

COLLEGE OF ENGINEERING



CET SCHOOL OF MANAGEMENT
(DEPARTMENT OF BUSINESS ADMINISTRATION)
COLLEGE OF ENGINEERING TRIVANDRUM

ACCREDITED BY
National Board of Accreditation (NBA)



PROSPECTUS
M B A A D M I S S I O N 2 0 1 4

VISION

**NATIONAL LEVEL EXCELLENCE AND
INTERNATIONAL VISIBILITY IN EVERY FACET OF
MANAGEMENT EDUCATION**

MISSION

**TO CONTRIBUTE TO THE EFFICIENT MANAGEMENT OF RESOURCES
FOR THE ECONOMIC GROWTH AND SOCIAL DEVELOPMENT BY
PROVIDING THE SKILLS AND KNOWLEDGE TO MANAGE AND BY
UPGRADING THE BODY OF KNOWLEDGE THROUGH RESEARCH AND
LINKAGES WITH ACADEMICIANS, PRACTICING MANAGERS AND
BUSINESS HOUSES**



THE COLLEGE

College of Engineering Trivandrum (CET), a pioneering and premier professional educational institute in India, was started in 1939 by the rulers of Travancore. The College campus is at Kulathoor, within the city limits of Thiruvananthapuram, commanding an expanse of lush greenery of 125 acres. Accumulated expertise and quality of over the last seven decades, maintain the status of this institution continuously among the topmost percentile. The College is affiliated to University of Kerala and accredited by AICTE and conforms to ISO 9000 standards.

CET provides a healthy platform for courses at undergraduate and postgraduate levels in Management, Basic Sciences, Applied Sciences, Engineering and various emerging disciplines. Eight undergraduate programmes and 23 post graduate programmes are offered in CET. About 1500 students are admitted every year for the undergraduate, postgraduate and research programmes in CET. Seventy percent of the students are



admitted for undergraduate courses. CET is a recognized institution for research leading to PhD. The Centre for Continuing Education (CCE) of the College reinforces and updates the trends and contributes to the upkeep of standards in all fields of specializations.

The academic Departments of CET are equipped with facilities like smart class rooms, laboratories, workshops, libraries and computer labs. Besides, the students and staff are provided with common facilities like the Central Technical Library and Documentation Centre, Central Computing Facilities, Career Guidance and Placement Unit, Internet facilities and access to e-journals. Most of the Departments in CET have established academic/industry



linkages with other academic institutions, R&D Centres and industry houses. Research activities are given prominence and units like Centre for Engineering Research and Development (CERD) and SPEED-IT are dedicated for promoting research in the College. CET

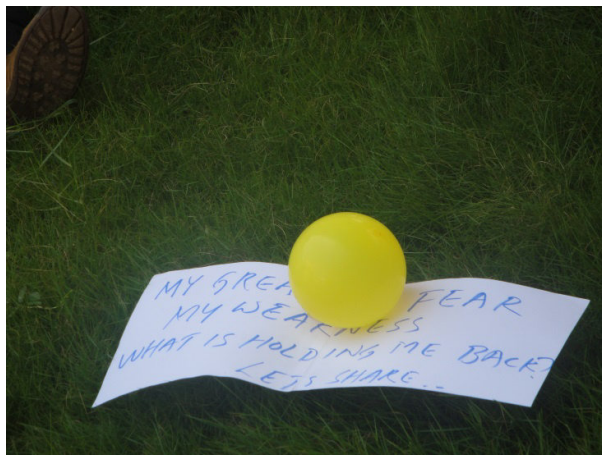
is a QIP centre of AICTE and the TrEST Park being set up in the campus is meant to invite the R&D activities of large industrial houses to the campus. The Centre for Faculty and Staff Development (CFSD), established in 2012, conducts training for the quality improvement of the technical education scenario in Kerala. The College is organizing national and international conferences on a regular basis and the faculty members of the college have won several awards and prizes for their academic achievements.

