



INSTITUTE OF MANAGEMENT AND TECHNOLOGY (IMT)

(Under the Co-operative Academy of Professional Education, Estd. by Govt. of Kerala)

PROSPECTUS FOR MBA PROGRAMME (TWO-YEAR, FULL TIME)

**College of Engineering & Management Campus,
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1. About the Institute

With the mission of producing world class professionals in the fields of engineering, medicine and management, the Co-operative Academy of Professional Education (CAPE) has successfully established in Kerala six engineering colleges, a medical college, a nursing college, a nursing school and a finishing school, within a short span of ten years. CAPE is a collective educational endeavour in the co-operative sector in the state under Government of Kerala, Department of Co-operation and having autonomous status. The Hon'ble Chief Minister of Kerala, Shri. V.S. Achuthanandan is the Ex-officio Chairman of CAPE charitable society and the Hon'ble Minister for Co-operation & Coir, Shri. G. Sudhakaran is the Chairman of its Board of Governors.

The overwhelming public response to its educational mission has inspired CAPE to present to the community its business school – the Institute of Management and Technology (IMT) at Punnappra. The establishment of the institute fulfills the promise made by Shri G. Sudhakaran, Minister for Co-operation and Coir, in the Kerala Legislative Assembly on July 4, 2007 that a management institute, an engineering college and a finishing school would be set up at Punnappra. The institute is a dream project of CAPE's leadership and the vision is to establish a management institute of excellence with the objective of creating world class managers.

2. MBA Programme

The Institute of Management and Technology (IMT) announces a two year, full-time MBA programme for the academic year 2009- 2011. The institute is affiliated to Kerala University and has obtained AICTE approval for the MBA programme.

The MBA programme of IMT prepares the youth with skills, knowledge and strategic perspectives essential to business leadership anywhere in the world. The programme has been designed to provide a portfolio of strong functional skills as well as the ability to apply, adapt and integrate these skills to different management settings. While the curriculum provides a rigorous foundation in traditional management disciplines, the educational process, with its emphasis on new strategy and managerial skills, develops the skills for

problem solving, decision making, leadership of complex organizations and also contains various industrial interactive programmes.

3. Eligibility

Graduates in any discipline with a minimum of 50% marks (Pass for SC/ST) are eligible to apply.

4. Total Seats

The total number of seats shall be 60. Ten percent of the seats will be reserved for SC/ ST students.

5. How to Apply

Candidates can apply for admission online at the CAPE website (capekerala.org). The candidates are expected to download a copy of the filled up application form from the site after online registration.

Alternatively, they can obtain hard copies of the application and prospectus from the office of the Institute of Management and Technology (College of Engg. & Management Campus, Vadakkal, Alappuzha) and submit the filled up application at the same office.

- There shall be no application fee
- The last date for submission of application is September 20, 2009

6. Admission Process

Admission to the MBA programme shall be based on the total score obtained by the candidate in the qualifying examination, Managerial Aptitude Test, group discussion and interview. The weightage for the different components shall be as follows:

Components	Points
1. Aggregate marks for graduation	40
2. Managerial Aptitude Test	20
3. Group Discussion	20
4. Interview	20
Total	100

The process of admission :

1. A preliminary selection will be done based on the aggregate marks obtained by the candidates for their graduation. The list of candidates shortlisted for the final selection process will be published in the Cape website (capekerala.org) on **September 22, 2009.**

2. The final selection process shall involve:

- a) Managerial Aptitude Test
- b) Group Discussion (GD)
- c) Interview

The short listed candidates will have to take the Managerial Aptitude Test and attend Group Discussion and Interview. The test, GD and interview will be on the same date.

The Managerial Aptitude Test shall be an aptitude test of one hour duration. The test consists of items relating to logical and analytical reasoning, decision making, and interpersonal and social relations for effective team management. (This is not like the usual tests such as MAT, which include English language, mathematics, general knowledge, etc.) It is an aptitude test, used to measure the managerial aptitude of the candidates.

Candidates should come for test, GD and interview with attested copies of degree certificates and mark sheets.

The Managerial Aptitude Test, Group Discussion and Interview shall be held during September 24 - 26, 2009. For each candidate, the date for test, GD and interview will be published on CAPE website (capekerala.org) on **September 22, 2009.**

The selection list for admission to the MBA Programme will be prepared and published on the basis of the marks obtained for graduation, and the score obtained in the Managerial Aptitude Test, Group Discussion and Interview. **The selection list and the waiting list will be published on CAPE website (capekerala.org) on September 27, 2009.**

The date of admission shall be September 30, 2009. Candidates in the selection list and the waiting list should come to the institute with original certificates and mark lists (and community certificates in the case of SC/ST students). Candidates seeking admission

should come prepared to pay the fees for the first year. The reporting time is 9.30 AM on the date of admission (September 30, 2009.)

- Classes will begin on October 1, 2009

7. Fees

The fees for the course shall Rs.100, 000 per year (Rs 50,000 per semester) and the total fees for the two year programme shall be Rs.200,000. Fees to the university such as examination fees shall be additional. The fees shall be paid annually. At the time of admission, full fees for the first year shall be paid. However, the Director at his discretion may admit deserving candidates on payment of fees for the first semester. The subsidised fee for SC/ST students shall be Rs.25,000/- per year, subject to the reimbursement scheme of the Government.

There shall be no refund of fees if the student leaves the course after commencement of classes.

