

## **CET SCHOOL OF MANAGEMENT**

(DEPARTMENT OF BUSINESS ADMINISTRATION)

### **COLLEGE OF ENGINEERING TRIVANDRUM**



## SEEKING REACCREDITATION BY National Board of Accreditation (NBA)



PROSPECTUS

M B A ADMISSION 2017

#### **VISION**

# NATIONAL LEVEL EXCELLENCE AND INTERNATIONAL VISIBILITY IN EVERY FACET OF MANAGEMENT EDUCATION

#### MISSION

TO CONTRIBUTE TO THE EFFICIENT MANAGEMENT OF RESOURCES
FOR THE ECONOMIC GROWTH AND SOCIAL DEVELOPMENT
BY PROVIDING THE SKILLS AND KNOWLEDGE TO MANAGE
AND

BY UPGRADING THE BODY OF KNOWLEDGE
THROUGH RESEARCH AND LINKAGES
WITH ACADEMICIANS, PRACTICING MANAGERS AND BUSINESS HOUSES.

#### **MESSAGE**

College of Engineering Trivandrum, the premier technical institution in the state, started the first MBA programme of University of Kerala in 1985 as an evening programme. A full-fledged department for the MBA programme, now known as CET School of Management, was started functioning in the year 2000 and since then, the college also offers full-time MBA programme. I am glad to note that the alumni of CET School of Management are in key positions of various organizations in the corporate world and are coming forward to share their vast experience and knowledge base with the students in the campus.

College of Engineering Trivandrum is also the first college to offer the MBA programme of APJ Abdul Kalam Technological University. The MBA programme of CET SOM follows a trimester system. The School of Management is all set to take a fresh batch of students for the new academic year starting in June 2017.

I am sure that the well-qualified and updated faculty of CET School of Management will guide the students who join CET School of Management towards a successful career. I take this opportunity to invite the MBA aspirants to CET campus and experience the rich learning ambience of the oldest engineering college in Kerala.

April 2017

Prof (Dr) K C Raveendranathan Principal

#### THE COLLEGE

College of Engineering Trivandrum (CET), a pioneering and premier professional educational institute in India, was started in 1939 by the rulers of Travancore. The College campus at Kulathoor, is within the city limits of Thiruvananthapuram, commanding an expanse of lush greenery of 83 acres. Accumulated expertise and quality of over seven decades, maintain the status of this institution continuously among the topmost percentile. The College is affiliated to A P J Abdul Kalam Technological University (KTU) and the programmes are approved by AICTE. Most of the programmes offered in the College are accredited by National Board of Accreditation (NBA).

A Board of Governors is constituted by Government of Kerala for College of Engineering Trivandrum for the efficient academic administration of the programmes offered in the college. The following are the current members of the Board:

#### 1. Dr. Ashok Jhunjhunwala

Professor, IIT Madras (Chairman)

#### 2. Dr. GanganPrathap

Director, NISCAIR, New Delhi (Vice Chairman)

#### 3. Sri. B Srinivas IAS

Principal Secretary, Government of Kerala

#### 4. Vice Chancellor

University of Kerala

#### 5. Dr. K. Vijayakumar

Director of Technical Education, Govt. of Kerala (Ex-officio)

#### 6. Dr. M. Ayyappan

Former Chairman and Managing Director, HLL Life Care Limited

#### 7. Sri. Vishnu Kartha N R

Executive Director, BRAHMOS (Industrialist)

#### 8. Sri. James Joseph

Additional Secretary, Finance Department, Govt. of Kerala (Ex-officio)

#### 9. Dr. K.C Raveendranathan

Principal in charge, College of Engineering Trivandrum (Ex-officio)

#### 10. Prof. Neena Thomas

Professor in Architecture, College of Engineering Trivandrum



CET provides a healthy platform for courses at undergraduate and postgraduate levels in Management, Basic Sciences, Applied Sciences, Engineering and various emerging disciplines. Eight undergraduate programmes and 27 post graduate programmes are offered in CET. About 1500 students are admitted every year for the undergraduate, postgraduate and research programmes in CET. Seventy percent of the students are in the undergraduate programmes. CET is a

recognized institution for research leading to PhD. The Centre for Continuing Education (CCE) of the College reinforces and updates the trends and contributes to the upkeep of standards in all fields of specializations.



Dr. Vrinda V Nair, who was the Principal till February 2017, joined APJ Abdul Kalam Technological University as its Dean



Dr. K C Raveendranathan took over as the Principal in February 2017

The academic Departments of CET are equipped with facilities like smart class rooms, laboratories, workshops, libraries and computer labs. Besides, the students and staff are provided with common facilities like the Central Technical Library and Documentation Centre, Central Computing Facilities, Career Guidance and Placement Unit, Internet facilities and access to e-journals. Most of the Departments in CET have established academic/industry linkages with other academic institutions, R&D Centres and industry houses. Research activities are given prominence and units like SPEED-IT are dedicated for promoting research in the College. CET is a QIP centre of AICTE and the TrEST Park being set up in the campus is meant to invite the R&D activities of large industrial houses to the campus. The Centre for Faculty and Staff Development (CFSD), established in 2012, conducts training for the quality improvement of the technical education scenario in Kerala. The

College is organizing national and international conferences on a regular basis and the faculty members of the college have won several awards and prizes for their academic achievements.

