

POORNAPRAJNA INSTITUTE OF MANAGEMENT

(Promoted and Managed by Udupi Sri Admar Mutt Education Council)

UDUPI

Approved by AICTE, Recognised by Govt. of Karnataka and Affiliated to Mangalore University



MBA

(Master of Business Administration)



PROSPECTUS
2012-2013

Our Founder



His Holiness Sri Vibudhesha Theertha Swamiji

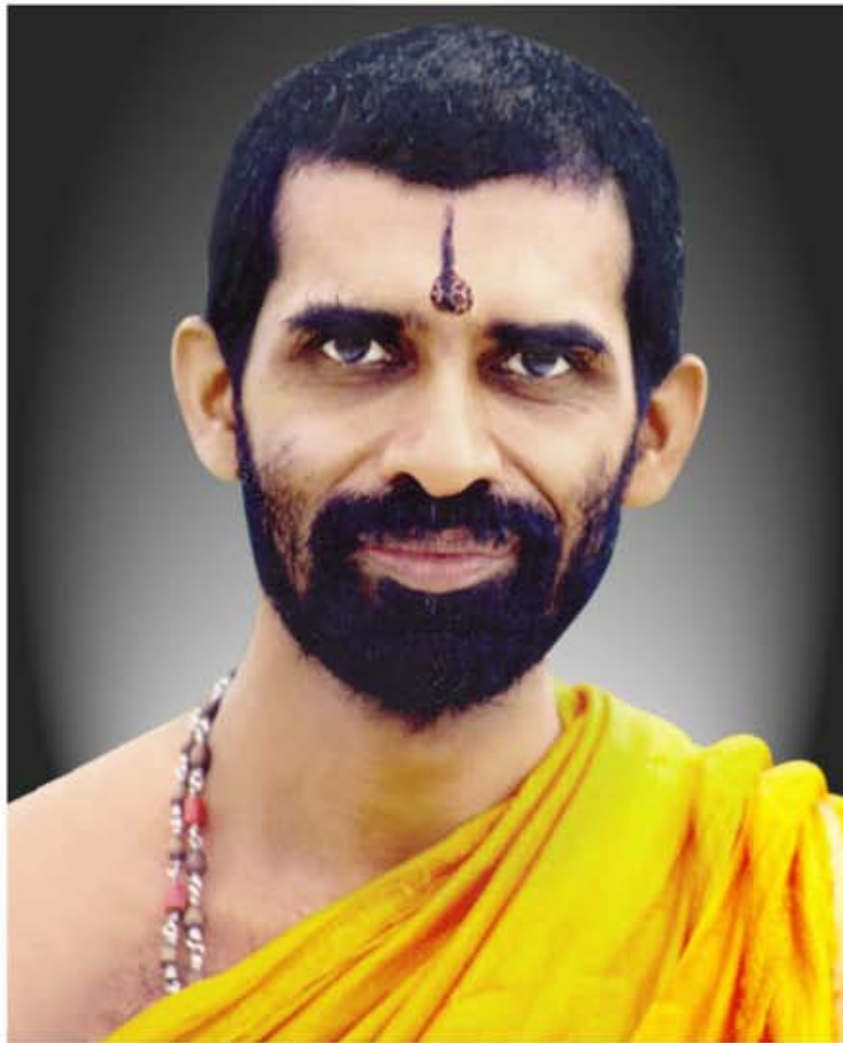
Founder President,
Udupi Sri Admar Mutt Education Council

His Holiness Sri Vibudhesha Theertha Swamiji, who attained the lotus feet of Lord Sri Krishna on 15th of September 2009, was well known for his unique contributions in the field of Education.

His Holiness has established Poornaprajna Educational Institutions of eminence in different parts of our country for imparting secular as well as spiritual education of incomparable quality.

*Poornaprajna Institute of Management, Udupi
is the Educational Institution founded by
His Holiness Sri Vibudhesha Theertha Swamiji.*

Our Inspiration



His Holiness Sri Vishwapriya Theertha Swamiji

**President, Udupi Sri Admar Mutt Education Council
&
Chairman, Governing Council,
Poornaprajna Institute of Management, Udupi**

His Holiness Sri Vishwapriya Theertha Swamiji is a Great Visionary
& a renowned scholar in philosophical doctrines.

His Holiness is a charming orator who can captivate audience with his
intellectual discourses on religious themes.

