




PROSPECTUS MBA 2011



DEPARTMENT OF BUSINESS ADMINISTRATION
COLLEGE OF ENGINEERING TRIVANDRUM



College of Engineering, Trivandrum, popularly known as CET is the first Engineering College in Kerala. The CET was started in 1939 by the Maharaja of erstwhile Travancore. The college has shaped some of the top ranking professionals in the world.

The CET pioneered the MBA as a part time programme, as early as 1985 in the University of Kerala. In 2000 the Department of Business Administration was formed and a full time programme to accommodate 40 candidates was started.

Today, our MBA alumni hold several key positions in Human Resources, Software projects, Marketing, Funds management, Banks and Telecommunication areas. They command a competitive advantage and deliver efficient services. They are shaped by our faculty trained or qualified from IIMs, IITs, NITIE and such world's notable Institutions.

Learning in CET, Department of Business Administration, goes much beyond prescribed curriculum and regulations. Personality development and exposure to latest developments in functional areas of management are given emphasis.

Teaching methodology inter alia, includes case presentations, case study preparations, mini-projects, social projects, role plays, internet assignments and similar exposures.

The course is the only MBA programme in Kerala governed by the prospectus issued by the Government of Kerala G.O. (Rt) No. 159/05/H.Edn dt. 31-01-2005 and G.O. (Rt) No. 1131/05/H.Edn dt. 29-06-2005 which will be subjected to amendments, if any, issued by the Government from time to time.



MBA 2011
Department of Business Administration
College of Engineering, Trivandrum



The Institute & Student Life

The Institute

CET, a pioneering and premier Professional Institution in India, was started in 1939, with 21 students, by the rulers of Travancore. At present the College has a strength of about 4000 students in campus. The campus is situated in its premises at Kulathoor, within the city limits, commanding an expanse of lush greenery of 125 acres. Accumulated expertise and quality of over the last seven decades, maintain the status of this Institution continuously among the topmost percentile. The Institution is affiliated to the University of Kerala and accredited by the AICTE and conforms to ISO 9000 certification.

The College provides a healthy platform for courses at undergraduate and postgraduate levels in Management, Basic Sciences, Applied Sciences, Engineering and Emerging disciplines. The CET is a recognized Institution for research leading to Ph.D. The Department of Business Administration has been recognized by the University as a research centre in Management studies and several scholars are pursuing their research in the department. The Center for Continuing Education for the College reinforces and updates the trends and contributes to the upkeep of standards in all fields of specializations.

Student Life

The beautiful, serene environment of the college coupled with various facilities provides a powerful ambience for any student 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 its own post office, treasury, bank, co-operative society, canteen and other amenities making the student life comfortable. Accommodation is available to the needy in the hostels. Men's hostel has a capacity to accommodate about 500 students and ladies hostel about 300 students.

The Institute provides sufficient facilities for indoor and outdoor games. Well maintained playgrounds and indoor facilities are added features. Every year International and National Conferences are held by the CET adding to the academic exposure and cultural interaction.

Group participation of MBA students is facilitated by the CETMA – College of Engineering, Trivandrum Management Association – of which the Principal is the Chairman. Conferences, National Seminars, Debates and Quizzes are organized under the auspices of this organization quite frequently.

The hall mark event of the CETMA is KALPATHA which is an international seminar on developing management thought. KALPATHA has attracted eminent personalities to its platform.

Faculty & Library



The Department of Business Administration

The College of Engineering, Thiruvananthapuram is the pioneering Management Institution in the Kerala University. The College started MBA programme in 1985 as a part time programme to enrich the practising managers in professional management. This programme has been well received by the practising management fraternity and continues to be in the forefront.

A Department of the current status was started in 2000 with a full-time MBA programme. Already eleven batches of students have been admitted. Information can be obtained from:

The Principal or Professor and Head
Department of Business Administration
College of Engineering
Thiruvananthapuram 695 016
Phone: 0471-2515588.
Fax: 0471-2592727

Faculty

The Department has well qualified faculty in management functional areas. The Department is keen on the caliber and quality of faculty. Only faculty qualified from National level or International Institutions are inducted into the core faculty. They continuously supervise and evaluate the students and instill enthusiasm, dynamism and appropriate awareness of professional management.

Apart from the departmental faculty, highly qualified, well experienced and accredited teachers in Management and practitioners are engaged on a semester to semester basis to impart specialized knowledge, transfer practical know-how and to keep the students abreast of trends in application areas.

Library

The College has one of the richest libraries covering Management, Engineering, Architecture and Computer Science. The total number of volumes in the Central Library is above 1,00,000 along with several national and international journals.

The Department of Business Administration maintains a separate library with about 2000 titles relating to the functional areas in management and contributions of management Gurus. The Department subscribes regularly to national and international journals in Management. Rich resource base is provided by the proximity to the Vikram Sarabhai Library, University Library and the Public Library.