#### **CET SCHOOL OF MANAGEMENT**

College of Engineering Trivandrum (CET) started MBA programme in 1985 as an evening programme to enrich the practicing managers in professional management. This programme has been well received by the practicing management fraternity and continues to be in the forefront. A Management School of the current status with full time MBA programme was started in the year 2000.

CET School of Management (CET SOM) is the new name of the Department of Business Administration of College of Engineering Trivandrum (Government order GO (Rt) No. 2478/2013/H.Edn, dated 19.12.2013). CET is the pioneering institution in management education under A P J Abdul Kalam Technological University (KTU).



Fourteen batches of students have already completed the full-time programme here.

CET SOM is set up in a newly constructed block, having state-of-the-art facilities.

This Department of CET was accredited by the **National Board of Accreditation (NBA)** for three years from September 19, 2013. The Department is in the process of getting the programme reaccredited.

#### **FACULTY**

Classes are handled by experienced and well qualified team of faculty members of the School. Most of the members have undergone training in renowned institutions like IIMs and IITs.

The CET School of Management utilizes the expertise and experience of the faculty of other academic Departments in CET for the students of the School in the form of contact classes and guidance.

Apart from core faculty members in the campus, eminent and well experienced teachers and practitioners are invited to the campus to deliver lectures on various areas regularly so that

students get updated knowledge about the application areas of management in business and industry.

#### **LIBRARY**

The Central Technical Library of College of Engineering Trivandrum is equipped with latest editions of text books in specialized areas of technology, reference books, and national and international journals. Book banks for students of Scheduled Caste/Tribe and financially backward students are available in the College library.



Library facilities are available in each department of CET in addition to the

Central Technical Library. The CET School of Management maintains a departmental library with a large collection of texts in management. The School also subscribes to national and

international journals in Management.

#### **COMPUTER FACILITIES**

CET maintains and administers a Central Computing Facility (CCF), which is meant for better sharing of software and hardware resources by the students and staff of the college. Facilities in the Central Computing Facility include graphic workstations,



video conferencing facility, e-journals and software applications.

Each Department in CET also maintains own computer laboratories. The CET School of Management has set up its own computing facilities in the newly constructed management block in the campus. This block is also provided with high-speed Internet connection in a Wi-Fi environment. Additional software and database available in the Department includes PROWESS, SPSS, SYSTAT, MS Project and Tally.

A separate language lab is available in the Department in addition to the language lab attached to the common Central Computing Facility of the College.

#### **OTHER FACILITIES**

The beautiful, serene atmosphere of the College coupled with various facilities provides a powerful ambience for any students to learn, think and enjoy the life in the campus. The college can be easily reached by College buses or the public transport. The campus has own post office, government treasury, bank, co-operative society, canteen and other amenities, making the student life comfortable. Accommodation is available. Men's hostel has a capacity to accommodate about 400 students and ladies hostel about 300 students. More than 4000 students are in the rolls of the College at a time and hence admission to the College hostels are subject to availability of rooms. The facilities available in the College are as follows:

- Built-up area of more than 50000 sq m
- Well-equipped laboratories
- Digital class rooms
- Central Computing Facility and Departmental Computer Labs
- Language Labs
- Wi-Fi Campus
- E-Journals
- Hostels for Men and Women
- Central Technical Library & Documentation Centre
- Departmental libraries
- Centre for Continuing Education
- Career Guidance and Placement Unit
- Counseling Cell
- Centre for Campus Development and Management
- Centre for Faculty and Staff Development
- · Play grounds and stadiums
- CET Alumni Association (CETAA) Hall
- Diamond Jubilee Auditorium & convention centre
- Planetarium
- Open air auditorium (Dhwani Stage)
- Sargam Stage
- Telephone Exchange
- College Bus fleet
- Backup Power
- Ladies Amenities Centre
- Canteen & Cafeteria
- Medical Facilities
- Fitness Centre
- Indoor Stadium
- Post Office
- Govt. Treasury
- Bank and ATM

#### **CENTRE FOR FACULTY AND STAFF DEVELOPMENT**

To focus on new and emerging areas of teaching, training, research and education, the Centre for Faculty and Staff Development (CFSD) has been set up in CET in September 2012. This centre draws on resources from its stakeholders, and interacts with them to enhance core competencies. The activities of CFSD are coordinated by the CET School of Management. In the first four years, the Centre organized



more than 50 training programmes. The students of MBA programme are part of the teams organizing these training programmes



#### **RESEARCH**

The School is an approved research centre of University of Kerala since 2005. Research Scholars from within and outside the country are carrying out research on full-time as well as part-time basis. So far, five scholars were awarded PhDs. Research papers are regularly published in national and international journals and presented in national and international

conferences by the faculty and scholars.

#### **SCHOLARSHIPS**

CET School of Management offers several scholarships to the students to encourage continuous improvement and applaud the exemplary performers. The prominent scholarships include the Exemplary performer scholarship; the topper in each trimester will receive a scholarship amount equivalent to the tuition fees. The other major scholarships include CETAA Endowment award and PTA scholarship.

#### METHOD OF INSTRUCTION

The MBA programme closely follows the curriculum and examination pattern as prescribed by A P J Abdul Kalam Technological University (KTU). Students are prepared for these formal requirements.

