

*"Arise, Awake and stop not till the goal is reached"*  
Swami Vivekananda

# FIRST STEP TOWARDS SUCCESS



# MBA

2021 - 2022

2 YEAR FULL TIME

Affiliated to University of Kerala & Approved by AICTE



## GURUDEV INSTITUTE OF MANAGEMENT STUDIES

Kottappuram, Kadakkal, Kollam Dist.

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## ABOUT THE FOUNDER

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Sri Pachayil Sasidharan was born on 10<sup>th</sup> January 1947 in Pachayil family at Kadakkal. After completing school education he joined CRPF at an early age in 1965. The irresistible impulse and unending self-confidence to find new vistas led him to begin the business of timber and later to entertainment, convention centres, catering service, constructions etc. As a successful man, he imprinted his individuality in social and community activities. He was appointed as the Administrator of SNDP Union, Kadakkal in 2002 and served as the Secretary of the SNDP Union till his untimely demise in 2012.

Being a strong devotee of Sree Narayana Guru he was pledged to follow his divine work. He collected shares from different families belonging to his Community and founded SNTK in June 2005. He started a Public School and well-equipped MBA college under the name of Gurudevan.

He was awarded World Malayalee Achievement Award 2010 by Sri Lankan Malayalee Association, Colombo, Sri Lanka, for the services given to the society and his community. Sri.K.N. Satyapalan Smaraka Award 2011 by Sree Narayana Darma Sangam and Indira Gandhi Sadbhavana Award by Citizen Integration Peace Society, New Delhi are some of the honours bestowed on him for his exemplary contribution in social services. He served as the Managing Director of SNTK and Chairman of GIMS & SNPS till March 11<sup>th</sup> 2012. It is our duty to fulfill what he has left before us-his ambition and dreams. The very thought of him inspires us to seek new horizons of vision and achievement.

## CHAIRMAN

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### MESSAGE



Dear Students,

Hearty welcome to Gurudev Institute of Management Studies (GIMS), which offers you a better career in the global scenario of Management. If you are looking out for new vistas of learning and practice, our institute will be the best choice. In addition to giving a Masters Degree from University of Kerala, we offer you opportunities for all round excellence. Our managers have to compete with Global players. The primary objective of MBA at GIMS is to equip young managers with the necessary skills to perform effectively in the highly competitive global markets. It is my pleasure to welcome you to GIMS and wish you a successful career.

Pachayil Sandeep  
MD.SN Trust Kadakkal

## DIRECTOR

### MESSAGE



Dear students,

In the present context of a global business environment the business organizations around the world have created tremendous opportunities. It necessitates in educating and preparing students with the knowledge, analytical ability and management perspectives so as to develop them into leaders who are ready to tackle the challenges of today's global environment. Indian and foreign corporates are growing in a tremendous pace, paving way for the creation of opportunities for budding enterprising management students to hone up their overall talents and skills.

Gurudev Institute of Management studies is committed to impart quality education, with specialized faculty and a well-equipped infrastructure. We aim to enable the students to acquire a comprehensive foundation in the fundamentals of Business in the Global environment in which they will function and the analytical tools for intelligent decision making. Moreover they should be capable of displaying their competence and knowledge in key business functional areas like Accounting, Finance, Marketing and Human Resource. We provide them an intellectually stimulating atmosphere with an international focus. The students should be moulded with skills to communicate and work effectively and apply decision making techniques using both quantitative and qualitative analysis. Excellence and values are our guiding principles which are reflected in every activity of the institute. I am confident that the process of learning culture, the hi-tech campus and the societal orientation will make the students into tomorrow's successful business leaders.

I welcome you to join us and explore the exciting world of learning, creativity, innovation and change.