Research and Development

Computer Services

Research and Development

The Department of Business Administration encourages Research and Development. Several research scholars are pursuing research leading to the award of Ph.D. and seven of them have been awarded Ph.D. Research papers are regularly published in National and International Journals by the faculty. Research papers are presented in National and International Conferences. The Department has capabilities for pursuing independent research in management and allied fields. The department is one of the approved teaching, training and research centres in management approved by the University. At present this department is the only department having this status.

Computer Services

The CET has versatile and powerful computing resources. Well equipped with latest machines and capability to network the campus, a Central Computing Facility (CCF) cater to the needs of all students. Each department has additional computing facilities exclusively for departmental use. Computers of varied capabilities and compatible Operating Systems (OS) add to the capabilities provided by several branded machines of market leaders. Expertise and capabilities of rich departments of computer science and MCA provide smooth functioning computer systems.

The Department of Business Administration has its own computing facilities. Ample computing facility is provided, networked with CCF and with a facility to link each student with a PC. All computers are provided with high speed internet connection, in a wi-fi environment.

A number of business softwares like PROWESS, SPSS, SYSTAT, MS Project, Tally etc. help the students handle business problems of the day.



Method of Instruction

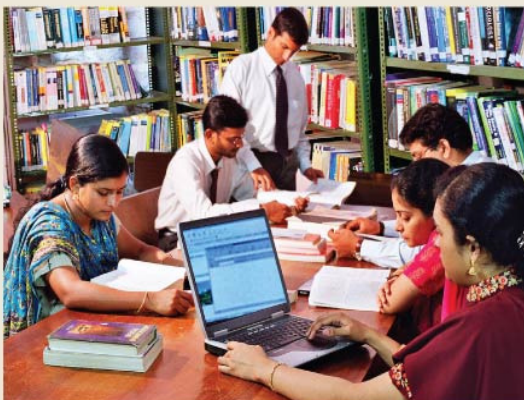
Method of Instruction

The MBA programme closely follows the curriculum and examination pattern as prescribed by the University. Students are prepared for these formal requirements. Considering the special features of management practice, special services are extended by the department for adapting the students to dynamic business environment. The additional services provided are as follows:

Invited speeches by experts in subject areas like

- Personality development
- Stress management
- Yoga and Meditation
- Training for skill development
- Practice in Group discussion and public speech
- Opportunities to participate, organize and conduct national level events, seminars and conferences
- Bio feed exercises
- Metaprogramming and timeline therapy

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 base and apply it successfully.



The MBA Programme

This course is of 4 semesters duration and follows the regulations of Kerala University.

Subjects for Study

First Semester

- Management – Theory and Practice
- Organizational Behaviour
- Accounting for Managers
- Quantitative Techniques
- Business Environment
- Managerial Economics
- Operations Management

Second Semester

- Research Methods for Managers
- Operations Research
- Business Communication
- Human Resource Management
- Financial Management
- Marketing Management
- Business Ethics & Corporate Governance
- Soft Skills Training

Third Semester

- Environmental Management
- Management Information Systems
- Laws for Business
- Elective I
- Elective II
- Elective III
- Elective IV
- Elective V

Fourth Semester

- Strategic Management
- Entrepreneurship Development
- Elective VI
- Elective VII
- Elective VIII
- Project
- Comprehensive Viva-Voce

More than fifty electives are offered in the following areas of specialization

- Marketing Management
- Finance Management
- Systems Management
- Human Resource Management
- Operations Management

Admission

Eligibility

Candidates seeking admission to MBA Programme shall be Indian Nationals and are required to have Bachelor's degree from the Kerala University or any other examinations recognized as equivalent, with 50% in aggregate (all years together). Those who have obtained 50% in Master's degree are also eligible. In the case of SC/ST candidates a pass in qualifying examination is sufficient.

Number of Seats

Total number of seats for MBA programme is 40, of which 10% seats are reserved for the SC/ST candidates.

Fees

All selected candidates will have to pay the following fee:

Fees at the time of admission

Tuition fee Rs. 25,000/- (per semester)

Admission fee Rs. 1,000/- (once)

Caution deposit Rs. 2000/- (refundable)

Miscellaneous fee Rs. 4000/- (per year)



Refund of fees

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 semester regular classes. Once the admissions are closed and a student wants to discontinue, then he/she will be required to pay Rs. 50,000/- or the full fees for all the remaining semesters whichever is less as liquidated damage to get relieved.

Procedure

The admission is based on the eligibility prescribed by the Kerala University and the Government of Kerala. Accordingly, a candidate applying for admission to this MBA programme should have a VALID MAT SCORE (Valid score obtained by the candidate in the Management Aptitude Test (MAT) conducted by the All India Management Association) Short listed candidates will be called for an interview and group discussion.

