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EXPERIENCE THAT WILL SURELY

MAKES A DIFFERENCE AND LEAVE A

COLLECTIVE LEARNING EXPER

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WHAT YOU SEEK

OPPORTUNITIES EXCITING

UNIVERSITY IS F

TRANSFORM



**LEARN FOR THE REAL WORLD  
AND LET YOUR PASSIONS COME TO LIFE  
BE A CHANGE-MAKER, LET YOUR DREAMS TAKE FLIGHT**

**WE ARE BUILDING AN EXPERIENCE THAT WILL SURELY LIGHT A SPARK  
SO YOU CAN MAKE A DIFFERENCE, AND LEAVE A MARK**

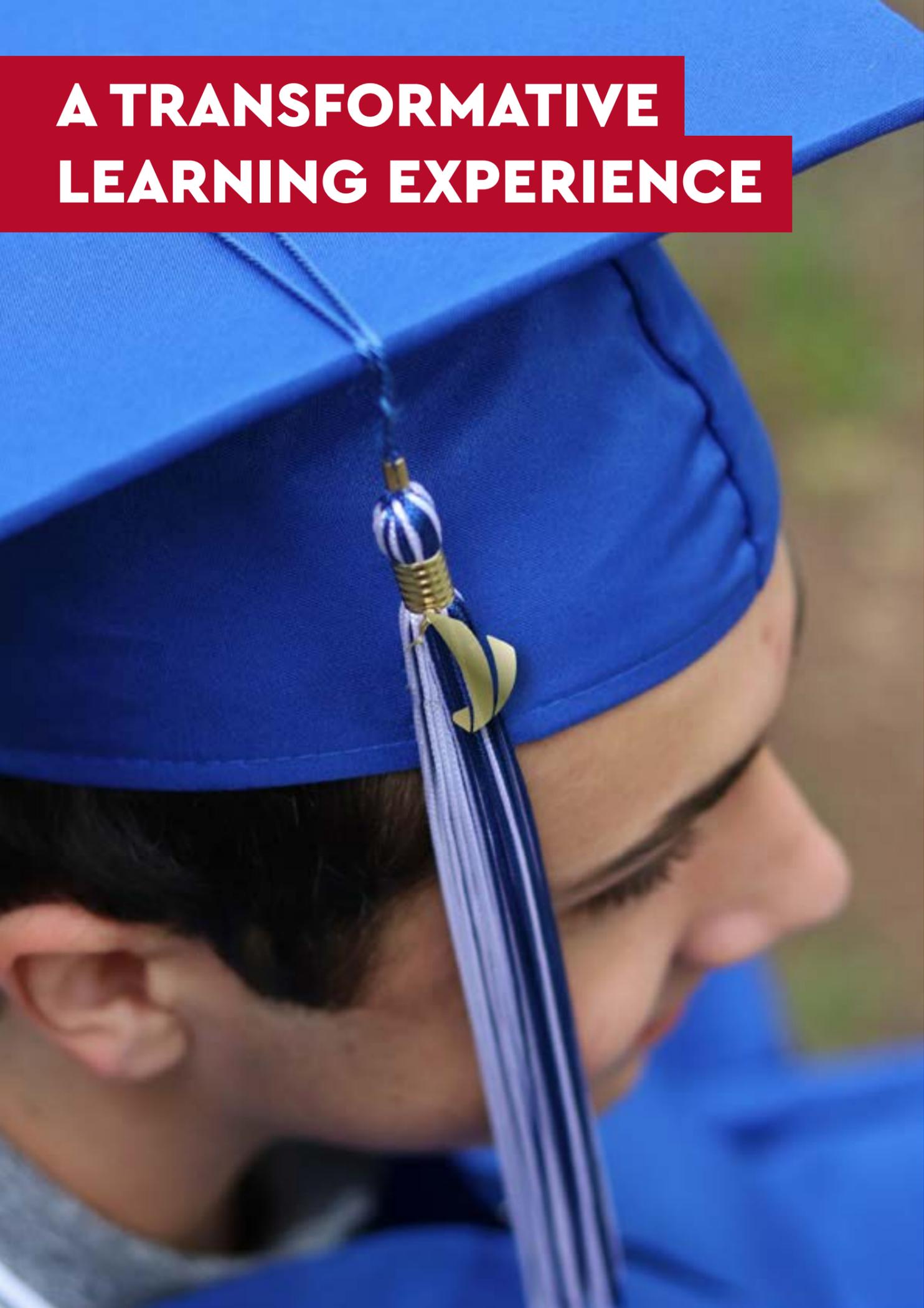
**GROW THROUGH A COLLECTIVE LEARNING EXPERIENCE  
AS A FUTURE LEADER SEE THE WORLD THROUGH A WIDE LENS  
WE BELIEVE THAT LEARNING SHOULD BE LIBERATING  
AND THAT'S A CHANGE WE WOULD LIKE TO BRING**

**NO MATTER WHAT YOU SEEK  
WHETHER IT'S OPPORTUNITIES EXCITING OR UNIQUE  
VIDYASHILP UNIVERSITY IS FOR **YOU**  
AN EXPERIENCE THAT'S TRANSFORMATIONAL AND NEW**

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**A TRANSFORMATIVE  
LEARNING EXPERIENCE**

## **At Vidyashilp University, you are not defined by labels.**

We believe that your potential is limitless and that is what defines your growth. Your background, experiences, goals and values are unique, and we celebrate **YOU**.

This is your University. Established for new-age leaders, like you, who can make meaningful contributions to our society and create a lasting impact.

# IF YOU ARE

ambitious, motivated to grow  
and drive change, **then VU is the  
place for YOU.**

## Make a Difference



Achieve  
excellence

Gain deep  
domain  
knowledge  
early on



Meet unique  
minds

Find  
confidence in  
your strengths



Discover what  
makes you unique

WE BELIEVE IN

# SCULPTING EDUCATION

The Vidyashilp Education Group (VSEG) was established with a belief that education must be molded for the students, and not the other way around. Our faculty intentionally sculpt educational experiences that draw from students' innate strengths and unique backgrounds. With a legacy of 4 decades, our institutions are globally renowned for thinking and teaching differently.

**300+**  
Faculty Members

**800+**  
Awards

**15**  
National and  
International Associations

**5**  
Campuses

The Pursuit of Excellence



VIDYASAGAR  
PRESCHOOL



VIDYASHILP  
ACADEMY



VIDYASHILP  
SCHOOL



VIDYASHILP  
UNIVERSITY



\*Artist's Impression

**Vidyashilp University  
is a flagship of this  
heritage.**

Join the community of over 10,000 Shilpites as we take another step to drive impact towards our larger purpose.