CET SCHOOL OF MANAGEMENT

CET is the pioneering institution in management education under University of Kerala. The College started MBA programme in 1985 as an evening programme to enrich the practicing managers in professional management. This programme has been well received by the practicing management fraternity and continues to be in the forefront.



CET School of Management (CET-SoM) is the new name of the Department of Business Administration of College of Engineering Trivandrum (Government order GO (Rt) No. 2478/2013/H.Edn, dated 19.12.2013). A Management School of the current status was started in the year 2000 with a full-time MBA programme. Already, thirteen batches of students have completed the full-time programme here. CET-SoM is set up in a newly constructed block, having state-of-the-art facilities in more than 50000 square feet of instructional area in the CET campus.



This Department of CET is now accredited by the National Board of Accreditation (NBA).

FACULTY

Classes are handled by experienced and well qualified team of faculty members of the School. Out of the eight core faculty members in CET-SoM, five have PhD. Most of the members have post-graduation in multiple disciplines and have undergone training in renowned institutions like IIMs and IITs.

The CET School of Management utilizes the expertise and experience of the faculty of other academic Departments in CET for the students of the School in the form of contact classes and guidance.

Apart from core faculty members in the campus, eminent and well experienced accredited teachers and practitioners are invited to the campus to deliver lectures on various areas regularly so that students get updated knowledge about the application areas of management in business and industry.



LIBRARY

The Central Technical Library of College of Engineering Trivandrum is equipped with latest editions of text books in specialized areas of technology, reference books, and national and international journals. Book banks for students of Scheduled Caste/Tribe and financially backward students are available in the College library. Total number of books in the various sections in the Central Technical Library is over 100000.

Library facilities are available in each department of CET in addition to the Central Technical Library. The CET School of Management maintains a departmental library with over 4000 titles. The School also subscribes to national and international journals in Management.



RESEARCH

The School is an approved research centre of University of Kerala since 2005. Research Scholars from within and outside the country are carrying out research on full-time as well as part-time basis. So far, four scholars were awarded PhDs. Research papers are regularly published in national and international journals and presented in national and international conferences by the faculty and scholars.

COMPUTER FACILITIES

CET maintains and administers a Central Computing Facility (CCF), which is meant for better sharing of software and hardware resources by the students and staff of the college. Facilities in the Central Computing Facility include Servers, desktop computers, graphic workstations, scanners, projectors, video conferencing facility, internet bandwidth 30 mbps, e-journals and software applications.

Each Department in CET also maintains own computer laboratories. The CET School of Management has set up its own computing facilities in the newly constructed management block in the campus. This block is also provided with high-speed Internet connection in a Wi-Fi environment. Additional software available in the Department includes PROWESS, SPSS, SYSTAT, MS Project and Tally.

CENTRE FOR FACULTY AND STAFF DEVELOPMENT

To focus on new and emerging areas of teaching, training, research and education, the Centre for Faculty and Staff Development (CFSD) has been set up in CET in September 2012. This centre draws on resources from its stakeholders, and interacts with them to enhance core competencies. The activities of CFSD are coordinated by the CET School of Management. In 2012-13, the Centre organized 13 training programmes. Targetted programmes for the year 2013-14 is 15. The students of MBA programme are part of the teams organizing these training programmes.



METHOD OF INSTRUCTION

The MBA programme closely follows the curriculum and examination pattern as prescribed by University of Kerala. Students are prepared for these formal requirements.

In addition, students are given knowledge on the dynamic business environment through constant interaction and linkages with the



industry, initiatives for talent development and soft-skill development, by improving the organizing capacity of students through exposure to real-life situations in the industry as well as society. The students also get the opportunity to interact with academics, drawn from leading academic institutions in India and abroad as well as other Departments of the College. The strong alumni network of CET with a global presence is an advantage for the students in knowledge sharing.

