



Empowering Exponential Futures

Through Outcome Driven Education
for AI Native World



ETHames Business School (EBS) is not another college. It is a **professional-outcome** power house built on a single conviction.

Every student deserves the chance to become **a world-class professional** - not just a degree holder.

At **EBS**, education is reimaged, restructured, and elevated to global standards through the **ETHames Educational Framework (EEF)** an outcome-driven model that transforms students into industry-ready professionals.

Our Promise

Your degree should build a meaningful career. Whereas traditional degrees often lead to underemployment.

Across our **Industry-Integrated Pathways**, students reach the level of engineers, doctors, and global professionals resulting in a minimum threefold increase in professional value.

Through our **Enterprise Leadership Pathways**, students gain expertise across finance, entrepreneurship, family business, and AI, empowering them with real-world skills, global exposure, and the confidence to lead future-ready ventures.

Chairman & Leadership Team

Chairman's Message

Outcome Driven Education for an AI-Native World

Degrees no longer guarantee careers. In an AI-native world, what matters is professional capability, not academic labels.

At **EThames Business School (EBS)**, we redesign undergraduate education around clear professional outcomes. From day one, students follow structured pathways to become global accounting professionals, investment bankers, risk managers, entrepreneurs, and family business leaders.

EBS is the only institution in India offering **Investment Banking, Risk Management, and Family Business Leadership** specializations at the undergraduate level built around industry certifications, mentoring, and real-world execution.

KALI PRASAD GADIRAJU

CHAIRMAN

“

We also redefine entrepreneurship education. We don't wait for ideas we help students discover the entrepreneur within, then build ventures through a disciplined, scientific process.

”



Leadership Team

Devi Prasad Gadiraju

Devi Prasad Gadiraju is an entrepreneur and business educator with experience across startups, supply chain, FMCG exports, and media. Currently at EThames Business School, he focuses on industry-academia integration through real-world projects and EThames Elabz. He is committed to mentoring students and fostering entrepreneurial, future-ready careers.



Anitha Gadiraju

Anitha Gadiraju is an educator and entrepreneur with expertise in leadership development and student engagement. Currently serving as Student Services Director, she drives initiatives focused on discipline, excellence, and holistic growth. A TEDx Licensee at EThames College, she is passionate about empowering students and fostering value-based, global leadership.



FCA Guru Priya Vajjah

FCA Guru Priya Vajjah is the Director – Finance & Human Resources at EThames Business School, Hyderabad, and a Fellow Chartered Accountant (FCA) with an MBA in Finance. With over a decade of experience, including her tenure at Genpact India Pvt. Ltd., she brings strong expertise in financial leadership and governance. At EThames, she oversees Finance, Human Resources, and Operations, driving compliance,



Charan Kumar

Charan specializes in Enterprise Governance, assisting enterprises in enhancing their competitiveness by leveraging internal audit and deploying technology for strategic business advantage. With over 30+ years of experience, Charan reviewed the operations of diverse organizations with global operations (billion dollars plus in annual sales) in leadership roles.



Subba Raju Pericherla

Subba Raju Pericherla is a seasoned entrepreneur, startup ecosystem builder, and industry mentor with decades of experience across human resources, entrepreneurship, and community-led innovation. Widely known as "Subbu," he is recognized for his strategic thinking, people-centric leadership, and ability to build scalable entrepreneurial ecosystems.



The EThames Educational Framework (EEF)

The Engine Behind World-Class Outcomes

Built on 4 Foundational Beliefs

01

Personality Transformation is Essential

We don't just teach skills, we build personality. A **27 module personal success course** runs through all the **6 semesters**. This is not an extra-curricular. It is a core part of what makes EBS graduates world-class.

Communication Mastery

Leadership & Influence

Emotional Intelligence

Career Branding

Global Professional Mindset

02

Whatever We Teach, It Must Be World Class

Every course, module, and credential follows global standards. Students have access to world class online resources to compliment their learning in the class room.