# CHALLENGE

# THE

# STATUS QUO

**GET INSPIRED BY OUR  
CHANGE-MAKERS**

**Our University is led by visionaries, who like you, aimed to drive change and create impact.**

They are not known for their titles but rather for what they do. With the support and guidance of these change-makers, the University is your platform to truly discover your full potential.



**Dr. P. Dayananda Pai**  
*Chancellor*

Dr. P. Dayananda Pai is a prominent educationist, philanthropist, and leading developer in Bengaluru. He is deeply passionate about diversified fields including education, business, sports, and several social and cultural activities. Dr. Pai is the Managing Trustee of Vidyashilp Education Group, and a Trustee of Bharatiya Vidya Bhavan and Karnataka Chitrakala Parishath. He is also the Managing Trustee of the B.M.S Education Trust, which has over 12,000 students enrolled in three Engineering colleges, a Management college, a Law college, a P.U college, and a Women's college. He was a Former Syndicate member of Manipal University, National Institute of Technology, Surathkal, and Mangalore University.

Dr. Pai is the Associate Vice President of the Indian Weightlifting Federation, and was the former Treasurer of the Karnataka State Cricket Association (K.S.C.A).

Dr. Pai has received numerous awards for social and charitable work and is also the recipient of the Karnataka Udyog Award, the Karnataka Rajyotsava Award, and the Navrathna Award, to name a few. He was conferred an Honorary Doctorate by Mangalore University for his exceptional contribution in the field of education and philanthropy.



**Dr. Kiran Pai**  
*Pro-Chancellor*

Dr. Kiran Pai (Ed.D.) is the Co-founder and Pro-Chancellor of Vidyashilp University. She is also the Director of three prominent schools in Bengaluru, India - Vidyashilp Academy, Vidyashilp School and Vidyasagar Preschool.

Dr. Pai is a trained Educational Psychologist with expertise in Instructional Design. She earned her Doctorate in Education (Ed.D.) in Organizational Change and Leadership and her Masters in Education in Learning Design and Technology (M.Ed. LDT) at the Rossier School of Education, University of Southern California, USA. She was recently awarded the prestigious 2021 Doctoral Distinction Award in recognition of her scholarly work. She is also the recipient of the 2020 Honors from the U.S. based Kappa Delta Pi International Society in Education, which acknowledges only the top 20 percent of prominent International scholars in the field. She was the recipient of the 50 Innovative Leaders award in India by the World Education Congress and Prof. Indira Parikh. Dr. Pai undertook most of her professional training in educational leadership at Harvard University, Boston and IIM Ahmedabad. Dr. Pai is a member of the American Education Research Association (AERA) and the American Psychological Association (APA).



**Prof. Vijayan Immanuel**  
*Vice Chancellor*

Prof. Vijayan Immanuel is an academic leader, professor and education enthusiast leading Vidyashilp University as Vice Chancellor. With an illustrious career spanning over 35 years, Dr. Vijayan has been at the helm of leadership in multiple universities in Dehradun, Pune and Bangalore. He holds a Ph.D. in Electrical Engineering from the prestigious Indian Institute of Science (IISc, Bengaluru).

As a student and Professor alumnus of National Institute of Technology, Surathkal, Karnataka, Dr. Vijayan drove expansion and development in the department of Electrical and Electronics Engineering. He also holds the distinction of being an academician with almost a decade in corporate leadership with HCL Technologies and JDA Software. As a passionate educator, he has been integral in the development and execution of campus and program expansion, Ph.D. and Post-Doctoral research fellowships, leadership programs and teams, among others. He brings his expertise to pedagogy from his experiences in various institutions and systems in India and overseas. With his academic and professional background, Dr. Vijayan believes in building a unique experience to help nurture insightful individuals who will contribute to their company, community and society at large.

## Academic and Advisory Board

The Academic and Advisory Board actively contributes to the vision of Vidyashilp University. They offer expert guidance in the areas of policymaking, curriculum design and faculty selection. The Board shapes your transformative journey right from your learning experience to your extracurriculars and life on campus.



**Mr. Ravindra Pai**  
**Board Member**  
Managing Director, Century Real Estate Holdings Pvt. Ltd  
Joint Managing Trustee, Vidyavidhi Education Trust  
MBA, IIM Bangalore



**Prof. Devi Singh**  
**Advisor to the Chancellor**  
Former Director, IIM Lucknow  
Former Vice Chancellor, FLAME University, Pune  
Ph.D., IIM Ahmedabad



**Prof. H. A. Ranganath**  
**Advisor to the Chancellor**  
Former Director, National Assessment & Accreditation Council (NAAC)  
Former Vice Chancellor, Bangalore University  
M.Sc., Ph.D., FASc., FNAsc., FNA, FISEB



**Mr. Prashanth Prakash**  
**Advisor to the Chancellor**  
Partner, Accel India  
M.Sc., University of Delaware



**Mr. N. Rangachary**  
**Advisor to the Chancellor**  
Former Chairman, CDSL, CBDT and IRDA  
Chairman, Rangachary Committee (2013)



**Dr. Pramath Raj Sinha**  
**Advisor to the Chancellor**  
Founder & Chairman, Harappa Education  
Founder and Trustee, Ashoka University  
Founding Dean, Indian School of Business  
MSE & Ph.D., University of Pennsylvania



**Dr. Gabrielle Malfatti**  
**Advisory Member, Board of Management**  
Director, Global Engagement, University of Missouri  
Ed.D., M.A, B.Sc. (Ed), University of Missouri, Columbia



**Mr. Ravi Machani**  
**Advisory Member, Board of Management**  
Managing Director, Machani Group,  
CORE Experience, Machani Hospitalitys and Svasa Homes  
MBA, Bradley University



**Prof. Apala Lahiri**  
 Member of Academic Council  
 Co-Founder and CEO, Human Factors International  
 Chair, National Design and Innovation Committee, IAMAI  
 Founder, HFI's Non-profit unit



**Prof. Mukta Kulkarni**  
 Member of Academic Council  
 Member of Board of Governors and Chair of the Internal Committee, IIM Bangalore  
 Ph.D., University of Texas, San Antonio



**Ms. Shruti Choudhari**  
 Advisor to School of Design Studies  
 Deputy Director, B L Kashyap & Sons Ltd.  
 B.Arch, University of Minnesota



**Ms. Tania Singh Khosla**  
 Advisor to School of Design Studies  
 Founder & Creative Director, TSK Design  
 MFA, Yale University



**Dr. Venkatesh Panchapagesan**  
 Member of Academic Council  
 Head of Real Estate Research Initiative and Associate Professor of Finance, IIM Bangalore  
 Ph.D., University of Southern California  
 MBA, IIM Calcutta