In addition. students given are knowledge on the dynamic business constant environment through interaction and linkages with the industry. Student Exchange programmes with other universities across the country, initiatives for talent development and soft-skill development, for opportunities leadership development and exposure to real-life situations in the industry as well as society are examples of methods applied





for the overall development of students. The students also get the opportunity to interact with academicians, drawn from leading academic institutions in India and abroad as well as other Departments of the College. The strong alumni network of CET with a global presence is an advantage for the students in knowledge sharing.

Few of the additional opportunities for the students of CET SOM are as follows:

- Invited lectures by experts in areas like
- Personality development
- Stress management
- Yoga and meditation

- Training for soft-skill development
- Practice in public speaking and group discussions through Group Activities and Student Clubs
- Opportunities to participate, organize and conduct national level events, seminars and conferences
- Industry interactions

It is envisaged that a student should successfully complete the MBA curriculum and build a sound knowledge base with an ever-lingering enthusiasm to enhance the knowledge base and apply it successfully.

#### **STUDENT LIFE**

The beautiful, serene environment of the college coupled with various facilities provides an adequate ambience for any student to learn, think and enjoy the life in the campus. The college can be easily reached by the college buses or the public transport. Facilities in the campus include a branch of the Post Office, a Government Treasury, Bank, ATM counters, Cooperative Society, Amenity Centre for Ladies, Fitness Centre, Canteen and other amenities

making the student life comfortable. Men's hostel provides accommodation to about 400 students and Ladies' hostel provides accommodation to about 300 students.

Cultural and technical fests are organized by the students of CET every year. "DRISHTI" is an annual technical fest of CET. "DHWANI" is the national level cultural festival of CET, which is very popular among the student community. This three-day long event

held every year attracts students and the youth from across the country, making it one of the largest fests of its nature in Kerala. CET Management Association (CETMA) is an association of the management students in the campus, wholly managed by the students. CETMA organizes KALPATHA, a national





conference, and YAMISTHA, a management fest for a social cause.

There are several associations and clubs active in the campus. Few of them are Environment Club, ENCON (Energy Conservation) club, Entrepreneurship Development club and National Service Scheme.

The College provides sufficient facilities for outdoor indoor and games. The Department of Physical Education in CET offers training in sports and games to students and staff. The Department also fitness manages centre. The infrastructure facilities include an indoor flood lit stadium and outdoor playing fields.

Corporate Social Responsibility (CSR) initiatives are encouraged in the form of orphanage visits, visits to destitute homes, green projects and blood donation campaigns.





#### **ALUMNI ACTIVITES**

College of Engineering Trivandrum Alumni Association (CETAA) was formed in 1977 with the aim of establishing and maintaining rapport with former students and to organize programmes that would be mutually beneficial. The alumni under the banner of CETAA have established Chapters in Bangalore and Delhi in India and in California, Dubai, Qatar and Kuwait outside India. Institution of awards and scholarships to reward excellence in curricular and



extracurricular activities has been one of the major activities of the association.

#### TRAINING AND PLACEMENT

CET is actively engaged in campus placement since 1985. The Career Guidance and Placement Unit (CGPU) of the College provide the training and placement services to the students. The Unit is maintaining strong industry-institution linkages and helps the students to choose suitable organizations for training and for carrying out project works. Exposure to opportunities for higher studies in India and abroad is also facilitated by the Unit.



Over 550 students are benefitted by the facility every year. National and multinational organizations visit the campus every year. In the year 2016, more than 800 students received job offers through CGPU. All students of MBA regularly get placed with promising jobs. Recruiters of the MBA students who passed out in 2016 included TCS, UST Global, Ibs, Tata Elxsi, Ernst & Young, KPMG, NeST (presently Quest Global), Federal Bank, R R Donelley, Envestnet, and XL Dynamics.

#### **TECHNOLOGY BUSINESS INCUBATOR**

College of Engineering Trivandrum-Technology Business Incubator (CET-TBI) has been established with a mission of promoting innovative ideas and transforming in-house

research developments into commercially-feasible technologies for the benefit of society. CET-TBI is the initiative of College of Engineering Trivandrum supported by the Government of Kerala and Department of Science & Technology, Government of India. CET-TBI supports incubation of companies that focus on the business opportunities of indigenous and innovative technologies. CET-TBI looks forward for interested entrepreneurs and is willing to provide infrastructure to start and flourish their business under CET-TBI. It encourages the students of CET School of Management to become successful entrepreneurs.







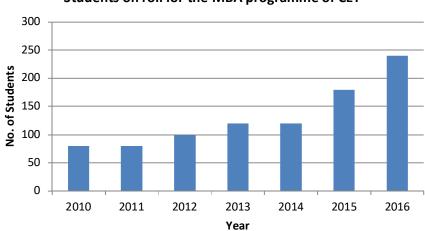






#### THE MBA PROGRAMME

College of Engineering Trivandrum is offering MBA programme of A P J Abdul Kalam Technological University since 2015. Admission to the programme for Full Time and Part Time batches are in the months of April - May. The course is of six trimester duration for Full Time and eight trimesters for Part Time and follows the curriculum of A P J Abdul Kalam Technological University (KTU) .



