



CET SCHOOL OF MANAGEMENT
(DEPARTMENT OF BUSINESS ADMINISTRATION)
COLLEGE OF ENGINEERING TRIVANDRUM



**Accredited in 2013 and due for reaccreditation by
National Board of Accreditation (NBA)**



PROSPECTUS
MBA ADMISSIONS 2019
(To be submitted for approval from Government)

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 UPGRADE THE BODY OF
KNOWLEDGE THROUGH
RESEARCH AND LINKAGE
WITH ACADEMICIANS,
PRACTICING MANAGERS
AND INDUSTRY***

THE COLLEGE

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

All major decisions regarding CET School of Management are taken at the Board of Governors Meeting comprising of Prof. (Dr.) Ashok Jhunjhunwala, Professor, IIT Madras and Principal Advisor to Ministry of Railways as the Chairman, Dr. Usha Titus IAS, Principal Secretary Higher Education Department (Ex-officio) and Vice Chancellor, APJ Abdul Kalam Technological University, Mr. Vishnu Kartha, Former Executive Director, Brahmos (Industrialist), Member from Finance Department, Government of Kerala (Ex-officio), Director of Technical Education (Ex-officio), Principal, College of Engineering, Trivandrum (Ex-officio), Dean of PG Studies, CET (Institution Nominee), Dean of UG Studies, CET (Institution Nominee), and Dr. M Ayyappan, Former CMD, HLL Lifecare Ltd. (AICTE Nominee).



Principal Dr. Jiji CV



Dean PG, Prof. Neena Thomas

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 Twenty Seven post graduate programmes are presently offered in CET. About 1500 students are admitted every year for the undergraduate, postgraduate and research programmes in CET and seventy percent of the

students in the college belong to the undergraduate programmes. CET is a recognized institution for research leading to PhD. The Centre for Continuing Education (CCE) and the newly formed Centre for Industrial Training Consultancy and Sponsored Research (ITC&SR) of the College reinforces and updates the trends and contributes to the upkeep of standards in all fields of specializations through training, consultancy and sponsored research.

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-books and e-journals. Most of the Departments in CET have established academic/industry linkages with other academic institutions, R&D Centres and industry.

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 a Part Time 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 (CETSOM) 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 APJ Abdul Kalam Technological University (APJAKTU).

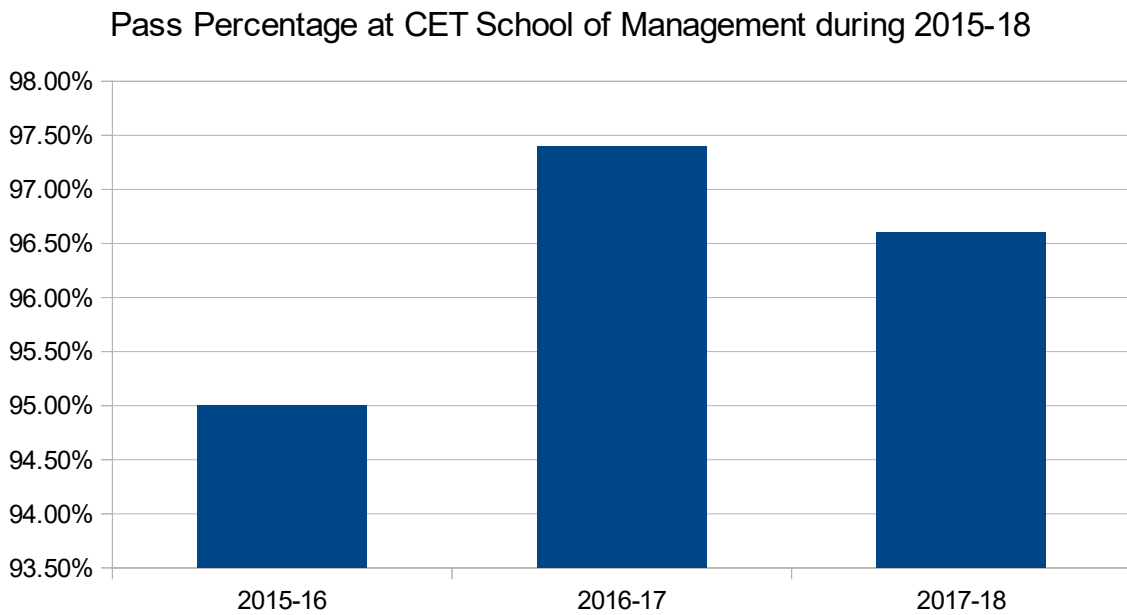


Fifteen batches of students have already completed the full-time programme and Twenty Eight Batches have completed Part Time MBA Programme here. CET SOM is set up in a newly constructed block, having state-of-the-art facilities.

