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RECRUITER'S MANUAL 2014



School of Management & Business Studies
Mahatma Gandhi University
Kottayam, Kerala

KOTTAYAM

The Land

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 among 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 the road which winds from Kottayam to Periyar Wildlife sanctuary in Thekkady through 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, an 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 K.R. Narayanan Former President of India, Arundhati Roy First Indian writer to win the prestigious Booker prize and K.M. Mathew, former Chief Editor, Malayala Manorama.





MAHATMA GANDHI UNIVERSITY

The Mahatma Gandhi University (formerly Gandhiji University), with B accreditation of National Assessment and Accreditation Council, 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 13km. 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 Grama Vikas 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 16th in the nation and third 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 alumini 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 world wide reputation for it's faculty, students and alumini 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.





The Mahatma Gandhi University extended its technical supremacy to managerial disciplines by the establishment of the School of Management and Business studies (SMBS) in 1998. The institute has since developed itself into a technologically strong set up, providing quality management education, and there on opportunities to the youth of the country and the world. Technological advances have brought changes to organization and industries across the world. This had led to ever-increasing need for professionals who have analytical, managerial skills along with sound technical knowledge. The MBA programme offered by SMBS aims 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 programmes, 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 projects works and the like 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 decision - making, leadership and team building. Teamwork, group assignments, case studies, participation in class discussions and real business issues are strong features of the management programme at SMBS.

School of Management and Business Studies

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.

Vice-Chancellor's Message



Mahatma Gandhi University

Priyadarshini Hills P.O., Kottayam, Kerala, India - 686 560. Tel: 91-481-2731001. Fax: 91-481-2731002. E-mail: vc@mgu.ac.in
www.mgu.ac.in

Dr. A.V. GEORGE
Vice-Chancellor

VC.806/053/2014

29th January, 2014.

MESSAGE

Acquisition of knowledge, development of personality and training in the formation of job-oriented skills leading to the management of situations both in life and profession with a sense of propriety in decision-making can be said to be the threefold functions of education. These three basic roles of education are simultaneously complementary and interdependent. In the modern world we do believe more in the fact that '*knowledge is power*' than in the false assumption that '*money is power*'. In short, personality is the offspring of knowledge and management is the offspring of both. The success of any institution is dependent on its expertise in management. Therefore, the future of a nation and its development depends upon the management skills developed in the leaders and administrators. Here is the relevance of the Institutions of Management and Business Studies in the modern competitive world.

Management and administration involve the manipulation of man and machine with skills. Management becomes successful with the proper utilization of man power of good personalities with the right psychological approach in tackling people and problems in challenging situations with effective communication skills.

School of Management and Business Studies of Mahatma Gandhi University as one of the top ranked business schools in India is widely recognized for its distinctive stamp of quality in management education. Set in the scenic campus of the University it has excellent infrastructural and training resources and is known for its highly qualified and experienced faculty members.

I am convinced that this institution is equipped with all the full-fledged resources and components for imparting training in the fields of management and administration.

I wish all success to the School of Management and Business Studies in the various spheres of its endeavours for placement programmes.

(A.V. GEORGE)

Director's Message



Management education in India today is facing serious challenges. Today's world is globalised one. Everything in the management is concerned with the international competency. Even within the country in the light of changing economic scenario, the study of business management needs a separate identity to create managers who are competent to face any challenges. Present day business are subject to various socio-economic, cultural, technological, political and legal considerations.

School of Management and Business Studies, keeping in mind with the changing need in the field of business, shapes the tomorrows promising management talents. Our prime motto is to train the students to face any tough situations intelligently with social responsiveness.

You are the 15th batch of MBA programme of this School. I wish all success to you for getting responsible management positions like your seniors.

