



VVIT UNIVERSITY - APPA SCHOOL OF BUSINESS

MBA with Specialization in Artificial Intelligence (2Years)

Salient features:

- + **First-of-its-Kind Program:** 2-year MBA with AI specialization, blending business management with technology.
- + **Future Skills:** Hands-on training in R, Python, SQL, DBMS, Data Analytics, Blockchain, Digital Payments, Data Warehousing & Data Mining.
- + **Minor Options:** Choose any one from Digital Marketing, FinTech and Supply Chain Management.
- + **Entrepreneurial Mindset:** Integrated Family Business & Start-up Thinking with incubation and seed funding support.
- + **Strong Communication Edge:** Focus on LSRW (Listening, Speaking, Reading, Writing) and Functional English for corporate success.
- + **Data-Driven Business Skills:** Learn Spreadsheet Modeling, Tableau, Power BI, Google BigQuery, Apache Spark, and Snowflake.
- + **Career-Building Internships:** 3 month Internship after first year
- + **Global Certifications:** Global Certifications: Google Certification on Generative AI, LinkedIn Learning, and MOOC programs guided by faculty mentors.
- + **Career Fulfilment:** Career Fulfilment: Industry-ready graduates with 100% placement support.

Eligibility Criteria: A Candidate must have passed a bachelor's degree of minimum 3 years duration in any discipline from a recognized university. The qualification must follow the 10+2+3 or 10+2+4 pattern.

Minimum Marks Requirement: Candidate should have an aggregate of 50% marks (Aggregate of 45% in Case of SC/ST) in the qualifying examination.

Admission Process: Based on Undergraduate Marks (OR) Valid rank in CAT / MAT / CMAT / ATMA / ICET 2026. Followed by English Proficiency Test and Personal Interview.

Duration: 2 Years (4 Semesters)

Fee Structure for MBA Program

S No	Program Name	VVITU 2026 fee per year in Rs
1	MBA with Specialization in Artificial Intelligence (2Year)	2,00,000/-

Admission Fee One time Non-refundable Rs 10,000/-

Book Bank Fee one time Non-refundable Rs 5,000/-

Separate Hostels for boys and girls with in the campus fully Air Conditioned, for details about hostel and transport, visit www.vvitu.ac.in

Merit Scholarships for MBA Program 2026

% of Scholarship	Aggregate marks in Graduation	ICET 2026	CMAT percentile cut-off	MAT percentile cut-off	ATMA percentile cut-off	Fee after scholarship per year
50%	80% and above	Up to 10000	90 percentile & above.	90 percentile & above.	90 percentile & above.	1,00,000
25%	Between 70% and 79.99%	10001 to 20000	75 to 89.99 percentile	75 to 89.99 percentile	75 to 89.99 percentile	1,50,000

