



ROCKWELL
BUSINESS SCHOOL
OF MANAGEMENT



Exploring Beyond Boundaries

LEARNING, LEADING & GROWING WITH PURPOSE



ROCKWELL

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About Rockwell Business School



Rockwell Business School – "Exploring Beyond Boundaries: Learning, Leading and Growing with Purpose"

Discover a world where education transcends borders at Rockwell Business School, a vibrant hub for multidisciplinary global learning. Our mission is to cultivate leaders of tomorrow by offering a rich curriculum that not only ensures academic excellence but also emphasizes on co-curricular activities and personal growth. At Rockwell, we are dedicated to nurturing all-rounder individuals armed with leadership skills, self-discipline, ethical values and a comprehensive global outlook.

As a premier institution, Rockwell Business School of Management is affiliated with Osmania University and is committed to empowering students to become global citizens ready to make their mark in the world. Our founders and directors, visionaries in their own right, have designed a student-focused educational experience that encourages international engagement and a deep understanding of diverse business landscapes. Our Bachelor of Business Administration (BBA) and Bachelor of Computer Applications (BCA) programs are meticulously crafted to provide students with a robust foundation in their respective fields, seamlessly integrating commerce with cutting-edge technology. This approach envisions our graduates to not only be prepared but also be primed to excel in today's dynamic job market.

At Rockwell, education is an adventure in experiential learning, with a strong emphasis on connecting with industry leaders and specialized areas of application and research. We are all about hands-on learning, giving our students the chance to delve in to their interests and emerge as leaders equipped to navigate the challenges of chosen careers without compromising on their responsibilities towards our planet and humanity.

Join us at Rockwell Business School, where education is the first step in the journey to leadership, innovation and global citizenship.



Vision:

"At Rockwell Business School, our vision is to redefine the boundaries of global education, creating a world where learning fosters innovation, leadership and ethical consciousness. We aspire to be at the forefront of cultivating individuals who are not only academically accomplished but also globally competent and ready to contribute positively to an interconnected world."

Mission:

"Our mission is to provide for an inclusive and holistic learning experience that transcends traditional competition through self-driven exploration and applied learning, a blend of rigorous academics with personalized growth pathways to pursue excellence, embrace challenges and lead with empathy and ethical clarity in a global context."



Vision, Mission & Core Values



Our Core Values

Rockwell Business School: Where Education Meets Humanity and Excellence

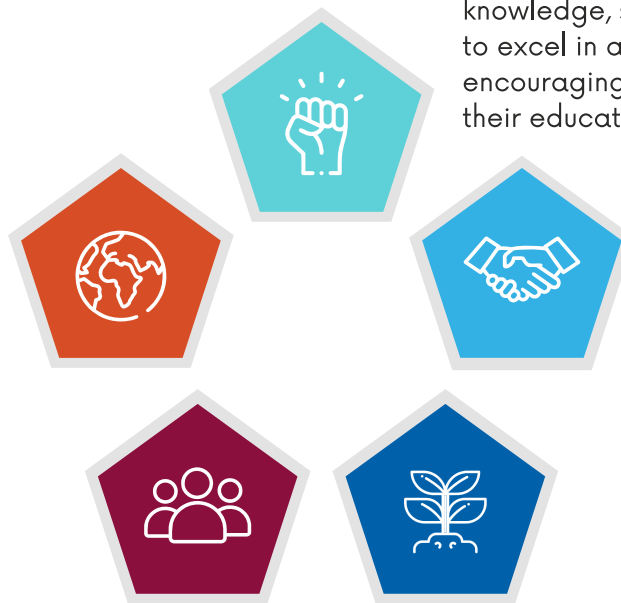
Empowering Excellence: At Rockwell, empowerment is key. We equip our students with the necessary knowledge, skills and self-confidence to excel in a fast-paced world, encouraging them to take the reins of their educational journey.

Championing Social Responsibility: Our vision extends beyond the classroom. We are committed to developing graduates who will not only succeed in their careers but also be conscious of their role in contributing positively towards society. At Rockwell Business School, we are more than just an institution; we are a community committed to fostering a holistic educational experience that moulds leaders and innovators of tomorrow. Join us on this journey of discovery, growth and impact.

