

**P R O S P E C T U S - 2 0 2 1**

# **M B A**

**Affiliated to University of Kerala - Approved by AICTE**

**Two year full-time ♦ Dual Specialization**



Co-operation...  
Democracy...  
Education...

**G. KARUNAKARAN MEMORIAL**

[www.gkmcmt.com](http://www.gkmcmt.com)

**CO-OPERATIVE COLLEGE OF  
MANAGEMENT AND TECHNOLOGY**

PB No. 5, Azhicode-Aruvikkara Dam Road, Karakulam P.O., Thiruvananthapuram.  
Ph.: 0472 288 73 99, 75598 87399, 94470 06911, 89211 41042  
e-mail: gkmes2340@gmail.com

## Introduction



G Karunakaran Memorial Co-operative College of Management is a B-School offering full time MBA program affiliated to University of Kerala and approved by AICTE. It was established by the G Karunakaran Memorial Educational Society (GKMES), Thiruvananthapuram, in the year 2010.

The G.Karunakaran Memorial Educational Society registered under Charitable Societies Act 1955, register no: T2340 was set up in the year 2007 in Thiruvananthapuram, with the objective of promoting professional education.

The society is promoted by philanthropists and academicians who have got the zeal to promote the management education in the State. The society has already established a Nursing College under the name Co-operative College of Nursing, affiliated to the Kerala University of Health Sciences Thrissur, conducting the B.Sc. Nursing and PB B.Sc. Nursing Courses

The institution is promoted by the well reputed Peroorkada Service Co-operative Bank, one of the super grade banks in co-operative sector of Kerala. Eight successful batches have graduated from the institution since its inception.

## Governing Body



The activities of the Society are governed by the Governing Body comprising of seventeen members. The Governing Body members are well reputed Social workers, Philanthropists and Academicians.

### Executive Committee

The day to day affairs of the college is monitored by an executive committee selected by the GKMES. The committee consist of five members which include academicians and social workers.

- Mr. B. Prasannan** - Chairman, GKMES
- Mr. G. Rajan** - Member Secretary, GKMES
- Dr. R. Ashok** - Technical expert, GKMES
- Mr. S.S. Rajalal** - Executive member, GKMES
- Mr. K. Sasankan** - Executive member, GKMES

## Chairman's Message



G Karunakaran Memorial Co-operative College of Management & Technology is the realization of the vision of governing bodies members of Peroorkada Service Co-operative Bank. In tune with best practices of B-schools across the world, the institute offers a two year full time MBA programme affiliated to University of Kerala and recognized by AICTE. The institution is making students world class managers through several activities that are incorporated in this pedagogy. The programme is like a road map to overcome their shortcomings and unleash their hidden potential. Thus, it creates leaders who think and act to fulfill the challenges of life and business alike.

## Advisory Board



The College has constituted an Advisory Body consisting of eminent Scholars and Industrialists who have earned recognition and excellence in their fields. The College utilizes the expertise and experience of these scholars for the overall development of the student community,

**Dr. M.K. Ramachandran Nair**

Former Vice Chancellor, University of Kerala

**Dr. Ramesh U**

Regional Director, AICTE

**Dr. K.P.S. Nair**

Director, FACT, Cochin

**Dr. Chandrashekar R. Chavan**

Director, Jammalal Bajaj Institute of Management Studies

**Dr. M. Ayyappan**

Former MD, Hindustan Life Care Ltd

**Dr. N. Sambandam**

Member & Former Chairman, AIBMS

**Mr. Santhosh Koshy Thomas**

Managing Director, Traco Cables Company Pvt. Ltd.

**Dr. M.A. Khan**

MD, Appollo Tyres, Cochin

## Vision



The vision of the society is to promote professional education and to be a leader in providing innovative and progressive practices for learners within the society and to develop new models for enhancing the quality of teaching and research.

## Mission



The society is committed to develop and deliver programmes that address the diverse needs of the stakeholders. Its mission includes teaching research consultancy and services, consistent with the broader vision. It aims to offer a comprehensive and diverse range of programmes that are responsive to the emerging needs in local, national and global contexts and to collaborate with the educators and other stakeholders to provide professional education and to mould world class leaders. It offers programmes that enhance students' competence in Business Management, foster their intellectual curiosity and develop soft-skills to become an effective manager capable of handling the changing business environment.

