



offers a World Class
Bachelor's Program
in Vizag

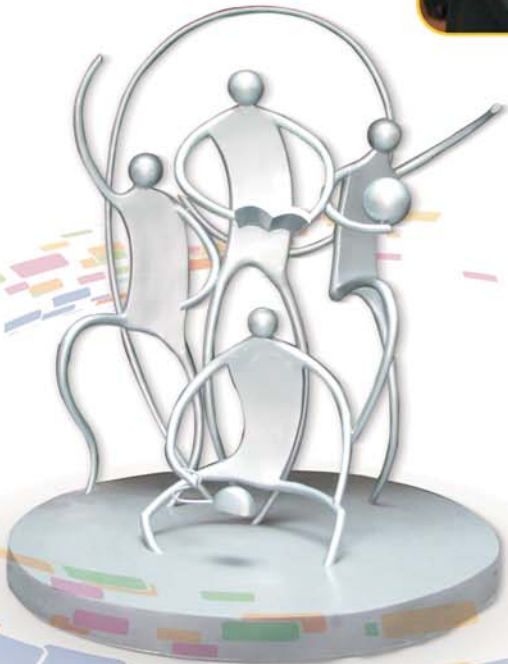
BBM+





Motto

The dawn of PRISM in 2001, followed the inception of D. R. K Reddy Educational Society in 1999 with an aim & objective of extending service to society at large. Value based education, with due emphasis on character, culture and tradition is our motto.





Commitment

PRISM has been assiduously striving to provide the best infrastructure, committed faculty & all possible opportunities to explore the core. We believe in overall development of the students. In this pursuit we churn out the aptitude and nurture the attitude through a calendar of multi-dimensional activities.

Placements are given top priority through which several MNCs recruit our students in large numbers.



FOCUS

The focus of **BBM Plus** programme is to prepare its pupils for entry into top B-Schools in India & Management Schools Abroad. Rigorous training is an integral part which enhances the skill set to confidently face and succeed in **CAT, XAT, MAT, IIFT, IRMA, SNAP, CMAT** and **GMAT**.

Ample Orientation & Exposure are offered to ignite the spirit of Entrepreneurship. Opportunities galore await **BBM Plus** Graduates.





Plus

The curriculum of **BBM**, designed by Andhra University is to infuse Business Perceptions in the first year, to give Management Concepts in the second year and to develop In-depth knowledge in Specialized Fields in the final year. The value addition to the programme, in the form of **Plus** is provided by **T.I.M.E.** encompassing

- Sharpening Soft Skills along with **BEC** certification from Cambridge in the first year.
- Preparing for Premier B-School Entrance Tests, Group Discussions & Personal Interviews in the Second & Final year.
- Overall training in Logical, Verbal & Quantitative abilities for various other competitive exams.
- Imparting G.K., Current Affairs and Business Awareness required for comprehensive Value Addition and Personality Development.



State-of-the-art

- Congenial atmosphere with State-of-the-Art Classrooms.
- Dedicated, Qualified, Experienced & Caring Faculty.
- Wi-Fi enabled campus with 24x7 web access.
- Enhancing Interpersonal and Presentation Skills.
- Encouraging students for Inter-collegiate meets and Competitions.
- Counseling and Special Guidance for Career planning.
- Periodical Performance Assessment & Feedback.
- Screening Educational, Motivational & Entertaining Films.



Expertise

- Regular Guest lectures by Experts from Industry and Academia.
- Industrial visits to study Business Practices and Organizational Structures.
- Study Tours.
- Internships.
- Student Clubs to foster General Awareness and Extempore Skills.
- Relevant Periodicals.
- Exposure to Management Fests & Business Quizzes.





Prism

Degree & P.G. College

Affiliated to Andhra University

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