

School of Management & Business Studies Mahatma Gandhi University Re-accredited by NAAC with A Grade Kottayam, Kerala

RECRUITER'S MANUAL MBABATCHXX 2019

34th Best University in India (NIRF Ranking 2018)
11th outstanding University (India Today-MDRA Ranking)
Chancellors Award for Best University (2016 & 2018)



Panoramic backwater stretches, lush paddy fields, highlands, hills and hillocks, extensive rubber plantations, places associated with many legends and a totally literate people have given Kottayam district the enviable title: The land of letters, legends, latex and lakes.

Kottayam is one of the state's more mountainous districts, which provides some of Kerala's finest natural scenes sandwiched between serene palm-fringed backwaters on the west and the Western Ghats on the east. Much of these beauties laid out in all its glory along plantation of Rubber, Tea, and Pepper. Kottayam is an important commercial centre of Kerala. Thanks to its strength as a producer of cash crops. Most of India's natural rubber originates from the acres of well kept plantations of Kottayam, also home to the Rubber Board, one of the country's primary commodities board. Kottayam came into limelight when it was declared the first town in India to have achieved 100% literacy, and event that triggered a mass movement to make Kerala the country's only state to achieve total literacy. Kottayam is also called "Akshara Nagari" which means the "city of letters" considering its contribution to print media and literature. Kottayam is also the birth place of the state's publishing industry, and is home to a number of globally renowned news papers and magazines including Malayala Manorama (India's largest circulated daily), The week, and Deepika. Kottayam is also home to some of the eminent personalities who have made a mark in their respective fields for which the entire nation is proud. Some of them include Shri. K. R. Narayanan, former President of India, Ms. Arundhati Roy, First Indian writer to win the prestigious Booker Prize and Shri. K. M. Mathew, former Chief Editor, Malayala Manorama.



RECRUITER'S





The Mahatma Gandhi University was established on 2nd October 1983, as the fifth university in Kerala. The University is ideally located in a sprawling campus, spread over an area of 110 acre in Athirampuzha a hamlet 13 km from Kottayam town. The campus is home to about 650 post graduate students, 96 faculty members and more than 1500 staff.

The University has been able to become a role model in the country in extension activities. The Kottayam Literacy Campaign, the first of its kind in India (1989) was a project of this University. The Nalpathimala GramaVikas Kendra, within the University Campus, has evolved as a nationally accepted model for Campus-Community partnership, which won the first Indira Gandhi NSS Award in 1993. National Service Scheme, National Cadet Corps, University student's union and College Union are very active, in channelizing the creativity spark of the students. A full-fledged student service department caters to the student amenities. The employment and guidance bureau offers regular programmes for students to prepare for the UGC, NET, CSIR and other competitive examinations. MG University has ranked 11th in the nation and second in south India, in the UGC CSIR NET examinations according to the last five years figures.

The combined record of its past and present faculty and students along with the alumni spread across the world is inspiring. With path breaking innovations in both curriculum and research, the University is rapidly advancing and adapting, thus maintaining its legendary reputation. The University has already acquired worldwide reputation for its faculty, students and alumni who continuously served towards pioneering and innovative work, both in the field of research and services. The University offers it's students an outstanding environment coupled with world class infrastructure. Not only does it celebrate freedom of thought, cultivate vision and encourage growth, but also inculcates human value and concern for the environment and the society.

The special efforts to recruit talented faculty on a global basis and stringent admission procedures to select brilliant students across the country, ensures a pool of formidable intellectual capital at any given time in the campus. This helps in a healthy and dynamic exchange of ideas which incubates leaders for the corporate world.

- 34th position in NIRF ranking All Indian survey organised by MHRD, Govt of India
- Re accredited by NAAC with A Grade and 3.24 CGPA
- 11th position in India Today-MDRA Ranking 2018 of best universities in India



C chool of Management and Business \mathbf{J} Studies is a regular statutory Department for Management studies in Mahatma Gandhi University. The School had a humble beginning on 25th March 1999 with a two year full-time MBA program for the management aspirants with the objective of moulding enterprising youth into career-oriented and competent management professionals. With dedicated and high calibre professional expertise and state-of-art infrastructure, the institution imparts the best of theory and practical knowledge to carve a niche for itself in the challenging two year MBA, MPhil and PhD programmes on Management and Business Studies. Ours is one of the prominent Management Institutes in South India.

The MBA program offered by SMBS is aimed at creating business leaders and entrepreneurs by leveraging on its strength in technology, computing and social sciences. The department is currently engaged in a diverse set of activities including teaching, academic research, management development programs, and public sector projects. The department places heavy emphasis on experiential and process oriented learning, and the pedagogical tools include extensive use of case studies, simulation exercises, industry oriented project works to facilitate the same. Besides honing up the skills of individual decision making, enough emphasis is laid on developing team skills and value focused decision making. Continuous industry interaction, seminars and live projects are a regular part of the curriculum. Organizational environments are simulated to sharpen the skills of decisionmaking, leadership and team building. Teamwork, group assignments, case studies, participation in class discussions and real business issues are strong features of the management program at SMBS.