This Department of CET was accredited by the **National Board of Accreditation (NBA)** on September 19, 2013. The Department is in the process of getting the MBA Programme reaccredited.

FINAL YEAR PASS PERCENTAGE AT CETSOM IN THE PAST YEARS

The final year pass percentages at CETSOM are 96% in 2017-18, 97.4% in 2016-17 and 95% in 2015-16



FACULTY

Sl. No.	Name	Qualification	Specialization	
Director				
1	Dr. Suresh Subramoniam	B.Tech, M.S (USA), PhD, FIIE	Systems & Operations	
Associate Professors				
2	Dr. Raju G.	M. Com. MBA, Ph.D	Finance & Accounting	
3	Dr. Jnaneswar K.	MBA, Ph.D	Human Resources	
Assistant Professors				
4	Dr. Sini V. Pillai	B.Tech, MBA, Ph.D.	Systems, Operations & Marketing	
5	Dr. Dhanya J.S.	BBA, MBA, PhD	Marketing, Human Resources & Operations	
6	Ms. Linda Susan Mathew	B.Tech, MBA	Marketing, Human Resources, Systems	
7	Mr. Abilash Daniel George	MA, MBA	Marketing, Human Resources	
8	Ms. Gayathri Renjit	B.Tech, MBA	Systems, Human Resources, Operations	
9	Ms. Jisha Gopi	B. Pham, MBA	Human Resources	
10	Ms. Neethu S Nair	B.A., MBA	Human Resource & Finance	
11	Ms. Nima Ravi	B. A., MBA	Marketing, Human Resource	
12	Ms. Sunu Rupesh	B. Com., MBA	Finance, Operations	
13	Mr. Abhilash V S	B. Com., MBA, MPA, DCFM	Economics, Management Accounting & Finance	

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 of national or international importance. 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 updates on 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 a wide collection of national and international journals in Management in addition to management cases from IIM Ahmedabad, e-books and e-journals from PROQUEST, EBSCO, Science Direct and IEEE.

RESEARCH

The CETSOM is an approved Research Centre in Management of the University of Kerala since 2005 and is presently affiliated to APJ Abdul Kalam Technological University. Research Scholars from within and outside the country are carrying out research on full-time as well as part-time basis. So far, Seven scholars were awarded PhDs and Four Scholars have submitted their thesis. 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, CETAA Growing Opportunity for Leadership Development (GOLD) Scholarship and PTA scholarship.

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, and software applications.

Each Department in CET also maintains own computer laboratories. The CET School of Management has setup 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. Other software and database available in the Department include PROWESS Corporate Database, SPSS, SYSTAT, MS Project and Tally.

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 resources from its stakeholders, and interacts with them to enhance core competencies.. In the first four years CETSOM has organized more than 50 training programmes. The students of MBA programme also assist organizing these training programmes during their leisure time.



METHOD OF INSTRUCTION

The MBA programme at CETSOM strictly follows the curriculum and examination pattern as prescribed by APJ Abdul Kalam Technological University (APJAKTU). Students attend the programme as per the Academic Calendar. In addition, students are imparted knowledge on the dynamic business environment through constant interaction and linkages with the industry. Student Exchange programmes with other universities across the country, initiatives for talent development and soft-skill development, opportunities for 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 student who successfully complete the MBA Programme at CETSOM should have a sound knowledge of management with an ever-lingering enthusiasm and are motivated to enhance their knowledge and articulate them successfully in the corporate arena for improved productivity and profitability.

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 accessed easily by a plight of college buses and 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 indoor and outdoor games. The Department of Physical Education in CET offers training in sports and games to students and staff. The Department also manages a fitness centre. The infrastructure facilities include an indoor floor 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 ACTIVITIES

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 motivate 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. Sufficient exposure to opportunity which exist for higher studies in India and abroad are also facilitated by this Unit to the students.