Prof. (Dr.) K. Sreeranganadhan

DIRECTOR

M G University - MDI Gurgaon tie - up

B Schools in India have realized that collaboration with leading institutions is the need of the hour to re-warm their curriculum and to stay in tune with the globalized environment. It has also increased their reputation by enabling them to increase their ranking / rating. Having interaction with leading institution through student exchange and faculty exchange has enabled them to upgrade their knowledge and standards. Realising this, School of Management and Business Studies of Mahatma Gandhi university has signed a Memorandum of Understanding with MDI (Management Development Institute), Gurgaon, a pioneer in the field of management education for a student exchange program. Accordingly meritorious students of SMBS are given an opportunity to attend International Summer University Programme at MDI, Gurgaon for two months. Through such initiatives, SMBS, M.G. University aims to provide a cross-cultural exposure and a global perspective to the students. Efforts are under way to expand the program further and enable an even larger number of students to avail of this unique opportunity. The students under this exchange program benefit through interaction with the large number of overseas students spending a term at MDI, Gurgaon.

The courses taught are relevant in an international context and the design is such as to enhance collaboration among students from different countries. The courses offered last year were as follows –

- ◆ International Financial Management
- ◆ Financial Analysis Strategy-A European Perspective
- ◆ International Management
- ◆ Global Investment & Portfolio Management
- ◆ Cross-Cultural Management
- ◆ Corporate Social Responsibility, Ethics and Corporate Governance
- ◆ Strategic Human Resource Management
- ◆ Purchasing and Supply Chain Management



Accordingly meritorious students of SMBS are given an opportunity to attend International Summer University Programme at MDI, Gurgaon for two months. Through such initiatives, SMBS, M G University aims to provide a cross-cultural exposure and a global perspective to the students.



SMBS Students @ MDI Gurgaon



Sitting Row (L to R) : Parveen Sivach, Ashok Patilwani (Dean, GPN, D.P. Goyal (Dean, EGP), LL, Gupta (Chair, MBI ISU), Academic Council),
(Prof. Dr. S.K. Singh),
Deyan Rajhu (Newcastle University, UK), Gita Raju (Chairperson, PGPM), Ravanan George D., Shafiq Akhmed P.V.,
Standing Row (L to R):
Jayaram R., Chandana H., Deepika Kishor, Geethika Latha, Parthasarathi Gopal, Divya George, Surabhi Sothan, Himanshu Singh,
(Prof. Dr. S.K. Singh),
Aashutosh Mehta, Bhargavani S., Abhinav Singhal, Manoj Chhetri

FACULTY



Dr. K. Sreeranganadhan
Director & Dean
M.Com, MBA, Ph.D



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



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



Dr. Siby Zacharias
Asst. Professor (HR, OB & GM)
M.Sc, MBA, FDP (IIM-A), Ph.D



Mr. Sajimon Abraham
Asst. Professor (IT)
M.Sc, MCA



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



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



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

Guest Faculty

1. Dr. Mathew Kurian V.
Joint Director,
K.N. Raj Study Centre for
Planning & Centre-State
Financial Relations
2. Mrs. Rejitha V.K.- M.Com, B.Ed
3. Ms. Jeenu Mathew- MBA
4. Mr. Vijith V- M.Com
5. Mrs. Fathima I. - M.Sc

Other resource persons

1. Prof. Mathew J. Manimala
Professor, IIM Bangalore.
2. Dr. Sudhakaran K. V.
Former Manager (Accounts),
Bank of Baroda
3. Mr. Sheikh Pareeth I.A.S.
District Collector, Ernakulam
4. Prof. A. Salim
Former Chairman, Federal Bank Limited
5. Mr. Unnikrishnan Prasad
Former Manager, Mattel International,
Malaysia.
6. Mr. Prasanth Sreenivasan F.C.S
Chartered Accountant
7. Mr. V. N. Giri
Former M.D, CAPEX.
8. Mr. G. Balachandran
International Trainer.
9. Mr. V. K. Mathews
Chairman, IBS.
10. Mr. S. P. Pillai
Chief General Manager, Bank of India.
11. Dr. M. K. Ramachandran Nair
Former Vice-Chancellor, Kerala University.