VISION

To emerge as country's foremost destination in the domain of management for all those aspiring superior learning and research, and for organization seeking effective advice and consulting.



MISSION

We nurture academic excellence and professional competence by imparting value based education and instilling integrity and confidence in order to align talents and to encourage leadership in the widest social and economic interest of the country.

ISION

vice-chancellor's MESSAGE



ducational system all over the world is continuously going through remarkable changes. Given the scientific and technological advancements, knowledge dissemination and its accessibility become faster, easier and wider than before. In addition, there is a realization that education should suit to the requirements of the industries while maintaining the overall social norms and human values.

It is largely the management and business schools that keep constant touch with industries to understand the dynamics of modern organizations and thus transmit their needs and expectations into the whole system of education. The current world requires highly competent specialists in different areas with technical proficiency, holistic approach, sagacity and interpersonal skills. The educational institutions have to impart the host of qualities in making useful human resources.

School of Management and Business Studies (SMBS), Mahatma Gandhi University since its inception has been playing this role in an appreciable fashion. A well diversified and experienced team of faculty along with students and researchers have been in the front run in attaining the overall excellence of the university. Also, the school always brings laurels to the nation through nurturing capable professionals, producing valid research outputs and rendering outstanding services. The fact that success is an ongoing activity reiterates the role and responsibility of the institution to shape future leaders in ensuring the sustainable development of the world.

I wish all the stakeholders of the school great success in their endeavours.

PROF. SABU THOMAS Vice-Chancellor



head of the department's MESSAGE



reetings from the School of Management and Business Studies, Mahatma Gandhi University.

The School of Management and Business Studies is a prestigious statutory department of Mahatma Gandhi University, re-accredited by NAAC with 'A' Grade and placed 34th position in NIRF ranking 2018. Academic excellence, together with moral rectitude and intellectual integrity is the essence of SMBS.

The institute strives to achieve it by inculcating in its students professionalism and never-ending zeal for learning and teaming. An underlying priority is to instill in our students a sense of commitment as managers to have a socially responsible impact; to give them an understanding of how difficult and challenging this often can be; and to expand their knowledge and their intellectual horizons so they emerge transformed and prepared to have an impact on the world of business and society at large. This ensures that our students are groomed to become successful leaders who make an impact on the world. It is this premise from which the academic programs are redesigned to be effective. The curriculum is constantly updated to reflect the latest happenings in the business world. The curriculum is adequate with a mix of theoretical and practical/skill based components. The teaching pedagogy adopts a participative approach under a complete ICT environment.

I take the pleasure in inviting the recruiters to our campus. I welcome you to interact with the highly motivated future leaders and I am certain that they are ready to lead your organization towards sustainable growth and development.

With best wishes,

DR. E. SULAIMAN Professor and Head of the Department



PLACEMENT OFFICER'S MESSAGE



Dear Recruiters,

et me take this opportunity to extend a very warm welcome to the Placement Program at the School of Management and Business Studies (SMBS), Mahatma Gandhi University, Kottayam. As a premier management institution in this part of the country, SMBS since its inception has been very particular to churn out the finest management professionals to cater to the ever changing needs of the businesses. This is evident from the institute's broad alumni who occupy leading roles in various reputed organizations across the globe.

At SMBS, our task is to shape young minds by instilling in them the values, knowledge, professional competency and personal integrity. For this, we nurtured a culture of continuous learning, openness to changes and positive attitude. This is possible with a dedicated team of highly motivated students and competent and research-oriented faculty coupled with excellent infrastructure and learning ambience. Our meticulously designed two year full time MBA Programme ensures deep conceptual understanding and practical insights through discussions, industry visits, internships, research projects, events, workshops, competitions and so on. The programme is designed to equip its takers to gain necessary expertise and capabilities for formulating and implementing policies of sustainable development. Further, the institution keeps abreast with industry so as to abundantly exchange ideas and resources in a mutually beneficial way.

The students are trained in a fashion that easily adapts changes in socio-cultural and technological arena. They get abundant opportunities to explore and fine-tune their leadership qualities and creative skills. The students have chosen different streams and specialisations according to their interest and competency levels so that SMBS can offer the prospective recruiters a wide choice of candidates suitable for almost all business functions. The young managers graduating from SMBS are confident enough to offer above expected level of performance.

I consider it to be an honour and privilege to present to you a group of young, enthusiastic professionals groomed to face challenges of managing in dynamic business environment. I modestly believe that students of SMBS will match the requirements in proficiency and ability needed by the organisations looking for right talent.

Welcome to SMBS, MG University.

DR. E. M. AFSAL



FACULTY



Dr. E. Sulaiman Professor & HOD (Finance) M.Com, MBA, Ph.D





Dr. Santhosh P. Thampi Professor (HR & OB) B.Tech, MBA, MTM, DRTM, Ph.D

Dr. Johney Johnson Professor (Marketing) MBA, M.Phil, PGDOR, Ph.D





Dr. Sajimon Abraham Asst. Professor (IT) M.Sc, MCA, MBA, Ph.D

Dr. Afsal E.M. Asst. Professor (Marketing) MBA, Ph.D

Dr. Santhosh V.A.