**Dr. Ashish Pandey**  
 Member of Academic Council  
 Assistant Professor, IIM Lucknow  
 Former CEO, Front Yard Residential  
 Ph.D. in Finance, IIM Indore



**Prof. Preeti Goyal**  
 Expert Member, Research and Innovation Council  
 Professor, Great Lakes Institute of Management, Gurgaon  
 Ph.D. in Finance, Delhi University  
 MBA, George Washington University



**Prof. Anitha Kurup**  
 Expert Member, Research and Innovation Council  
 Chair and Academic Head, Ph.D. Program at National Institute of Advanced Studies  
 Ph.D., Institute of Social and Economic Change



**Dr. Eric A. Canny**  
 Advisor to School of Education  
 Co-Founder & Owner, Las Virginias ECGV  
 B.F.A, M.A, Ph.D., New York University  
 Ed.D., University of Southern California



**Prof. Sugata Mitra**  
 Advisor to School of Education  
 Professor of Educational Technology, School of Education, Communication and Language Sciences, Newcastle University, UK  
 Ph.D., IIT Delhi



**Mr. Vivek Kumar**  
 Member, Sports and Culture Council  
 Founder & Director, Centre for Sports Excellence  
 Co-Founder, Prakash Padukone Badminton Academy



**Dr. Shilpi Sharma**  
 Expert Member, Research and Innovation Council  
 Remote Autism Assessment Practitioner, Royal Devon & Exeter NHS, UK  
 Ph.D. in Psychology, University of Strathclyde, Glasgow



**Prof. Rajeev Sharma**  
 Advisor to School of Education  
 Former Professor, Ravi J. Matthai Centre for Educational Innovation, IIM Ahmedabad  
 Ph.D. in Psychology, Allahabad



**Mr. Amit Pande**  
 Advisor to School of Business Studies  
 Global Head, Product Marketing, Wrike  
 MBA, Stanford University Graduate School of Business  
 MS, University of Minnesota



**Dr. Sarada Natarajan**  
 Member, Sports and Culture Council  
 President, Ramana Maharshi Centre for Learning  
 Ph.D. in English, Bangalore University



**Mr. Rohan Bopanna**  
 Member, Sports and Culture Council  
 Won 2017 French Open Mixed Doubles Title  
 16 ATP Tour Doubles Titles  
 Ranked World No.3 in Doubles



**Ms. Neha Bagaria**  
 Advisor to School of Business Studies  
 Founder & CEO, JobsForHer  
 B.A, Wharton School of Business, University of Pennsylvania



**Ms. Nandita Lakshmanan**  
 Advisor to School of Business Studies  
 Founder & Chairperson, The PRACTICE  
 M.A, Delhi University



**Mr. Rohan Shravan**  
 Advisor to School of Business Studies  
 Founder, Inkers Technology Pvt. Ltd.  
 Founder & CEO, Notion Ink  
 B.Tech, IIT Kharagpur



**Mr. Sanjay Mohe**  
 Advisor to School of Design Studies  
 Co-Founder & Principal Architect, Mindspace Architects  
 B.Arch, Sir JJ College of Architecture

# BENGALURU IS YOUR CLASSROOM

Take advantage of a brilliant springboard to launch your career

Vidyashilp University is located in the Silicon Valley of India, thriving with start-ups, multinationals, and a plethora of opportunities. Learning at VU goes beyond the classroom and into the rich ecosystem of Bengaluru. With a compelling blend of academic immersion, professional growth, and a vibrant lifestyle, Bengaluru is the gateway to a brilliant career.

13000+<sup>\*</sup> ..... Footprint of Global ..... 1500+<sup>\*\*</sup>  
Start-ups Organizations GICs

\*The Hindu Business Line, February 2021 | \*\*Times Of India, April 2018



## Learning for the real world

Our students are at the center of everything we do. We believe in your dreams and provide the right exposure towards a successful life. We provide learning experiences that prepare you for today's real world and its challenges. We help you identify your strengths, explore unique career trajectories, and grow into visionary leaders.

# EXPERIENCE AN INTERDISCIPLINARY VIDYASHILP

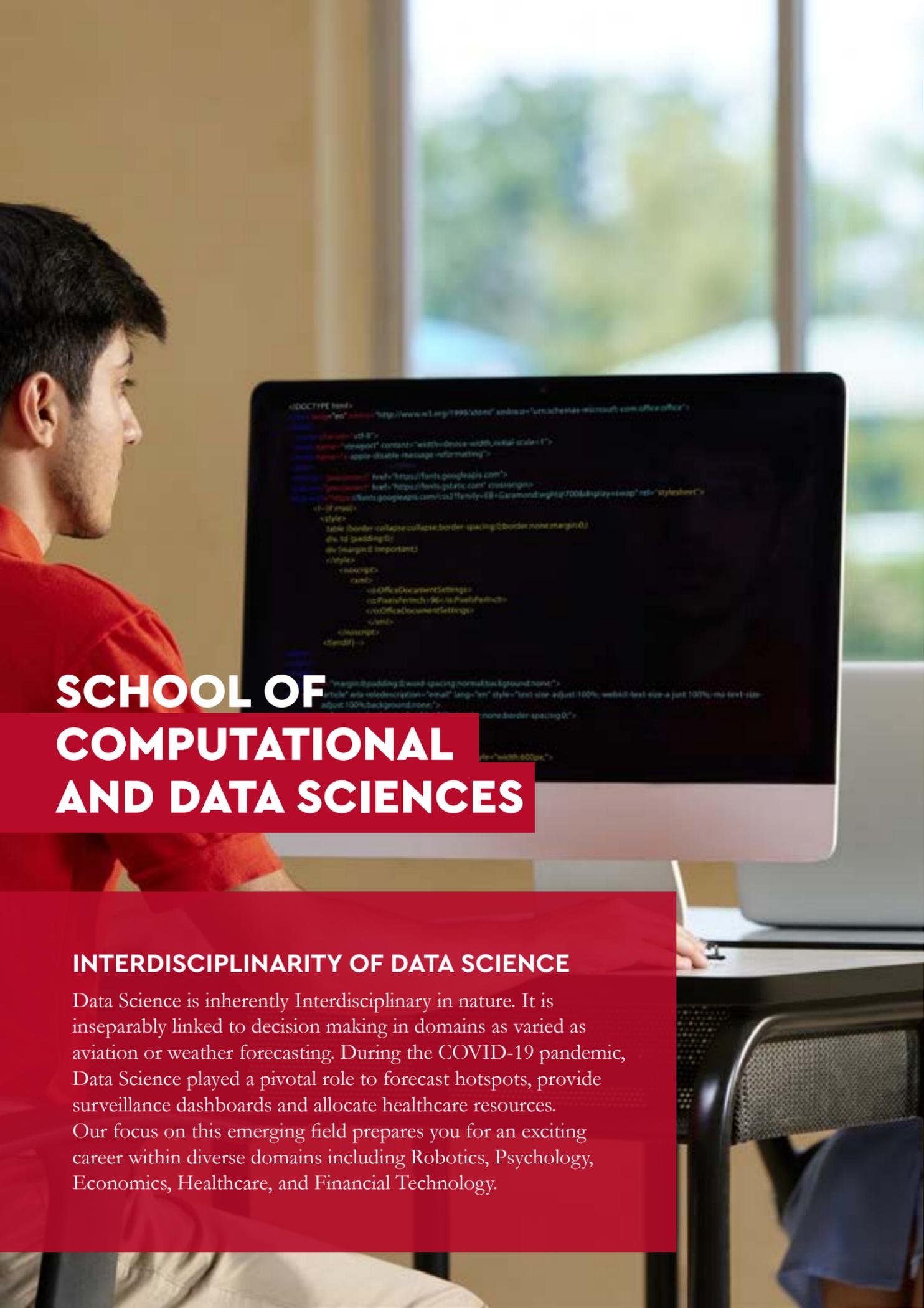
Let's start with a question – How would you solve some of the most critical problems of the world?

