



**Happy Valley**  
**BUSINESS SCHOOL**  
*flowering of minds...*

where you'll  
**GrOw UP**



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*flowering of minds...*

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APPROVED BY AICTE, NEW DELHI & AFFILIATED TO ANNA UNIVERSITY

Ragging is prohibited | Ragging is inhumane | Ragging is a punishable offence



## THE INSTITUTION

Institutions of higher learning are considered to be the modern temples of India. Happy Valley Business School is one such institution promoted by few young visionary Indians in the year 2007. The sole motto of the institution is to create a knowledge community which will lead the country into a new growth trajectory.

Since inception, the School has produced 100% results in the University Examinations. The meritorious candidates who have passed out from the portals of Happy valley Business school have been well placed in various domestic and international assignments.

### Vision

To achieve excellence in providing quality education for creating a knowledge community.

### Mission

The institution continuously strives to foster excellence in students through:

- Helping them learn the Science of management in classrooms & reinforcing concepts through experiential learning, coupled with learning the art of management through corporate interactions
- Exposure to cross cultural environments.
- Unwavering focus on merit with ethics.



Auditorium | Indoor game facility | Amphi-theatre  
Well-furnished A/c Conference room | Cafeteria  
Activity rooms to unwind | Gym  
Villa hostel for boys | Campus hostel for girls  
In-House out bound training centre  
College bus facility from Coimbatore & Palakkad  
Live stock market trade floor



A Wi-Fi enabled campus housing



A/c Audio-Visual studios as classrooms



Spacious & Well staked library complex



Tutorial rooms to enable organized learning



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Education without values is half education. It is dangerous. Education is not simply training people to do things in a certain way. It should empower people to learn, think, innovate and act in a responsible manner. Sustainable growth in any area hereafter comes with the responsible use of resources.

The true index for the greatness of a Business School is not in how many management graduates it churns out, rather it is in how many corporate leaders it produces. The institute fosters and nurtures leaders not only capable of making a difference in the corporate world, but is also committed to promote Gross National Happiness.

All roads to Happy Valley are laid with these thoughts....

**Dr. C Kanagaraj**  
CEO







Happy Valley Business School - where transformation is expected and innovation is encouraged, Works with a focus to ensure each student succeeds. Our teaching methodology, institutional practices and intervention programs are all enablers to make our students, management leaders.

Action, experimentation, innovation and continuous improvement are what Happy Valley Business School has and will always stand for!

**Dr. T. Bina** B.E, MBA, M.Phil, Ph.D  
Principal

## INTELLECTUAL CAPITAL



**Prof.K.SampathKumar**  
MBA, Ph.D  
Head-Marketing



**Dr.R.Vishal Kumar**  
MBA, Ph.D  
Head-Finance



**Prof. A. Manoj Kumar**  
MBA, Ph.D  
Head-HR



**Dr.Lors Porseena**  
MBA, Ph.D  
Head-Operations



## THE CURRICULUM

Happy Valley B-School follows the curriculum of Anna University, Chennai and the programme is spread over 4 semesters. Apart from core and elective papers, the curriculum comprises of one summer internship training for 6-8 weeks and a final project work for 12-15 weeks. In line with these guidelines, the faculty team at HVBS is equipped to pre-train the budding managers with adequate and appropriate employment skills. HVBS offers specialization across major functional areas and regularly organizes sector-specific and learner-centric activities to keep the incumbents posted with the developments in the industry.