T. K. M. Institute of Management,

Kollam

Sudhakaran K.V.

Tally and Excel Trainer

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Dr. Biju M.K. Asst. Professor (Finance) B.E, MBA, M.Phil, PGDOM, Ph.D

OTHER RESOURCE PERSONS

Prof. C. K. Francis Professor (Retd.), St. Thomas College, Thrissur

Mr. Ajith Sankar Entrepreneur & HR Consultant

Mr. Thomas Zachariah International Language Trainer Mr. G. Balachandran International Trainer and Motivational Speaker

Mr. Ajayyakumar B. Nair International Trainer





Master of Business Administration

Programme Structure

MBA programme of SMBS is for the duration of 2 years spread over 4 semesters. Each semester consists of minimum of 18 instructional weeks. Continuous internal evaluation is done during the course period and university examination is conducted at the end of each semester.

FIRST SEMESTER

The first semester has 9 full courses with 75 hours of teaching per course. All the courses offered in this semester are compulsory. Each full course carries 100 marks; 50 marks for internal and 50 marks for university examination.

Core courses

- PRINCIPLES AND PRACTICE OF MANAGEMENT
- BUSINESS LAW
- BUSINESS ECONOMICS
- BUSINESS COMMUNICATION AND SOFT SKILLS
- ACCOUNTING FOR MANAGERS
- QUANTITATIVE METHODS
- CORPORATE GOVERNANCE AND ETHICS
- ENVIRONMENTAL MANAGEMENT
- COMPREHENSIVE VIVA –I

SECOND SEMESTER

The second semester has 9 full courses with 75 hours of teaching per course. All the course 50 marks for university examination.

Core courses

- HUMAN RESOURCES MANAGEMENT
- FINANCIAL MANAGEMENT
- MARKETING MANAGEMENT
- MANAGEMENT INFORMATION SYSTEM
- OPERATIONS MANAGEMENT
- MANAGEMENT SCIENCE
- ORGANISATIONAL BEHAVIOUR
- ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT
- COMPREHENSIVE VIVA II

THIRD SEMESTER

The third semester will have 8 courses with 75 contact hours each and a project in connection with an organization centered study. Out of the 8 courses two are compulsory and other 6 are electives. Of the six electives 4 courses from major functional area and remaining 2 from minor functional area opted by the student.

Core courses

- RESEARCH METHODOLOGY
- ENTERPRISE RESOURCE PLANNING AND BUSINESS ANALYTICS
- 6 ELECTIVES
- ORGANIZATION CENTERED STUDY
- COMPREHENSIVE VIVA III

FOURTH SEMESTER

For the fourth semester, there are 5 full courses of which one is compulsory. Of the remaining 4, three will be from the major functional area and one from the minor area opted by the student. In addition to this students are required to do a project work of a problem centered nature and the dissertation is to be submitted before the commencement of fourth semester examination.

Core courses

- STRATEGIC MANAGEMENT
- 4 ELECTIVES
- PROBLEM CENTERED PROJECT WORK
- COMPREHENSIVE VIVA —IV





I. Financial Management

- Management of Banks And Financial Institutions
- Financial Analysis And Business Valuation
- Financial Derivatives And Risk Management
- International Financial Management
- Personal Financial Planning
- Security Analysis And Portfolio Management
- Modern Banking And Financial Services
- Behavioural Finance
- Corporate Taxation

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- Management Control System
- Strategic Financial Management
- Financial Engineering And Modelling

II. Human Resources Management

- Human Resource Planning
- Industrial Relations
- Managing of Interpersonal and Group Process
- Performance Management
- Participative Management
- Managerial Counselling
- Training and Development
- Organisational Change and Transformation
- Talent Management
- Mentoring, Coaching and Management Consulting
- Organizational Effectiveness and Development
- Leadership for Managerial Performance

III. Marketing Management

- Consumer Behaviour
- Marketing Research
- Sales Management

- Product and Brand Management
- Marketing Analytics
- Retail Management
- Services Marketing
- Strategic Marketing
- Advertising and Sales Promotion Management
- Rural Marketing
- Digital Marketing
- Global Marketing

IV. System Management

- IT Consulting
- Planning and Implementation of IT Strategies
- Internet Programming For E-Business
- Software Project Management
- Software Quality Assurances
- Cloud Computing Applications In Business
- E-Governance
- Social Media Analytics
- Database Management System
- Mobile Commerce
- Knowledge Management

V. Operations Management

- Total Quality Management
- Supply Chain Management
- Maintenance Management
- Technology Management
- Advanced Operations Research
- Service Operations Management
- Innovation Management and R&D
- Work Study and Ergonomics
- World Class Manufacturing
- Business Forecasting
- Production Planning and Control
- Materials and Purchase Management



THE CAMPUS

The School of Management and Business Studies in the Mahatma Gandhi University campus amidst the green canopy of palms and breath taking scenic beauty of Mother Nature is situated in Kottayam, the land of letters. The elegant landscape, the ecofriendly environment, the harmonious combination of nature and intellectual vitality provides an ideal learning experience for the students.