**Dr.S.Mohanan**

Director  
M.com, Ph.D

## THE BOARD OF DIRECTORS

Mr. Pachayil Sandeep	Managing director	Mr. Gandhi. R.S	Member
Mr. K. Sadanandan	Secretary	Mr. Santha. V. babu	Member
Mr. Joy A J	Treasurer	Mr. Somarajan.S	Member
Dr. Ajitha.S	Member	Mr. Sugunan. V	Member
Mr. S. Jayadevan	Member	Mr. Suresh Babu .S.R	Member
Mr. Sathesh Chandran	Member	Mr. Sidharthan.G	Member
Mr. M. Gopan	Member	Mrs. Usha Prasad	Member
Mr. Nandakumar.s	Member	Mrs. Molly Prakash	Member
Mr. Maheswaran.M	Member		



## ABOUT SNTK

SreeNarayana Trust Kadakkal is the brain child of Sri. Pachayil Sasidharan. He fulfilled his dream with the help of devotees of great Sree Narayana Guru. It was formed in 2005 and registered as a public trust with more than 600 members. It owns a CBSE Public School ( Sree Narayana Public School) which is growing steadily. SNTK is governed by a Board of Directors ( eminent personalities from various fields) under the leadership of Sri Pachayil Sandeep, who is an young Industrialist and social activist. He also holds the positions such as Councillor-SNDP Yogam, Chairman SNDP Youth Movement, Member of Director Board, SNDP Union Kadakkal & State Treasurer, BDJS, Kollam.

## VISION

To provide equal opportunity for learning value based management practices to the budding to grow globally as business leader.

## MISSION

To establish GIMS as a Centre of excellence for propagating value based education to benefit all sections of society and to develop global leaders.





## OUR PROGRAMME FEATURES

### CORE FEATURES

- 40% customizable to suit individual requirements
- Comprehensive Professional Fitness program
- Business Impact & Start-up Labs
- Beyond-Business Courses

### CAREERS

- 90% of students employed within 3 months after graduation

### FINISHING SCHOOL PROGRAMME

Soft Skill Development for increased employability and grooming the students to be Globally Competitive, Personality Development, Etiquette Management, Interview facing skills, Improving communicative English etc

### CONTINUOUS MONITORING AND MENTORING

Mentoring students on a continuous basis by our faculty members, visiting experts and consultants to make our students fit for the current industry.

### INSTITUTE – SOCIETY INTEGRATION PROGRAMME

Societal Connect Programmes will make the Students fit to the Society where we are living.

### BRIDGING THE GAP- A DAY WITH A CEO

Industry leaders and managers are roped in to advise the faculty and students on academic inputs, also summer Internships guided by industry managers and academicians. You can spend a whole day with a CEO.

## SCHOLARSHIPS

Eligibility	Name Of Scholarships	Scholarship Amount Per semester	Fee Payable Per semester
Rank Above 110 In K-mat Or 65 In C-mat	Gurudev Scholarship	15,000 Rs	25000 Rs
Test Score of 90% and above in Gurudev Talent Test	F. W Taylor Scholarship	10,000 Rs	30000 Rs
Test score of 50-90% In Gurudev Talent Test	Henry Fayol Scholarship	5,000 Rs	35000 Rs

### 120 HOURS OF COMPETITIVE EXAM COACHING

To equip students to face competitive exams conducted by UPSC, PSC & Other corporate entry level exams

### 1 MONTH INTERNSHIP AT THE WORLD'S HIGHEST RATED RETREAT CENTRE @ Bangalore

### PROFESSIONAL & BEHAVIORAL FITNESS PROGRAMS THROUGH SOCIAL IMPACT PROJECTS & BUSINESS IMPACT LABS

## ACADEMIC PERFORMANCE

Academic year	Pass percentage
2010-12	80%
2011-13	65.12% ( 3 distinctions, one 2nd rank)
2012-14	74.36% ( 2 distinctions)
2013-15	100% ( 1 distinction)
2015-17	1st & 10th University Ranks in I Semester MBA
2016-18	100%
2018-20	100% University Topper 7th and 14th Rank

## ADMISSION PROCEDURE

We admit 60 Students for MBA. Admission To The MBA (full Time) degree program will be on the basis of merit as determined by the admission scores obtained by the candidate seeking admission. A rank list shall be prepared on the basis of the sum of the following three components.