The Spirit of Collaboration: Collaboration is at the heart of our approach. We cultivate an environment where students, faculty and industry experts come together to innovate, solve real-world problems and share knowledge.

Respecting Diversity: Respect is non-negotiable. We foster an environment of mutual respect, where diverse opinions, cultures and backgrounds are celebrated, promoting a rich learning experience.

A Commitment to Nurturing Competence: Our pursuit of excellence is relentless. We aim to provide an education that challenges, enriches and transforms by setting a new standard for academic and personal growth.



Leadership Team



Subash Boda

Director

Subash Boda brings over 28 years of experience in the Education and IT sectors to the board, besides being an author.

Mr. Boda's expertise lies in building and managing successful organizations. He co-founded Pinnacle Software Solutions, where he established the company's operations and processes for recruiting, training and placing IT professionals. He also owned and operated Rockwell University in Virginia, USA, offering a variety of diploma and degree programs. His knowledge of the education sector extends to his role as the Founder, Chairman and Managing Director of Rockwell International School in Hyderabad. Mr. Boda is a thought leader and active member of the Hyderabad business community. He is a Charter Member of TiE Hyderabad and a Member of FICCI ARISE, demonstrating his commitment to fostering innovation and entrepreneurship. His diverse background and proven leadership make him play a pivotal role in providing strategic direction, vision and governance to ensure the success and sustainability of the organisation.



Mahesh Bigala

Director

Mahesh Bigala is a distinguished figure known for his unwavering dedication to community upliftment, advancement and education with over 30 years of experience with significant strides in Education, Technology, Culture and Philanthropy.

With an MS (Honours) from the University of Wollongong, Australia, Mahesh's Entrepreneurial spirit led him to establish an IT Services company in New Jersey, USA and co-found IIBIT Education Group in Australia, offering programs in Information Technology and Business. He further ventured into joint ventures with Federation University, pioneering undergraduate and postgraduate IT programs in Sydney and Adelaide. He is currently serving as CEO and a member of board of directors in several organisations. As a Director of Rockwell International School and founder of educational ventures like IIBIT Education Group Australia and Knowledge Resources Group USA, Mahesh's influence extends globally with investments in Education, IT, Manufacturing, Infrastructure and Real Estate Sectors. Additionally, his philanthropic endeavors, including the Bigala Krishna Murthy Foundation, underscore his commitment to social welfare. Mahesh Bigala's multifaceted leadership and unwavering commitment make him an invaluable asset to the board, embodying the principles of excellence, integrity and community service.



Sai Kishore Vallam

Director

Educational administration specialist and entrepreneur with over 25 years of international experience, Sai Kishore Vallam has a proven record in establishing schools, holding leadership positions on boards of education and ensuring high quality educational services.

Kishore has over 25 years of experience working internationally in education and management. He has strong skills in teaching, running schools and general management. Kishore has successfully set up and overseen schools in Australia. Currently, Kishore serves on multiple boards of advance education. He is on the boards of InfoTech Professionals and Rockwell Educational Institutions, both of which work to provide quality educational services. Kishore also shares his expertise with a university in Australia. As Executive Director of the International Institute of Business and Information Technology (IIBIT), Kishore provides visionary leadership and strategic guidance. IIBIT focuses on English, vocational training and higher education. Kishore ensures IIBIT delivers high-quality programs and supports students. He has published articles in many international journals and contributed immensely to the bodies of knowledge across his span of experience in the education sector. His experience and direction would be the compass for the Rockwell community to help adapt to changes in the education industry.



Dr. Anupama Gadiraju

Principal

A thought leader, author, people and purpose specialist and a senior executive with more than 24 years of experience in teaching, training, institution building and consulting, Dr. Anupama served as Academic Head and Member of Boards of Study with several Business Schools, Postgraduate and Graduate colleges and as an expert resource for several educational and training institutions. She has extensive experience as a Strategic Consultant in Operations Management, Content Development; Business Process Design; Change Management with a demonstrated history of leading large complex transformation programs and operations teams. Her areas of expertise include Brand Communications, Digital Marketing, Global Delivery, Continuous Improvement, Process Enhancements, Change Controls. She is known for her out-of-the-box approaches in Training, Developing and Motivating employees towards top-level performance across highly competitive markets. Dr. Anupama has a proven track record of transforming operations through innovation and long-term strategies for continuous improvement, setting organizations to adapt to evolving business needs with adept people management skills. Her extensive experience across multiple functions makes her an invaluable contributor as Head of Academics.