THE CLASSROOMS

The classrooms are spacious and well planned to facilitate long hours of learning, interaction and knowledge sharing. All classrooms are equipped with network connectivity and the latest audio visual aids to facilitate case discussions and group activities.

WI-FI FACILITY

21st century belongs to "the era of web information" as internet plays backbone for every aspect of life. The students are provided with wireless connectivity (Wi-Fi) and can access online information anywhere in and around the campus using their laptops at High Speed Internet Connectivity of 52Mbps. Students can surf the web and can enhance their knowledge as well as extract unlimited e-information.

COMMUNICATION LAB

Language is essential for expressing ideas, opinions, views, emotions etc. One of the essential qualities of an effective leader is the command he has over his oral ability. In other words, effective oral communication is a key to successful leadership. The language lab





system at SMBS has a teacher-in-charge who will assist students to do various practices. The teacher is provided with control of functions and the student is provided with the facility to receive recorded lessons and to listen to the lessons and pronunciations. The lab makes the students to familiarize themselves to listening and speaking with appropriate pronunciation.

THE LIBRARY

• Department library

The libraries are the quiet zones of the institution, well stocked and regularly updated with 8214 books by eminent authors, 16 national and international journals, 20 periodicals, 79 research papers and online databases which provide the students with resources required for their regular classes, extra readings, projects and assignments.

• Central library

The University Central Library has a collection of 57,350 books, 2,500 e-books, 2,050 theses and 7,500 bound volumes of journals. In addition to this, the library subscribes 253 current Indian (169) and Foreign (84) journals, 4 Online Databases and 4 Online Journal Archives.







HOSTEL

Hostel facilities (separate for boys and girls) have been provided in line with the residential nature of the academic programs. The hostels provide 24 hour internet connectivity and mess facilities for students.

AUDITORIUM

The University auditoriums and conference halls are of different capacities and are used for training, seminars, classes, conferences, and formal meetings in the campus, and at times even for the closely associated industries.







SMART CLASSROOM

SMBS's Smart Classroom enhances the classroom experience with the latest in computer and projection technology. Comfortable podium-style consoles house a variety of multimedia and computer equipment connected to LCD projection for bright, clear imagery. Classroom Technology Services staff collaborate with faculty and conduct ongoing research into emerging teaching technologies to ensure SMBS's Smart Classroom meet the dynamic needs of today's digitally-savvy students. Smart Classroom is equipped with instructional technology by ITS and is an added advantage for the students of SMBS.







HEALTH CLUB

Special gymnasiums for boys and girls, sports facilities including football/ cricket ground, volleyball/ basketball courts, facilities for indoor games and jogging tracks have been provided for the overall development of every SMBSian.

CAMPUS LIFE

Campus and Student Life is dedicated to helping students, staff, and faculty experience university life at its fullest. We have a profound commitment to the diversity of our community and are focused on creating an environment where you can thrive. Through our wide array of programs and services, we provide opportunities and experiences that build community, help you grow personally and professionally, and create a place that you can call home now and throughout your life.

Hands-on Experienceat SMBS our students gains first-hand experience in real market situations. Many such avenues are constantly built up with a purpose of connecting conceptual understanding with real business practices and enhancing exposure.



PROGRAMMES

SUMMER INTERNSHIP

Relentless change in the business world has been accompanied by an equally dramatic need for the business school students to prepare themselves for taking on future challenges. The students are required to select a listed company for their summer project. It helps them to understand best management practices in the industry. Summer internship program helps in experiential learning for students in an organizational environment which serves his or her academic requirements and also provides valuable hands-on experience; in a chosen area of specialization. Internships are focused on what a student learns, not what the student does. Internship for a two months period of time with a focus on learning executive skills attempt to bridge the gap between theoretical learning and practices.

ORGANIZATION STUDY

Organization study provides knowledge relating to how organization functions, how decision making is carried out in the formulation of strategies, goals, objectives and so on. It also enables the student to understand as to how the different functional areas of an organization are put together in realizing the common goal of the firm. Accordingly as per the curriculum of SMBS, students are required to carry out an 'organization study' during the month of May in between the 2nd and 3rd semester. It is mandatory for every student to conduct an organization study of not less than one month in a well- known and reputed organization under the guidance of an officer of that organization.

STUDENT DEVELOPMENT PROGRAM

Success in academics and certainly success in life, means more than just good examination results. Student Development is, therefore, an integral aspect of a holistic education system. Student Development Program (SDP) are events and activities planned and organized by the students themselves, which provides us an opportunity to learn ideation, planning and execution, team and resource management, time management and so on and helps us to develop life skills. Activities and events include organizing and conducting

- Group Discussions
- Spot Talks
- Spot Presentations

• Debates

- Role play
- Product Launch
- Spell Bee Auctions
- Marketing Campaigns
- - Business Collage Making

RETAIL EXPERIENCE

Organized retail is really a promising area for young management graduates. To supplement the specialized area of study, students paid a visit to a multinational sports retailer Decathlon. They were exposed to assortment planning, visual merchandising, store design and layout and logistics in addition to other retail facets. Students interacted with managers in a real life retail atmosphere to understand more about each element of retail mix. Also, the store visit offers an opportunity to feel the pulse of the market.