- Test score 80%
- Group discussion 10 %
- Interview 10%

There is no Donation/Capitation fee at GIMS. Interested candidates can also submit filled in applications online with soft copies of relevant testimonials to the institute's e-mail:gimskdl@gmail.com.

## ELIGIBILITY

A pass in any bachelor's degree examination of the Kerala University or an equivalent degree of any other University duly recognized by the Kerala University with not less than 50 percent marks in aggregate and, a valid score in KMAT, CAT or CMAT. For candidates belonging to the SC/ST communities, a pass in a bachelor degree examination is needed. A relaxation of 2% mark from the prescribed minimum is allowed for admission to SEBC & OEC categories as per Kerala University order No:Ac.AIII/I/2011 dtd 24/10/2011.

## DEGREES OF OTHER UNIVERSITIES

Candidates who have taken qualifying Degrees from Universities other than Kerala University, should obtain and submit their migration & eligibility certificates before being allowed to sit for the University exams. Any other eligibility norms of the University also need to be complied with before the admission is confirmed by the university.

## FACILITIES

INFRA STRUCTURAL FACILITIES		STUDENT FACILITIES	
1	Lecture Halls	1	Hostels for Boys and Girls
2	Conference Hall	2	Canteen
3	Computer Lab	3	Recreation Centre
4	Library and Information Centre	4	Yoga and Meditation Centre
5	Seminar Hall	5	Placement Cell
6	Language Lab	6	Skill Development Centre
7	Office Rooms	7	Ladies Corner
8	Strong Room	8	Washroom for Boys and Girls
9	Faculty Rooms	9	Volley Ball Court
10	Parking Shed	10	Badminton Court
11	Wash Room	11	College Bus

## MBA ( MASTER OF BUSINESS ADMINISTRATION)

The MBA programme of the University of Kerala is designed to orient talented young people in Business Management and to encourage the development of their entrepreneurial capabilities in the light of the liberalized and competitive economic and business environment. An in – depth knowledge of the basics of business administration is essential to undertake entrepreneurial projects. The objective of the programme is to

provide the students with the opportunity to pursue a career in industry as executives and entrepreneurs. The curriculum has been so designed to enable the students to develop a thorough knowledge of the basic concepts and techniques of modern management as well as the ability to practice them in global business environment. Further, it aims at developing the analytical decision making and communication skills.

### SOME OF OUR INDUSTRY LINKAGES

KERALA KAUMUDI	ICICI
WESTERN UNION	HDFC
NEW RAJASTAN MARBLES	SREE DHANYA HOMES
CONCEPT GROUP	PUNALUR PAPER MILLS
ADITYA JEWELLERS	MANJALI JEWELLERS
VAPUZA APPARELS	UNIMONI
BALCO	AXIS BANK
ESAF	SARATHY

### FEE STRUCTURE

	I sem	II sem	III sem	IV sem
Application fee	500	Nil	Nil	Nil
Caution deposit	5000	Nil	Nil	Nil
Tuition fee	50000	50000	50000	50000
University reg. Fee	3000	Nil	Nil	Nil
Uniform	7500	Nil	Nil	Nil
Training & Development fee	Nil	Nil	Nil	10000
Total	66000	50000	50000	60000



## FACULTY DETAILS

GIMS plays a significant role in ensuring quality education through interactive teaching. Our faculty brings their extensive knowledge, Professional experience and advanced education to their task at GIMS. The faculty members have outstanding academic background and sound conceptual knowledge in their respective discipline. They are practicing professionals drawn from industries. Their commitments to teaching, shapes their involvement with the students. Faculty members emphasize both theory and practice.