Message from the Leadership Team

To our most valued community,

Welcome to Rockwell Business School, a place where tradition meets innovation with strong foundations for bringing the dynamics of real-time knowledge to the classrooms. We are a privileged board of directors that lead this institution into the future, where our core purpose and philosophy of commitment to quality and path-breaking approaches to new learning reflect through our dedication to enhance individual potentialities as a knowledge centre.

Our aim is to nurture individual potential and create leaders who are professionally capable, socially responsible and ethically grounded. We strive to provide an atmosphere that promotes critical thinking, encourages innovation and drives excellence in all pursuits.

The pillars of our institution's ethos are integrity, inclusion and impact. We recognize the power of diversity, understand why we should think globally and how we can go ahead to make a positive difference in the world. These values remain constant throughout our mission statement, which is focused on empowering individuals through education for a better tomorrow.

Education is a lifelong journey of learning and growth. We invite you to join us on this journey, to challenge yourself, to dream big and to be a part of a community that believes in forging ahead with rewarding relationships that are holistic and enriching.

Together, let's shape the future leaders

Warm regards,

Board of Directors
Rockwell Business School

Academic Advisory Committee



Prof. Janelle Allison
Member Advisory Committee

Academic leader with expertise in education, district development and TEQSA compliance. Her focus is on developing students' skills for the future through the use of curriculum. Dr. Janelle served as Pro Vice-Chancellor at the University of Tasmania, leading initiatives to equip students for future careers. As Founding Principal of University College, she championed a contemporary, applied curriculum focused on Associate Degrees and higher education qualifications. Dr. Janelle's expertise extends to TEQSA compliance and government relations through her experience on the TasTAFE board. With a background in geography and regional planning, she has engaged with communities across Australia and countries across the world. Dr. Janelle's commitment to education is global, as evidenced by her work with ACIAR to develop training programs for researchers in Southeast Asia. Dr. Janelle's unique blend of teaching, community development and regional planning expertise makes her an invaluable asset to our board.



Prof. Andrew McAuley
Member Advisory Committee

An outstanding leader with over 30 years of experience in higher education. Prof. Andrew has demonstrated his ability in academic leadership, research and student support programs with Focus on adult education and career planning.

An accomplished educational leader with more than 30 years of experience in higher education. Serving as Provost at IIBITEG since 2018, Andrew provides adult learning direction, focusing on teaching, learning, research and student support programs. Prior to joining IIBITEG, Andrew held important positions at Southern Cross University, including Vice-Chancellor (Academic). His academic tour includes roles as Professor of Management and Business Administration at Griffith University. In addition to developing research, Andrew has contributed extensively to leading business journals and serves on the editorial advisory boards. His PhD examined entrepreneurial flexibility, reflecting his research focus on entrepreneurial SMEs and the internationalization process. Throughout his career, Andrew has held a variety of managerial and leadership roles with an emphasis on enhancing student learning experiences and success. As a valued member of our Board of Advisors, Andrew brings invaluable insight to our business school efforts.

Strategic Partners



Rockwell Business School encourages excellence through strategic partnerships and collaborations. In its pursuit of educational excellence, Rockwell Business School is embarking on a strategic alliance with InfoTech Professionals Pvt Ltd (trading as IIBIT). This collaboration opens up many opportunities for students and staff.

Rockwell aims to foster an ecosystem of excellence and is committed to a curriculum that is led by industry requirements by collaborating with distinguished faculty of IIBIT to develop programs that continue to stay ahead of the curve. This would ensure that the students gain valuable insights through real-world case studies, guest lectures from industry leaders and practical projects. Rockwell aims to promote faculty excellence through exchange programs, workshops and research programs in collaboration with IIBIT. This combination of knowledge and best practices would empower both teachers and students.

Student exchange programs offered through fellowships are intended to provide unparalleled international exposure. Students will gain access to valuable cultural streams and diverse learning perspectives, preparing them for success in a globally hybrid world.

Rockwell partners with IIBIT and industry partners to unlock rewarding internship and placement opportunities. Students gain practical experience, allowing for a smooth transition into the workforce.