Few of the additional opportunities for the students of CET-SoM are as follows:

- a. Invited lectures by experts in areas like
 - Personality development
 - Stress management
 - Yoga and meditation
- b. Training for soft-skill development
- c. Practice in public speaking and group discussions through Group Activities and Student Clubs
- d. Opportunities to participate, organize and conduct national level events, seminars and conferences
- e. Industry interactions



It is envisaged that a student should successfully complete the MBA curriculum and build a sound knowledge base with an ever-lingering enthusiasm to enhance the knowledge base and apply it successfully.

STUDENT LIFE

The beautiful, serene environment of the college coupled with various facilities provides a powerful ambience for any student to learn, think and enjoy the life in the campus. The college can be easily reached by the college buses or the public transport. Facilities in the campus include a branch of the Post Office, a Government Treasury, Bank, ATM counters, Cooperative Society, Amenity Centre for Ladies, Canteen and



other amenities making the student life comfortable. Men's hostel provides accommodation to about 400 students and Ladies' hostel provides accommodation to about 300 students.

Several technical fests are conducted in the college every year. "DRISHTI" is an annual technical fest of CET. "DHWANI" is the national level cultural festival of CET, which is very popular among the student community. This three-day long event held every year attracts students and the youth from across the country, making it one of the largest fests of its nature in Kerala. CET Management Association (CETMA) is an association of the management students in the campus, wholly managed by the students. CETMA organizes KALPATHA, a national conference, and YAMISTHA, a management fest for a social cause.

There are several associations and clubs active in the campus. Few of them are Environment Club, ENCON (Energy Conservation) club, Entrepreneurship Development club, National Service Scheme and Amrithavarshini.

The College provides sufficient facilities for indoor and outdoor games. The Department of Physical Education in CET offers training programmes in sports and games to students and staff. The Department also manages a fitness centre. The infrastructure facilities include an indoor flood lit stadium and outdoor playing fields.

ALUMNI ACTIVITES

College of Engineering Trivandrum Alumni Association (CETAA) was formed in 1977 with the aim of establishing and maintaining rapport with former students and to organize programmes that would be mutually beneficial. Presently, the number of members in



CETAA is more than 6000. The alumni under the banner of CETAA have established Chapters in Bangalore and Delhi in India and in California, Dubai, Qatar and Kuwait outside India. Institution of awards and scholarships to reward excellence in curricular and extracurricular activities has been one of the major activities of the association.

TRAINING AND PLACEMENT

CET is actively engaged in campus placement since 1985. The Career Guidance and Placement Unit (CGPU) of the College provide the training and placement services to the students. The Unit is maintaining strong industry-institution linkages and helps



the students to choose suitable organisations for training and for carrying out project works. Exposure to opportunities for higher studies in India and abroad is also facilitated by the Unit.

Over 550 students are benefitted by the facility every year. More than one hundred national and multinational organisations visit the campus every year. In the year 2012, more than 800 students received job offers through CGPU. All students of MBA regularly get placed with promising jobs. Recruiters of the MBA students who passed out in 2012 include L&T, UST Global, ibs, Federal Bank, South Indian Bank, e-logosoft, itrans and Yes Bank.

TECHNOLOGY BUSINESS INCUBATOR

College of Engineering Trivandrum-Technology Business Incubator (CET-TBI) has been established with a mission of promoting innovative ideas and transforming in-house research developments into commercially-feasible technologies for the benefit of society. CET-TBI is the initiative of College of Engineering Trivandrum supported by the Government of Kerala and Department of Science & Technology, Government of India. CET-TBI supports incubation of companies that focus on the business opportunities of indigenous and innovative technologies. CET-TBI looks forward for interested entrepreneurs and is willing to provide infrastructure to start and flourish their business under CET-TBI. It encourages the students of CET School of Management to become successful entrepreneurs.

THE MBA PROGRAMME

College of Engineering Trivandrum is offering MBA programme of University of Kerala since 1985. Admission to the programme for both full time and part time batches is in the months of May-June. The course is of four semesters' duration and follows the curriculum of University of Kerala.