*The Visionary Savant
His Holiness Sri Vishwapriya Theertha Swamiji
is the source of inspiration for all activities in the Institute.*

Our Vision

Education encompasses the development of the integrated personality of the youth through the proper training of their intellect, spirit, mind and body. Quality empowerment of the youth in various streams of knowledge has been the vision of the parent body. The main perception of Udupi Sri Admar Mutt Education Council (AMEC) is to provide value added and skill based quality education.

UDUPI DISTRICT

- SBVP Higher Primary School, Padubidri
- Poornaprajna Kannada Medium High School, Admar
- Poornaprajna College, Udupi
- Poornaprajna Evening College, Udupi
- Padubidri Ganapathi High School, Padubidri
- Poornaprajna Pre-University College, Admar
- Poornaprajna Pre-University College, Udupi
- **Poornaprajna Institute of Management, Udupi**
- Poornaprajna English Medium High School, Admar

CHIKMAGALUR DISTRICT

- Poornaprajna English Nursery and Primary School, Aldur
- Poornaprajna High School, Sangameshwarpet
- Poornaprajna Nursery and Primary School, Sangameshwarpet
- H. H. Sri Vibudheshwara Theertha Swamiji Memorial Poornaprajna High School, Aldur

HASSAN DISTRICT

- Rotary Nursery and Poornaprajna Primary and High School, Belur

SHIMOGA DISTRICT

- Poornaprajna Education Centre-Nursery School, Bhadravathi
- Poornaprajna Education Centre-Primary School, Bhadravathi
- Poornaprajna Education Centre-High School, Bhadravathi

MUMBAI

- Poornaprajna Education Centre, Dahisar (East), Mumbai
- Poornaprajna Nursery, Primary and High School (English Medium), Dahisar (East), Mumbai
- Poornaprajna Nursery, Primary and High School (Gujarati Medium), Dahisar (East), Mumbai
- Poornaprajna Nursery School (Marathi Medium) and Marathi Primary School, Dahisar (East), Mumbai
- Poornaprajna Marathi Secondary School, Dahisar (East), Mumbai

NEW DELHI

- Poornaprajna Public School, Vasanthkunj, New Delhi

BANGALORE

- Poornaprajna Pre-Primary and Primary School, Sadashivanagar
- Poornaprajna High School, Sadashivanagar
- Poornaprajna Education Centre, Yelahanka, Primary School
- Poornaprajna Education Centre, Indiranagar
- Widia Poornaprajna School, Tumkur Road, Dasarahalli
- Poornaprajna Education Centre, Yelahanka, High School
- Sri Krishnanagara English Medium Primary School
- Sri Krishnanagara English Medium High School
- Poornaprajna Institute of Faculty Improvement, Dasarahalli

Research Institution promoted & managed by Admar Mutt Education Foundation, Bangalore

- Poornaprajna Institute of Scientific Research, Bidalur, Bangalore

Members of Udupi Sri Admar Mutt Education Council

Name	Designation
H. H. Sri Vishwapriya Theertha Swamiji Peethadhipathi of Sri Admar Mutt, Udupi	President
Sri S. Ramanathan I.A.S. (Retd.), Bangalore	Hon Vice President
Dr. K. Srihari Retd. Professor, U.A.S., Bangalore	Hon Secretary
Sri M. Ashok Kumar Chartered Accountant, Bangalore	Hon Treasurer
Air Vice Marshal M. J. Vittal Retd. Air Force Officer, Bangalore	Member
Sri N. B. Bhat Advocate, High Court of Karnataka, Bangalore	Member
Sri Ashok Haranahalli Former Advocate General, Govt. of Karnataka, Bangalore	Member
Sri S. V. Manjunath Former MLC	Member
Sri B. R. Prabhakar, I.A.S. Retd. Chief Secretary, Govt. of Karnataka, Bangalore	Member
Sri S. K. Bhat Engineering Consultant, Bangalore	Member
Sri H. L. Suresh Chairman, Axenes India Pvt. Ltd., New Delhi.	Member
Sri K. Subramanya Associate Editor, Deccan Herald, Bangalore	Member
Justice N. Santhosh Hegde Retd. Judge, Supreme Court of India & Former Lokayukta of Karnataka State	Member