### Director



**Dr. Mohanan S**  
M.Com, Ph.D

### Teaching Faculty

### VISITING FACULTY

**Dr.G.Pushpagathan .**  
M.Com,MBA,Phd

**Sandheep** B. Tech  
Head (Client relation & strategy)  
Pragmatix learning cochin

**Jayaraj Hrishikesh** B. Tech  
Co-Founder of Mega Exams  
( Phio Technologies Pvt. Ltd)

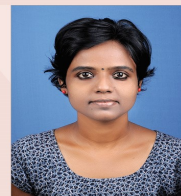
**Anusha Anand** Msc., Psychology  
Psychologist & Trainer



**Mr.R.Rajaprasad**  
M.Com,LLB.



**Mrs.Priyanka Prasad**  
BBA,MBA.



**Ms.Lakshmi Gopinath**  
B.Tech,MBA.



**Mrs.Juliet Vinoth**  
BBA,MBA.



**Mr.Rajesh Singh**  
B.Com,MBA.



**Mrs. Aswathi Krishnan**  
BBA,MBA.



**Mrs.Devi.S**  
B.Tech,MBA.

## SYLLABUS & SPECIALISATION

FIRST YEAR

Part	Course Code	Name of the Course
Core 1	MGT511	PRINCIPAL AND PRACTICE OF MANAGEMENT
Core 2	MGT512	ORGANISATIONAL BEHAVIOUR
Core 3	MGT513	ENVIRONMENT AND VALUE BASED MANAGEMENT
Core 4	MGT514	ACCOUNTING FOR MANAGERS
Core 5	MGT515	MANAGERIAL ECONOMICS
Core 6	MGT516	QUANTITATIVE TECHNIQUES
Core 7	MGT517	ENVIRONMENTAL MANAGEMENT

### II SEMESTER

Part	Course Code	Name of the Course
Core 8	MGT521	EXECUTIVE BUSINESS COMMUNICATION
Core 9	MGT522	MARKETING MANAGEMENT
Core 10	MGT523	OPERATIONS RESEARCH
Core 11	MGT524	BUSINESS LAW
Core 12	MGT525	PRODUCTION AND OPERATIONS MANAGEMENT
Core 13	MGT526	RESEARCH METHODOLOGY
Core 14	MGT527	FINANCIAL MANAGEMENT
Core 15	MGT528	MANAGING HUMAN RESOURCES

During the second semester MBA students of the kerala university are required to complete four weeks of internship as part of the course curriculum programme. The basic premise of an internship is that management students should work outside the traditional campus environment to gain practical job experience.

### III SEMESTER

Part	Course Code	Name of the Course
Core 16	MGT 531	INNOVATION MANAGEMENT & ENTREPRENEURSHIP
Core 17	MGT 532	DATA ANALYTICS
Core 18	MGT 533	INFORMATION SYSTEM AND CYBER SECURITY
ELECTIVE 1		
ELECTIVE 2		
ELECTIVE 3		
ELECTIVE 4		
ELECTIVE 5		
Core 19		INTERNSHIP / MINI PROJECT

### IV SEMESTER

Part	Course Code	Name of the Course
Core 20	MGT 541	STRATEGIC MANAGEMENT
ELECTIVE 6		
ELECTIVE 7		
ELECTIVE 8		
Core 21	MGT 542	SUMMER PLACEMENT
Core 22	MGT 543	COMPREHENSIVE VIVA VOCE

The List of electives offered during the III and IV semesters are as follows

#### A.FINANCE

COURSE CODE	SEMESTER III	COURSE CODE	SEMESTER IV
MGTFO1	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	MGTFO6	BEHAVIOURAL FINANCE
MGTFO2	PROJECT FINANCE	MGTFO7	COMMODITIES AND FINANCIAL DERIVATIVES
MGTFO3	STRATEGIC FINANCIAL MANAGEMENT	MGTFO8	ADVANCED COST & MANAGEMENT ACCOUNTING
MGTFO4	FINANCIAL SERVICES		
MGTFO5	INTERNATIONAL FINANCIAL MANAGEMENT		