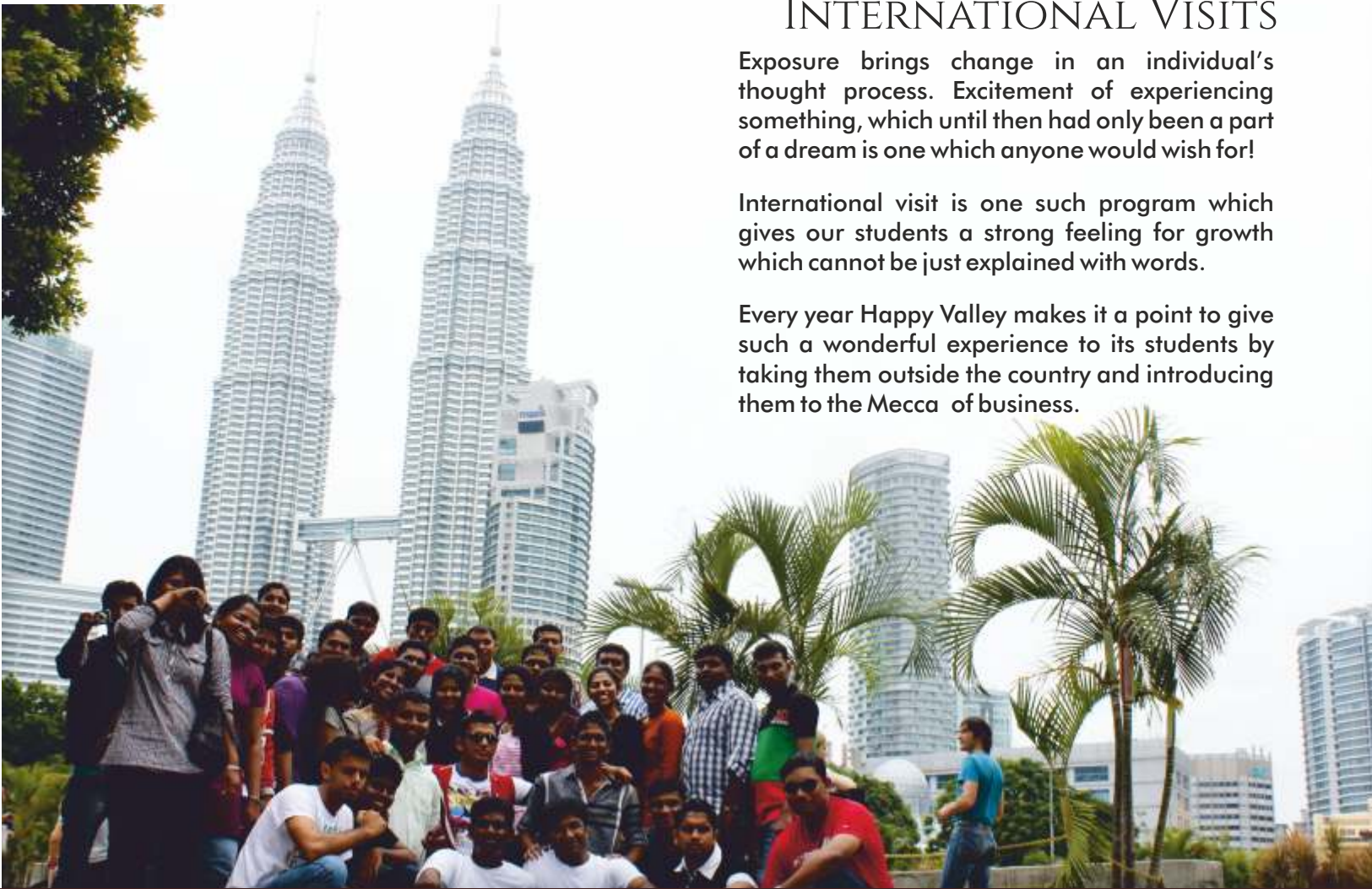


## THE PEDAGOGY

The pedagogy followed at HVBS is aimed at providing the best overall learning experience that transforms aspirations into transpiration. Every input to students of HVBS is carefully selected and repeatedly updated so that the transition from the status of a student to that of a corporate leader is made possible. Besides case discussions, presentations, role-plays and management games, the pedagogy incorporates some of the unique and creative approaches such as industrial assignments for practical learning, field visits for reinforcement of concepts, interaction with experts from different walks of life for a holistic learning and rigorous continuous assessment for better preparedness.

The faculty @ HVBS bring with them enviable experience and ever-growing enthusiasm which instills managerial instinct into the minds of the leaders of tomorrow. Customization of inputs to match the appetite of the students is also done regularly. Thus, at no point of time students will have the feeling of being either under-served or over-served. In simple terms, they learn MBA – Management as their Basic Attitude.





## INTERNATIONAL VISITS

Exposure brings change in an individual's thought process. Excitement of experiencing something, which until then had only been a part of a dream is one which anyone would wish for!

International visit is one such program which gives our students a strong feeling for growth which cannot be just explained with words.

Every year Happy Valley makes it a point to give such a wonderful experience to its students by taking them outside the country and introducing them to the Mecca of business.



## COFFEE POT MEETINGS

Knowledge can be of two types - Explicit & Tacit.