Members of the Governing Council, Poornaprajna Institute of Management, Udupi

Name	Designation
H. H. Sri Vishwapriya Theertha Swamiji Peethadhipathi of Sri Admar Mutt, Udupi	Chairman
Prof. Rajmohan Former Principal, Poornaprajna College, Udupi	Vice-Chairman
Dr. G. S. Chandrashekhara Medical Director, Adarsha Hospital, Udupi	Secretary
Prof. K. R. Hande Educationist and Former Principal, Dr. TMA Pai College of Education, Udupi	Treasurer
Prof. Venugopal Mulleria Principal, Poornaprajna Pre-University College, Udupi	Member
Dr. M. R. Hegde Director, Poornaprajna Institute of Management, Udupi	Member

NOTICE ON PREVENTION OF RAGGING

Ragging is totally banned and any one found guilty of ragging and /or abetting ragging is liable to be punished

From the Director's Desk



Poornaprajna Institute of Management (PIM) has been established with twin specific goals: to impart professional knowledge and essential skills in management studies on one hand and on the other, to shape the personality of the nation's young ones by tending to their physical, mental and spiritual development. As such, PIM is imparting quality education in management studies with specializations in functional areas such as Finance, Marketing, HR, Hospital Administration and Operation & Systems.

Further, the Institute has a meaningful partnership with industries, linkages with community, tie-ups with premier institutions, and rapport with the experts in the field in order to achieve holistic development of the students of this Institute.

In the present competitive world, where it is 'Survival of the Fittest', the 'Future Managers' have to be fully equipped with contemporary concepts and professional skills warranted by modern business environment. In Poornaprajna Institute of Management, all the students of MBA are trained with earnest care in order to imbibe in them the desired level of professional competency and also ethical, social and moral values.

The physical amenities at PIM are excellent and they provide a congenial environment for advanced learning. The rich blend of core faculty with academic rigour & industrial experience, and a number of visiting faculty with years of industrial exposure, provide here a unique learning environment.

Dr. M. R. Hegde, Director

Admission to MBA Programme

Candidates who have passed a Bachelor's Degree examination of a recognized University securing a minimum of 50% marks are eligible for admission to the course. Candidates from other Universities should obtain an eligibility certificate issued by Mangalore University.

Candidates intending to get admission to the Institute's MBA programme (2012-'13) will have to appear for the Common Entrance Test (CET) conducted by KPPGCA /PGCET

Candidates will also have to apply directly to Poornaprajna Institute of Management. Those who have appeared for final year degree examinations in April/May, 2012 are also eligible to apply. For further details, contact the Director, Poornaprajna Institute of Management, Poornaprajna Campus, Udupi 576 101 (Phone: 0820-2531401/2531402/9880352026).



Course Content

The two year MBA programme is spread over 4 semesters with course work and industry experience. The curricula of the programme are carefully designed to provide the students with the conceptual knowledge, specialized skills, positive attitudes and the required insights into the present business world. Pedagogy of the programme includes Classroom Lectures, Group Discussions, Case study Method, Role Play, Assignments, Seminar Presentations, Dissertations, Term Papers, Project Work, Course Papers and Industrial Visits.

Programme Structure

I SEMESTER

- 401 Principles and Practice of Management
- 402 Accounting for Managers
- 403 Economics for Managers
- 404 Business Environment
- 405 Quantitative Analysis

II SEMESTER

- 451 Organizational Behavior & Communication
- 452 Marketing Management
- 453 Production & Operations Management
- 454 Management Information System and Computer Applications
- 455 Research and Quantitative Methods

III SEMESTER

- 501 Choice Based Paper
- 502 Management Accounting
- 503 Human Resource Management
- Elective Paper I
- Elective Paper II

IV SEMESTER

- 551 Strategic Management
- 552 Operations Research
- 553 Entrepreneurship Development & Small Business
- Elective Paper III
- Elective Paper IV
- 556 Project Paper

Note : 'Choice Based Paper' offered in III Semester is an inter-disciplinary subject to be studied by the students in other P. G. Institutes of their choice, every Saturday.