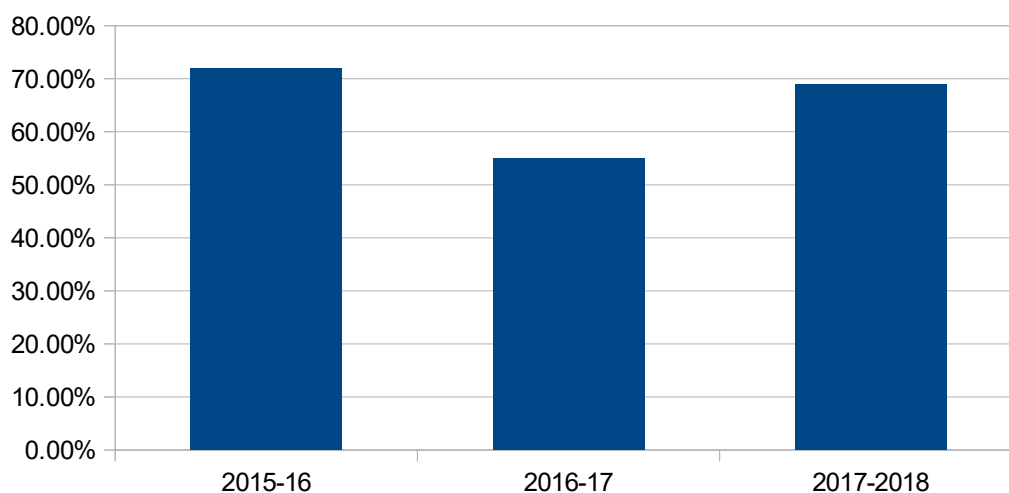


Over 550 students are benefitted by the facility every year. National and multinational organizations visit the campus every year. In the year 2016, more than 800 students received job offers through CGPU. All students of MBA regularly get placed with promising jobs. Our recruiters include TCS, UST Global, IBS, Tata Elxsi, Ernst & Young, KPMG, Quest Global, Catholic Syrian Bank, Byjus, Federal Bank, R R Donelley, Envestnet, and XL Dynamics to name a few.

PLACEMENT IN THE LAST THREE YEARS

The placement percentage in the year 2015-16, 2016-17 and 2017-18 are 72%, 55% and 69%, respectively.

Placement at CET School of Management 2015-18

**ESS 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. The MBA Syllabus and Curriculum are subject to revision as frequently as felt appropriate by the University and can be downloaded from the University website www.ktu.edu.in.

ADMISSIONS 2019

Candidates seeking admission to MBA programme shall be Indian Nationals and are required to have Bachelor's degree from recognized Universities. Also it is permitted to admit foreign nationals to be considered for admission in the Part time MBA programme towards vacant seats, if any (Vide letter HEDN-G1/3/2018 dated 14.3.2018). Foreign national eligibility for admission will be same as that for admission to the Full Time MBA Programme.

Eligibility: The minimum level of qualification required admission to the programme is graduation with 50% marks in aggregate from a recognized university for General Category. In the case of SC/ST candidates, a pass in the qualifying examination is sufficient and for SEBC(OBC) candidates 45% aggregate marks in the qualifying examination is mandatory. Students appearing for the final year degree examination in 2019 can also apply, but offer of admission will be subject to satisfying the eligibility criteria by September 30, 2019.

Full Time MBA/Part-time MBA: Applicants for the full-time and Part-time MBA programme in the College must have a valid score in CAT by IIM, CMAT by AICTE or KMAT (Kerala). On the basis of the CAT, CMAT or KMAT score, candidates will be called for Group Discussion and interview, which will be held in the week from May 6 -10, 2019. 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). For CMAT, the cut-off scores are in line with that of KMAT, ie, 15% for General, 10% for OBC and 7.5% for SC/ST. In the case of CAT entrance examination, the cut-off scores are fixed as 10% for General, 7.5% for OBC and 5% for SC/ST. Candidates with eligibility for MBA (Full Time) Programme can also be considered for MBA (Part Time) towards vacant seats after considering eligible candidates with employment.

Number of seats: Full time batch – 120 (Full Time) and 30 (Part-time)

Fees: The tuition fee payable for the whole MBA Programme is Rs 1.5 Lakhs payable in six terms (Proposal for fee revision to Rs. 1.98 Lakhs to be collected in Six equal terms is under Government consideration for approval). In addition to tuition fees, one time admission fee of Rs 1000 and miscellaneous fee of Rs 4000 per year are also applicable. Rs. 5000 is to be paid as Caution Deposit which is refundable. Concession to SC/ST students is as per Government Rules.

Refund of Fee: No refund request from the students discontinuing the course will be entertained after the closure of admissions. Admission closes after 30 days from the beginning of the first trimester regular classes.

Applications: Application for admission to the 2019 batch will be received till 30th April 2019. Prescribed applications may be downloaded from **www.mba.cet.ac.in** and sent to The Principal, College of Engineering Trivandrum, Thiruvananthapuram – 695 016, along with the application fee in draft for Rs. 500 in favour of “CET School of Management, Trivandrum 695016”. The envelopes enclosing the applications must clearly mention “Admission to MBA Programme 2019”. Also whether admission is for Full Time or Part Time should be clearly mentioned in the application.

Important Dates:

Last date for receiving application - 30th April 2019
Group Discussion and Interview - 6th-10th May 2019
Commencement of classes - 16th June 2019

For more details, visit the website **www.cet.ac.in** or **www.mba.cet.ac.in** or contact
Director, CET School of Management, College of Engineering Trivandrum 695016, by
Phone(04712592727) or email to **director.mba@cet.ac.in**.



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