Students find it easy to gain explicit knowledge through rigorous learning within the four walls of the classroom, whereas, the secret of learning is hidden in the tacit knowledge-the art of application of knowledge. This can happen not through teaching alone, but through observation and interaction with management practitioners, which happens at Happy Valley through Coffee pot meetings conducted in star hotels.



## CLUBS @ HVBS



Keeping the emphasis on broad-minded learning, HVBS has designed clubs that cater to students at multiple levels. The Institute believes in educating "T-shaped" individuals, or those who have deep knowledge in a discipline and are also able to collaborate across the boundaries of disciplines, as opposed to educating "mile-wide-but-inch-deep" individuals, or those who are interdisciplinary but have no intellectual depth.

Clubs promote critical thinking, creative exploration, collaboration, organization, and pursuit of excellence that transpires when students participate in club activities.

In order to promote the wholesome personal and academic development of its students, the institute has set up a number of academic clubs and societies covering diverse interests:



Quantum Bulls  
The Investment Club



Roadies Club



Club MaX  
Marketing X-tras Club



Mayo's Hub  
The HR Club



ED Club

These clubs organize various events and workshops throughout the year which ensures that the extra-curricular scene at HVBS is always dynamic and exciting





iCAN- the outbound activity with rope courses is a test of physical as well as mental stamina and helps students understand that life is an Individual journey but Collectively travelled.

iCAN's outbound activity improves team building, helps conquer fear, strengthens trust among team members, augments innovative thinking, boosts physical endurance, builds emotional balance, brings down performance anxiety, quells over confidence, humbles an individual, and finally gives a sense of achievement.



# iCan

Perseverance, versatility, discipline, focus, success, knowing one's limitations.... are all essential parts of one's life.



## PERSONALITY RE-ENGINEERING



Life is a journey from known to unknown. Attitude and perception are important in this continuous exploration. Perception is based on past experience. Unless it is changed, growth is stunted. Attitude is the single most important factor which decides the altitude one can reach in life. Bringing positive attitude and right perception in an individual is a herculean task.



Our Personality Re-engineering Programmes are designed in such a way to give the students a point of inflexion in their life. This is one of the unique and flagship programmes of Happy Valley which is spread across all the 4 semesters. Practice brings perfection and these programs help the students to practice till they achieve.



## INDUSTRY INTERFACE

At Happy Valley our students attend business lectures, takes notes, discuss , day dream, build models and are willing to go out to validate such models.

Industrial visits and guest lectures are occasions to test their knowledge for practical relevance.



**Shreeya Adka**  
Founder  
The French Door



**S Praveen Kumar**  
Managing Partner  
Vedham Edutech Solutions



**Vikram Ahuja**  
Executive Director  
Ahuja Group



**Shrikant S Bairagi**  
CEO  
Agro Hytos Pvt. Ltd.

The faculty team at HVBS is known for its rich contribution to research, teaching and service that are crucial to fulfilling the school's mission.

With a state of the art learning facility, HVBS has welcomed faculty with a strong commitment to research and education. Marketing excellence is the core strength of the HVBS brand. An impressive number of recruiters from reputed marketing oriented companies reflect our significant influence in this area.

The finance area reflects the broad interests, experience and expertise of our faculty ranging from basic financial management to more technical areas like securities market, derivatives, behavioral finance and strategic financial management.

The Human resources faculty contribute to the foundation and achievements of our students. Backed with industry experience, the systems and production faculty demonstrate the application of concepts in today's dynamic corporate world.

### Programme Educational Objectives (PEO'S) statements

MBA programme curriculum is designed to prepare the post graduate students

- I. To have a thorough understanding of the core aspects of the business.
- II. To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
- III. To prepare them to have a holistic approach towards management functions.
- IV. To motivate them for continuous learning.
- V. To inspire and make them practice ethical standards in business.

## POWER DRESSING

## ENTREPRENEURSHIP & PLACEMENTS

Not all students are job seekers. After MBA some want the thrill of challenging their limits through wealth creation. Their iron will and audacity to achieve are given fodder through bringing them face to face with young entrepreneurs. Happy Valley salutes the spirit of such individuals who add sophistication and wellness to mankind.

On the contrary, job seekers are made battle ready with numerous training programmes on specific skills development. Their exemplary learnability gives them indomitable advantage to fulfill all their assignments and bring laurels to the organizations they belong. Undoubtedly, they become the mantle of the organization they belong to.

Our sincere thanks to all the esteemed organizations who have helped us in placements and projects by nurturing talent , supporting our endeavors and constantly encouraging us all through these years.