Harvard Manage Mentor

Top University Online Courses

Industry-Led Subjects

US CPA-Aligned Curriculum

Global Cybersecurity Frameworks

03

Every Student Must Graduate as a Professional

By graduation, every **EThames** student has real professional evidence of capability with **globally recognized certifications like US CPA, ISC2, CRMP**, capable of performing a specialist role in the industry.

04

Industry Integration Is Non-Negotiable

Education without industry integration is incomplete. We partner with **Big-4, global experts in professional services and industry associations**, to train and certify students in **Cyber Security, Investment Banking, Risk Management and entrepreneurship** etc.

Senior Leader-Led Masterclasses Offering Micro-Certifications in Supply Chain, Finance, and HR

Industry partnerships enabling deep student engagement through real-world projects & challenges.

EBS Learning Model

We have redesigned the learning model to align with AI native world and to make the learning a joy for the current generation.

PREPARE WITH PURPOSE

We use flipped class room model where in students come to the college fully prepared by going through pre-reads, videos, recordings and other self learning materials and ready to contribute.

1

PARTICIPATE WITH PRESENCE

UbuntUs is a close-knit learning environment where every student actively participates through discussions and problem-solving, building leadership, professional, and communication skills collaboratively.

2

PRACTICE WITH PROJECTS

Practice Learning through real projects, research. Real-world problem-solving helps internalize knowledge while building critical and creative thinking skills.

3

PERFORM WITH PASSION

Regular assessments and graded projects reflect your commitment, problem-solving approach, and creative thinking, while helping identify your level of mastery and learning gaps.

4

EBS Curriculum Design

EBS Curriculum is carefully designed to help the students progressively build their **Personality and their Specialization along with University courses**. Each year builds on the previous one and every course covers subjects that take the learning to the new level within overall framework and span across the following three parallel tracks:

Personality Development Track

University Courses Track

Specialisation Track

1

AWARENESS

- Build self-awareness Of mindset, strengths, and growth areas
- Define goals and design a personalized four-year learning path
- Gain a holistic view of the chosen specialization and learning options
- Complete university curriculum alongside critical and creative thinking training
- Conclude Year 1 with self-clarity, academic qualification, and a strong foundation in the field

2

BROADEN AND DEEPEN

- Consolidate core subjects and deepen expertise in critical areas
- Engage in real-world internships, research, and consulting assignments
- Build skills to work effectively with people, systems, and technology
- Strengthen self-management across time, health, and mental discipline
- Complete Year 2 with broad subject mastery, deeper expertise, and university qualification

3

FOCUS AND MASTER

- Build expertise in selected focus areas aligned with professional pathways
- Pursue globally recognized certifications aligned with industry standards
- Build advanced communication and leadership capabilities
- Complete university requirements and receive degree certificate

4

PROFESSIONAL CERTIFICATION AND BRANDING

- Focus on earning global certifications to validate specialisation expertise
- Prepare intensively for certification exams, internships, and capstone projects
- Engage with industry through expert masterclasses and practitioner-led initiatives
- Develop a clear personal brand and execute social media visibility strategies

EEF is our proprietary academic blueprint inspired by global leaders such as **Harvard, Stanford, Babson, Hult and Minerva University.**

Industry-Integrated Pathways with EY India Certification



EY India serves as the knowledge partner for our specialisation programs at Ethames Business School, strengthening industry–academia integration. The programs cover key pathways such as Investment Banking, Risk Management, and Cybersecurity, with students receiving EY India certification upon completion. Expert faculty from EY India deliver specialized modules across semesters, providing practical insights and real-world exposure that enhance learning and prepare students for dynamic professional careers.

01 Cybersecurity Professional

BCA in knowledge partnership with EY India

Our BCA program in knowledge partnership with EY India offers EY India Certification, expert- led masterclasses, hands-on labs, and real-world internship projects.



02 Investment Banking Professional

BBA in knowledge partnership with EY India

Our BBA program in knowledge partnership with EY India offers EY India Certification, expert- led masterclasses, hands-on labs, and real-world internship projects.