## Objective



To develop and deliver programmes to address the diverse needs of local, national and global context by collaborating with educators, entrepreneurs and other stakeholders.

# MBA Programme



The Institute is offering two year full time MBA Programme affiliated to the University of Kerala and approval from All India Council for Technical Education (AICTE). The MBA programme is designed to orient talented young people in business management and to encourage development of their entrepreneurial capabilities in the light of the liberalized and competitive business environment. An In-depth knowledge of business management and administration will help them to understand assignments and entrepreneurial projects of strategic importance.

## Course Duration

The two year MBA Programme consists of 4 Semesters. Each Semester comprise of 16 instructional weeks.

## Nature & Syllabus of Course

Two year full time Master in Business Administration (MBA) with dual specialization, as per the syllabus prescribed by University of Kerala to suit the emerging trends in Management and Administration.

The total number of seats shall be 60.

## Eligibility for the Course

50% marks in any Bachelor's Degree recognized by University of Kerala. In case of OBC the minimum requirement of marks is 48% and for SC/ST it is 35%.

Score for qualifying examination (CAT/CMAT/KMAT) with a minimum of 15% in aggregate for general category and 10% for SEBC and 7.5% for SC/ST.

Final year students awaiting results can also apply, but they should obtain the eligibility criteria within the time prescribed.

## Programme Content

During the first year of the programme, the students are given sufficient exposure to basic management subjects, which later on branches into specialisations of their choice during the second year. Spread over four semester, the course curriculum is scientifically designed to give students a comprehensive understanding of the management disciplines such as Marketing Management, Finance Management, Human Resource Management, Operations Management, and Systems.

For the Curriculum, the Institute follows the course structure of the University of Kerala.

# Programme Details

## Semester 1

- ◆ MGT 511 Principles and Practices of Management
- ◆ MGT 512 Organisational Behaviour
- ◆ MGT 513 Domestic Business Environment and Value Based Management
- ◆ MGT 514 Accounting For Managers
- ◆ MGT 515 Managerial Economics
- ◆ MGT 516 Quantitative Techniques
- ◆ MGT 517 Environmental Management

## Semester II

- ◆ MGT 521 Executive Business Communication
- ◆ MGT 522 Marketing Management
- ◆ MGT 523 Operations Research
- ◆ MGT 524 Business Law
- ◆ MGT 525 Production And Operations Management
- ◆ MGT 526 Research Methodology
- ◆ MGT 527 Financial Management
- ◆ MGT 528 Managing Human Resources

## Semester III

- ◆ MGT 531 Innovation Management & Entrepreneurship
- ◆ MGT 532 Data Analytics
- ◆ MGT 533 Information Systems and Cyber Security
- ◆ Elective 1
- ◆ Elective 2
- ◆ Elective 3
- ◆ Elective 4
- ◆ Elective 5
- ◆ MGT 534 Internship/ Mini Project

## Semester IV

- ◆ MGT 541 Strategic Management
- ◆ Elective 6
- ◆ Elective 7
- ◆ Elective 8
- ◆ MGT 542 Summer Project
- ◆ MGT 543 Comprehensive Viva Voce

## List of Elective (Semester - 3)

### A. FINANCE

MGT F01 Security Analysis And Portfolio Management  
MGT F02 Project Finance  
MGT F03 Strategic Financial Management  
MGT F04 Financial Services  
MGT F05 International Financial Management

### B. HUMAN RESOURCE

MGT H01 Training and Development  
MGT H02 HR Analytics and Applications  
MGT H03 Organisational Change And Development  
MGT H04 Performance Management  
MGT H05 Leadership and Team Building

### C. MARKETING

MGT M01 Consumer Behaviour  
MGT M02 Integrated Marketing Communication  
MGT M03 Product and Brand Management  
MGT M04 Services Marketing  
MGT M05 Sales and Distribution Management