#### Students on roll for the MBA programme of CET

#### **Results**

The batch of students admitted in 2014-15 was the last batch under University of Kerala and followed a semester system. From 2015-16 onwards, the programme is affiliated to APJ Abdul Kalam Technological University and follows a trimester system. Results of the MBA programme during the last three years for the batches under University of Kerala and APJ Abdul Kalam Technological University are given below:

2014 Results - MBA

Semester	Examination held in	Pass Percentage	Highest Score		
S3	January 2014	98%	83.63%		
S1	January 2014	45%	81.25%		
S4	July 2013	89%	79.43%		
S2	July 2013	86%	80.25%		
2011-13 batch					
All results published in 2014-15. All batches under University of Kerala.					

2015 Results - MBA

Semester	Examination held in	Pass Percentage	Highest Score
T1 (2015-17)	January 2016	88%	9.17 (TGPA)

S1 (2014-16)	February 2015	85%	81.86%
S3 (2013-15)	January 2015	91%	81.88%
S2 (2013-15)	August 2014	93%	83.12%
Final result 2012-	July 2014	98%	81.23%
14 batch			

Note: All results published in 2015-16. S for Semesters under University of Kerala. T for Trimesters under APJ Abdul Kalam Technological University

#### 2016 Results - MBA

Semester	Examination held in	Pass Percentage	Highest Score		
Final result (2013-15 batch)	August 2015	97%	80.83%		
T2 (2015-17 batch)	March 2016	95% (99%)	8.83 (TGPA)		
T3 (2015-17 batch)	June 2016	61% (95%)	8.50 (TGPA)		
T4 (2015-17 batch)	December 2016	95% (98%)	8.67 (TGPA).		
T1 (2016-17 batch)	October 2016	51% (86%)	8.17 (TGPA)		
T2 (2016-17 batch) January 2017 56% (85%) 8.33 (TGPA)					
Note: Pass percentages given in bracket are course pass percentage					

#### **Industry Institute interaction**

Professionals from the academic and industry world are invited to the campus to interact with the students of SOM. On an average, 15 to 20 such talks are arranged in a year. The students are encouraged to make industry visits.

As part of the curriculum, each student is to undergo internship in an organization for a period of two months between 3<sup>rd</sup> and 4<sup>th</sup> trimesters. As per the academic calendar of the University, the internship period falls in the months of May and June.

#### Placement of students in the last three years (2012-14 batch, 2013-15 batch and 2014-16 batch)

Number of students admitted in a year: 60

Number of students seeking placement assistance: About 40 to 50 students (Eligible students who seek employment)

SI No	Students	Company	Designation
	2012-14 Batch		
1	Anoop D	IBS	Business Analyst
2	Shabin Ghosh S	IBS	Process Analyst
3	Reshma Latheef	Tata Elxsi	Quality Engineer
4	Arun Kumar S	Cognizant Technologies	Recruiter
5	Arun G Nair	NeSt Softwares	HR Trainee
6	Aatma Sankar	IBS	Business Analyst

SI No	Students	Company	Designation
7	Aswin Gireesh	Tata Elxsi	Engineer – Quality
8	Abdussalam	MES Medical College, Malappuram	HR Trainee
9	Anees Mohammed	Canara Bank	Probationary Officer
10	Divya Y Nath	e-logosoft	System Trainee
11	Bipin Dev	Revenue Med	HR Administrator
12	Julia Thomas	e-logosoft	System Trainee
13	Arun Nair S	Reliance Jio Infotel	City Construction Manager
14	Arya C K	e-logosoft	
15	Jula Jolly Periera	Ernst and Young	People Analytics
16	Swathi Bhasi	IBM	
17	Smitha Sudhakaran	CET TBI	Technical Officer
18	Vinu N Lopez	Xerox, Bangalore	Process Associate
19	Veena S S	XL-Dynamics	Associate Analyst
20	Adarsh R Kurup	XL-Dynamics	Associate Analyst
21	Akhil Mohanan	anan Tata Elxsi Engineer – Qualit	
22	Kiran S Menon	Ernst and Young	Attendee Management Coordinator
23	Mohammed Rishad	XL-Dynamics	Financial Analyst
24	Karthi Noushad	Evan Business School	Lecturer
25	Ligimol George	Cooperate Arts and Science College	Lecturer
26	Dev Twinky	High Court of Kerala	Assistant
27	Dhanish T R	Nortech Infonet (P) Ltd	Business Executive
28	Manumol M	OCS Software & Engineering Solutions Trivandrum	HR & Administrator
29	Subhash N S	Tata Elxsi	Operation Executive
30	Kiran Thomas	Bureau Veritas, Manama, Bahrain	
31	Sahirsha S R	Revenue Med	HR
32	Deepthi S	Travancore Business Academy	Communications Manager
33	Rintu Rachel John	RMES Ltd., Technopark	Executive (Operations)
	2013-15 Batch		
1	Abhijith E M	R R Donnelly	Financial Associate
2	Akhila J S	Tata Elexsi	Project Analyst
3	Alphas C T	R R Donnelly	Financial Associate
4	Anisha Prasad	Gescis Technology	Business Development Ex- ecutive