Sustainability, climate change, politics and gender equality, digital and data security, crowded marketplaces, the list goes on. Real-world challenges do not exist in isolation but are interlinked to each other. Hence, at Vidyashilp University, we focus on Interdisciplinary learning that allows you to develop deep domain knowledge, while exploring a width of its applications across contexts. We are setting you up for success in the ever-changing real world.

The Academic Schools at VU are established to be concentric in engagement and offer 5 domains that are naturally Interdisciplinary in nature.

Data Science  
Digital Business  
Economics  
Psychology  
Communication Design





# SCHOOL OF COMPUTATIONAL AND DATA SCIENCES

## INTERDISCIPLINARITY OF DATA SCIENCE

Data Science is inherently Interdisciplinary in nature. It is inseparably linked to decision making in domains as varied as aviation or weather forecasting. During the COVID-19 pandemic, Data Science played a pivotal role to forecast hotspots, provide surveillance dashboards and allocate healthcare resources. Our focus on this emerging field prepares you for an exciting career within diverse domains including Robotics, Psychology, Economics, Healthcare, and Financial Technology.

## BACHELOR OF TECHNOLOGY (HONS)

### B.Tech (Hons) – Computer Science and Engineering (Data Science)

#### What You'll Learn

How to solve large problems across domains, with a strong foundation in Computational Modelling and Advanced Algorithms

#### What Will Set You Apart

- You will be able to apply Data Science techniques to extract value across domains like Psychology, Economics, Healthcare, and FinTech
- Along with this, you will also develop competence in Deep Learning applications such as voice and image processing
- You will acquire Data Acumen to develop tools for good decision making

#### Curriculum Overview

**Duration: 4 years**

**Program Focus: Computer Science and Engineering (Data Science)**

#### The Best of Both Worlds

To compete in a marketplace, it isn't enough to just learn Data Science. Choose to merge a minor field of study with Data Science and apply your foundational knowledge and skills in a different context. For example, a Data Science major and a minor in Economics will help you predict and analyze market trends.

#### Choices of Minor in

- Economics
- Marketing
- Psychology
- Finance

You can also go ahead and take advantage of our open choice based credit system. This will allow you to choose from related courses and electives.

#### Make Your Choice

- You can merge a minor subject with Data Science to understand its value in different contexts like Economics or Psychology
- You have the flexibility to combine unique specializations that can set you up for higher competence and enhance your career trajectory

#### Sample Internship Sites

- E-commerce Industry
- Digital Marketing Organizations
- Technology Organizations
- Consulting Organizations

#### Sample Career Paths

- Data Scientist, Consulting Firm
- Data Engineer, IT Company
- Data Researcher, Banking Industry
- Data Visualization Developer, Media Company
- Machine Learning Engineer, E-commerce Industry

#### Progressive Academic Path

- Ph.D. in Interdisciplinary fields

### B.M.S (Hons), B.M.S (Hons with Research)

#### What You'll Learn

- Understand opportunities and challenges of the digitized world as future business leaders
- Build strong foundations in General Management and focus on the interdisciplinary domains of Digital Business

#### What Will Set You Apart

- You will understand the disruptive Digital Business ecosystem
- You will acquire the skills and learn processes to launch a start-up
- You will be able to apply your Digital Product Management skills in domains like Finance, Marketing and HR
- You will develop people and leadership skills to be effective business managers and leaders

#### Curriculum Overview

**Duration: 4 years**  
**Program Focus: Digital Business Management**

#### The Perfect Career Launchpad

We offer 2 distinct specialized tracks that will launch you into the Digital economy and the start-up economy. They are, 'How to StartUp' and 'Digital Product (and Service) Management'. To set you up for success, we've intentionally created intersections between Digital Business and different fields of study such as Economics, Marketing, Psychology, HR, and Finance.

#### Choices of Minors in

- Economics
- Marketing
- Psychology
- Human Resource Management
- Finance

You can also go ahead and take advantage of our open choice based credit system. This will allow you to choose from related courses and electives.

#### Choose Your Specialized Track

- You can opt for The 'StartUp Experience' and enter the start-up economy
- You can specialize in Digital Product (and Service) Management which is a rare in-demand skill that prepares you for the digital ecosystem
- If you're keen on developing domain depth through research, you can opt for the B.M.S (Hons with Research) Program

#### Sample Internship Sites

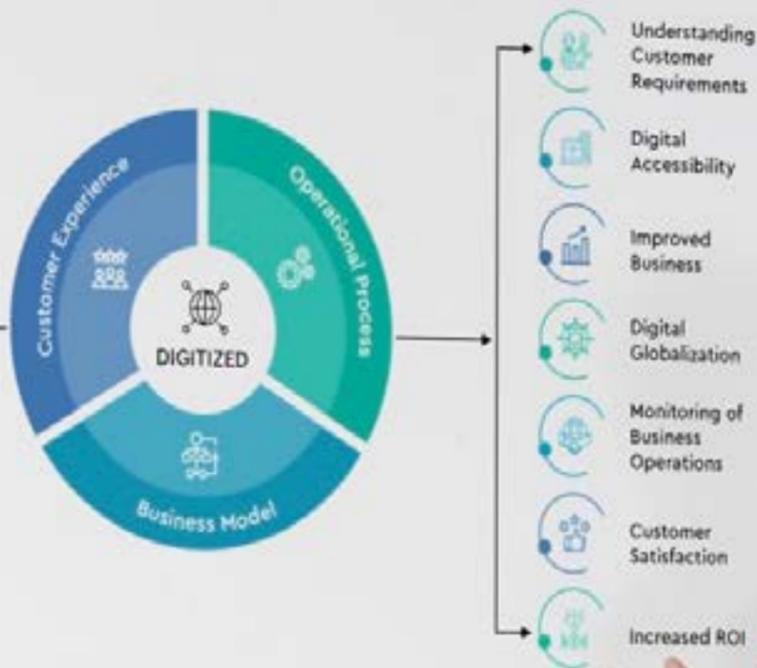
- Consulting and Services Firms
- Banking and Insurance Sectors
- E-commerce Industry
- Technology and IT Organizations
- New-age Start-ups