03 Risk Management Professional

BBA in knowledge partnership with EY India

Our BBA program in knowledge partnership with EY India offers EY India Certification, expert- led masterclasses, hands-on labs, and real-world internship projects.



Enterprise Leadership Pathways

04 Global Finance Professional

B.Com integrated with US CPA & Enrolled Agent (USA)

Our B.Com integrated with US CPA & Enrolled Agent (USA) certifications, professional skill development, and hands-on experience with accounting firms.

05 Professional Entrepreneurship

BBA Start-Up & Venture Creation

Our BBA designed to be start-up ready, powered by TiE Hyderabad's global student entrepreneurship ecosystem and expert-led mentorship.

06 Family Business Leadership

BBA Family Enterprise & Growth

Our BBA featuring expert-led masterclasses and a structured growth blueprint designed to drive 10x growth of your family business.

07 AI Professional

BCA in Knowledge partnership with The Foundry's

The Foundry's
A Premium Finishing School

Our BCA program in Knowledge partnership with The Foundry's. The foundry's offers industry ready certification, expert-lead masterclasses, hands-on labs, and a structured growth blueprint for an AI professional.



Cybersecurity Professional

Knowledge provider



(BCA in knowledge partnership with EY India)

Program Overview

The BCA – Cybersecurity Professional Program at EThames prepares industry-ready cybersecurity professionals to protect digital systems and data in an AI-driven world, combining strong computer science foundations with specialised training for long-term career relevance.

Curriculum Focus

- Cyber risk management and governance.
- Digital defence, resilience, and cloud security.
- Compliance, regulatory assurance, and security audits.
- Incident response and threat intelligence.
- Protection of digital trust across organizations.

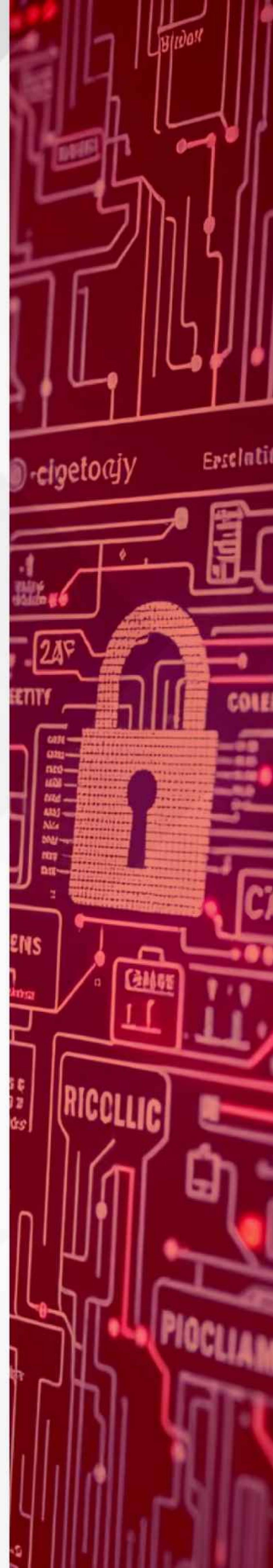
What Sets EThames Apart ?

01 Outcome-driven model focused on professional capability beyond academics




Our BCA Cybersecurity specialization pathway is designed in alignment with global standards and evolving industry demands. 02

03 Industry-led cybersecurity training with real-world threat exposure and expert mentorship.




Ongoing mentoring supported by competency-based assessments 04



Why This Program Is Unique ?

-  Prepares students as early-career cybersecurity professionals, not fresh graduates awaiting training
-  Strong focus on applied competence, certification readiness, and professional mindset
-  Clear bridge between education and employability

Who Should Choose This Program?