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 OF MANAGEMENT
- ◆ ORGANIZATION BEHAVIOR
- ◆ ECONOMICS FOR BUSINESS
- ◆ MANAGERIAL COMMUNICATION
- ◆ ACCOUNTING FOR MANAGERS
- ◆ QUANTITATIVE METHODS FOR MANAGEMENT
- ◆ COMPUTER APPLICATIONS IN BUSINESS
- ◆ ENVIRONMENTAL MANAGEMENT
- ◆ COMPREHENSIVE VIVA - I

Second Semester

The second 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

- ◆ HUMAN RESOURCES MANAGEMENT
- ◆ FINANCIAL MANAGEMENT
- ◆ MARKETING MANAGEMENT
- ◆ MANAGEMENT INFORMATION SYSTEM
- ◆ OPERATIONS MANAGEMENT
- ◆ OPERATIONS RESEARCH
- ◆ LEGAL ENVIRONMENT OF BUSINESS
- ◆ ENTREPRENEURSHIP DEVELOPMENT
- ◆ 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
- ◆ PROJECT MANAGEMENT
- ◆ 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

Electives

I Financial Management

- ◆ Financial Statement Analysis
- ◆ International Financial Management
- ◆ Security Analysis and Portfolio Management
- ◆ Management of Banks and Financial Institutions
- ◆ Management of Financial Services
- ◆ Financial Derivatives and Risk Management
- ◆ Working Capital Management
- ◆ Management Control System
- ◆ Strategic Financial Management
- ◆ Corporate Tax Planning
- ◆ Insurance Management
- ◆ Financial Econometrics

II Human Resources Management

- ◆ Counseling Skills for Managers
- ◆ Human Resources Planning
- ◆ Global Human Resources Management

- ◆ Industrial Relations
- ◆ Managing Organizational Change and Development
- ◆ Managing Interpersonal and Group Process
- ◆ Participative Management
- ◆ Performance Management
- ◆ Reward Management
- ◆ Strategic HRM
- ◆ Team Building in Organizations
- ◆ Training and Development

III Marketing Management

- ◆ Marketing Research
- ◆ Consumer Behavior
- ◆ Sales and Distribution Management
- ◆ Retail Management
- ◆ Product and Brand Management
- ◆ Industrial Marketing
- ◆ Service Management
- ◆ Strategic Marketing
- ◆ International Marketing

- ◆ Advertisement Management
- ◆ Rural Marketing
- ◆ Internet Marketing

IV Information Technology Management

- ◆ Database Management System
- ◆ Data Analytics and Business Intelligence
- ◆ Planning & Implementation of IT Strategies
- ◆ Internet Programming for E-Business
- ◆ Software Project Management
- ◆ Software Quality Assurance
- ◆ Enterprise Resources Planning
- ◆ Grid and Cloud Computing Applications in Business
- ◆ IT Enabled Customer Relationship Management
- ◆ Logistics and Supply Chain Management
- ◆ Mobile Commerce
- ◆ IT Policies and Cybercrime



SMBS infrastructure

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.

THE LIBRARY

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



The University central library, rated among the best libraries in Kerala, has about 2,00,000 books that deal with various aspects and intricacies of science and management in addition to about 1500 periodicals and journals, thus fortifying its existing set up with a vast repertoire of current knowledge base. The central library is linked to the UGC sponsored INFLIBNET enabling online subscription of national and international research journals. The central library is also a member of the DELNET (Developing Library Network). E-resources like online databases and archives of journals are also provided to facilitate easier access to knowledge. School of Management and Business Studies (SMBS) subscribe to online databases like Proquest, EBSCO, EMERALD, Indiatat, Proquest, etc. and is a part of INDEST Consortium.





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.

WI-FI FACILITY

21st century belongs to “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.

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.

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.

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.





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

The student development program is conducted every week which include individual and group activities. SMBS organizes many conferences and seminars on regular basis. The students play key role in organizing these seminars and immensely benefit from the vast wealth of knowledge which are exchanged in such platforms. SDP programs

include debates, HR games, marketing games, finance games, team activities, leadership development programs etc.

