



SJCET

SCHOOL OF MANAGEMENT

MBA

ADMISSION PROSPECTUS

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proud to

**LEARN like
LEGENDS**

FROM THE

LEGEND

ST. JOSEPH'S COLLEGE OF ENGINEERING & TECHNOLOGY
MANAGED BY DIOCESE OF PALAI, AN ISO 9001 - 2008 CERTIFIED INSTITUTION
AFFILIATED TO M.G UNIVERSITY & APPROVED BY A.I.C.T.E

Welcome To SJ CET School Of Management



**Msgr. Philip Njaralakatt
(Chairman)**

St Joseph's College of Engineering and Technology (SJ CET), Palai was established in 2002 and in a short span of twelve years has earned a name among the public and visitors as a "college with difference". Situated in scenic and picturesque location in the suburbs of Palai, the campus provides an environment conducive to learning and achieving the academic and professional aspirations of students. The academic building complex and other facilities aesthetically laid out in lush landscaped greenery of the campus can inspire even an average student to the heights of achievement and performance.

SJ CET, a name that has become synonymous with traditions of excellence, offers many options beyond the syllabus to widen the student's horizon of learning. Programmes for developing learning skills, personality and employability are being arranged in collaboration with various industries, professional societies and other reputed agencies.

SJ CET School of Management was started in the year 2006 and has been planned and developed in a manner to become a centre of excellence in Management Education in the near future. The facilities provided for learning and the innovative training methodology adopted by the school by a team of expert, dedicated and caring teachers can get even an average student prepared to take up challenging jobs in the industry.

We are happy to welcome you to the SJ CET School of Management. You will be in a caring, beautiful, inspiring and disciplined campus. We pledge to serve you with dedication and commitment. We are here to be the stepping stone to your bright future!

We wish you the best of learning experience in the SJ CET campus.

**Msgr. Philip Njaralakatt
Chairman, SJ CET**

Creating Excellence in all Areas!





Mar. Joseph Kallarangatt
Bishop of Palai, Patron

SJCET
SCHOOL OF MANAGEMENT



St. Joseph's College of Engineering & Technology (SJCET), Palai has been giving top priority for the quality and standards of its various programme from its very inception. The school of Management was started in 2006. We feel greatly honoured to have you at SJCET School of Management for the MBA programme.

The management has taken extreme care in building up the infrastructure and facilities for this school so that it will develop into a much sought - after Management School in the country.

OUR MISSION

Our mission is to provide quality education in management and thereby develop a new generation of managers with proper leadership, commitment and moral values.

OUR VISION

Our vision is to emerge as a centre of excellence in the field of Management Education with distinct identity and character in all areas of its activities.

WE SHALL ACHIEVE OUR MISSION BY

Ensuring quality, relevance and standards of excellence in all programmes and activities.

Establishing effective linkages and partnerships with business, industry, community, government and international agencies;

Promoting innovation, research and leadership in areas relevant to the socio-economic progress of the country;

Providing intellectually stimulating, high quality learning experiences for the students in a caring and supportive manner;

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OUR QUALITY POLICY INVOLVES :

- Strategic planning approach to development
- Commitment to TQM and continuous improvement
- Top quality faculty and infrastructure
- Fully computerized services with Smart Cards for students and staff
- Team work and consultation at all levels
- Most effective and efficient teaching learning process
- Following a variety of novel and innovative practices
- Meeting all national and international benchmarks of a quality institution
- Absolutely clean and eco - friendly campus

OUR MOTTO

Our motto is holistic development of students by providing facilities and opportunities for their intellectual, physical, moral, social, cultural and spiritual enrichment and thereby transforming them into responsible and dedicated citizens of the country.

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Specific objectives include:

- To develop young men and women into professional managers to lead all sectors of organized economic activity.
- To equip the youngsters with conceptual and interpersonal skills and social purpose for managerial decision making.
- To develop and encourage entrepreneurial capabilities of young generation to make them effective change agents.
- To meet the demand for management professionals in the country at the top level management.
- To train the young men and women for managerial jobs outside India to meet demands of developing and developed countries and thereby foster international relations and comradeship.