-  Students seeking future-ready technology careers beyond generic IT roles
-  Learners who value structured, in-depth professional preparation
-  Learners seeking long-term employability and career stability

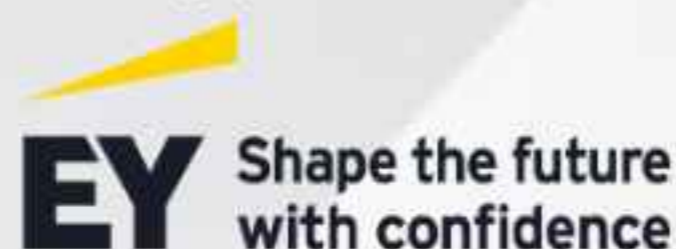
Career Outcomes & Pathways

- 01** SOC Analyst, Incident Response & Threat Analyst
- 02** Cyber Risk & GRC Consultant
- 03** Network & Cloud Security Analyst
- 04** Security Auditor & Compliance Analyst
- 05** IAM Specialist, Cybersecurity Consultant
- 06** Roles across Big-4, GCCs, banks, fintech, cloud companies, and government



Investment Banking Professional

Knowledge provider



(BBA in knowledge partnership with EY India)

Program Overview

The BBA – Investment Banking Professional Program develops industry-ready professionals by integrating deal-making, capital markets, valuation, and advisory skills into the undergraduate journey, preparing students for high-impact roles in global finance.

Curriculum Focus

- Foundational business & finance (strategy, corporate finance, law, governance)
- Capital markets (equity & debt) and global financial markets
- Financial statement analysis & valuation techniques (DCF, comps, precedents)
- Financial modeling, scenario & sensitivity analysis
- Equity & debt structuring, IPOs, bonds, capital raising
- Investor communication, pitch decks, IMs, deal documentation
- Wealth & fund management

What Sets EThames Apart ?

- 01 Outcome-Driven, experiential, industry-led pedagogy
- 02 Teaching by senior professionals from IB, PE/ VC, Big-4, asset management
- 03 Big-4 aligned certifications embedded in the UG program
- 04 Live financial modeling labs, deal simulations & real transaction case studies
- 05 Internships every year with increasing responsibility



Why This Program Is Unique ?

-  Designed for industry practice, not just academic finance
-  Curriculum benchmarked to global investment banking standards
-  Embedded Big-4 & Industry Credentials
-  Live deal exposure, real pitch decks, valuation models, and transactions

Who Should Choose This Program?

- Students aspiring for high-impact, high-paying finance careers
- Learners interested in deals, markets, valuation, and capital raising
- Students who prefer practical exposure over rote learning
- Aspirants targeting global finance and advisory roles

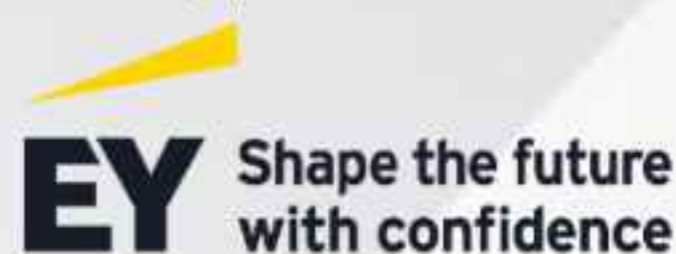
Career Outcomes & Pathways

- 01 Investment Banking Analyst
- 02 Valuation & Financial Modeling Analyst
- 03 Equity Research Analyst
- 04 Corporate Finance & M&A Advisory Analyst
- 05 Fund & Portfolio Analyst, Wealth Management Associate
- 06 Big-4 Transaction Advisory roles



Risk Management Professional

Knowledge provider



(BBA in knowledge partnership with EY India)

Program Overview

The BBA in Risk Management at EThames is a pioneering undergraduate program that develops future risk leaders for an uncertain world. It covers financial, operational, technology, cyber, governance, and ESG risks, preparing students to lead risk strategically across industries.

Curriculum Focus

- Enterprise Risk Management
- Financial, operational, technology & cyber risk
- Governance, Risk & Compliance (GRC)
- Internal controls, audit & risk-based auditing
- ESG, sustainability & climate risk
- Regulatory & compliance risk
- Business continuity & organisational resilience

What Sets EThames Apart ?