ELECTIVES

3M1 Marketing Research & Consumer Behavior
3M2 Promotion & Distribution Management
3F1 Strategic Financial Management & Policy
3F2 Security Analysis & Portfolio Management
3H1 Human Resource Development
3H2 Industrial Relations
3PS1 Production and Materials Management
3PS2 Object Oriented Programming
3HA1 Hospital Organisation and Management system
3HA2 Management of Hospital Services

4M3 International Marketing Management
4M4 Service Marketing
4F3 Financial Services Management
4F4 International Financial Management
4H3 Global Human Resource Management
4H4 Labour Laws
4PS3 Software Project Management
4PS4 Rational Data Based Management
4HA3 Hospital Planning and Project Management
4HA4 Human Resource Management in Hospitals

- Marketing : 3M1, 3M2, 4M3, 4M4
- Finance : 3F1, 3F2, 4F3, 4F4
- HR : 3H1,3H2, 4H3, 4H4
- Operation & Systems : 3PS1, 3PS2, 4PS3, 4PS4
- Hospital Administration : 3HA1, 3HA2, 4HA3, 4HA4

Note: A Student shall take any one elective of which two papers each will be offered in III Semester and IV Semester.



Specific Objectives of Poornaprajna Institute of Management

- To impart necessary conceptual knowledge and contemporary skills demanded by the present business and corporate world
- To empower the students to face future professional challenges
- To facilitate the all-round development of the would-be-business-leaders catering to the needs of the society in managing business and industrial enterprises
- To nurture creativity in the youth through quality management education
- To shape the students into socially responsible professionals with sound moral and ethical values



Infrastructure & Facilities

- Spacious Building in an Eco-friendly environment in heart of Udupi
- In-campus residential facility for students
- Well furnished classrooms and GD rooms with LCD
- Qualified and experienced faculty from Industry and Academia
- Well equipped and centrally Air-Conditioned Computer Lab, with LAN and Internet facility
- Well stacked Library with standard titles, journals, periodicals etc., and Digital Library facility
- Additional computer & other management skill inputs, and also the Language Lab, Career Lab & Aptitude Lab facility to enhance students' capacity, competency and leadership qualities
- Full fledged Placement Cell for high quality campus recruitment



Initiatives

The core objective of Poornaprajna Institute of Management is to provide advanced professional education and skill in Management Studies. The sanctioned intake for the two-year MBA programme is 60.

Apart from 5 hours of teaching every day for covering the syllabi prescribed by Mangalore University, two classes of one hour each are engaged everyday from Monday to Friday to impart essential skills like Computer Skill, Communication Skill and variety of Management Skills such as Group Discussion, Role Play, Word Fusion, Product Launch, Art of Creativity, Thematic Apperception etc. A "Two-hour Special Guest Lecture Session" is arranged every month by eminent personalities from academia and industry. At the end of second semester, the students have a compulsory Industrial Training Programme for a period of one month. All students of the Institute study dual specialization papers in their third and fourth semesters in addition to the papers prescribed by the University.

The Students of 2009-2011 batch of MBA secured 100% result in their University Examinations held in May, 2011. A student of this batch, Ms. Poornima M., brought laurels to the Institute by securing the First Rank in MBA along with the Vysya Bank Cash Award and a Gold Medal. With this, the MBA students of PIM have recorded a HAT-TRICK ACHIEVEMENT by securing the First Rank in the last three consecutive years.

Placement

The Institute has a full fledged Placement Co-ordination Cell dedicated to advising students on career options, providing up-to-date employment information, developing job search techniques and co-coordinating "On-Campus Recruitment". The cell ensures smooth recruitment activities at the Institute for worthy placement of the students. The cell also carries out various activities that help harnessing the skills in students according to the changing requirements of the Corporate World.

Our Major Recruiters:

THOMSON REUTERS

ERNEST & YOUNG

LARSEN & TOUBRO

ANZ

NORTHERN TRUST BANK

SOUTH INDIAN BANK

THE FEDERAL BANK

MPHASIS

ACCENTURE

XCHANGING

SRI RAM INVESTMENTS

T. LABS

RURAL SHORES

SIEMANS

BIG BAZAR

INDIA BULLS

ICICI BANK

HDFC BANK

AXIS BANK

MPL

iGATE

4XP

VIJAYA BANK

TESCO

BRAD CORPORATION

INDIA INFOLINE

RELIANCE MONEY

BIRLA SUNLIFE

INDIAN OVERSEAS BANK

HDFC STANDARD INSURANCE

SUPREME PHARMA

STERLING LAB

TCS

VYSYA BANK

AFRICAN AGRO (NIGERIA)

DEUTSCHE BANK

EUREKA FORBES

WIPRO

INFOSYS

CAREER NET

J.P. MORGANS

GAMMON INDIA LTD.

THE WORLDSPACE

ANU SOLAR

JUBILIENT GROUP

MANIPAL GROUP

CAREER NET



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