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.

BEACON '13

The BEACON '13 "Battle of Brains" All India Management Fest is a prestigious meet organized by the students of SMBS inviting students of various business schools across India to participate in competition. BEACON '13 was organized on Dec 16, 2013 at the University Campus. The event was a grand success with the participation of more than 70 colleges from across the country. It is an occasion for the best of management talents to stretch their wings on the count of leadership qualities and innovative approach. Almost all premium management institutes from the country participated in this event. It was a four event program comprising Business Quiz, Best Management Team, HR game and Spot photography followed by a cultural fest organized by our students.





BHOOMITRA CLUB

The Bhoomitra means "Friends of Earth" provides the students an opportunity to mingle with nature and the world around them. It is an exercise to make the students aware of the importance of nature and motivate them to be better individuals and promoting sustainable development. The activities of the club aim at moulding student's behavior through co-operation and team work.



THE PLACEMENT CELL

The placement cell stands out as the most important element of SMBS providing the most sort after 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).



Achievements

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. For the last four years around 90 percent of the students who appeared for such exams were successful in their first attempt itself.

MANAGEMENT FESTS

The students of SMBS have always been eager to attend management fests and have brought laurels to the institution.

- Overall Championship in Berchanova'12 organized by Berchman's Institute of Management Studies, Changanassery.
- Overall Championship in Agora'12 organized by Ilahia Institute of Management Studies, Moovattupuzha.
- Anju Jose, Babith Joy, Ranjith M.A and Nithiya K. Murali won the First prize for Business Plan in Mahasangram 2K13 organized by Mangalam Institute of Management Studies, Ettumanoor.
- Greeshma Latha, S. Nithya, Sukanya S and Vincy N.V. won the First prize for HR game in Mahasangram 2K12 organized by Mangalam Institute of Management Studies, Ettumanoor.
- Nivea N.A., Nizamudeen P.A., Saranya S. Anand and Vishnu Surendran won the first prize for Marketing Game in Daksh 2014 organized by Depaul Institute of Management, Angamali.
- Prathyush V., Sarath Joshy, Akhil U.S. and Sanooop Thankappan won the first prize in Treasure Hunt in Daksh 2014 organized by Depaul Institute of Management, Angamali.
- Shibin Sebastian won the Mr. Personality 2014 Title at BCM College, Kottayam
- Greeshma Latha, S. Nithya, Sukanya S. and Vincy N.V. won the First prize for HR game in Berchanova' 12 organized by Berchman's Institute of Management Studies, Changanassery.



- Manas O., Vishnu William won the Second Prize for Finance game in Luminance'13 organized by DCSMAT, Wagamon.
- Anju K.S, Chandana Ramesh, Sandra Payuva and Rinya Suresh won Second prize for HR game in Shikhar '14 organized by SCMS, Cochin.
- Rinya Suresh won the Second prize for photography in Mahasangram 2K12 organized by Mangalam Institute of Management Studies, Ettumanoor.

CULTURAL FEST

- The institution secured the Overall champions trophy in the Cultural Fest 2013.
- Telmi Mathew and Shibin Sebastain were awarded the Kalathilakam and Kalaprabhitha titles in the Interdepartmental Cultural Fest organized by University in the campus.

SPORTS

- The School secured the Overall Championship in the Sports Meet conducted at M.G. University in 2013.
- The school won the championship in Cricket, Volleyball in the inter-departmental sports meet conducted at M.G. University.





Placement Officer's Message

Dear Recruiters,

I take this opportunity to extend a very warm welcome to the Placement Programme at the School of Management and Business Studies, Mahatma Gandhi University, Kottayam. Being a front runner in the field of imparting professional management education in this part of the country, School of Management and Business Studies (SMBS) also boasts of an excellent track record of placements. And the students graduating from this professionally driven Institute are today serving with great companies and at high management positions.