SI No	Students	Company	Designation	
5	Anju John	Envestnet	HR Associate	
6	Annie John	KIMS	Procurement Executive	
7	Aparna S Nair	RM Education	Operations Executive	
8	Arjun M	IDBI	Branch Manager- Relationship & Sales	
9	Arun J	Envestnet	Financial Analyst	
10	Arun R	Allianz Cornhill	Process Associate	
11	Aswin Kumar	Tata Elexsi	Quality Analyst- Specialist	
12	Athulya V Nambiar	IBS	HR Executive	
13	Biju M R	R R Donnelly	Financial Associate	
14	Binsu Benny	Federal Bank	Probationary Officer	
15	Deepti D S	Envestnet	Financial Analyst	
16	Dhanya C	Envestnet	Financial Analyst	
17	Hanna Nazar	KIMS	HR Executive	
18	Hrishi Jagadees	RM Education	Business Analyst	
19	Janu Nandakumar	IBS	Process Analyst	
20	Jean Ignatius	RM Education	Operations Executive	
21	Jerin Dev C	ICICI	Financial Advisor	
22	Julie James	KPMG	Audit Associate	
23	Kavya K S	RM Education	Business Analyst	
24	Hunaisu Abdul Nafihu	R R Donnelly	Financial Associate	
25	Nikitha Santosh	KPMG	Audit Associate	
26	Rahul Mohanlal	UST Global	Financial Advisor	
27	Reshma S	Envestnet	Financial Analyst	
28	Reshma Sara Raji	Federal Bank	Probationary Officer	
29	Reshmi T S	ECIT		
30	Saddam S	Bank of Baroda		
31	Sagarika Debnath	Allianz Cornhill	Process Associate	
32	Sebin Pious	Zyxware Technogies	Business Development Associate	
33	Sethulakshmi T	KPMG	Audit Associate	
34	Shankar Sukumaran	CADD Center	Branch Manager-Sales	
35	Shimi S S	R R Donnelly	Financial Associate	
36	Siby P Thomas	IBS	Process Analyst	
37	Sijin Pushkaran	Speridian Technology	IT Recruiter- US	
38	Sneha Sudarsan	Ernst & Young	Mobility Admin	
39	Soumya Chandran	TCS	Process Associate	

SI No	Students	Company	Designation	
40	Soumya Sharma	GREedge.com	Business Development Ex-	
41	Sreeraj K R	HBS	ecutive  Business Development Associate	
42	Vidya Nair	Tata Elxsi	Talent Acquistion	
	2014-16 Batch			
1	ANEESHLAL	BUSINESS ANALYST	ENVESTNET	
2	AUGUSTINE JAMES	BUSINESS ANALYST	ENVESTNET	
3	CHAITHANYASREE	HR MANAGER	ENGPHIL	
4	JISHMA K R	BUSINESS ANALYST	IBS	
5	JONES JOSE	BUSINESS ANALYST	ENVESTNET	
6	JOSEPH JOSE	PMO	RM EDUCATION	
7	LALU N.S.	BUSINESS ANALYST	ENVESTNET	
8	LEKSHMI.A	BUSINESS ANALYST	ENVESTNET	
9	MEGHA NAIR	BUSINESS ANALYST	ENVESTNET	
10	NEETHU.B.S	SUPPORT ENGINEER	ERNST & YOUNG	
11	PRASANTH NAN- DAKUMAR	PROCESS ANALYST	IBS	
12	SWATHY R NAIR	BUSINESS ANALYST	RM EDUCATION	
13	TISON JOHN	BUSINESS ANALYST	EY	
14	ASHI THULASEEDHARAN	FINANCIAL ANALYST	UST GLOBAL	
15	HRISHIKESH HARI	PROJECT MGR	THOUGHT RIPPLES	
16	K SARAN	HR ASSOCIATE	ERNST & YOUNG	
17	NISHIKA	HR EXEC	UST	
18	SREERAJ	OPERATIONS	UST	
19	HITHA	BDE	ZOO INDIA	
20	VINEETH	HR ASSOCIATE	D+H	
21	PRIYA P	BDE	ORELL TECHNO SYSTEM	
22	RAJEESH MAJEED	HR ASSOCIATE	TCS	
23	ASHA MARY	CONTENT WRITER	KALABHAVAN	
24	MINNU BABY	HR ASSOCIATE	UST GLOBAL	
25	SOORYA T.S	HR ASSOCIATE	UST GLOBAL	
26	ASWATHY M	HR ASSOCIATE	RP INTERNATIONAL	
27	LEKSHMI REGHUNATH	FINANCIAL ANALYST	ENVESTNET	
28	NITHIN DOMINIC	TAX ANALYST	EY	
29	SAMBHU MAHENDRAN	TAX ANALYST	EY	

SI No	Students	Company	Designation
30	ADITYA P	RELATIONSHIP MANAGER	IDBI LIFE
31	TIJO JOSEPH	RELATIONSHIP MANAGER	IDBI LIFE
32	AKHIL	MANAGEMENT TRAINEE	VIZHINJAM PORT
33	RAKESH C.R	MANAGEMENT TRAINEE	VIZHINJAM PORT
34	GAUTHAM SURESH	BUSINESS ANALYST	ALAMY
35	JITHIN SATHEESH	BUSINESS ANALYST	RRD
36	VISHNU	BUSINESS ANALYST	RRD
37	AJEESH AHAMED	BUSINESS ANALYST	VOLVO
38	AYSWARIYA S.J	BDE	ORELL TECHNO SYSTEM
39	SHABIN S	OPERATION CO-ORDINATOR	I-TRANS LEARNING SOLN
40	SUNOY JACOB	BUSINESS ANALYST	IBS
41	IDA VARGHESE	BUSINESS ANALYST	IBS
42	SNEHA MIRIAM	BUSINESS ANALYST	EY
43	RITHIN M R	PROGRAM MANAGER	ASAP
44	MOHAMMED RIZVAN	PROGRAM MANAGER	ASAP
45	ANURAG RAJAN	OPERATION ANALYST	ORIX AUTO INFRASTRUC- TURE INDIA SERVICES
46	RENJU R J	BUSINESS ANALYST	RRD