#### B.HUMAN RESOURCE

COURSE CODE	SEMESTER III	COURSE CODE	SEMESTER IV
MGTH01	TRAINING AND DEVELOPMENT	MGTH06	STRATEGIC HUMAN RESOURCES
MGTH02	HR ANALYTICS AND APPLICATIONS	MGTH07	MANAGEMENT
MGTH03	ORGANISATIONAL CHANGE AND DEVELOPMENT	MGTH08	COMPENSATION MANAGEMENT
MGTH04	PERFORMANCE MANAGEMENT		LEADING AND MANAGING DIVERSITY IN ORGANISATIONS
MGTH05	LEADERSHIP AND TEAM BUILDING		

#### C.MARKETING

COURSE CODE	SEMESTER III	COURSE CODE	SEMESTER IV
MGTM01	CONSUMER BEHAVIOUR	MGTM06	RETAIL MARKETING
MGTM02	INTEGRATED MARKETING COMMUNICATION	MGTM07	SOCIAL MEDIA MARKETING
MGTM03	PRODUCT AND BRAND MANAGEMENT	MGTM08	RURAL MARKETING
MGTM04	SERVICES MARKETING		
MGTM05	SALES AND DISTRIBUTION MANAGEMENT		

#### D.OPERATIONS MANAGEMENT

COURSE CODE	SEMESTER III	COURSE CODE	SEMESTER IV
MGTOM01	BUSINESS PROCESS REENGINEERING	MGTOM06	TOTAL PRODUCTIVE MAINTENANCE
MGTOM02	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	MGTOM07	WORLD CLASS MANUFACTURING
MGTOM03	TRENDS IN PRODUCTION AND OPERATIONS		
MGTOM04	MANAGEMENT	MGTOM08	SERVICES OPERATIONS MANAGEMENT
MGTOM05	INNOVATION MANAGEMENT		
	QUALITY MANAGEMENT SYSTEM		

#### E.SYSTEMS

COURSE CODE	SEMESTER III	COURSE CODE	SEMESTER IV
MGTS01	SYSTEM ANALYSIS AND DESIGN	MGTS06	ARTIFICIAL INTELLIGENCE FOR BUSINESS
MGTS02	INTRODUCTION TO DATA BASE MANAGEMENT SYSTEM	MGTS07	ENTERPRISE RESOURCE PLANNING
MGTS03	SOFTWARE ENGINEERING	MGTS08	DECISION SUPPORT SYSTEM
MGTS04	SOFTWARE PROJECT MANAGEMENT		
MGTS05	BUSINESS INTELLIGENCE AND DATA WAREHOUSING		

\*electives under dual specialisation

\*\*electives under single specialisation.

SECOND YEAR

## INDUSTRY INSTITUTE INTERACTION PROGRAMMES DURING 2017-2018

1. "Beyond your limits A Prologue to MBA Education" by Mr Praveen Parameswar, CEO Thought Factory.
2. "A walk along the path travelled by an Entrepreneur" sharing of life experience by K. Sundereshan, Managing Director, Punalur Paper Mills.
3. A two day National Workshop " Chitkala" by Mr. Jayaraj Hrishikesh, Phio Technologies Pvt Ltd and Anusha Anand, Psychologist and Trainer, Mangalore.
4. An awareness programme on "Disaster Management" by The Fire and Safety Department, Kadakkal.
5. An one day Seminar on "Impact of Demonetization" in association with Indian Institute of Public administration, Kerala Branch.
6. A Foundation course on "Financial markets and Banking services" by Hedge School of Business Economics.
7. An awareness programme on "Entrepreneurship" by the Industries Department, Kollam.

### VARTANA JOB FAIR

We at GLMS believe that job opportunities should be made available to all qualified people in the society. As a part of our corporate social responsibility, we organise a job Fair "Vartana" which is open to the general public and provides a platform for corporates to meet prospective job seekers. Every year at least 20 companies and 500 job seekers are benefited from this event.





## PLACEMENT @ GIMS

We are proud of the fact that we have a proactive and dedicated Placement cell which is constantly ensuring that our students are made fit for existing job market requirements.