STOCK INVESTMENT

Stock market offers prospects for investors as well as professionals. Designing optimum portfolios in line with the expectations of the investors is both challenging and exciting. Students are prepared for this task by infusing a mind of investment into them. Partnering with Hedge School of Applied Economics and Geojit Financial Services Ltd, SMBS offered practical sessions in stock trading. Students were able to pick the best lots after understanding the fundamentals, technical charts and other rules of the market.

DINING ETIQUETTE

Future managers are expected to function in multi cultured settings. To equip the students with cross cultural behaviors, a special training session in the form of a dining etiquette is offered to the final semester students at a multi cousin star hotel. They go for a real dining experience that features tips and traces from the true masters in the field.

FOOTPRINTS

Alumni are one of the strong pillars of SMBS. The institute has strong and supportive alumni, who help in placement activities and other areas by providing information of their industries, view on current topics, corporate culture and personal tips on career development for students. The institute has alumni coordinators from each batch and they organize regular events with the guidance of a Faculty coordinator.

SMBS NATURE CLUB

School of Management and Business Studies have a well-managed student club by the name SMBS Nature club which is fully managed and operated by the students. As a result of that the quadrangle garden is maintained in the center of the campus.

DISHA 2018

Disha 2018 was a mega Job Fair conducted by the Employability center Kottayam in association with Placement and Training Cell Mg University, in MG University Campus. Around 50 companies came for recruitment and around 5000 people participated in it. Our students got the opportunity to be the volunteers of the program. Through this, Students were able to present our skills in coordinating many activities and managing the whole event. Students of SMBS appreciated for the successful execution of the program.

ASIENTOS

An intra-department fest which is held in the SMBS Campus. ASIENTOS is a two day management fest held in the month of November-December.

SHASTHRAYAN 2018

Over the last three decades, Mahatma Gandhi University has made remarkable achievements in the fields of interdisciplinary teaching and research in the areas of pure and applied sciences, social sciences and humanities and carried out extensive extension activities. The university has always strived to bring the learning for the benefit of the society, As part of the Shasthrayan scheme funded by RUSA Kerala, which was aimed at showcasing the research and extension activities to the general public, Mahatma Gandhi University observed '2 Days Open House' on 26th and 27th February 2018. Dr. K. Radhakrishnan, Former ISRO Chairman inaugurated Shasthrayan 2018. On these two days public, including the students and teachers of schools and colleges were invited to various teaching departments/centers. Laboratories and allowed to see and interact with faculty to know the work carried out by university departments and centers. School of management and business studies was in the forefront on these two days and had won the appreciation of the visitors. The students of SMBS demonstrated their learning with creativity by putting up stalls on Kitchen management by mother, live auto expo, Crypto currency, Jugaad innovation, Robotics and AI etc.



Achievements & Activities











BUSINESS INNOVATION AND INCUBATION CENTRE (BIIC)

Business Innovation and Incubation Centre (BIIC), Mahatma Gandhi University, established in 2016 with the seed capital donated by the Government of Kerala, aspires to support innovation or entrepreneurship by extending administrative, academic and financial support to students through R&D support, startup grants, patent facilitation and entrepreneurship support. Ideas put-up by our students were notified and made in to the rank list of BIIC Start-Ups 2018 Our students proved their business talents through BIIC program. Our excellents Shibu K, Harikrishnan M, Muhammed Ashkar and Dayon Roy got selected and received the seed capital to start the project.





PARTICIPATION IN MANAGEMENT FESTS

Participation in management fests usually provides an excellent platform to showcase all kinds of different talents of students. It is an opportunity to get exposed to a wide set of knowledge. Events are designed to throw the worst at you, to bring out the best in you. We never miss an opportunity to participate in Management Fests. Our students have participated in almost all kinds of events, have won events like Marketing Game which was held at SB College, Changanassery, in finance game at Saint Gits Institute of Management, Kottayam, Best Manager at UIM, Adoor and also managed to get into the final rounds of some events like Best Management Team, Best Manager, Business Quiz, Finance Game etc.

NATIONAL ELIGIBILITY TEST

The institute always encouraged students to attempt National level exams and as a result every year a good percentage of students qualify for various national level competitive examinations including UGC-NET.

RESEARCH OUTPUT PRESENTATION

Research Publication: Mariya Joy, Sarin Thomas and Afsal E.M. (2017), A Predictive Study Using Extrapolation on Global Market Potential of FIBC Products, Consortia, 3(2), pp. 43-53.

Asha T. A. - Channelizing CSR activities towards meaningful social sector reforms authored by Asha T. A. and Dr. Biju M. K.



TRAINING AND DEVELOPMENT

- Full day session on "Corporate Expectations Pre-placement Orientation"
- Training on "ERP using SAP"
- Training on "Business analytics using Tally and MS excel "
- Two day Orientation Programme
- Finishing School Programme at the end of the programme

SPORTS

- The School secured the Overall Championship in the Sports Meet conducted at M.G. University.
- The School won the championship in Cricket in the interdepartmental sports meet conducted at M.G. University.
- The School secured Second Place in Football in the interdepartmental sports meet conducted at M.G. University.