#### Note:

- 1. Placements in banks other than Federal Bank and South Indian Bank are without any placement assistance
- 2. The list includes students who opted not to join after getting the job offer

#### **Faculty**

Faculty are the prime asset of CET-SOM, guarding CET's reputation as a research and teaching institution of pre-eminence, integrating knowledge and wisdom with best practices! The faculty, always at the forefront of research, instils innovative thinking and encourages actions in the student community to come out with meaningful outcomes.

#### Director

#### Dr. Chandramohan

MSc (Statistics), MA (Economics), MBA, PhD

Areas of Expertise: Project management in Transport and tourism sectors, Quantitative Techniques, Research Methods, Project Financing, Consultancy studies.



Over 35 years of Teaching, Research and Industrial Experience.

**Professional Memberships:** 

- Member, All India Management Association
- Member, Computer Society of India
- Member, Project Management Institute, US
- Life Member, Indian Society for Technical Education

#### **CORE FACULTY**

#### Dr. Suresh Subramoniam

Professor

B.Tech (Mechanical Engineering), MS (Industrial Engineering) Louisiana State University USA, MBA, Ph.D, FIIE

Areas of Expertise: Operations Management, Management Information System, Research Methodology, Investment Analysis and Portfolio Management

Over 25 years of Teaching, Research and Industrial Experience

[Transferred to Government College of Engineering Wayanad in June 2016. Awaiting for Government orders to join back in CETSOM as Professor]

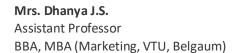
#### Professional Membership:

- Life Member, Indian Society for Technical Education
- Life Fellow, Indian Institution of Industrial Engineering
- Member, Indian Society for Aerospace Mechanisms
- Life Fellow, Strategic Management Inc., USA
- Life Fellow, ACEEE, India.

## **Dr. G Raju**Associate Professor M.Com, MBA, PhD

Areas of Expertise: Financial Engineering, Financial Risk Management and Derivatives, Security Analysis and Portfolio Management, Project Management, Accounting and Financial Management

• Over 22 years of Teaching and Research Experience



Areas of Expertise: Marketing Management, Research Methodology, Supply Chain Management.

Over 9 years of Teaching, Research and Industrial Experience

#### **Professional Membership**

MTC Global







Mrs. Sini V. Pillai **Assistant Professor** B.Tech (Civil), MBA

Areas of Expertise: Operations Management, Quantitative Techniques, Marketing Management

Over 9 years of Academic, Research and Industrial experience.

#### Professional Membership:

• Life Member, Indian Society for Technical Education

#### Mrs. Linda Susan Mathew **Assistant Professor** B.Tech, MBA

Areas of Expertise: Marketing Management, Human Resource Management, Information Technology.

Over 6 years of Industrial and Teaching Experience.

#### Professional Membership:

• Life Member, Indian Society for Technical Education

#### Mr. Abilash Daniel George **Assistant Professor** MA, MBA

Areas of Expertise: Business Communication, Marketing Management, Human Resource Management.



Areas of Expertise: Management Information System, Operations Management, World Class Manufacturing, Technology Management and Software Project Management.

Over 10 years of experience in industry and teaching. Mrs. Nima Ravi **Assistant Professor** BA, MBA

Areas of Expertise: Marketing Management, Human Resource Management, Skill Development

About 5 years of experience in industry and teaching.











Mrs. Neethu S Nair Assistant Professor BA, MBA

#### Areas of Expertise: Human Resource Management & Finance

Over 6 years of industry experience in the field of Human Resource Management and teaching.

**Mrs. Jisha Gopi** Assistant Professor B.Pharm, MBA

**Areas of Expertise:** Human Resource Management, Organizational Behaviour, Business Communication and Soft-skills.

Over 9 years of experience in industry and teaching. Mr. Abhilas V S Assistant Professor B.CoM, MBA, MPA, DCFM

**Areas of Expertise:** Managerial Economics, Financial Management, Management Accounting and International Finance

Over 5 years of experience in industry and teaching.

Mrs. Sunu Rupesh
Assistant Professor
B.Com, MBA

**Areas of Expertise:** Financial Management, Project Finance and Operations Management.

Over 4 years of experience in industry.