The admission score is calculated based on MAT score, Group Discussion and Personal Interview. The weightages are as follows:

Valid MAT Score	–	80%
Performance in GD	–	10%
Performance in Interview	–	10%

Training and Placement

College of Engineering, Thiruvananthapuram is actively engaged in Campus Placement since 1985. Over 550 students are benefited by the facility every year. They are being absorbed by over one hundred national or multinational companies or organizations visiting the campus. The latest, for the year 2010 – 11 alone, placement record has encouragingly crossed 1000.

The Career Guidance and Placement Unit (CGPU), which provides the training and placement services to the students, is extending these facilities to the aspiring and potential MBA students also. All MBA students regularly get well placed with promising jobs.

The Unit is maintaining a strong industry – Institution interaction and helps the students to locate suitable organizations for Training, Summer Projects and Main Projects. Exposure to potential for higher studies in India and abroad, by way of information and guidance, is an added service rendered by the Unit.



GOVERNMENT OF KERALA

ABSTRACT

Higher Education – Technical – College of Engineering, Thiruvananthapuram - MBA Course (Self financing) –
Advisory Committee Reconstituted – Orders issued

HIGHER EDUCATION (G) DEPARTMENT

G.O. (Rt) No. 2136/09/H.Edn. Dated, Thiruvananthapuram, 21/12/2009

Read: 1. G.O. (MS) No. 177/05/H.Edn. Dt. 19/11/2009

2. Lr. No. ACB1 – 40458/09 dt. 19/11/2009 from the Director of Technical Education, Thiruvananthapuram.

3. Lr. No. 30/09/MBA dt. 26/08/2009 from the Principal, College of Engineering, Thiruvananthapuram.

ORDER

In the circumstances reported by the Director of Technical Education, and Principal, College of Engineering, Thiruvananthapuram (CET) in their letter read as 2nd, 3rd paper above. Government are pleased to reconstitute the Advisory Committee of MBA (Self financing) in the CET as follows:

I. Ex-Officio Members

- i. Director of Technical Education (Chairman)
- ii. Principal, College of Engineering, Thiruvananthapuram (Member)
- iii. Registrar, University of Kerala, Thiruvananthapuram
- iv. Dean, PG studies, College of Engineering, Thiruvananthapuram
- v. Head of the Dept. of Business Administration, College of Engineering, Thiruvananthapuram

II. Nominated Members

- i. Dr. K.V. Krishnankutty,
(Prof. [Rtd], College of Engineering, Thiruvananthapuram)
52-Thoppilnagar, Medical College, Thiruvananthapuram.
- ii. Dr. K. Gopalakrishnan Nair,
(Principal [Rtd])
"Manjusha", Puthupally Lane,
Thiruvananthapuram.
- iii. Prof. Thomas K. Jacob,
(ISO & Business Consultant)
Jaitha, Paruthipara, Thiruvananthapuram.
- iv. Sri. M. Ayyappan,
Chairman & Managing Director,
Hindustan Latex Limited,
Thiruvananthapuram.
- v. Dr. B.N. Suresh,
Former Director, IIST, Thiruvananthapuram.
- vi. Dr. George Sleeba,
Former Chairman & Managing Director,
FACT Ltd, Cochin.
- vii. Dr. B. Mahadevan,
Professor, IIM, Bangalore.
- viii. Sri. R.C. Mathew,
Director, Bureau of Indian Standards,
Kesavadasapuram, Thiruvananthapuram.
- ix. Sri. G. Hari,
Vice President,
Tractors & Farm Equipments Pvt. Ltd,
Chennai.
- x. Sri Harikumar S.V.
Technical Manager,
ALCATEL - LUCENT India Ltd, Bangalore.

(BY ORDER OF THE GOVERNOR)

M. SHERIF

UNDER SECRETARY TO GOVERNMENT

We have alumni at:

Allianz Cornhill
AXIS Bank
Bajaj Alliance
Citi Bank Finance
Cox & Kings
Deloitte & Touche
Ernst & Young
FCI-OEN connectors
Federal Bank
Geojit Securities
HDFC
HSBC
IBS
ICICI Bank
Inapp
ICICI Prudential
IFFCO
Kearney- Mafoi, Dubai
Kotak Securities
Lucent Technologies
MetLife
Net Asset Management
PEC Ltd.
Suntec
South Indian Bank
Share Khan
TCS
Tata Elxsi
UST Global
Videocon
Wipro
And many more....





- Fertile functional management platforms .
- Upcoming state of the art facilities in about 5500 sq. meters of instructional area in 5 acres of land within the campus.
- Culturally creditable campus.
- Approved research centre for Ph.D.
- Rich resources of approved guides for Ph.D.
- Strong base for industrial and business consultancy.
- Unadulterated clarity of objectives and dedication to management education.
- 100% placement from the very inception - Most of the pre-final semester students are already placed in reputed companies.