SMBS

PROFILE OF OUTGOING STUDENTS ELIGIBLE FOR FINAL PLACEMENTS FINANCIAL



ABHILASH M U					
abhilashmu88@gmail.com Ag		Age: 24	B Com (Finance and Taxation)		
Organization study	ANAM	ANAMALAI PAPER MILLS PRIVATE LIMITED			
Certifications	Busine	BusinessData Analytics Using Ms Excel And Tally, ERP Using SAP			
Minor Specialization	Opera	Operations			
Home town	Kodungallur				



ANU ELDHOSE				
anueldhose0705@gm	ail.com	Age: 22	B Com (Co-operation)	
Organization study	EASTER	EASTERN CONDIMENTS PRIVATE LIMITED		
Certifications	Busines	Business Data Analytics Using Ms Excel And Tally, ERP Using SAP		
Minor Specialization	Operations			
Home town	Munnar			



ASWATHY M R				
aswathyachu231996@	agmail.com	<i>Age:</i> 22	B Com (Travel & Tourism)	
Organization study	MADRAS MARINE PROPULSION SYSTEM PVT LTD, CHENNAI			
Certifications	Business Data Analytics Using Ms Excel And Tally , ERP Using SAP			
Minor Specialization	Human Resource			
Home town	Aluva			











ANJITHA KRISHNAN				
anjithakrishnan1996@	igmail.com	Age: 22	BSc Mathematics	
Organization study	KOHLER POWER INDIA PRIVATE LIMITED, PUNE			
Certifications	Diploma in Computer Application, Business Data Analytics using Ms Excel and Tally, ERP using SAP, Certificate course in Animation			
Minor Specialization	Marketing			
Home town	Ettumanoor			

ASHNA ILLIYAS				
ashnailliyas30@gmail	.com	Age: 22	BBA	
Organization study	ATLAS MET	ATLAS METAL PROCESSORS PRIVATE LIMITED, THIRUNELVELI		
Certifications	Business Da	Business Data Analytics using Ms Excel and Tally, ERP using SAP		
Minor Specialization	Human Resource			
Home town	Mundakayam			

ATHIRA BABU			
athira.sivarangathu@gmail.com		Age: 23	BBM
Organization study	DHATHRI AYURVEDHIC LIMITED (BBM), IGARASHI MOTORS INDIA LIMITED		
Certifications	Business Data Analytics using Ms Excel and Tally, ERP using SAP		
Minor Specialization	Operations		
Home town	Kanjirapally		

ELIZABATH CHACKO				
elizabathhchacko456	@gmail.com Age: 22 BBA			
Organization study	ALPHA EXPORTS, TIRUPPUR			
Certifications	Business Data Analytics Using Ms Excel And Tally , ERP Using SAP			
Achievements	Best outgoing student of the year 2017 from M.E.S College, Erattupetta			
Minor Specialization	Marketing			
Work Experience	Worked in Indus Motors Pvt. Ltd., Thevara			
Home town	Erattupetta			

GREESHMA K KORAH				
greeshmakkorah@gmail.com		Age: 24	B Com	
Organization	n study	TI CYCLES OF INDIA (MURUGAPPA GROUP)		
Certification	S	Business Data Analytics using Ms Excel and Tally, ERP using SAP		
Achievemen	ts	National Eligibility Test		
Minor Specia	lization	Human Resource		
Home town		Kattappana		

JEETHU GEORGE				
jeethujesus94@gmail	.com	Age: 24	B Tech (Electronics and Communication)	
Organization study	INDIAN TELI	INDIAN TELEPHONE INDUSTRIES LIMITED, BANGALORE		
Certifications	Business Data Analytics Using Ms Excel And Tally, ERP Using SAP			
Achievements	All Kerala Interuniversity Elocution competition Winner			
Minor Specialization	Marketing			
Home town	Kuravilangad			



SMBS









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FINANCIAL MANAGEMENT

GIREESH MANIDAS

gireeshmanidas@gmail.com		Age : 24	B Com (Computer Application), M Com (Finance and Taxation)
Organization study CARRIS PIPE		s and tu	BES COIMBATHORE
Certifications	Diploma in computer application.Diploma in word processing. MS office certified under Kerala state Rutronix, Business Data Analytics using MS Excel and Tally, ERP using SAP		
Minor Specialization	Marketing		
Home town	Kattappana		

HARIKRISHNAN	M				
harimalpine@gmail.co	om <i>Age:</i> 23	BSc Physics, PG Diploma in Marketing Management			
Organization study		AUTHORITY OF INDIA LIMITED)			
Certifications	Managerial Economics, Strategic Fund raising, Business Data Analytics using MS Excel and Tally, ERP using SAP, Basic Mountaineering Course				
Achievements	Elected as board member of ST. Thomas Students Amenity Center and Co-operative society. Winter civilian expedition to Siachen Glacier (35.421226°N 77.109540°E) & Kumar Point				
Minor Specialization	Operations				
Home town	Pala				

