.

Presently, the campus is equipped with 24 classrooms and the following labs:

1. Media Design Lab
2. Foundation Design Lab
3. Physics, Electronics and Chemistry Lab
4. Information Sciences Lab
5. Moot Court

Shot at Location





# SPORTS FACILITIES

**“Sports teaches how to lose gracefully, a trait that every winner must have.”**

**- Dr. Atish Chatoopadhyay**

Founding Vice-Chancellor

Vijaybhoomi University

Vijaybhoomi campus boasts of a full-fledged sports complex called **Revive**, which includes short course swimming pool along with indoor basketball, badminton, a tennis court and squash courts, a football field, and a 10m shooting range.

**Revive** is also equipped with state-of-the-art cardiovascular and strength training equipment.

**Revive** will be supported by qualified sports trainers and coaches. After all, holistic development is what we seek.



# STUDENT RESIDENCE FACILITIES

**“Nuances of social interactions are best experienced than learned in classrooms.”**

**- Dr. Ashiwni Shrama**

Pro-Chancellor Administration and Compliance

The campus provides comfortable shared accommodation for the students. The student residences have been designed to provide co-living spaces for nurturing lifelong networks with peer students. After all, friendship and co-living help one develop respect for individuality, build tolerance and teach coexistence.

Each student will be provided with a uniquely designed self-contained living unit consisting of a comfortable bed, storage space and a cozy tucked-in study space.

The programmes being offered by Vijaybhoomi are residential programmes and it is expected that students stay on campus or facilities provided by the University.





# CUISINES AND MORE

**“Holistic Development starts with what one eats and drinks.”**

**Mr. Sanjay Padode**

Founding President, Vijaybhoomi University

With the onset of psychological freedom after school, the newly christened college freshman now stepping into adulthood, with unfettered access to buffets, sundaes, junk food, late-night deliveries and cheap quick foods, it's not a surprise that so many students gain weight when they go to college. Developing a balanced and nutritional diet at a young age can both enhance one's academic performance and prepare one for a lifetime of healthy eating. We at Vijaybhoomi with the consultation of experts in the field of nutrition & wellness, make it not only a principle of life but also a governing policy to ensure that students are exposed to the right awareness & resources to ensure that these building years are utilised fully for capability building of the body & the mind.



Vijaybhoomi takes pride in hosting a cross-cultural demography when it comes to the students thus enabling cross-cultural interactions not only in their culture but also very actively into their cuisines. Special & varied menu combinations from across the palates of world culture to suit the demography of our student community are concocted by our culinary experts to accommodate these mixes of cuisines & cultures, thus enabling a truly world-class environment.

Vijaybhoomi ensures that balanced nutrition and diet are provided to all students at the same time not taking away from the charm & youth of trending habits thus enabling a tryst between the wellness of the body & mind.

# THE LOCATION

**Nestled in the foothills of Bhimashankar Jyotirlinga in the Western Ghats (Sahyadri Hills) in the Karjat town, in Greater Mumbai region of Maharashtra.**



Spread across sprawling 53 acres of land, the Vijaybhoomi campus is nestled in the foothills of Bhimashankar Jyotirlinga in the Western Ghats (Sahyadri Hills) in Karjat town, in the Greater Mumbai region of Maharashtra. Surrounded 270 degrees by misty hills, the views from and on the campus are a treat to one's mind, body and soul. The entire region is abundant with diverse flora and fauna and is home to several treks and hill camping sites. The University campus is at a three-hour drive from Mumbai and Pune airports and the nearest railway station, Karjat, is about 30 kilometres away.



# THE UNIVERSITY ORGANISATION

**The University is organized into independent schools for developing and delivering industry-relevant curriculum associated with the respective professional degrees.**

Each of these schools is led by a Dean who is an accomplished academician and scholar and each school enjoys the patronage from an advisory board consisting of the best experts from the industry and academia.

**These schools are listed as follows:**

- 1. IFIM Business School**  
Management and Accounting programmes
- 2. Vijaybhoomi School of Law**  
BCI approved integrated BBA, LLB programme
- 3. Vijaybhoomi School of Design**  
B.Des. and M.Des. in communication design
- 4. INSOFE School of Data Science**  
Undergraduate and Postgraduate programmes in  
Data Science and Artificial Intelligence
- 5. Vijaybhoomi School of Arts and Humanities**

## DEGREE PROGRAMMES

School	Programmes	Duration (years)
IFIM Business School	BBA	3
	B.Com.	3
Vijaybhoomi School of Law	BBA, LLB	5
Vijaybhoomi School of Design	B.Des.	4
	M.Des.	2
INSOFE School of Data Science	BE Artificial Intelligence	4
	BS Data Science	3
	MS Data Science	2

## PADODE FOUNDATION SCHOLARSHIP

Vijaybhoomi University aims to inspire brilliant minds to be the world's future leaders of society. The Padode Foundation has come forward to offer scholarships to reward exceptional candidates. The scholarships are awarded to students enrolled for all undergraduate programmes offered by Vijaybhoomi University. The scholarship amount is awarded based on the assessment by the scholarship committee. Students may apply for multiple categories of scholarships. If the first preference category intake is filled, students will be considered for the subsequent category.

Sl. No.	Category	Tuition Fee Waiver	Academic Requirements	
			X %age	XII %age
1	Super Scholar	100%	95	95
2	Academic Excellence	70%	90	90
3	Academic Performer	50%	80	80



## PHOTO GALLERY









# INDIA'S FIRST LIBERAL PROFESSIONAL UNIVERSITY



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Karjat, Greater Mumbai

**For Admissions Contact: 080-4143 2804 |  +91 96061 50202**

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