The Placement cell at GIMS arranges training programmes for our students on a regular basis on various soft skills and Interview Techniques. High profile corporate trainers are invited to the campus for upgrading the skills of our students. We also create a platform for our students to interact with the HR managers of various companies by organizing seminars, special lectures, mock interviews etc. We help students identify companies and provide opportunities for their Internship in those companies and has been maintaining a professional rapport with top management of various companies, invited for the campus recruitment process.

### 2013-2015 BATCH

1. RenjiniChandran	Management Trainee , Ponnu's Food Products Ltd
2. Rakhi Raj	Management Trainee , Ponnu's Food Products Ltd
3. VineethaPrashobhan	Management Trainee , Ponnu's Food Products Ltd
4. Vasanth	Management Trainee , Ponnu's Food Products Ltd
5. Aji R Lal	Business Development Executive, WinTech Solutions
6. DeepthiDivakaran	Assistant Marketing Manager, ICICI Prulife.
7. Jisha T Pillai	Assistant Marketing Manager, ICICI Prulife
8. Rahul Mukundan	Assistant Marketing Manager, ICICI Prulife
9. Shyamili	Assistant Marketing Manager, ICICI Prulife
10. Arun S	Assistant Marketing Manager, ICICI Prulife
11. Aswathi Mohan	Assistant Marketing Manager, ICICI Prulife
12. Aswathi S	Assistant Marketing Manager, ICICI Prulife
13. Aji R Lal	Assistant Manager, ESAF Micro Finance
14. Aswathi Mohan	Assistant Manager, ESAF Micro Finance
15. RajiMukundan	Assistant Manager, ESAF Micro Finance
16. Vineetha Pashobhan	Assistant Manager, ESAF Micro Finance
17. RenjiniChandran	Assistant Manager, ESAF Micro Finance
18. Rakhi Raj	Assistant Manager, ESAF Micro Finance
19. Neethu T J	Assistant Manager, ESAF Micro Finance
20. Arya	Assistant Manager, ESAF Micro Finance
21. Vivek	Assistant Manager, ESAF Micro Finance
22. Varsha Sunder	Executive- HR, CADD centre
23. Saran U L	Executive – Business Development, CADD Centre
24. Jithin	Executive – Business Development, CADD Centre

### 2014-2016 BATCH

1. Sajin Raj	Executive- Business Development, CADD Centre
2. Karthik Krishnan	Executive- Business Development, CADD Centre
3. Anjali V	Executive Marketing Support, CADD Centre
4. Jayalekshmi	Executive Marketing Support, CADD Centre
5. Lekshmi Raj	Executive Marketing Support, CADD Centre
6. SoorajExecutive	Marketing Support, CADD Centre
7. JaisyJhonson	Executive Marketing Support, CADD Centre

### 2015-2017 BATCH

1. Jobin V	Marketing Trainee, TransorzeSolutionsPvt Ltd
2. Priyanka	Executive Trainee, ESAF Micro Finance
3. Jobin V	Marketing Executive, Indusland Bank
4. Akhil Achankunju	Marketing Executive, Indusland Bank

### 2018-20 BATCH

1 Abhishek K	Management Trainee,Esaf-Kollam
2 Anila Reji	Catholic Syrian Bank , Marketing Management Trainee-Ulloor
3 Anusha U S	Management Trainee,Kinster Education Pvt.Ltd-Parithipara
4 Bharath Chandran B	Marketing Manager Trainee-Kuchina Kitchen ,Kollam
5 Gowri S Raj	Management Trainee,Kinster Education Pvt.Ltd-Parithipara
6 Karthika S V	Assistant Professor -Gims Kollam,Kerala
7 Midhun	Sales Manager Trainee -Airtel India
8 Sagar S	Sales Manager -Jio India ,Kollam Distict
9 Al Ameen	Sales Manager Trainee -Airtel India
10 Gopakumar S	Sales Manager Trainee -Airtel India



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