Together, Rockwell and IIBIT aim to address challenges and advance knowledge in areas of interest like Business Management, Data Sciences and Information Technology. This network would contribute through influential publications and other academic contributions that shape the future of education and industry.

By partnering with a leader like IIBIT, Rockwell Business School empowers its students to not only thrive, but excel in today's competitive and dynamic global scenario. This collaboration reaffirms Rockwell's commitment to providing an education of unparalleled quality and excellence.

Campus Facilities

Our vibrant campus in Hi Tech City Madhapur offers top-notch infrastructure for learning, growth, and well-being. Our modern, spacious classrooms feature the latest audio-visual technology, fostering dynamic discussions and interactive lectures. Specialized labs support hands-on learning in disciplines like Finance, Marketing, Entrepreneurship, Data Analytics, and Programming, with industry-standard software and equipment. Additionally, our resourceful library boasts a vast collection of books, journals, periodicals, and electronic databases.



Programs



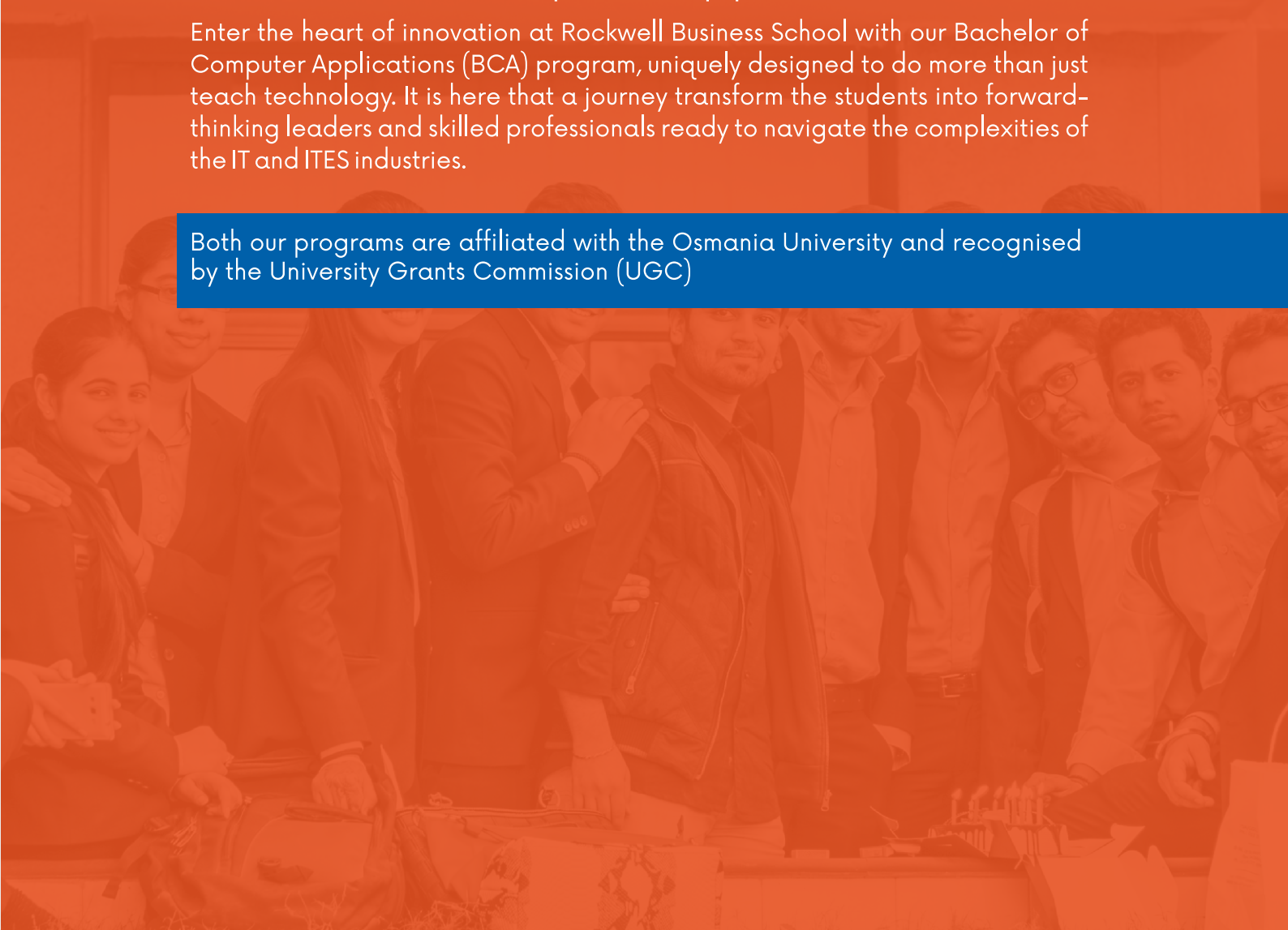
Bachelor of Business Administration (BBA)