**Dr. Hareendranath**Professor
M.Com, M.Phil, Ph.D.

**Areas of Expertise**: General Management, Financial Management, Human Resource Management.

Over 35 years of experience in teaching

#### **Associated Faculty**

Dr. B. Anil, M.Tech., Ph.D. Dr. J James, MCom, PhD Dr. A. Samson, M.Tech, Ph.D

Dr. V. Regikumar, M.Tech, MBA, Ph.D

Dr. K. Sunil Kumar, M.Tech, MBA

Sri. R. C. Mathew, B.E(Electrical), MBA(Marketing)











Dr. Ajith Prabhu, M.Tech, Ph.D, LLB Sri. Ajith S, MSW, PGDPC Smt. Sheela Mathew, Advocate, MA, LLB Sri. Kiran Gopinath, Advocate, B.com, DISM, LLB Dr. Sarala Karanwar, MA (Econ), PhD

### MBA (Full Time) Course Structure

Exam	Course	Course Name	L-T-P	Internal	End	Exam	Credits
Slot	No.			Marks	Trimester	Duration	
					Marks	(hours)	
		TRIMESTER I					
	11	Quantitative Techniques	4-0-0	40	60	3	3
	12	Organizational Behaviour I	4-0-0	40	60	3	3
	13	Managerial Economics	4-0-0	40	60	3	3
	14	<b>Business Communication</b>	4-0-0	40	60	3	3
	15	Accounting for Managers	4-0-0	40	60	3	3
	16	Business and Society	4-0-0	40	60	3	3
	17	Soft-skills I	0-2-0	20			
	18	Project	0-0-3				
		TOTAL	24-2-3	260	360		18
		TRIMESTER II					
	21	Organizational Behaviour II	4-0-0	40	60	3	3
	22	Macro Economics	4-0-0	40	60	3	3
	23	Marketing Management I	4-0-0	40	60	3	3
	24	Operations Management	4-0-0	40	60	3	3
	25	Financial Management I	4-0-0	40	60	3	3
	26	Business Law	4-0-0	40	60	3	3
	27	Soft – skills II	0-2-0	20			
	28	Project	0-0-3				
		TOTAL	24-2-3	260	360		18
		TRIMESTER III					
	31	Marketing Management II	4-0-0	40	60	3	3
	32	Financial Management II	4-0-0	40	60	3	3
	33	Human Resource Management	4-0-0	40	60	3	3
	34	Business Research Methods	2-0-0	20	30	1.5	1.5
	35	Management Information System	2-0-0	20	30	1.5	1.5
	36	Operations Research	4-0-0	40	60	3	3
	37	Strategic Management	4-0-0	40	60	3	3
	38	Soft – skills III	0-2-0		60		3
	39	Project	0-0-3				
		TOTAL	24-2-3	240	420		21
		TRIMESTER IV					
	41	Cross Cultural Management	4-0-0	40	60	3	3
	42	Business Analytics	4-0-0	40	60	3	3
	43	Elective I	4-0-0	40	60	3	3
	44	Elective II	4-0-0	40	60	3	3
	45	Elective III	4-0-0	40	60	3	3
	46	Elective IV	4-0-0	40	60	3	3

Exam Slot	Course No.	Course Name	L-T-P	Internal Marks	End Trimester Marks	Exam Duration (hours)	Credits
	47	Project	0-0-5				
		TOTAL	24-0-5	240	360		18
		TRIMESTER V					
	51	Entrepreneurship	4-0-0	40	60	3	3
	52	Leadership, Ethics and Accountability	4-0-0	40	60	3	3
	53	Elective V	4-0-0	40	60	3	3
	54	Elective VI	4-0-0	40	60	3	3
	55	Elective VII	4-0-0	40	60	3	3
	56	Elective VIII	4-0-0	40	60	3	3
	57	Project (Report and Viva-voce)	0-0-5	50	50		4
		TOTAL	24-0-5	290	410		22
		TRIMESTER VI					
	61	International Business	4-0-0	40	60	3	3
	62	Elective IX	4-0-0	40	60	3	3
	63	Elective X	4-0-0	40	60	3	3
	64	Comprehensive Project (Report and Viva-voce)	0-3-9	40	160		6
	65	Internship	0-2-3	60			3
		TOTAL	12-5-12	220	340		18

#### **CREDITS AND MARKS**

Total credits	115
Internal marks	1510
University marks	2250
Total marks	3760

## **Part Time MBA Course Structure**

Exam	Course	Course Name	L-T-P	Internal	End	Exam	Credits
Slot	No.			Marks	Trimester	Duration	
					Marks	(hours)	
		TRIMESTER I					
	11	Quantitative Techniques	4-0-0	40	60	3	3
	12	Organizational Behaviour I	4-0-0	40	60	3	3
	13	Managerial Economics	4-0-0	40	60	3	3
	14	Business Communication	4-0-0	40	60	3	3
	15	Accounting for Managers	4-0-0	40	60	3	3
		Course Projects	0-0-1				
		TOTAL	20-0-1	200	300		15
		TRIMESTER II					
	21	Organizational Behaviour II	4-0-0	40	60	3	3
	22	Macro Economics	4-0-0	40	60	3	3
	23	Marketing Management I	4-0-0	40	60	3	3
	24	Operations Management	4-0-0	40	60	3	3