ΚΑΥΥΑ Ρ					
kavyasachusree@gmail.com		<i>Age:</i> 22	BBA		
Organization study	RAIL WHEEL FACTORY, YELAHANKA, BANGLORE				
Certifications	Business Data Analytics using MS Excel and Tally, ERP using SAP				
Minor Specialization	Human Resource				
Home town	Punalur				

NADEESHA YOOSAF				
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Organization study	ARUNA SOAP WORKS, COIMBATORE			
Certifications	Business Data Analytics Using Ms Excel and Tally, ERP using SAP			
Minor Specialization	Marketing			
Home town	Kattappana			

RESMI RAMAKRISHNAN				
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Organization study	SREEJA HOSIERIES PVT LTD, TIRIPUR			
Certifications	ASAP certification in account receivables and payables, Business Data Analytics Using Ms Excel And Tally, ERP Using SAP			
Minor Specialization	Operations			
Home town	Thrissur			



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Organization study	SYNERGY PUNCHING PVT LTD, BANGALORE			
Certifications	Business Data Analytics using Ms Excel and Tally, ERP using SAP			
Achievements	Best outgoing student during U.G period			
Minor Specialization	Marketing			
Home town	Ernakulam			













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Certifications	Business Data Analytics using Ms Excel and Tally, ERP using SAP			
Minor Specialization	Human Resource			
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Certifications	Business Data Analytics using Ms Excel and Tally, ERP using SAP			
Achievements	CBSE Sahodaya Business Studies Topper for the year 2014.			
Minor Specialization	Marketing			
Home town	Angamaly			

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Organization study	ROOTS INDUSTRIES INDIA LTD, COIMBATORE			
Certifications	Business Data Analytics using MS Excel and Tally, ERP using SAP			
Achievements	Vice chairperson, Departments Students Union MG University (2018-2019), National Eligibility Test			
Minor Specialization	Human Resource			
Home town	Punalur			

STEPHANIE CYRIL				
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Organization study	THE WATERBASE LIMITED, CHENNAI			
Certifications	Certificate from Additional Skill Acquisition Programme (ASAP), Business Data Analytics using Ms Excel and Tally, ERP using SAP			
Minor Specialization	Human Resource			
Home town	Emakulam			



SUJITHA K SUGUNAN			
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Certifications	Business Data Analytics using Ms Excel and Tally, ERP using SAP		
Minor Specialization	Marketing		
Home town	Kottayam		



24

TRAINING

HUMAN Resources

\$\$ ЕсоиошЛ Hiring

Management

POTENTIAL

HUMAN RESOURCE MANAGEMENT

people



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Organization study	SOLVE PLASTIC PRODUCTS PVT LTD, SHENCOTTAI			
Certifications	Business Data Analytics Using Ms Excel and Tally , ERP using SAP			
Minor Specialization	Marketing			
Home town	Ernakulam			



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Minor Specialization	Marketing			
Home town	Kottayam			



CHANDINI PRASAD				
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Organization study	ARUN VYAPAR UDYOG LIMITED, CHENNAI			
Certifications	Certification in 2 months graphic design course, Business Data Analytics using MS Excel and Tally , ERP using SAP			
Minor Specialization	Marketing			
Home town	Ettumanoor			

RECRUITER'S











Worked in Indus Motors Pvt Ltd., Thevara

Age: 22 BBA UNNATI PLASTICS PRIVATE LIMITED, BANGALORE

Age: 22 BBA

GLENDALE ESTATE PRIVATE LIMITED, COONOOR

Business Data Analytics using MS Excel and Tally, ERP using SAP

Certification in Word Processing, Spreadsheet, Power Point Presentation (NIIT), Business Data Analytics using MS Excel and

HIMA S MOHAN							
himasmohan1995@gr	Age: 23	BBA					
Organization study	KITEX LIMITED						
Certifications	PGDCA, Business Data Analytics using MS Excel and ERP using SAP				and	Tally,	
Minor Specialization	Marketing						
Home town	Pathanamthitta						



MUHAMMED SUHAIL SALAHUDHIN
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Organization study

Minor Specialization

Finance

Pathanamthitta

Tallys, ERP using SAP

Marketing

Pala

Certifications

Home town

Certifications

Work experience

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Organization study	VIJAY POWER C	ONTROL	SYSTEMS BANGALORE		
Certifications	Business Data A	nalytics u	sing MS Excel and Tally, ERP using SAP		
Minor Specialization	Marketing				
Home town	Kottayam				



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Organization study	TITAN COMPANY LTD , HOSUR, BANGALORE				
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Minor Specialization	Marketing				
Home town	Kottayam				

SMBS













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Minor Specialization	Marketing				
Home town	Kottayam				

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Organization study	Organization study WINNDSOR COTTON MILLS, COIMBATORE					
Certifications	Business Data Analytics using MS Excel and Tally, ERP using SAP					
Achievements	College Union Vice chairperson, MES College Erattupetta (2015-2016)					
Minor Specialization	Finance					
Work experience	Worked inIndus Motors pvt Ltd Thevara					
Home town	Erattupetta					