Step into the world of business excellence with the Bachelor of Business Administration (BBA) program at Rockwell Business School. This program is the gateway to diverse career opportunities in specialized fields like Marketing, Human Resources Finance, Analytics, Operations and Strategy. It's the perfect foundation for ambitious entrepreneurs and future business magnates, paving the way for advanced studies such as an MBA.

Bachelor of Computer Applications (BCA)

Enter the heart of innovation at Rockwell Business School with our Bachelor of Computer Applications (BCA) program, uniquely designed to do more than just teach technology. It is here that a journey transform the students into forward-thinking leaders and skilled professionals ready to navigate the complexities of the IT and ITES industries.

Both our programs are affiliated with the Osmania University and recognised by the University Grants Commission (UGC)



Bachelor of Business Administration (BBA):

Key Highlights of Our Program: Unlocking Potential, Championing Success

The BBA at Rockwell is meticulously designed to shape proficient leaders and managers adept at navigating the corporate world. Focusing on entrepreneurial spirit, the curriculum dives deep into essential business areas including Finance, Marketing, Economics, Strategic Planning and leadership. Engaging with real-world projects, industry partnerships and expert guidance, our students are sculpted to stand out in the competitive business sphere.

Through the program of three years and six semesters, the program lays down a comprehensive foundation of business theories, coupled with the chance to specialise in areas like HR, Finance, or Marketing in the latter part of the study. Each semester is carefully planned to progressively enhance skills and knowledge, equipping individuals to deal with the professional challenges ahead.

Educational Approach & Pedagogy: Cultivating Tomorrow's Pioneers

Our curricula are tailored to meet the unique needs of our students. Emphasizing active engagement and self-directed learning, we employ a variety of instructional methods, including presentations, simulations, case studies and interactive discussions. This combination fosters a thorough comprehension of business concepts, inspiring students to apply their knowledge practically and think critically.

Bridge to Success: Transforming Diverse Academic Backgrounds into Business Mastery

Our Business Studies Bridge Program is crafted to provide a smooth entry for learners from various academic paths into the realm of business studies. This program is perfect for those who may be venturing into business education from other fields or are looking to update their business knowledge. It is designed to furnish you with the crucial concepts, tools and abilities necessary to excel in business studies. Dive into this engaging learning adventure that prepares you for both the hurdles and prospects within business education, laying a firm foundation for future educational and career pursuits.

Real-World Learning: Equipping Knowledge with Application

Rockwell Business School is a strong advocate of learning by doing. Our BBA program is enriched with practical experiences such as community projects, internships and corporate visits, allowing students to apply theoretical insights to tangible business challenges. This hands-on approach deepens their understanding and connects classroom lessons with the complexities of the business world.

Interacting with Industry Stalwarts: Gleaning Real-World Wisdom

We offer our students exclusive opportunities to engage with leading figures in the business sector and undertake visits to various companies. These experiences are more than just field trips designed to stimulate analytical thinking and provide a practical lens, through which to view theoretical knowledge.

Learning from the Experts: Guest Lectures and Corporate Tours

At Rockwell Business School, we bridge academia and industry by inviting seasoned professionals to share their experiences and insights. These guest lectures and company tours are integral to our curriculum, fostering an environment where students can enhance their understanding of the business world and its operations.

The journey to becoming a business leader starts with the BBA program at Rockwell Business School, where learning goes beyond conventional education, equipping the aspirants with the necessary tools, skills and insights to thrive in the global business landscape. Embrace a world filled with endless possibilities, innovation and personal growth.