At SMBS, we take care to groom our students according to the needs of the industry. We seek to open frontiers of knowledge and reveal new horizons of change, to broaden mindsets and to create positive attitudes in our students. We are sensitive to the social and moral responsibilities and imbibe the same in our students amply so that they are trusted in the corporate world not only for their professional skills but also for their sensitivity towards the society. Our meticulously designed MBA programme provides them both theoretical knowledge and practical insights to develop a holistic perspective on business realities. The programme introduces them to the various stages and levels of expertise involved in the formation and implementation of policies of sustainable development. The two year programme includes rigorous field –work, visits to industries, summer training projects, research projects using both quantitative & qualitative data analysis, seminar presentations and workshops.

The students are well equipped to perform effectively in any environment. They have been groomed to be experts in their respective fields with leadership qualities, positive attitude, loyalty and integrity to the organization.

I consider it to be an honour and opportunity to present to you a group of young, dynamic individuals who have been groomed to face challenges of managing in ever changing business environment. I earnestly believe that students of SMBS will match the requirements in competence and skill wanted by the organisations looking for right talents.

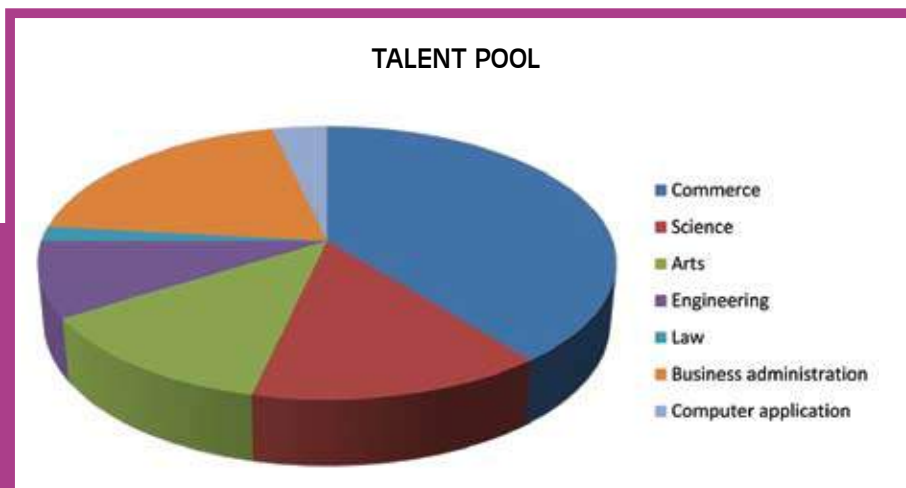
Welcome to SMBS, M G University.

A handwritten signature in black ink, appearing to read 'Johney Johnson'.

Dr Johney Johnson



Profile of
OUTGOING
STUDENTS
eligible for
final
placements



**Akhil U.S.**

Date Of Birth 22-02-1992
 Qualification B.Com
 Organisation Study ACC cement, Coimbatore
 E-mail akhil.us143@gmail.com
 Phone Number 9746640994
 Minor Specialization Marketing

Akhil J.

Date Of Birth 09-02-1990
 Qualification B.Sc Physics
 Organisation Study Parayil Exports, Nariyanganam
 E-mail akhil.vu2@gmail.com
 Phone Number 9496322965
 Minor Specialization IT

**Albin Joseph**

Date Of Birth 13-05-1991
 Qualification BBA
 Organisation Study CIPLA, Bangalore
 E-mail albinjoseph13@gmail.com
 Phone Number 9633603442
 Minor Specialization Marketing

Amal Gopal

Date Of Birth 04-09-1991
 Qualification B.Com (Taxation)
 Certification DCFA, Tally,ERP 9
 Organisation Study Synthite Industries, Pancode
 E-mail amalgopal4@gmail.com
 Phone Number 9995152358
 Minor Specialization Marketing

**Anjalimol A.V.**

Date Of Birth 20-04-1989
 Qualification B.A.L, LL.B
 Organisation Study Carborundum Universal Limited, Ernakulam
 E-mail anilanjali2013@gmail.com
 Phone Number 9497335025
 Minor Specialization Marketing



Anju K.S.