01 Industry-designed curriculum aligned to global professional bodies (IIA, ISACA, GARP, PRMIA, ACFE)

Hands-on learning through real-world case studies and risk simulations. for risk

02

03 Board-level risk reporting, real risk case studies & industry capstone

Outcome-driven education with strong applied learning focus

04



Why This Program Is Unique ?

-  Builds professional risk specialists, not just management graduates
-  Covers multi-domain risk: finance, cyber, ESG, governance, compliance
-  Global frameworks contextualized for Indian & emerging markets
-  Strong focus on real-world risk diagnosis and resilience building

Who Should Choose This Program?

- Students seeking future-proof, recession-resilient careers
- Learners interested in finance, compliance, governance, technology & audits
- Aspirants targeting Big-4, banks, fintech, insurers, regulators & consulting firms
- Students who prefer professional expertise over generic degrees

Career Outcomes & Pathways

- 01 // Risk Analyst / Risk Associate
- 02 // Enterprise Risk Manager
- 03 // Financial Risk Professional
- 04 // Technology & Cyber Risk Analyst
- 05 // Internal Audit & Compliance Officer
- 06 // ESG & Sustainability Risk Analyst
- 07 // GRC Consultant



Global Finance Professional

(B.Com – Integrated with US CPA & EA)

Program Overview

The Global Finance Professional Program builds globally relevant finance professionals by integrating US CPA and Enrolled Agent (EA – IRS, USA) pathways into the undergraduate journey, preparing students early for international accounting, taxation, reporting, and advisory careers aligned with global standards.

Curriculum Focus

- IFRS-led accounting and global financial reporting
- US taxation and international tax exposure
- Advisory readiness and professional skills for global firms
- Strong foundation for finance and accounting leadership roles

What Sets EThames Apart ?

01

B. Com integrated with US CPA and EA

Outcome-driven, structured professional pathway

02

03




Internationally aligned curriculum embedded in the degree

Career-focused preparation for global firms and GCCs



04



Why This Program Is Unique ?

-  One integrated journey combining degree + global certifications
-  Professional direction defined early, not post-graduation
-  Positions students for international accounting and advisory roles

Who Should Choose This Program?

-  Commerce students aspiring for international careers
-  Learners focused on long-term professional relevance
-  Students who value structured preparation & faster outcomes
-  Parents seeking career certainty and global employability

Career Outcomes & Pathways

- 01** Global Accounting & Financial Reporting
- 02** Advisory & Consulting (Global Firms)
- 03** Global Capability Centres (GCCs)
- 04** Finance & Accounting leadership tracks
- 05** US Taxation & International Tax Advisory

Professional Entrepreneurship

(BBA Start-Up & Venture Creation Program)

Program Overview

The BBA – Professional Entrepreneurship program develops career-ready entrepreneurs through a structured, outcome-driven journey from self-discovery to venture creation, enabling students to build validated ideas, working MVPs, and investor-ready ventures.

Curriculum Focus

- Self-discovery, entrepreneurial mindset & leadership development
- Opportunity identification & market validation
- Product development, MVP building & user testing
- Business models, pricing, unit economics & go-to-market strategy
- Venture finance, pitching & investor readiness

What Sets EThames Apart ?

01 Taught by practicing entrepreneurs and venture leaders

Real-world ventures, not hypothetical case studies

02

03 Mentorship-driven, execution-focused learning

Studio, lab, and workshop-based pedagogy

04



Why This Program Is Unique ?

-  Two-stage, four-phase journey from self-discovery to venture creation
-  Focus on building real ventures, not classroom-only business plans
-  Produces validated venture ideas, working MVPs & investor-ready pitches
-  Positions entrepreneurship as a professional career path

Who Should Choose This Program?