MBA CURRICULAM (as revised last in 2009)

Subject	Class Assessment	University Examination	Total
<u>FIRST SEMESTER</u>			
MBA 101 Management Theory and Practice	40	60	100
MBA 102 Organizational Behavior	40	60	100
MBA 103 Accounting for Managers	40	60	100
MBA 104 Quantitative Techniques	40	60	100
MBA 105 Business Environment	40	60	100
MBA 106 Managerial Economics	40	60	100
MBA 107 Operations Management	40	60	100
Total	280	420	700
<u>SECOND SEMESTER</u>			
MBA 201 Research Methods for Managers	40	60	100
MBA 202 Operations Research	40	60	100
MBA 203 Business Communications	40	60	100
MBA 204 Human Resource Management	40	60	100
MBA 205 Financial Management	40	60	100
MBA 206 Marketing Management	40	60	100
MBA 207 Business Ethics & Corporate Governance	40	60	100
Total	280	420	700
Evaluation During the Summer Break:			
MBA 208 Soft Skills Training	40	60	100
<u>THIRD SEMESTER</u>			
MBA 301 Environmental Management	40	60	100
MBA 302 Management Information System	40	60	100
MBA 303 Laws For Business	40	60	100
MBA 304 Elective – I	40	60	100
MBA 305 Elective – II	40	60	100
MBA 306 Elective – III	40	60	100
MBA 307 Elective – IV	40	60	100
MBA 308 Elective – V	40	60	100
Total	320	480	800
<u>FOURTH SEMESTER</u>			
MBA 401 Strategic Management	40	60	100
MBA 402 Entrepreneurship Development	40	60	100
MBA 403 Elective – VI	40	60	100
MBA 404 Elective – VII	40	60	100
MBA 405 Elective – VIII	40	60	100
MBA 406 Project		150	150
MBA 407 Comprehensive Viva Voce		50	50
Total	200	500	700

GRAND TOTAL	1120	1880	3000
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LIST OF ELECTIVES

Students are allowed to specialize in single functional area or two functional areas with condition that there should be a minimum of 10 students opting for a subject/paper.

III SEMESTER

MARKETING

- 3M1 Advertising and Sales Promotion
- 3M2 Sales Management
- 3M3 Consumer Behaviour
- 3M4 PR and Customer Relationship Management
- 3M5 Product Management
- 3M6 International Marketing
- 3M7 Services Marketing

SYSTEMS

- 3S1 System Analysis and Design
- 3S2 Software Engineering
- 3S3 Object Oriented Programming
- 3S4 Software Project Management

INTERNATIONAL BUSINESS

- 3I1 International Business Environment
- 3I2 International Advertising
- 3I3 International Marketing
- 3I4 International Finance
- 3I5 International Logistics Management

IV SEMESTER

MARKETING

- 4M1 Marketing Research
- 4M2 Retail Marketing
- 4M3 Logistics Management
- 4M4 Brand Management
- 4M5 Entrepreneurial Marketing

FINANCE

- 4F1 Financial Derivatives
- 4F2 Personal Financial Planning
- 4F3 Commodities Markets
- 4F4 Management Control Systems
- 4F5 Strategic Financial Management

OPERATIONS

- 4O1 World Class Manufacturing
- 4O2 Technology Excellence
- 4O3 Technology Management

FINANCE

- 3F1 Security Analysis and Portfolio Management
- 3F2 Project Financing
- 3F3 Management of Financial Services
- 3F4 Corporate Restructuring
- 3F5 International Finance
- 3F6 Investment Banking

OPERATIONS

- 3O1 Supply Chain Management
- 3O2 Total Quality Management
- 3O3 Purchasing and Materials Management

HUMAN RESOURCES

- 3H1 Human Resource Development
- 3H2 Organisation Development and Change
- 3H3 Roles Identity and Career Management
- 3H4 Group Dynamics and Team Building
- 3H5 Human Resource Counseling
- 3H6 Industrial Relations and Labour Laws