### D. OPERATIONS MANAGEMENT

MGT OM 01 Business Process Re-engineering  
MGT OM 02 Logistics And Supply Chain Management  
MGT OM 03 Trends In Production and Operations Management  
MGT OM 04 Innovation Management  
MGT OM 05 Quality Management System

### E. LOGISTICS AND SUPPLY CHAIN MANAGEMENT

MGT L01 Logistics and Supply Chain Management  
MGT L02 Business Analytics for SCM  
MGT L03 Facilities and Warehouse Management  
MGT L04 Packaging and Materials Handling  
MGT L05 Trends In Supply Chain Management

### F. SYSTEMS

MGT S01 System Analysis and Design  
MGT S02 Introduction To Database Management Systems  
MGT S03 Software Engineering  
MGT S04 Software Project Management  
MGT S05 Business Intelligence And Data Warehousing

## List of Elective (Semester - 4)

### A. FINANCE

MGT F06 Behavioural Finance

MGT F07 Commodities And Financial Derivatives

MGT F08 Advanced Cost & Management Accounting

### B. HUMAN RESOURCE

MGT H06 Strategic Human Resources Management

MGT H07 Compensation Management

MGT H08 Leading and Managing Diversity in Organisations

### C. MARKETING

MGT M06 Retail Marketing

MGT M07 Social Media Marketing

MGT M08 Rural Marketing

### D. OPERATIONS MANAGEMENT

MGT OM 06 Total Productive Maintenance

MGT OM 07 World Class Manufacturing

MGT OM 08 Services Operations Management

### E. LOGISTICS AND SUPPLYCHAIN MANAGEMENT

MGT L06 Knowledge Management In Supply Chains

MGT L07 Reverse Supply Chain Management

MGT L08 Retail Supply Chain Management

### F. SYSTEMS

MGT S06 Artificial Intelligence for Business

MGT S07 Enterprise Resource Planning

MGT S08 Decision Support System



## Faculty



The institution has a team of highly qualified and experienced faculty with teaching and managerial expertise for grooming students to competent professionals. Apart from the above, there are several renowned professionals from the academia and industry in its panel of Guest Faculty, making the institution a Centre of Excellence.



Director  
**Dr. PREMKUMAR U.**  
B Com, M Com, B Ed, MBA, PhD



**Ms. ASHA LAKSHMY K H**  
Assistant Professor  
BA(Economics), MBA, M.Com, MA  
(Economics), PhD (pursuing)



**Mr. KISHORE RAJ K**  
Assistant Professor  
B Com, M Com, LLB, LLM, PGDT



**Ms. GOWRI M**  
Assistant Professor  
B Tech (Computer Science), MBA



**Mr. DINU D**  
Assistant Professor  
BBA, MBA



**Ms. ASWATHY A**  
Assistant Professor  
BSc (Chemistry), MBA, Mphil



**Ms. SINDU DHIVAKARAN**  
Adjunct/Guest Faculty  
Educationist  
BBA, MBA, Ph D Pursuing



**Dr. AJITH SANKAR**  
Adjunct/Guest Faculty  
Consultant-HRD & Industrial psychologist  
MSW, MBA, Ph D

## Visiting Faculty

The college is also engaging visiting faculties as according the need of students, among retired faculties from various Universities, industrial experts, entrepreneurs, technocrats etc. They are also playing a major role in molding and mentoring budding managers of the institution.

## Teaching Pedagogy



In order to minimize the gap between classroom participation and real business situation, a balanced approach to the teaching and learning process is adopted. This is achieved through a variety of innovative and progressive practices.

Theoretical orientation coupled with Case Analysis, Group Discussions, Role Play, Business Games, Seminars, Mini Projects, Assignments, Industrial Visits, Experience Sharing by the CEOs etc., are the salient features of the Teaching Pedagogy.



## Student Facilities



### Library

Hi-Tech Library in the institute has a large number of Indian & International titles on various management subjects. Subscription to leading and professional International and National Management Journals is an added feature. E-journal and E-book facilities are also available in the library.

### Computer LAB

The Institute has a well-equipped Computer Lab. The Institution also provides a 12 hour internet access facility with 10 Mbps speed.