#### Sample Career Paths

- Research Analyst, Consulting Firm
- Digital Media Analyst, E-commerce Company
- Credit Analyst, Retail Bank
- Brand Executive, FMCG Company
- Services Consultant, Consulting Firm
- Risk Analyst, Investment Sector

#### Progressive Academic Paths

- Get direct entry into a Ph.D. Program
- Pursue a Master's Program in India or abroad



## SCHOOL OF BUSINESS STUDIES

### DIGITAL BUSINESS IN A DIGITIZED WORLD

*"Digital Business is the creation of new business designs by blurring the digital and physical worlds" – Gartner*

Digital Business isn't just about using technology for automation. It is a fundamental shift in the way businesses create value for themselves and their consumers. Multiple generations, including Millennials, Gen X, and your generation, the Gen Z use the power of the internet for day-to-day activities. Whether it is ordering food, watching a movie, planning a holiday or even connecting with friends, it just takes few clicks. Some of the most well-known Digital Business models are those of brands like Uber, Netflix, Paytm and Swiggy. India is still considered to be the largest and fastest-growing market for digital consumers, with its active internet population set to hit 900 million by 2025 (IAMAI-Kantar Cube, 2021). The McKinsey report (Digital India, 2019) states that productivity unlocked by digital economy could create 60 million jobs by 2025, many requiring digital skills.

# SCHOOL OF LIBERAL ARTS AND DESIGN STUDIES

## EDUCATION FOR HUMAN-CENTERED IMPACT

Modern Liberal Education is distinguished by a flexible curriculum that demands breadth, as well as depth of study. The School of Liberal Arts and Design Studies offers Programs in Economics, Psychology, and Communication Design. You can study Economics, which is strongly ingrained in our business and social lives, to understand decision-making processes.

Alternatively, you can study Psychology and learn about the human mind and behavior. Get to know about employee engagement programs, sports counselling, the effect of new-age media and more.

You can also explore the world of Design at VU, with a focus on Communication Design. Advertising, Social Media Engagement, Social Messaging, UX, and Digital Experiences will all help you create impact.

## BACHELOR OF ARTS (HONS)

### B.A (Hons) Psychology, B.A (Hons with Research) Psychology

#### What You'll Learn

- Apply Psychology across diverse areas like Clinical, Counselling, Industrial, Organizational, Education, Sports and Health
- Solve problems in areas that affect healthy lifestyles, abnormal behavior and psychological principles to drive social change

#### What Will Set You Apart

- You will be able to apply critical thinking and psychological principles to personal, social and organizational problems
- You will gain experience in research methodologies and develop a scientific approach to understand and interpret complex psychological and socio-cultural issues
- You will also develop deep domain knowledge in the chosen major with additional specialization

#### Curriculum Overview

**Duration: 4 years**

#### The Best of Both Worlds

Our combinations of majors and minors have been designed to set you up for success in the world of work. Choose to merge a minor field of study with Psychology and apply your foundational knowledge and skills in a different context. For example, a major in Psychology, combined with a minor in Human Resource Management will help you design engaging Employee Programs.

#### Choices of Minor in

- Data Science
- Marketing
- Economics
- Human Resource Management
- English

You can also go ahead and take advantage of our open choice based credit system. This will allow you to choose from related courses and electives.

#### Make Your Choice

- You can choose unique combinations such as Psychology and Marketing, which sets you up for new opportunities in the digital world
- You can pursue the exciting field of Cognitive Psychology which helps you understand the human mind, emotions and decision making

#### Sample Internship Sites

- Corporates across Sectors
- Healthcare Organizations
- Government Bodies, Policymaking Organizations and NGOs

#### Sample Career Paths

- Behavioral Consultant, Corporate or Educational Institute
- Psychometric Analyst, Healthcare Organization
- Cognitive Scientist, Corporate or Educational Institute

#### Progressive Academic Paths

- Get direct entry into a Ph.D. Program
- Pursue a Master's Program in India or abroad

## BACHELOR OF ARTS (HONS)

### B.A (Hons) Economics, B.A (Hons with Research) Economics

#### What You'll Learn

- Learn how to apply the basic tools of Economic Analysis to a wide range of problems in Business, Finance, and the public sector
- Gain understanding of dealing with issues such as unemployment, poverty, inflation, market structure, international competition and the quality of our environment
- In many ways, Economics is the study of how people think and act. You will not only understand how markets work, but also how external factors influence people's behavior

#### What Will Set You Apart

- You will be able to think strategically to optimize the outcome in areas of Business Planning, Marketing, Research and Management
- You will be able to conduct both basic and applied research to analyze economic trends and forecast energy costs, inflation, interest rates, farm prices, rents, imports, and employment
- You will gain highly transferable analytical skills to address human challenges like inequality, climate change, corruption, political polarization, and impediments to education and healthcare

#### Curriculum Overview

**Duration: 4 years**

#### The Best of Both Worlds

To compete in a marketplace, it isn't enough to just know Economics. You need to understand the applications of Economics across diverse domains. For example, an Economics major with a Data Science minor helps you analyze national policies and forecast trends.

#### Choices of Minor in

- Psychology
- Human Resource Management
- Marketing
- Data Science
- English

You can also go ahead and take advantage of our open choice credit system. This will allow you to choose from related courses and electives.

#### Make Your Choice

- You can combine Economics with unique domain choices such as Data Science and Psychology, and prepare for new, emerging career tracks
- You can choose to take the path of Development Economics which includes Gender Economics, Digital Economics, or Economics of Health and Education

#### Sample Internship Sites

- Financial Organizations
- Consulting Firms
- National Policymaking Organizations

#### Sample Career Paths

- Economist, Research Firm
- Financial Risk Analyst, Consulting Firm
- Economic Analyst, Business Organization
- Economic Reporting for Organization

#### Progressive Academic Paths

- Get direct entry into a Ph.D. Program
- Pursue a Master's Program in India or abroad

## BACHELOR OF DESIGN

### B.Des (Communication Design)

#### What You'll Learn

Gain deep understanding of visual communication with the ability to create content for digital experiences, social media and education. The curriculum is built in a progressive manner to introduce you to increasing degrees of complexity and sophistication.