EMPOWER YOUR AMBITION
UNLOCK YOUR POTENTIAL WITH OUR
BBA PROGRAM



BBA Degree



2 Certifications



6 Workshops



3 Internships

100% Placement Assistance

Bachelor Of Business Administration (BBA):

Semester	Value Add	Duration	RBS Deliverable	Internships
I	Digital Profile Building and Corporate Etiquette	5 hrs	WS-1	
II	Advanced Excel, Power BI, Tableau	40 hrs	WS-2	Internship-1
III	a. Digital Marketing b. Cyber Security	50 hrs 10 hrs	Certification-1 WS-3	Internship-2
IV	a. Research Methodology & Report Writing Techniques b. Intro to Basic Statistics and Fundamentals of Data Analytics	15 hrs 14 hrs	WS-4 WS-5	
V	a. Contemporary Issues in Global Business & Securities Markets b. Formulating a Business Plan - Entrepreneurship c. Domain Analytics	36 hrs 10 hrs 60 hrs	WS-6 WS-7 Certification-2	Internship-3
VI	Dissertation			

Bachelor of Business Administration (BBA)

Program Structure



Year 1

Semester-1	Semester-2
English Second Language Principles of Management Basics of Marketing Business Economics	English Second Language Basic Computer Skills Organizational Behaviour Business Statistics Financial Accounting

Year 2

Semester-3	Semester-4
English Second Language Communication Skills Professional Skills Basic Quality Management Advance Computer Skills Human Resource Management Information Technology for Businesses Financial Management	English Second Language Leadership and Management Skills Universal Human Values Start-Up Opportunity and Feasibility Business Policy and Strategy Business Law and Ethics Marketing Research Management Science

Year 3

Semester-5	Semester-6
English Second Language Mobile Commerce <u>Elective I:</u> Entrepreneurship Development or Business Analytics <u>Elective II:</u> Financial Markets and Services (F), Brand Management (M), Organizational Development (HR), Fundamentals of Retail Management (RM) <u>Elective III:</u> Analysis of Investment in Financial Assets (F), Retail Marketing (M), Performance Appraisal and Counselling (HR), Retail Mall Management (RM)	English Second Language <u>Elective I:</u> Supply Chain Management or Business Intelligence and Data Visualization <u>Elective II:</u> Banking (F), Buyer Behaviour (M), Leadership and Change Management (HR), Global Retailing and Merchandising (RM) <u>Elective III:</u> Insurance (F), Customer Relationship Management (M), Compensation Management (HR), Retail Store Operations and Pricing (RM) Submission of the Project Report and Viva Voce.

Bachelor of Computer Applications (BCA)





Key Highlights of the Program: Bridging Technology, Innovation and Leadership

Cutting-Edge Curriculum: We are all about keeping ahead in the fast-paced tech world with a curriculum that is as innovative as the technology it teaches. Get ready to gain that competitive edge by mastering the latest technological advancements.

Leadership at the Core: The essence of a true IT professional lies in balancing technical skill with the power of leadership and management. Our program nurtures these vital traits to prepare the incumbents for impactful managerial roles.

Hands-On Experience: Tackle the tech world with confidence through our emphasis on real-life projects and problem-solving. We are here to cultivate innovative thinking and a solution-focused approach.

Realise Your Ambitions: At Rockwell, we encourage you to aim high. By merging technical acumen with essential leadership skills, we prepare our students to leave a mark on the ever-changing landscapes of IT and ITES.

Dive Deep into Specializations: Whether it is Cyber Security, Data Analytics, AI or Data Science, we offer specialized tracks that provide the students with in-depth knowledge, preparing them for specific challenges and opportunities of the tech industry.

Our Approach to Specialization:

Focused Expertise: Immerse yourself in various chosen fields with targeted training, not only to gain knowledge but also to acquire proven expertise.

Earn Recognized Certifications: Stand out in the job market with certifications from top-tier institutions and industry leaders, providing requisite skills and knowledge.

Learn What Matters: With a curriculum designed around practical industry-relevant skills, it is not just about learning theories—it is about application and innovation at the helm.

Geared for Success: Our program is not just about earning a degree; it is about preparing the individuals for the real world, making them job-ready and setting them on a path to innovate and lead.

Rockwell Business School's BCA program is a program where we treat individuals not just as students of technology but also as future leaders and innovators who will shape the digital world of tomorrow.