Objectives of The MBA Programme

With the fast growing economy of our country, MBA graduates with good subject expertise, dedication and other personal qualities will be required in large numbers to provide proper leadership and guidance to various sectors of our economy.



OUR VALUE SYSTEM

WE HOLD THE FOLLOWING IN OUR DEALINGS AND ACTIVITIES

- Abiding faith in the almighty ➤ Integrity and openness
- Respect for individuals ➤ Gender and social equity
- Recognition of creativity and achievement ➤ Total quality and market relevance
- Service to mankind ➤ Accountability to society ➤ Harmony with nature

Code of Conduct

Students are required to keep the campus and classrooms clean and tidy, attend the classes in time, be regular in their studies, greet the teachers in classrooms and wherever they meet, be helpful to other students and maintain a positive attitude and frame of mind.



INDUSTRIAL VISIT TO FACT, ELOOR, 2013-15 BATCH

OUR TEACHING - LEARNING PROCESS

- Air conditioned spacious classrooms with all facilities conducive to learning
- Highly qualified, experienced, dedicated and caring teachers
- Ample opportunities for interaction in class
- Sufficient facilities for group study and discussion
- Self learning tools like internet and CDs
- Case study method
- Project centered learning
- Technology aided studies like e-learning, online training, virtual class room
- Training programme on learning skills development
- Regular invited talks by experts in the field
- Monthly quizzes/seminars on current and emerging topics
- Industrial visit to abroad for giving global perspective to learning.



Electives Offered

The college offers specialization in all core functional areas of management - Marketing, Finance, Human Resource and Information Technology.



FIRST SEMESTER

1

Principles of Management
Managerial Communication
Managerial Economics
Accounting for Management
Quantitative Methods for Management
Legal Environment of Business
Computer Application in Business
Organisational Behavior

SECOND SEMESTER

2

Financial Management
Marketing Management
Human Resource Management
Operations Management
Environment Management
Operations Research
Research Methodology
Management Information systems
Viva-voce

THIRD SEMESTER

3

International Business
Business Ethics & Corporate Governance.

- Four elective courses in the area of major specialization
 - Two elective courses in the area of minor specialization
- Organization Study



FOURTH SEMESTER

4

Strategic Management
Project & comprehensive

- Two elective courses in the area of major specialization
 - One elective course in the area of minor specialization
- Viva-Voce



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TOP RECRUITERS LIST



Industrial Visit to Dubai, 2010-12 BATCH

ASHOK LEYLAND	CTS
IBS	IFLEX
SBI	MAHINDRA MOTORS
INFOSYS	KITEX GARMENTS LTD.
SOUTH INDIAN BANK	DELL
MRF	MPHASIS
HINDUSTAN UNILIVER LTD.	ICICI
VERIZON	JRG SECURITIES LTD.
EXPEDITORS INTERNATIONAL	EASTERN CONDIMENTS PVT. LTD.
UST GLOBAL	GEOJIT
SUTHERLAND	ROYAL BANK OF SCOTLAND
NEST	RELIANCE FRESH
DHANLAXMI BANK	HEDGE EQUITIES
SBT	NESOTE TECHNOLOGIES
JELITTA PUBLICITY	VOLKSWAGEN
TIMES OF INDIA	NISSAN
RELIANCE INFOCOM	ACS XEROX
RAMCO INDUSTRIES LTD.	MUTHOOT FINANCE
EARNST & YOUNG	SKS MICRO FINANCE
TATA - ELXI	ADITYA BIRLA GROUP
PROCTER & GAMBLE	

OUR FACULTY

1. Prof. G.M. Tharakan - M.Sc, M.B.A
(Head Of the Department)

2. Mr. Ebe Robert E. - M.B.A, MLM, M.Phil.

3. Ms. Suma Mathew - M.B.A, M.Phil.

4. Ms. Soumya Varghese - M.B.A

5. Ms. Rosin C Jacob - B.Tech, M.B.A

6. Mrs. Meera Kuncheria - M.Com, M.B.A

7. Mr. Dawn Jose - M.B.A

8. Ms. Elma Joseph - M.Sc, M.Tech

9. Mr. Dipu B - B.Tech, M.B.A



PLACEMENT CELL

Placement Cell Provides various employment related training and guidance as well as arranges campus recruitment by reputed companies. Most of the Alumni of the School of Management are well placed in top companies in India and abroad.