HUMAN RESOURCES

- 4H1 Global HRM
- 4H2 Performance Management
- 4H3 Personality and Managerial Performance
- 4H4 Conflict Resolutions and Negotiations

SYSTEMS

- 4S1 Knowledge Management
- 4S2 Internet Programming and Web Design
- 4S3 Business Intelligence and Data Warehousing

INTERNATIONAL BUSINESS

- 4I1 Global HRM
- 4I2 Export Import Documentation and Procedures
- 4I3 WTO and Intellectual Property Rights

ADMISSION 2014

Candidates seeking admission to MBA programme shall be Indian Nationals and are required to have Bachelor's degree from the University of Kerala or any other examinations recognized as equivalent.

Eligibility: Educational qualification for admission to the programme is a pass in the degree level examination with 50% marks in aggregate from a university recognized by University of Kerala. For BA, BSc and B.Com students, a pass in the examination with 50% marks in Part III is the eligible qualification. Students appearing for the final year degree examination in 2013 can also apply, but offer of admission will be subject to satisfying the eligibility criteria.

Full Time MBA: Applicants for the full-time MBA programme in the College must have a valid score in CMAT, the national level common admission test conducted by AICTE. On the basis of the CMAT score, candidates will be called for Group Discussion and interview, which will be held in June 2013. They will be offered final admission on the basis of CMAT score (80% weightage) and performance in GD (10% weightage) and interview (10% weightage).

Part-time MBA (Evening Batch): For part-time MBA programme, the candidates must have minimum two years' experience at supervisory level in reputed organisations. The candidates must be of 25 years of age as on 1st January 2014. Selection of candidates will be based on Test/Group Discussion and interview.

The class timings of the evening batch are from 5.45 PM to 9.15 PM from Monday through Saturday.

Number of seats: Full time batch – 60 and Evening batch – 30.

AICTE has given its approval to increase the intake for full time MBA programme to 120. Subject to approval of University of Kerala and Government of Kerala, the number of seats in the full time batch will be increased by another 60 in 2014. Two seats in the evening batch are for employees nominated by Government vide GO MS194/85/H.Edn, dated 24/8/1985.

Ten percent of the seats are reserved for Scheduled Caste/Scheduled Tribe candidates.

Fees: The tuition fee payable per semester is Rs. 30000. Concession to SC/ST students is as per Government rules. In addition, the following fees / deposits are to be paid at the time of admission:

Admission fee: Rs. 1000 (one-time)

Caution Deposit: Rs. 2000 (refundable)

Miscellaneous fees: Rs. 5165 (first year) and Rs. 4155 (second year)

No refund request from the students discontinuing the course will be entertained after the closure of admissions. Admission closes after 30 days from the beginning of the First semester regular cases. After the closure of admissions, if a student wants to discontinue, he / she will be required to pay Rs. 50000 or the full fees for all the remaining semesters whichever is less as liquidated damage to get relieved.

Applications: Application for admission to the 2014 batches will be received till 30 April 2014. Prescribed applications may be downloaded from www.mba.cet.ac.in and sent to The Principal, College of Engineering Trivandrum, Thiruvananthapuram – 695 016, along with the application fee of Rs. 500. Applications can also be obtained from CET School of Management (Department of Business Administration), College of Engineering Trivandrum, on payment of Rs. 500. The envelopes enclosing the applications must clearly mention “Admission to MBA programme 2014”.

Important Dates:

Last date for receiving application – 30 April 2014

Group Discussion and Interview – 12 to 17 May 2014

Commencement of classes – 15 July 2014

For more details, visit the website of the College, www.cet.ac.in or the website of the CET SoM, www.mba.cet.ac.in. Details can also be obtained from Director, CET School of Management, College of Engineering Trivandrum, by phone (0471 2592727) or email (director.mba@cet.ac.in)