RAHUL RAJAN					
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Organization study	S M ENTERPRISES CHAVADI				
Certifications	Business Data Analytics using MS Excel and Tally, ERP using SAP				
Minor Specialization	Marketing				
Home town	Mundakayam				

SARU MOL S					
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Organization study	ADITYA AUTOMOBILES AND ENGINEERING PRIVATE LIMITED, BANGALORE				
Certifications	MS Office,Business Data Analytics Using Ms Excel And Tally ERP Using SAP Finance				
Minor Specialization					
Home town	Pathanamthitta				

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Organization study	VIBASH COIMBATORE SURGICALS PVT. LTD				
Certifications	Business Data Analytics using MS Excel and Tally, ERP using SAP, Tally ERP 9				
Minor Specialization	Finance				
Home town	Pathanamthitta				



VISHNU M V					
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Organization study	SIEMENS LTD METTUPALAYAM, PONDICHERRY				
Certifications	C++ Programming, Communicative English, Computer Hardware, Business Data Analytics using MS Excel and Tally, ERP using SAP				
Minor Specialization	Marketing				
Home town	Ernakulam				

MARKETING MANAGEMENT



AKHIL BINOY							
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Organization study	KONECRANES IJ	NDIA PVT	LTD, PUNE				
Certifications	Business Data Analytics using MS Excel and Tally, KITTS Certifica course in Hotel Management, MATLAB						
Achievements :	Students Union Editor (2014-201	Chairma 15) Pavana	an (2015-2016) and Student Magazine atma College Murickassery				
Minor Specialization	P Finance						
Home town	Kattappana						





AMAL BABY					
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Organization study	BHARATH HEAVY ELECTRICAL LIMITED, ELECTRONIC DIVISION, BANGALORE				
Certifications	Business Data Analytics using MS Excel and Tally, ERP using SAP				
Achievements :	University Unior	n Councilo	pr		
Minor Specialization	on Operations				
Home town	Kattappana				

FEBA K MATHEW	FEBA K MATHEW			
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Organization study	COSBOARD INDUSTRIES LIMITED			
Certifications	Business Data Analytics using MS Excel and Tally, ERP using SAP			
Minor Specialization	Human Resource			
Home town	Pathanamthitta			



Internet

SMBS













AKHIL K G				
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Organization study	KSE LIMITED			
Certifications	Business Data Analytics using MS Excel and Tally , ERP using SAP			
Minor Specialization	Operations			
Work experience	Medical Representative at T20 Pvt Ltd			
Home town	Thrissur			

FAYAS KABEER				
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Organization study	SABEES APPARELS, BENGALURU			
Certifications	Business Data Analytics using MS Excel and Tally, ERP using SAP			
Minor Specialization	Operations			
Home town	Erattupetta			

NELSON JOY			
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Organization study	HMT MACHINE TOOLS LIMITED		
Certifications	Business Data Analytics using MS Excel and Tally, ERP using SAP		
Minor Specialization	Human Resource		
Home town	Thodupuzha		

PRASANTH A P				
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Organization study	ROYAL CLASSIC MILLS PVT LIMITED, THIRUPUR			
Certifications	Food Processing Course by KITTS, Business Data Analytics using MS Excel and Tally, ERP using SAP			
Achievements :	General Secretary, Department Students union (2018-2019) Mahatma Gandhi University Kottayam			
Minor Specialization	Operations			
Home town	Kattappana			

SHIBU K				
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Organization study	VIGYAN INDUSTRIES LIMITED			
Certifications	Food Processing Course by KITTS, Business Data Analytics using MS Excel and Tally, ERP using SAP, Diploma in sales tax practitioner			
Achievements :	Selected as Additional Skill Acquisitions Programme Trainer, Won Best Startup Award (BIIC)			
Minor Specialization	Human Resource			
Home town	Palakkad			



UNAIS M K			
unaissan5@gmail.com		Age : 23	BSc Computer Science
Organization study	GURUCHARAN INDUSTRIES, MANGLORE		
Certifications	Business Data Analytics using MS Excel and Tally, ERP using SAP		
Minor Specialization	Operations		
Home town	Malapuram		





The placement cell stands out as the most important element of SMBS providing the best opportunities for the students. The placement committee comprises of faculty and students with the Director as the Chairman and one faculty member as the placement officer The objectives of the placement cell include helping students to plan their future career, maintaining liaison with prospective employers, preparing students for interviews and getting placements.

Placement Policy

Companies interested in recruiting students of School of Management and Business Studies (SMBS) are requested to make a pre-placement presentation on the following:

- Company policy on career path.
- Job profile.
- Compensation.
- Location of placement.

The pre-placement presentation is followed by the selection process. After selection, the company is required to give a formal and legally valid confirmation regarding the offer (including the list of the selected and shortlisted candidates).







SMBS

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School of Management & Business Studies Re-accredited by NAAC with A Grade Mahatma Gandhi University Kottayam, Kerala

To Thiruvananthanuran

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