PUBLICATIONS

The following publications are made by students

1. College Annual Magazine " Reflections"

2. Halfyearly Newsletter

3. Journal of Engineering and Management
(2 times a year)

CAMPUS FACILITIES

- ^ Wi-Fi enabled campus
- ^ Fully air conditioned "SMART" class rooms
- ^ Excellent library more than 30000 volume, 9000 titles and digital section
- ^ Computer lab with Internet facilities
- ^ Well-furnished hostels for boys and girls
- ^ Free insurance for all students
- ^ Uninterrupted power supply
- ^ Industry-institute interaction cell
- ^ Entrepreneurship Development cell
- ^ Business development cell
- ^ Soft skill development Training
- ^ Community Development & service cell
- ^ Yoga & Meditation Training
- ^ Expert counselling Services
- ^ Language laboratory
- ^ Sports and games facilities and gymnasium
- ^ Auditorium cum multipurpose building
- ^ Twenty three college buses for student transportation
- ^ Two air conditioned seminar halls
- ^ Clean and spacious canteen
- ^ Bookstore and reprographic facilities
- ^ Videoconferencing facilities



MBA

Expert Talks at SJ CET



C.V. Jacob
MD, Synthite Industries Ltd



Dr. Ramachandran Thekkedath
Vice Chancellor, CUSAT



E Nandakumar
Executive Director, KRL



Navas M. Meeran
MD, Eastern Group



P. C. Cyriac I.A.S (Retd.)



S. Anujan, Deputy General
Manager, BPCL

SOCIAL SKILLS

1. Dialogue
2. Oral and Written
3. Presentation Skills
4. Good Expression
5. Ability to Understand

COMMUNICATION SKILLS

1. Listening
2. Patience
3. Hospitality
4. Overcoming Shyness
5. Accepting one's own faults

STUDENTS ENRICHMENT PROGRAMMES

INDUSTRIAL VISIT - NATIONAL AND INTERNATIONAL LEVEL

SJ CET School of Management is the pioneer in the state in organizing industrial visits abroad as a part of the curriculum. This is to facilitate sensitizing with the global business environment and to give a fresh outlook on approaching various business situations. The facility is arranged without taking any extra payment from students.

A part from this; students are regularly taken to various reputed industries within the country for thoroughly familiarizing with the industrial environment and practices.

MANAGEMENT CLUB

There is a management club functioning in the SJ CET School of Management which provides opportunities exclusively for the management students to organize events such as inter-collegiate competitions, lecture a month series, rural management studies, industry-institutional interactions etc.

YOGA AND MEDITATION TRAINING

Yoga and meditation training is given to all students of the college in the first year. About 20 hours of training is given by experts in the field.

LEARNING SKILLS DEVELOPMENT TRAINING

This is a unique training programme for students arranged by this college. Lectures are given on how to learn effectively and how to manage the time available for students in the most effective way.

SOFT SKILLS DEVELOPMENT TRAINING

Training programmes by expert outside agencies are arranged for developing various employment related skills such as effective communication, leadership skills, group activity skills, motivation etc.

SPECIAL COACHING CLASSES

Special coaching classes will be arranged for weaker students in the evenings and holidays.

COUNSELLING SERVICES

Students with study related and personal problems are given regular counselling by experts in the field.

CASE STUDY WORKSHOPS

Students are exposed to incidents or cases from real life situation through case study workshops which enable them to master the art of skillful and tactful handling of situations and circumstances.

STRESS MANAGEMENT WORKSHOPS

In these workshops students are exposed to various stressful situations whereby they will ultimately become emotionally balanced. This will help them to take up higher responsibilities in their career.

BUSINESS DEVELOPMENT CLUB

The activities of this club will enable the students to become familiar with the emerging trends in the business scenario.

ENTREPRENEUR CELL

The club will help to blossom the entrepreneurial spirit among the students. The main activities include :

- Identifying a business idea, evaluating and developing a business plan and
- Determining the resources required and complying with the legal and statutory requirements.



ASSESSMENT AND GRADING



INTERNAL ASSESSMENT

The assessment criteria include internal assessment tests, assignments, project work, group/individual presentations, case studies, seminars, attendance, and class participation. The teacher gives clear written guidelines regarding the assessment criteria to the class at the commencement of the course.