## Digital Language LAB

Comprehensive and user friendly software tools are provided to our students in order to enhance their communication skill. Interactive language learning software is effectively utilized. It offers the instructor an opportunity not only to teach effectively but also to monitor the progress of each student. It gives the student interactive learning experience as well as the opportunity to self-evaluate his or her progress.

## Lecture Hall & Digital Class Room

Lecture Halls, Seminar Hall and Tutorial rooms are well furnished and equipped with modern educational aids such as Multimedia, LCD projectors etc.

## Reprographic Facility

Reprographic facility is provided to the student within the campus.

## Hostel Facility

Separate Hostel Facility for girls and boys are provided

## Canteen

Separate Canteen function within the campus to address the refreshment need of students.

## Transportation

College bus is provided for the commutation of students and for Industrial visits conducted by the institution as part of curriculum.

## Results



Results of the three previous years with pass percentage.

Year	Pass Percentage	First Class	Distinction
2016	85.7%	23	1
2017	81.25%	26	2
2018	92%	21	1
2019	83.33%	19	1
2020	100%	8	1

## Industry Institute Interaction



### A) Industry Visits

The college organizes regular industry visits to various industries and technological parks. The programme focuses on the students' exposure to practical knowledge which they acquired from campus.

Some of the institutions students visited recently are:

1. IIM, Bangalore
2. Sami Labs, Bangalore
3. IIST, Valiyamala Trivandrum
4. BHEL, Bangalore
5. Milma, Ambalathara, Trivandrum
6. Visvesvaraya industrial and Technological museum, Bangalore
7. Family Plastics, Trivandrum
8. Traco Cable, Thiruvalla
9. Dent Care India, Ernakulam
10. Milco Dairy, Trivandrum
11. Kerala Minerals and Metals Ltd, Kollam
12. Kerala Automobile Ltd, Trivandrum
13. Travancore Titanium Products Ltd, Trivandrum
14. English Indian Clay Ltd, Trivandrum
15. Technopark, Trivandrum
16. HMT Bangalore
17. Mysore Sandal
18. KELTRON, Trivandrum

### B) Industry Institute Interface Program

The college conducts an invited lecture series program on a weekly basis which gives students an opportunity to interact with CEO's and industrial experts.



## Placements



Leading companies across various disciplines have been hiring our students and they are well positioned in different Public Sector Organizations and MNCs. Placement cell in the college is organizing separate sessions and programmes, which equip students to get placed in reputed establishments.



### Placements of past years

Batch	Placed Students	Percentage
2013-15	28	68.30
2014-16	23	79.31
2015-17	22	78.57
2016-18	20	83.33
2017-19	7	77.78

## Extension Facilities

Top notch is a Bi-Annual News Letter which is published by the students. It gives vivid picture of the various activities undertaken by the students of the college. Students are encouraged to contribute articles in this Newsletter.

The college is publishing a peer reviewed journal named Global Journal of Management and Research (GJMR). The journal has got ISSN 2278-0955, which is multi-disciplinary in nature, where a number of articles, national and

international are being published. Many leading industries and institutions are the subscribers of the journal.

### **CENTELLA**

The two day management meet conducted by our college yearly to provide extensive experience to the budding managers. Various B schools participated in the meet. Competition are mainly focused to portray and creative talents of the participants. Awards and prize money are given for various interesting competitions like Best Manager, Best Management Team, Ad-zap, Corporate Conquest, etc.

### **PEGASUS**

One day Management Fest for UG students is organized by College to promote their managerial and entrepreneurial talent.

## **Cultural Activities**

### **Mark Amigos**

The marketing club, initiates lot of marketing activities, which make it possible to associate theoretical aspects with practical exposure.

### **Coin Catchers**

The Finance Club, usually lays a platform for discussing current economic issues, compile reports relating to different financial matters.

### **H.R. Yuga**

The H. R. Club, is trying to preach and practice H.R. related activities and plays an important role in finding solutions to H.R.issues.