Exam	Course	Course Name	L-T-P	Internal	End	Exam	Credits
Slot	No.			Marks	Trimester	Duration	
					Marks	(hours)	
	25	Financial Management I	4-0-0	40	60	3	3
		Course Projects	0-0-1				
		TOTAL	20-0-1	200	300		15
		TRIMESTER III					
	31	Marketing Management II	4-0-0	40	60	3	3
	32	Financial Management II	4-0-0	40	60	3	3
	33	Human Resource Management	4-0-0	40	60	3	3
	34	Business Research Methods	2-0-0	20	30	1.5	1.5
	35	Management Information System	2-0-0	20	30	1.5	1.5
	36	Operations Research	4-0-0	40	60	3	3
		Course Projects	0-0-1				
		TOTAL	20-0-1	200	300		15
		SUMMER TERM AND					
		INTERNSHIP (Two months)					
	45	Elective III	6-0-0	40			
	46	Elective IV	6-0-0	40			
	53	Elective V	6-0-0	40			
	65	Internship	0-2-3	60			3
		Course Projects	0-0-1				
		TOTAL	18-2-4	180			3
		TRIMESTER IV	10 2 1	100			
	16	Business and Society	4-0-0	40	60	3	3
	41	Cross Cultural Management	4-0-0	40	60	3	3
	42	Business Analytics	4-0-0	40	60	3	3
	43	Elective I	4-0-0	40	60	3	3
	44	Elective II	4-0-0	40	60	3	3
	45	Elective III	4-0-0	40	60	3	3
	46	Elective IV			60	3	3
	70	Course Projects	0-0-1		00	3	3
		TOTAL	20-0-1	200	420		21
			20-0-1	200	420		21
	20	TRIMESTER V	4-0-0	40	<b>CO</b>	2	3
	26 51	Business Law Entrepreneurship	4-0-0	40	60 60	3	3
	52	•	4-0-0	40	60	3	3
	1	Leadership, Ethics & Accountability	4-0-0	40			3
	53	Elective V	4.0.0	40	60	3	3
	54	Elective VI	4-0-0	40	60	3	
	55	Elective VII	4-0-0	40	60	3	3
		Course Projects	0-0-1	200	200		10
		TOTAL	20-0-1	200	360		18
	27	TRIMESTER VI	400	40	60	2	
	37	Strategic Management	4-0-0	40	60	3	3
	56	Elective VIII	4-0-0	40		_	
	61	International Business	4-0-0	40	60	3	3
	62	Elective IX	4-0-0	40	60	3	3
	63	Elective X	4-0-0	40	60	3	3
		Course Projects	0-0-1				

Exam Slot	Course No.	Course Name	L-T-P	Internal Marks	End Trimester	Exam Duration	Credits
		TOTAL	20.0.1	200	Marks	(hours)	12
		TOTAL	20-0-1	200	240		12
		TRIMESTER VII					
	38	Soft skill (I, II, III)	0-6-0	40	60		3
	57	Project (Report and Viva-voce)	0-0-5	50	50		4
		Course Projects	0-0-1				
		TOTAL	0-6-6	90	110		10
		TRIMESTER VIII					
	56	Elective VIII	0-0-0		60	3	3
	64	Comprehensive Project (Report	0-3-9	40	160		6
		and Viva-voce)					
		TOTAL	0-3-9	40	220		6

#### **CREDITS AND MARKS**

Total credits	115
Internal marks	1510
University marks	2250
Total marks	3760

#### **ADMISSION 2017**

Candidates seeking admission to MBA programme shall be Indian Nationals and are required to have Bachelor's degree from recognized Universities.

**Eligibility**: The minimum level of qualification required for admission to the programme is graduation with 50% marks in aggregate from a recognized university. For BA, BSc and B.Com students, 50% marks in Part III is a mandate



requirement for admission. Students appearing for the final year degree examination in 2017 can also apply, but offer of admission will be subject to satisfying the eligibility criteria by September 30, 2017.

<u>Full Time MBA/ Part Time MBA</u>: Applicants for the full-time and part time MBA programme in the College must have a valid score in CAT / CMAT / KMAT. On the basis of the CAT / CMAT / KMAT score, candidates will be called for Group Discussion and interview, which will be held in the week from May 8 -12, 2017. They will be offered final admission on the basis of index score obtained by computing the entrance examination score (80% weightage) and performance in GD (10% weightage) and interview (10% weightage). Classes will begin on June 1, 2017.

Number of seats: Full time batch – 120 (FT) and 30 (PT)

<u>Fees:</u> The tuition fee payable is Rs 1.5 lakhs payable in six terms and eight terms respectively. Concession to SC/ST students is as per Government rules.

<u>Applications</u>: Application for admission to the 2017 batch will be received till 28<sup>th</sup> April 2017. Prescribed applications may be downloaded from <a href="www.mba.cet.ac.in">www.mba.cet.ac.in</a> and sent to The Principal, College of Engineering Trivandrum, Thiruvananthapuram – 695 016, along with the application fee of Rs. 500. Applications can also be obtained from CET School of Management (Department of Business Administration), College of Engineering Trivandrum, on payment of Rs. 500. Those who need the application through post may add Rs 100 towards postal charges. The envelopes enclosing the applications must clearly mention "Admission to MBA programme 2017".

<u>Important Dates:</u>Last date for receiving application – 28<sup>th</sup> April 2017 Group Discussion and Interview 8-12 May 2017 Commencement of classes – 1<sup>st</sup> June 2017

For more details, visit the website <a href="www.cet.ac.in">www.mba.cet.ac.in</a> or contact Director, CET School of Management, College of Engineering Trivandrum, by phone (0471 2592727) or email (<a href="director.mba@cet.ac.in">director.mba@cet.ac.in</a>).





## **CET SCHOOL OF MANAGEMENT**

(DEPARTMENT OF BUSINESS ADMINISTRATION)

# COLLEGE OF ENGINEERING TRIVANDRUM

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