- Students who aspire to build startups or new ventures
- Learners with a creator mindset & appetite for innovation
- Future founders, intrapreneurs, and next-gen business builders
- Students seeking practical, execution-oriented learning

Career Outcomes & Pathways

- 01 Founder / Co-founder
- 02 Startup Operator or Venture Builder
- 03 Business Development & Innovation roles
- 04 Family business expansion roles
- 05 New venture teams in corporates & startups



Family Business Leadership

(BBA - Family Business Leadership Specialisation)

Program Overview

The BBA – Family Business Leadership Specialisation at EThames is designed to help next-generation leaders transform family-owned SMEs and traditional businesses into scalable, professional, future-ready enterprises. Students work on their own family business as a live case, building a data-backed 10X growth blueprint and the leadership credibility to drive transformation.

Curriculum Focus

- Understanding family business systems & ownership models
- Financial diagnosis, cost structures & margin expansion
- EXO (Exponential Organisations) framework & 10X mindset
- Business model redesign, digital platforms & market expansion
- Governance, professionalisation & growth strategy execution

What Sets EThames Apart ?

01 Learning from the student's own family business (live case method)





No hypothetical cases—real businesses as classrooms 02

03 Mentorship by family business owners, consultants & growth strategists

Three-year strategy : Diagnose → plan → execute 04



Why This Program Is Unique ?

-  Focus on SME & mid-sized family businesses, not conglomerates
-  Growth-centric, not just succession planning
-  Strategy-first, outcome-driven learning
-  Designed to create value before inheritance

Who Should Choose This Program?

- Students from business-owning families
- Next-gen leaders who want to modernise or scale family enterprises
- Families seeking professionalisation and long-term sustainability
- Young leaders who want to add value before taking charge

Career Outcomes & Pathways

- 01 Next-Gen Family Business Leader
- 02 Business Transformation Lead
- 03 Strategy & Growth Manager (Family Enterprise)
- 04 Entrepreneur within the family business
- 05 Professional manager in family-run organisations



Personal Success

Empowering Students from the Inside Out

The Personal Success Program is a transformative, experience-driven journey designed to strengthen students from within. It helps them develop deep self-understanding, resilient mindsets, and the essential behaviors required for sustained personal and professional excellence.

Through reflective practices, storytelling, collaborative learning, and communication-focused sessions, students engage with personal leadership redefining success, discovering identity, strengthening emotional intelligence, building confidence, sharpening critical thinking, and cultivating high-performance habits.

The program has already demonstrated meaningful impact, with students reporting greater clarity, emotional balance, confidence, and deeper self-awareness. It remains a foundational pillar of the EThames learning journey, shaping academically capable, personally grounded, and future-ready individuals.



Students Gain

01

Self-awareness & personal clarity

02

Confident speaking & communication skills

03

Emotional Resilience, Leadership Skills

04

Intentional Purposeful Goal Setting

05

Sharper Decisions & Smarter Thinking

06

Discipline, Focus & Accountability

07

Gratitude-Driven Responsible Habits

08

Resilient Self-Belief & Connection

Ubuntu

Learning Through Community

Ubuntu is a peer-driven community model that encourages collaborative learning, mutual support, and emotional maturity. Students gather in small learning circles to share experiences, discuss challenges, and grow together using the philosophy

"I am because we are" All classes and group sessions across the program are conducted in the Ubuntu manner promoting inclusiveness, shared responsibility, and collective progress.



Empathy and social awareness



Team intelligence and cooperation



Accountability within peer groups



A supportive environment for personal growth



Industry Integrated Masterclasses

This Masterclass delivers practitioner-led, application-focused learning aligned with real-world business demands. Led by experienced professionals and subject-matter experts, it brings industry insights, practical tools, and job-ready skills into the classroom through case studies and hands-on projects to strengthen employability.

Master Class on CFO Foundations

This masterclass builds a strategic understanding of the CFO's role in driving business performance. Students learn financial supply chain management financing, treasury, working capital, and fund allocation along with key accounting processes, financial planning, risk management, and governance, developing strong analytical and decision-making skills for impactful finance roles.



HR Excellence Masterclass

This masterclass explores how HR strategy drives organizational performance and culture. Students learn core HR functions talent acquisition, engagement, learning and development, performance management, analytics, and workforce planning building the skills to design effective people practices and support strategic HR decision-making.