### **Green Knight**

The Nature Club, giving utmost importance to the agri-environment, have taken up various activities of planting saplings of different varieties, conducting nature exhibitions in association with WWF and Agricultural Department.

### **Entrepreneurship Development Club**

The Club has registered under Industries and Commerce Department, which organizes different programmes in association with Industries Department, to uplift small and medium scale units.

## **Cultural Activities**



In order to nurture the cultural talents of the students various activities are conducted in the college. Celebrations as part of Onam, Christmas, Kerala Piravi, etc. are celebrated in our college. Students are also encouraged to participate in management and cultural meets organized by other institution and organizations.

## Admission Procedure



The student who are qualified KMAT/CMAT/CAT with 50% (48% for SEBC and OBC/ 35% for SCLST) for degree can apply for the course. They will have to undergo a Group discussion and interview to qualify for admission. Admission to the institute shall be based on the total score obtained by the candidate in the Qualifying Examination, Group Discussion and interviews.

### Fee Structure

First Semester	Fees
Admission Fee	500.00
Tuition Fee	40,000.00
University Affiliation Fee	5,000.00
Library Fee	1,000.00
Statutory Body Fee	2,500.00
Computer Lab Fee	4,000.00
PTA Fee	2,500.00
Examination Fee	1,500.00
Caution Deposit	5,000.00
<b>Total</b>	<b>62,000.00</b>

Second Semester	Fees
Tuition Fee	40,000.00
Examination Fee	2,500.00
Statutory Body Fee	2,500.00
Library Fee	1,000.00
Computer Lab Fee	5,000.00
<b>Total</b>	<b>51,000.00</b>

Third Semester	Fees
Tuition Fee	40,000.00
University Affiliation Fee	5,000.00
Statutory Body Fee	2,500.00
Library Fee	1,000.00
Computer Lab Fee	4,000.00
Examination Fee	2,500.00
Miscellaneous Fee	1,000.00
<b>Total</b>	<b>56,000.00</b>

Fourth Semester	Fees
Tuition Fee	40,000.00
Examination Fee	3,000.00
Statutory Body Fee	2,500.00
Library Fee	1,000.00
Computer Lab Fee	4,000.00
Miscellaneous Fee	500.00
<b>Total</b>	<b>51,000.00</b>

<b>GRAND TOTAL</b>	<b>2,20,000.00</b>
--------------------	--------------------

\*Hostel Fees Extra

## Selection Procedure

After scrutinizing the received applications, the eligible candidates are called for a GD and an Interview.

Out of total marks; 80% mark will be awarded for the qualifying Entrance Examination, 10% for Group Discussion and 10% for Interview

The rank list of selected candidates will be published in the notice board of the college based on their total score.

## How to Apply

Students should fill the online application available at College Website ([www.gkmcmt.com](http://www.gkmcmt.com)) after obtaining a DD of Rs. 500 in favour of The Member Secretary, GKMEs, payable at Trivandrum. Particulars of DD should be included in the application form. Print out of the application form along with DD should reach the college office within the prescribed date.





## Contact Details



### G KARUNAKARAN MEMORIAL CO-OPERATIVE COLLEGE OF MANAGEMENT & TECHNOLOGY

Kakkode, Karakulam.PO., Thiruvananthapuram.695 564.  
Phone: 0472 288 73 99, +91 7559 8873 99.  
www.gkmcmt.com e-mail: gkmes2340@gmail.com

#### City Office :

Peroorkada Service Co-operative Bank Building  
Opp: Thankamma Stadium, Peroorkada P O.,  
Thiruvananthapuram. 695 005  
Phone: 0471 243 44 70

#### Location of G Karunakaran Memorial College of Management and Technology

Located in Aruvikkara Panchayat, sixteen kilometers to the north of Thiruvananthapuram (Thiruvananthapuram Sengotta Road). It is a calm picturesque village covered with lush greenery, small streams and hillocks. Transportation facility is available and the state transport buses ply through this village frequently. The nearest railway station and airport are Thiruvananthapuram Railway station (10.Km) and Thiruvananthapuram International Airport (15.Km) respectively. The college has an ideal sprawling campus on eight acres in this beautiful village.