8. Course Structure

The mission is to prepare managers with professional competency, outstanding leadership qualities, personal integrity and sensitivity to social and ethical issues. Management concepts and practices relevant to domestic and international business form the core inputs of the programme. The programme is designed to impart knowledge, sharpen personal and managerial skills, widen the knowledge base in areas of specialisation and to inculcate in the students the right attitudes and values which are essential for moulding competent managers.

In their first year the students are given ample exposure to basic management subjects, which later branches into specialisations of their choice during the second year. Spread over four semesters, the IMT course curriculum is designed to give students a comprehensive understanding of the management disciplines such as Marketing, Finance, Human Resources, Operations and Systems. For the core curriculum and elective courses, the institute follows the course structure of the Kerala University. Additional noncredit courses and programmes for self development of the students are offered by the institute.

Semester I

1. Management – Theory & Practice
2. Accounting for Managers
3. Economics for Business
4. Business Environment
5. Quantitative Methods for Management
6. Organizational Behavior
7. Operations Management
8. Group Dynamics (non-credit course for personality development)

Semester II

1. Computer Applications for Management
2. Research Methods for Management
3. Laws for Business
4. Operations Research
5. Business Communication
6. Marketing Management
7. Financial Management
8. Human Resource Management

Semester III

1. Management Information Systems
2. Elective 1
3. Elective 2
4. Elective 3
5. Elective 4
6. Elective 5
7. Industrial Training
8. E-business Project

Semester IV

1. Strategic Management
2. Elective 1
3. Elective 2

4. Elective 3
5. Project Study
6. Comprehensive Viva-Voce

ELECTIVE STREAMS

Marketing Management

1. Advertising & Sales Promotion
2. Consumer Behavior
3. Services Marketing
4. Product Management
5. Retail Marketing Management
6. Rural Marketing
7. International Marketing
8. Strategic Marketing Management
9. Sales Management
10. Public Relations and Customers Relationship Management

Financial Management

1. Investment Analysis & Portfolio Management
 2. Management of Financial Services
 3. Financial Derivatives
 4. Project Financing
 5. Working Capital management
 6. International Finance
 7. Corporate Taxation
 8. Management Control Techniques
 9. Financial Information System
 10. Strategic Corporate Finance
- International Business Finance Strategies

Human Resource Management

1. Organizational Development & Change
2. Training & Development
3. Wages & Salary Administration

- 4.Strategic Human Resource Management
- 5.Industrial Relations & Labor Laws
- 6.Personality & Managerial Performance
- 7.Reward Management
- 8.Performance Management
- 9.Event Management

Operations Management

- 1.Supply Chain Management
- 2.Project Management
- 3.Strategic Operations Management
- 4.Management of Quality and Productivity
- 5.Materials Management
- 6.Systems Management
- 7.Business Data Processing and DBMS
- 8.System Analysis and Design
- 9.Enterprise Resource Planning
- 10.Software Project Management
- 11.Decision Support System
- 12.Artificial Intelligence and Expert System
- 13.Software Engineering
- 14.E-Business
- 15.Knowledge Management
- 16.Internet Programming and Web Designing

9. Teaching Pedagogy

IMT's MBA programme provides opportunity for an intensive and intellectually challenging advanced study of management, combining both theoretical modules and practical exposure. The institute believes in participatory learning rather than teaching, and the role of a faculty member is that of a facilitator rather than a teacher. The course methodology includes case studies, panel discussions, seminars, business games, role plays, organisational studies and interaction with successful managers and business leaders.

Noncredit courses on group dynamics and executive communication, using participatory methods will be offered for self development and soft skill enhancement.

Exposure to industry and interaction with the practicing managers through the summer placement and final project study enable the students to get a real feel of the functioning of the organization.

10. Teaching Faculty

A team of highly qualified and experienced faculty, with a mix of teaching and professional managerial experience, representing all major streams of management disciplines, shall groom the students as competent professionals.

Besides the regular faculty, IMT has several renowned professionals from the academia and industry on its panel of visiting faculty.

11. Infrastructure and Learning Resources

The institute has provided for excellent infrastructure and a beautiful campus is under construction. The campus life shall pivot around the library, the computer lab and the seminar hall. There is a computer lab with 12 hour internet access facilities. The expanding library carries a large number of Indian and International titles on various management subjects and subscribes to leading professional journals. Digital library facilities will also be available to students.

12. Training and Consultancy Division

The core competence of the institute consists of its highly experienced professionals with managerial and management consultancy experience. The institute proposes to establish a training and consultancy division for offering management consultancy and training services to organisations in business, cooperative sector and government. Such interaction of the faculty with organisations outside will enhance the learning and placement opportunities of the students.

13. Placement Cell

The Institute is establishing a placement cell headed by a Placement Co-ordinator for the final placement of students.

Important Dates

1. Online Registration begins on September 10, 2009
2. Last date of online Registration is September 20, 2009
3. Hard copy of application will be available at IMT office from September 10, 2009
4. Last date for submission of application (hard copy) at IMT office is September 20, 2009
5. Publication of short listed candidates at CAPE Website (capekerala.org) will be on September 22, 2009
6. Dates for Managerial Aptitude Test, Group Discussion and Interview - September 24-26, 2009
7. Selection list will be published on CAPE website (capekerala.org) on September 27, 2009.
8. Date of admission will be September 30, 2009
9. Classes will commence from October 1, 2009

15. Contact Details:

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