EXTERNAL EXAMINATION

For all courses the university conducts a written examination of the duration of 3 hours, at the end of each semester. The maximum marks of these examinations are 60 for each paper.

In case a candidate fails to secure the minimum of 50% of marks in the internal assessment in the first instance, one may secure it by repeating the course altogether in a regular class or by taking the course with the faculty member assigned by the Head of the department in a subsequent semester. However such improvement in sessional for a course cannot be attempted more than once.

PASS AND GRADES

Those who have secured not less than average of 75 % in all four semesters shall be declared to have passed MBA with distinction. The marks required for a pass is 50%. There is separate minimum for all courses and for internal and external (University) examinations.

SJCET School of Management - OVERALL CHAMPIONS @ RAJADHANI BUSINESS SCHOOL



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INDUSTRIAL VISIT TO KANAN DEVAN HILLS PLANTATION COMPANY LTD, MUNNAR, 2013-15 BATCH

ATTENDANCE

Minimum attendance to appear for university examination of a course is 75% in that course.

SELECTION PROCESS

Admission to MBA is based on the following :

1. A pass in any Bachelor's Degree Examination of Mahatma Gandhi University or an equivalent degree of any other universities duly recognized by M.G.University with not less than 50% marks in the aggregate for all parts of examination or a Master's Degree examination with 50% marks in aggregate.
For SC/ST students - A pass in any Bachelor's Degree examination
2. Entrance test score secured in CAT/MAT/CMAT/XAT
3. Performance in Group Discussion
4. Personal interview by Expert Panel



HOW TO APPLY

The MBA Prospects and application form can be obtained from the college by paying Rs.700/- in cash or by sending DD of Rs. 750/- in favour of "St.Joseph's College of Engineering & Technology" payable Palai.



VISITORS COLUMN

- ◆ " A very good institution for education "

Emeritus Prof. Dr. M.V. Pylee
Former Vice Chancellor, CUSAT and the recipient of the prestigious Padmabhushan award.

- ◆ "An institution which develops leadership and entrepreneurship qualities among students. Facilities of this college help to groom quality managers. Wishing them all the very best"

Issac Joseph
Chairman, Lunars Rubbers Ltd.

- ◆ "Extremely impressed with the ambience of the campus and discipline around. It is an excellent achievement for a young institution"

G. MadhavanNair, Former Chairman, I.S.R.O

MESSAGES

Prof. G.M. Tharakan
Head of the Department



SJCET School of Management welcomes applications from MBA aspirants who are in search of a B-School of Excellence. In pursuit of producing world class business graduates, we have created high end infrastructure and fabulous facilities which provide a modern learning environment. At the same time we strictly keep the core values of our traditional educational system. We have emerged as one of top five B-Schools in Kerala. Our students achieved 100% placement all throughout these years. A wide range of offerings from the school and hard work of our students bring excellent results. A large and vibrant economy of our country, irrespective good or bad times requires a few lakhs of business graduates every year. There are plenty of job opportunities and our students are well placed. It is always heartening to watch our student (15%) expand their careers by exploring international opportunities. Around 10% of them are self-employed. Once again we welcome candidates with high level aspiration and motivation to the School to become top class executives.

Dr. P.J. George
Project Director



SJCET from its very inception has been accepted by all concerned as "a college with a difference". It maintains a distinct identity and character in all respects. Discipline, hard work, punctuality, quality awareness and positive thinking are the foundations on which the college is built up. Many innovations are being introduced in the running of the MBA programme so as to ensure its quality and relevance to the needs of the employers. We hope that our MBA programme will become a stepping stone for a dynamic career for the youngsters.

Dr. C. J. Joseph
Principal



The college promotes all innovations and creative talents of students and our students have excelled in many of the inter-engineering college competitions held during the past years securing championships and prizes. The MBA students have given leadership and direction in most of these activities. Our placement records are also excellent. With our stress on yoga and meditation, learning skills development classes and personality development programmes we are always at the top in curricular and co-curricular activities.

**INDUSTRIAL
VISIT TO
SINGAPORE-
MALAYSIA,
2012-14
BATCH**





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