#### What Will Set You Apart

- You will be able to research any topic to create original content for an audience
- You will be able to engage communities into collaborating towards progressive goals
- You will also develop an ecological, ethical and conscientious outlook
- You will have the opportunity to take up integrative projects in each term, thereby developing a portfolio by the time you graduate

#### Curriculum overview

**Duration: 4 years**

**Program Focus: Communication Design**

#### The Best of Both Worlds

To set you up for success, we intentionally create intersections between Communication Design and multiple areas of study such as Marketing, Data Science, Psychology and Entrepreneurship.

#### Choices of Minor in

- Marketing
- Data Science
- Psychology
- Entrepreneurship

You can also go ahead and take advantage of our open choice based credit system. This will allow you to choose from related courses and electives.

#### Make Your Choices

- You can choose to delve deeper in the area of User Experience, which pans across areas of Social Design and Digital Experiences
- You can develop expertise in Design Research which is essential for curating Human Centred Design solutions

#### Sample Internship Sites

- Advertising and Marketing
- Media and Journalism
- Education and Social Sectors

#### Sample Career Paths

- Content Specialist, Corporate Communication
- Visual Designer, Advertising Firm
- Communication Designer, Consulting Company
- Experience Designer, Retail Industry
- Founder, Design Studio

## Learn from some of the most brilliant minds.

Our faculty include distinguished academicians, recognized for their research, cross-disciplinary initiatives and excellent teaching methods. Some of our faculty are industry practitioners, constantly working to create career relevant courses to meet industry needs.

Learn from their experiences, collaborate with them and achieve your own educational transformation.



Meet all our faculty and know more about them.  
Scan the QR



### Prof. Srikant Sastri

M.B.A, IIM Calcutta  
Chairman, i3g Advisory Network  
Chairman, IIM Calcutta Innovation Park  
President, TiE Delhi NCR  
Co-Founder, Crayon Data, Singapore

#### Professor of Practice School of Business Studies

##### Areas of Research and Interest

Innovation, Incubation, Investment and Growth Ecosystem with Digital Transformation, M&A-based Growth Strategy, Intrapreneurship

##### Awards and Achievements

- Co-Author, 'The Ventilator Project'
- Host, 'Chalo StartUp' Video Series



### Prof. Manish Gupta

Ph.D. in Data Mining, University of Illinois at Urbana Champaign  
M.Tech., IIT Bombay  
Principal Applied Scientist, Microsoft Bing  
Adjunct Faculty, IIIT Hyderabad  
Visiting Faculty, ISB, Hyderabad

#### Professor of Practice School of Computational and Data Sciences

##### Past Experience

Software Engineer, Yahoo!

##### Areas of Research and Interest

Big Data Analytics, Algorithms, Deep Learning, Data Mining, Information Retrieval and Web Mining, Databases, Text Mining, Machine Learning, Time Series Analysis, Graph Mining, Natural Language Processing, Optimization

##### Awards and Achievements

- 100+ Publications at top conferences and journals in Data Mining and Information Retrieval
- Author, 'Outlier Detection for Temporal Data'
- Author, 'Information Retrieval with Verbose Queries'



### Prof. Arvind Lodaya

NID, Ahmedabad

#### Professor School of Liberal Arts and Design Studies

##### Past Experience

- Dean, Srishti Manipal Institute of Art, Design and Technology
- Creative Director, Artistree (a unit of Ogilvy)
- Co-Founder-Director, Deccan Centre for Innovation & Design
- Visiting Scholar, University of Gothenburg, Sweden
- Visiting Professor, IIT Kanpur, Stellenbosch University, and ISB

##### Areas of Research and Interest

Impact Entrepreneurship, Social Design Innovation, Design and Spirituality

##### Awards and Achievements

- Contributed to Corporate Rebranding, ICICI and IMT
- Kaizen air cooler for Symphony showcased in National Product Design Showcase
- Provided Strategic Branding Direction for Seagram, HLL, Arvind, Lakmé, Godfrey Philips, Cadbury
- Authored 20+ publications and research papers



### Prof. Radhika Lobo

Ph.D., M.Phil. in Economics

#### Professor School of Business Studies

##### Past Experience

- Faculty, School of Business Studies and Social Sciences, CHRIST (Deemed to be University)
- Exchange Faculty, University of West Georgia and Clayton Business School, Atlanta, USA

##### Areas of Research and Interest

Indian Economy, International Economics, Financial Crisis

##### Awards and Achievements

- Awarded Best Research Paper at ITARC, London
- Author, 'Southeast Asian Crisis: An Economic Analysis'



### Prof. Smitha Rao

Ph.D. in Intelligent Agents (Computer Science), Bharati Vidyapeeth University

**Professor**  
**School of Computational and Data Sciences**

#### Past Experience

Faculty and Program Chair, Presidency University

#### Areas of Research and Interest

Deep Learning, Hybrid Machine Learning, Data Analytics, Natural Language Processing, Bayesian Learning

#### Awards and Achievements

- Won EVUEME - WAIN Innovation Challenge, Deep Learning
- Published over 23 research papers
- Guest speaker and Session chair at International Conferences



### Mr. Shardendu Malpani

M.B.A, University of San Diego

**Director, Business Fellowship**

#### Past Experience

- Director, Anklesaria Group Inc., U.S.A. / India
- Guest speaker, Institute of Supply Management (U.S.A.), University of San Diego

#### Awards and Achievements

- Executed onsite consulting projects for clients in over 40 countries
- Conducted seminars and workshops for several Fortune 100 companies



### Prof. R. P. Suresh

Ph.D. in Statistics  
Senior Data Science Practitioner, Accenture Applied Intelligence

**Professor of Practice**  
**School of Computational and Data Sciences**

#### Past Experience

- Professor, IIM Kozhikode
- Visiting Faculty, Victoria University of Wellington
- Guest Faculty, Indian Institute of Science and Indian Statistical Institute
- Consultant, Department of Telecommunications, Government of India, Hindustan Newsprints, WIPRO, Kirloskar Cummins, Tata Tea, IPS and IES Officers Training Institute

#### Areas of Research and Interest

Statistical Inference, Reliability Analysis, Quality Analytics, Supply Chain Analytics

#### Awards and Achievements

- Received R&D Innovation Award, General Motors
- Awarded President's Honor, General Motors
- Two-time Gold Medallist
- Refereed 34 professional publications



### Prof. Sidhartha Mehra

Fellow Chartered Accountant, ICAI  
Associate Company Secretary, ICSI  
CFO & CHRO, Zolostays