Supply Chain Masterclass

This masterclass covers how supply chains operate and create value across industries. Students learn core functions procurement, logistics, inventory, and network design along with digital tools like ERP, IoT, AI, and analytics, building analytical and decision-making skills for sourcing, planning, logistics, and digital transformation roles.



Next-Gen Marketing Masterclass

This masterclass integrates Brand Management, Retail Marketing, Buyer Behavior, and CRM into an industry-aligned learning experience. Students learn to build and position brands, understand retail and consumer behavior, and develop CRM strategies, gaining practical skills to craft effective marketing strategies and optimize customer operations.



Key Faculty

Nilanjan Chatterjee

Nilanjan Chatterjee, Adjunct Faculty at EThames Business School, has 29 years of consulting experience in High Tech, Automotive, and Manufacturing. He specializes in Digital Transformation, Supply Chain Management, and ERP-led Business Transformation and has published research in emerging technologies.



Dr. P. Karunasree

Dr. P. Karunasree is a Professor of Statistics and Management Science with 23 years of teaching and research experience. She holds a Master's degree from Osmania University and a Doctorate in Commerce from Rayalaseema University, has co-authored several books, published in reputed journals, and received multiple honors, including the Dr. A. P. J. Abdul Kalam Lifetime Achievement Award.



Dr. Sahera Fatima

Dr. Sahera Fatima, UGC NET & TS-SET qualified, has 8+ years in academia and 16 years in HR leadership. Her research on leadership behavior led to publications in ABDC, WoS, and Scopus journals. She has authored 12 books and mentors PhD scholars.



Dr. Sonkamble Piraji

Dr. Sonkamble Piraji, Assistant Professor of Hindi, holds a Ph.D. in Hindi literature and translation studies with 5+ years of teaching experience. Specializing in Dalit literature and translations, he has published 10 research papers and contributed to post-graduate books. His story Vishnupant Kulkarni was recently published in Jankriti, showcasing his academic excellence.



Dr. Nagalakshmi Kundeti

Dr. Nagalakshmi Kundeti, with 12+ years in Administration, HR, and Research, holds an MBA, MSc in Psychology, and Ph.D. in Emotional Intelligence. She has published extensively in Scopus and ABDC journals, received research awards, and serves as a guest faculty speaker. An AHRC member, she contributes to NHRD and HMA, integrating Management, Psychology, and Emotional Intelligence for student growth.



CS Deeksha Agarwal

CS Deeksha Agarwal is a highly accomplished professional with a diverse educational background and extensive teaching experience spanning over 9 years. She holds a post-graduation degree in MBA, specializing in Finance and Human Resources, completed Company Secretary (CS) from ICAI and pursuing a Chartered Accountancy (CA). With a passion for education.



Learning Environment

EBS offers a learning environment crafted for excellence. **Two World Class Urban Campuses** right in the middle of the city surrounded by **Fortune 500 companies**. State of the art infrastructure which includes



AI Enabled Learning Studios



High-tech digital classrooms



Cutting Edge Technology Labs



Start-up Incubation Centres



World Class Digital Library



Air-conditioned Learning Spaces



Play Zones

Our campus is not built for lecture's it is built for transformation.



Placements

Our Recruiters

BBA	B.COM	BCA
    	 Shape the future with confidence    	    

Our Campuses

Banjara Hills Campus

Located in the heart of Hyderabad's premium educational hub, it offers a vibrant academic environment with modern infrastructure and industry exposure.

Raidurg Campus

Situated in Hyderabad's technology corridor, surrounded by leading IT companies and startups, providing direct exposure to the corporate ecosystem.





EBS

ETHAMES BUSINESS SCHOOL

ETHames Business School

builds the pathway, provides the ecosystem, and walks with you until you become the professional the world is looking for.

Our Specialisations

- **Cybersecurity Professional**
- **Global Finance Professional**
- **Investment Banking Professional**
- **Risk Management Professional**
- **Professional Entrepreneurship**
- **Family Business Leadership**
- **AI Professional**

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