Date Of Birth 18-11-1988
 Qualification BA English Literature
 Certification Certificate course in English for special purpose
 Organisation Study United Spirits Ltd.,Cherthala
 E-mail anjuks1888@gmail.com
 Phone Number 8281250369
 Minor Specialization Finance

Anju Muralidharan

Date Of Birth 27-12-1991
 Qualification BA Economics
 Certification Diploma in Computer Application
 Organisation Study MORE Outlet in Nettur, Eranakulam.
 E-mail anjum788@gmail.com
 Phone Number 8086384917
 Minor Specialization Marketing



Arathi Krishna

Date Of Birth 24-05-1989
 Qualification BCA
 Experience Worked as a data entry operator in Ambalappuzha South Grama Panchayath
 Certification Computer Hardware and Network Fundamentals, Advanced Electronic Office
 Organisation Study Central Products Diary Punnapra, Alappuzha
 E-mail arathikrishna8@gmail.com
 Phone Number 9995220304
 Minor Specialization Marketing

Ashna Paul

Date Of Birth 07-03-1991
 Qualification B.Sc Mathematics
 Experience Financial Advisor in ICICI Prudential
 Certification Certificate in Business Skills & Functional English
 Diploma in Computer Applications
 Organisation Study Cochin Cements Ltd. Kottayam, Kerala
 E-mail ashna6666@gmail.com
 Phone Number 9496823769
 Minor Specialization Marketing



Chandana R.

Date Of Birth 28-02-1991
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Do not follow where the path may lead.
 Go instead where there is no path and leave a trail.

Harold R. McAlindon



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“In the end, you’re measured not by how much you undertake but by what you finally accomplish”

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Alumni speak



Mariam Sarah Daniel

2009 – 2011 Batch

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“...The two years of learning at SMBS is equivalent to twenty years of pragmatic life. I experienced the transformation from a girl to a woman, from being mundane to skilled and from raw to processed. The faculties, administration and authorities always think from the student point of view and thus the student benefits are of utmost importance. And it’s a salute to SMBS for where I stand now! My due regards to my teachers at SMBS who have motivated, guided and have succeeded in bringing out the best in me. Proud to be a SMBSian...”



Sheri Mohammed

2004-2006 Batch

Area Manager
Personal Care Products Business
ITC Limited

“Management education should never only be restricted to acquiring theoretical knowledge . In the real world much more is expected from a management graduate . SMBS during the 2 years has equipped me holistically . It has mentored me to the extent that i always fall in the consideration set of the demanding corporate world .”



Rajeev Kanneri

2011 – 2013 Batch

Asst. Manager
Indian Overseas Bank

“SMBS has given me more than one can put in words. Not just class room lessons and soft skills but in terms of ethics and humanity as well...”

Corporates who won our Alumni

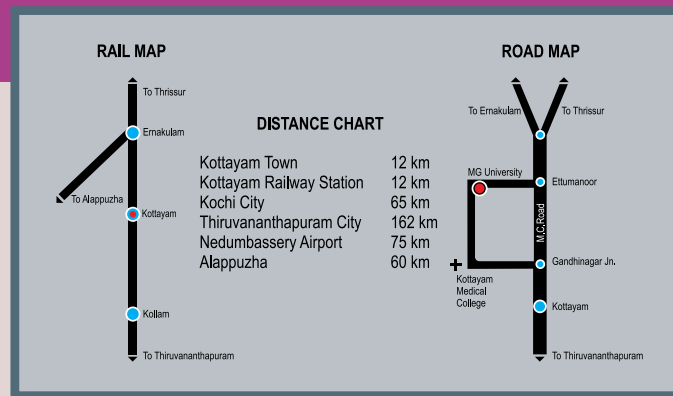


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