**Professor of Practice**  
**School of Business Studies**

#### Past Experience

- CFO, Jupiter Capital Pvt. Ltd.
- FP&A Leader, GE Capital

#### Awards and Achievements

- Awarded Asian Employee of the Quarter, 2012 and 2013, GE Capital
- Awarded 'Young leader of the Year', 2004 and 'People's Champion', 2003 by GECIS



### Dr. D. C. Kiran

Ph.D. in Computer Science and Engineering, BITS-Pilani

**Associate Professor**  
**School of Computational and Data Sciences**

#### Past Experience

- Faculty, BITS-Pilani
- Faculty, PES University
- Founding Faculty, Presidency University

#### Areas of Research and Interest

Multicore Architecture and Compiler, Internet of Things, Virtual Reality, Augmented Reality

#### Awards and Achievements

Mentor of Change, NITI Aayog



### Dr. Bijil Prakash

Ph.D. in Applied Mathematics, BITS-Pilani  
M.Tech. in Modelling and Simulation  
M.Sc. in Mathematics

**Assistant Professor**  
**School of Computational and Data Sciences**

#### Past Experience

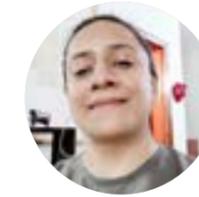
Faculty, BITS-Pilani

#### Areas of Research and Interest

Numerical Solutions, Home Automation System for Paralyzed People, Image Encryption and Steganography

#### Awards and Achievements

4-time winner, Giants International Men's Double (Badminton)



### Ms. Monika Bijlani

M.F.A, S.N. School of Arts and Communication

**Associate Professor**  
**School of Liberal Arts and Design Studies**

#### Past Experience

- Faculty, Presidency University
- Faculty, Indian School of Design & Innovation, Mumbai
- Faculty, Pearl Academy, Mumbai

#### Areas of Research and Interest

Creative Arts, Studio-Art, Printmaking, Theater Arts, Digital Art & Photography, Visual Communication, Storytelling, Performance Art, Foundation Design and Curriculum Development

#### Awards and Achievements

- National Award, First All India Digital Art Exhibition, AIFACS, New Delhi
- M.P. State Art Award in Graphics, Lalit Kala Academy, New Delhi
- Finalist, National Round, Nokia Arts Awards (Asia Pacific), New Delhi
- Participated in national & international exhibitions, art camps, conferences and also held solo exhibitions



### Dr. Anita Mary

Ph.D. in Psychology  
M.Phil., M.Sc. in Applied Psychology  
M.A. in HRM & OB

**Assistant Professor**  
**School of Liberal Arts and Design Studies**

#### Past Experience

HR Professional, IBM

#### Areas of Research and Interest

Mindfulness Based Relapse Prevention, Counselling, Psychotherapy, Mindfulness for Women's Well-being

#### Awards and Achievements

State-level Gold medallist and National level Archer



### Mr. Kaustuv Chakraborti

Ph.D. in English

**Assistant Professor**  
**School of Liberal Arts and Design Studies**

#### Areas of Research and Interest

Modern Literary Theory and Criticism, Popular Fiction, Digital Humanities, Culture Studies, Literature and Psychology

#### Awards and Achievements

- Co-Editor, 'Upholding Justice: Social, Psychological and Legal Perspectives'
- Awarded A. Loudes Memorial Medal at the Postgraduate level



### Ms. Spatica Ramanujam

M.A. in Psychology, Delhi University  
Diploma in Creating Theater and Performance, LISPA, London  
Artistic Director, MukhaMugam Theatre Company

**Senior Academic Associate**  
**School of Liberal Arts and Design Studies**

#### Past Experience

Faculty for Open Course, Azim Premji University

#### Areas of Research and Interest

Virtual Team Engagements, Communication, Innovative Thinking, Team Building, Leadership Skills Development, Diversity & Inclusion



### Prof. Jayaraman Valadi

Ph.D. in Chemistry  
Postdoctoral Fellow, SUNY Buffalo

**Adjunct Professor**  
**School of Computational and Data Sciences**

#### Past Experience

- CSIR Emeritus Scientist, CDAC, Pune
- Scientist, National Chemical Laboratory
- Distinguished Professor, FLAME University
- Visiting Faculty, Shiv Nadar University and UPEC, Paris

#### Areas of Research and Interest

Modeling and Simulations in Chemical and Biochemical Engineering, Process Modeling, Control and Optimization

#### Awards and Achievements

- Honorary Fellow, Maharashtra Academy of Sciences
- Awarded Herdillia Excellence in Chemical Engineering, IICHE 2002
- Awarded Scientist of the Year, 2007 by NCL Research Foundation
- 90+ Publications



# EXPAND YOUR HORIZON

## PREPARE FOR EXCELLENCE IN THE REAL WORLD

Vidyashilp University has established Centres  
of Excellence that act as incubators of change.

### Our main aim is to:

- Become an innovative institution where students and faculty share the commitment to excellence
- Incubate creative thinking with an emphasis on collaborative experiential learning
- Accelerate the implementation of these initiatives



### Centre for Learning Sciences and Technologies (CLST)

Reimagining education is an undertaking that requires a fundamental commitment. The CLST creates an ecosystem bringing together educators and experts from around the world to advance teaching, learning and Instructional Design.



### Centre of Social Innovation (CSI)

The CSI works to create a sustainable society through social innovation and research. Its aim is to champion change and provide solutions to identified societal challenges in rural contexts, particularly in the state of Karnataka.



### Vidyashilp Research Centre (VRC)

The VRC is established to solve problems that matter and bring ideas to life. It promotes an Interdisciplinary approach towards research and fosters collaboration within and outside the institute.

# WE HELP YOU PLAN

## EVERY STEP OF THE WAY

**We are deeply invested in your success. We do not focus on just the end objective; we look at every step along the way to get there.**

Even before your enrolment, your Advisors will help you plan your Program of study through a Career Discovery tool and personalized counselling. This will help you uncover your unique personality, strengths and ambitions. From your first day at the University, to your graduation and even beyond, you'll receive the encouragement, support and guidance necessary to achieve your academic goals.

For those inclined towards higher studies, we also offer training towards competitive exams such as CAT, GMAT among others.



# SCHOLARSHIPS

Your University education is an investment for your future. We look forward to building a diverse and talented student community to create a rich learning experience.

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## Upto 100%

### **Merit Scholarship**

We offer merit-based scholarships to recognize and reward high academic achievers. We also offer scholarships for performance in State and All India Examinations (JEE / CET) and SAT.

### **Enabling Scholarship**

We recognize meritorious students and believe that financial constraints should not prevent you from applying to our University.

### **Encouragement Scholarship**

We constantly encourage you to strive for excellence in all aspects of life. To support this idea further, we offer scholarships to high-achieving all-rounders and differently-abled students.