BE A CHANGE CATALYST
UNLOCK YOUR POTENTIAL WITH OUR
BCA PROGRAM



BCA Degree



2 Certifications



6 Workshops



3 Internships

100% Placement Assistance



Bachelor Of Computer Applications (BCA)

Semester	Value Add	Duration	RBS Deliverable	Internships
I	Digital Profile Building and Corporate Etiquette	5 hrs	WS-1	
II	Advanced Excel, Power BI, Tableau	60 hrs	WS-2	Internship-1
III	a. Digital Marketing b. Cyber Security and Ethical Hacking c. Python EDA, SQL	50 hrs 30 hrs 40 hrs	Certification-1 WS-3 WS-4	
IV	a. Data Science and ML b. Cloud Fundamentals (AWS)	60 hrs 36 hrs	Certification-2 WS-5	Internship-2
V	AI and Gen AI	60 hrs	WS-6	Internship-3
VI	Dissertation			

Bachelor of Computer Applications (BCA) – Program Structure



Year 1

Semester-1	Semester-2
Mathematical Foundations of Computer Science Digital Principles Programming in C Introduction to Web Technology Effective Communication Lab 1: Programming in C Lab Lab 2: Web Technology Lab Lab 3: IT Workshop	Fundamentals of Probability and Statistics Object Oriented Programming using CPP Computer Architecture Data Structures Data Communications Lab 1: Oriented Programming using C Lab Lab 2: Data Structures Lab Lab 3: Communications Skills Lab

Year 2

Semester-3	Semester-4
Applied Mathematics Core Java Programming Software Programming Operating Systems Concepts Database Design Lab 1: Core Java Programming Lab Lab 2: Software Engineering Lab Lab 3: Database Design Lab	Distributed and Cloud Computing Algorithm Design Computer Networks Data Science using Python Artificial Intelligence Lab 1: Data Science using Python Lab Lab 2: Computer Networks Lab Lab 3: Technical Seminar

Year 3

Semester-5	Semester-6
Parallel Programming Big Data Analytics Software Quality and Testing Environmental Science <u>Elective I</u> Advanced Java Programming/ Programming using C# and ASP.NET/ Internet Programming using PHP Lab 1: Big Data Analytics Hadoop Lab Lab 2: Professional Elective I Lab Lab 3: Project Phase I	<u>Elective II</u> Machine Learning Internet of Things Blockchain <u>Elective III</u> Information Retrieval Systems Distributed Databases Cyber Security <u>Elective IV</u> Human Relation at Work Ethics and Holistic Life Gender Sensitization Lab 1: Lab Project Phase

Admission Guidelines



To Be Eligible For Admission, Candidates Must Meet The Following Criteria:

- **Minimum Aggregate Marks:** Candidates must obtain a minimum of 60% aggregate marks in the 12th or equivalent examination in every discipline under the TSBIE, CBSE, or ICSE Board.
- **IB, Cambridge and other International Board students** are required to submit an equivalence certificate from TSBIE along with their board certificates and mark sheets.
- **Proof of Qualifying Examination:** Candidates who are offered provisional admission based on declared scores in the application must provide proof of having passed the qualifying examination, i.e., 12th examination with 60% marks, to the concerned authority during document inspection at the time of registration.
- **Failure to comply with this requirement** will result in the withdrawal of provisional admission.
- **False Declaration:** Any incorrect declaration of marks in the application, which provides an unfair advantage, will result in the disqualification of the candidate and withdrawal of admission, even if detected after registration.

*Committed
to Deliver!*



ROCKWELL

— EDUCATIONAL INSTITUTIONS —

13 YEARS - 45 AWARDS

Rockwell Pre-School

Manikonda | Srinagar-J & K

Rockwell Public School

Markapur-A.P | Lower Tank Bund-Hyd.

Rockwell Daycare

Galaxy Towers

Rockwell International School

Kokapet-Hyderabad

Embark on your journey towards leadership, innovation and global citizenship with Rockwell Business School - where education opens doors to boundless opportunities and limitless potential.



ROCKWELL

BUSINESS SCHOOL
OF MANAGEMENT

Contact Us

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Plot # 31; Sy. No.- 66 & 67-Jubilee Enclave;
Madhapur; Serilingampally; Hyderabad-500081

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