### **Vidyashilp Girl Leader Scholarship**

We offer scholarships to girl students who have demonstrated leadership skills at school.

### **Academic Performance Scholarship**

We encourage you to persevere throughout your VU academic career. From the second year onwards, we award scholarships based on your performance.



# CHALK A PATH FOR YOURSELF

## EXPLORE INTERESTING CAREER OPPORTUNITIES

**Our Career Exploration Centre (CEC) helps you work on your strengths and develop skills towards your professional goals.**

The main function of the CEC is to help you explore your interest areas and map them to a diverse range of opportunities. It offers access to a number of resources and services that can open new career vistas. These opportunities are available to you as a student of Vidyashilp University and even as an alumni after graduation. The CEC also collaborates with Corporates and Community Organizations (NGOs) to provide internships, learning, and employment opportunities.

For more information, we encourage you to contact the Centre at [careerexplorationcentre@vidyashilp.edu.in](mailto:careerexplorationcentre@vidyashilp.edu.in)



# VU IN BENGALURU

Established in the city of Bengaluru, Vidyashilp University stands in a premium education destination of India. Our Founding Campus, located in North Bengaluru, is spread across 8 acres and our upcoming Central Campus spans across 35 acres.

Bengaluru offers you a vast array of personal and professional opportunities. Kickstart your Higher Education journey and build a splendid future here.

## Campus Location



**20 mins**

drive to Kempegowda International Airport



**10 mins**

from Yelahanka and seamlessly connected to downtown Bengaluru

## KNOW YOUR NEIGHBORHOOD



### Sports

- Centre for Sports Excellence
- Embassy International Riding School



### Entertainment Avenues

- Jakkur Flying Club
- RMZ Mall
- Esteem Mall
- Orion Mall
- Garuda Mall



### Tech Hubs

- Manyata Tech Park
- Kirloskar Tech Park
- Brigade Magnum



### Healthcare

- Columbia Asia Hospital
- Aster Hospital
- Leena Multi-speciality Hospital

# A PLETHORA OF ACTIVITIES IN AND AROUND THE CITY

Bengaluru is known as a melting pot of cultures. A vibrant city with rich food, culture, and IT hubs, it is one of the most youth-friendly cities in India.

Bengaluru is also known for its famous shopping streets, restaurants, and trendy cafés. The short summers, cool winters, and its beautiful lakes and parks make Bengaluru one of the best cities to live in.



## Technology and Innovation

- Home to tech giants like Infosys, IBM, Wipro
- The highest number of Unicorns in India including CRED, Groww, Pharmeasy\*

## Sports

- Centre for Sports Excellence\*\*
- Embassy International Riding School\*\*
- National Cricket Academy
- Bengaluru Marathon

## Entertainment and Leisure

- Indian Premier League at Chinnaswamy Stadium
- Sunburn Music Festival
- Supersonic Music Festival
- National Football and Hockey League - Indian Super League
- Paintball, Rock Climbing, Go-karting Centres
- Microlight Flying, Parasailing, Hot Air Balloon at Jakkur Flying Club

## Culture & Theater

- Theatre Festival at Rangashankara
- Bengaluru Literature Festival
- Bengaluru Book Club
- Bengaluru Toastmasters Club

## Weekend Treks

- Nandi Hills
- Skandagiri Sunrise Trek
- Anthagere Trek
- Ramanagara Trek, Ramanagara

## Places to Visit

- Bannerghatta National Park
- Cubbon Park and Lalbagh
- HAL Museum
- Vidhana Soudha and Attara Kacheri
- Tipu Sultan's Summer Palace
- Jawaharlal Nehru Planetarium
- Bangalore Palace

# EXCITEMENT AWAITS YOU

## AS A STUDENT OF VIDYASHILP UNIVERSITY

At VU, we place considerable value on sports, cultural activities, and performing arts.

These collaborative extracurriculars build a spirit of camaraderie, healthy competition, a sense of pride and belonging. To encourage this further, we also associate academic credits towards extracurricular activities.

The Sports and Cultural Events Council at VU guides and supports our student and faculty bodies to carry out several cultural events and tournaments.



We have fostered collaborations with various associations to bring these experiences to life.

## ASSOCIATIONS AND TIE-UPS:

### Centre for Sports Excellence

CSE is a world-class integrated sports complex, located just 10 minutes away from Vidyashilp University. As a VU student, you get access to state-of-the-art sports facilities for Cricket, Badminton, Swimming, Football, Tennis, Squash, Athletics and more.



### Taaqademy (Bengaluru's premier music school)

Whether you're into composing, performing, or practicing for fun, your music needs the right platform. Vidyashilp University has partnered with Taaqademy, founded by award-winning band Thermal And A Quarter (TAAQ). Taaqademy has trained 50,000+ students over the last decade.



## Embassy International Riding School

The Embassy International Riding School is India's premier horse-riding school. You can explore structured riding lessons by experienced trainers, and master equestrian sports.

## SUPPORT WHEN YOU NEED IT

We strongly believe in the power of balance and mental well-being. Hence, we have established a Centre for Wellbeing on campus to offer personalized counselling for our students. The Centre also organizes sessions for mindfulness and yoga that you can explore.

## FESTIVALS AND CLUBS



### Literary and Cultural Festivals

The University is your stage. You can organize and participate in the Annual Cultural Event at VU. The event is a platform for new-age sports like choreographed formations and volleyball. You can also explore performing arts and a variety of activities like music, theater, group dances, stand-up comedy and fashion shows.

You can also participate in our:  
**Music and Dance Clubs**  
**Quiz Club**  
**Hackathon**



# A PLACE YOU CAN CALL HOME

Your experience at VU will be like a home away from home. To ensure that your experience is enjoyable and convenient, we offer various accommodation options. The Student Housing facility is located 10 minutes away from our Founding Campus, off-Bellary Road, Bengaluru.

Some of the facilities available to our students include:



Gender specific residential facilities



Common Recreation Area with TV



Fully furnished rooms



WiFi and power back-up



Housekeeping



Security with CCTV systems



Community kitchen



Shuttle service between the University and Student Housing

BEGIN YOUR

# HIGHER EDUCATION JOURNEY

Aspire to be a part of the Vidyashilp  
community. Apply now to be a change-maker.

## HOW TO APPLY



Scan the QR code or  
visit our Admission page  
to find out more



**JOIN A DYNAMIC  
COMMUNITY OF  
NEXT GENERATION  
LEADERS**



City Office  
Century Corbel Commercial, First Floor  
20th Main Rd, Park View Layout  
Sahakarnagar, Bengaluru – 560092

Founding Campus  
#125, Bettenahalli  
Kundana Hobli, Chapparkallu Road  
Bengaluru – 562110

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