

# 2 YEAR FULL TIME MBA PROGRAMME

*Relentlessly Towards Perfection*

PLACEMENT BROCHURE 2017



# VIMAL JYOTHI

Institute of Management & Research

- | Affiliated to Kannur University
- | Approved by AICTE & DTE - Kerala
- | Under the Archdiocese of Thalassery
- | ISO 9001:2015 Certified Minority Institution

## From the Principal's Desk



Dear recruiters,

Vimal Jyothi Institute of Management & Research (VJIM) is one among the many educational institutions managed by the Archdiocese of Tellicherry. It has carved a niche in management education in Malabar region within a short span of time. The performance of our students in curricular and extra/co-curricular activities has been exemplary.

Business environment all over the world is undergoing a lot of transition. The growing integration across global economies has thrown up greater challenges ahead for management professionals. With the rise of the digital economy and the knowledge worker, the world yearns for a new breed of managers to embrace it, and steer it onto the path of excellence. VJIM acknowledges these transitions by creating professionals, who are intellectually strong, morally sound and professionally vibrant. Our MBA programme is designed to convert young talents into well groomed corporate professionals who can steer the organisations through the new challenges. The vision of VJIM has always focused on managerial education that upholds values and ethical leadership.

We have constantly endeavoured to develop business managers of high-quality, who are proficient in all necessary skills with the right blend of attitude needed to be corporate leaders of stature. We are thankful to all of you for your patronage and support. We assure you that you will have the best recruiting experience and cordially invite you to our placements 2016.

With Greetings

Dr. Thomas Michael

## About Us

Started in the year 2010 by the Meshar Diocesan Educational Trust of the Archdiocese of Tellicherry. Vimal Jyothi Institute of Management & Research is the first exclusive ISO certified, management research institute in the Malabar region. VJIM is set to operate as a center of management education and research with national and international practitioners from diverse industrial sectors and academia in its network. With state-of-the-art facilities and outstanding faculty members, VJIM is committed to mould business leaders of tomorrow with professional integrity and moral uprightness.

## Why us

- Excellent academic performance
- Scholarships to meritorious candidates
- Research oriented teaching learning process
- Scheduled extra & co-curricular activities
- Regular industry Interactions and Guest Talks
- Periodic Industrial visits
- Certificate programmes for value addition
- Trainings on SPSS, ERP, NLP, MAT/C-MAT etc.
- Dedicated Centre for Corporate Resource Development
- In Campus OISCA International Chapter
- Outreach programmes
- Rural camps



## VISION

To bloom into a centre of excellence in management education and research that responds to the needs and demands of Corporate India with professional integrity, moral uprightness and sense of commitment.

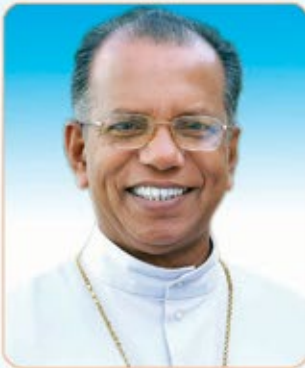
## MISSION

To provide the students with quality education that kindles creativity, encourages innovation, enhances originality and instills ethical practices to enable them compete successfully in the global business arena with commitment to the concerns of the marginalized guided and inspired by gospel values.

## Core Values

- ◆ Mutual understanding, brotherhood & co-operation among all
- ◆ Love of discipline & hard work
- ◆ Concern for the marginalized
- ◆ Tolerance and moral uprightness
- ◆ Fear of God

## The Board of Governors



### Patron

His Grace Mar. George Njaralakatt  
Archbishop of Thalassery



### Chairman

Rev Fr. Dr. Thomas Melvettath

Rev.Fr. George Assarikunnel - Bursar, Meshar Diocesan Educational Trust	Secretary
Rev. Fr. James Chellamkottu - Secretary, Corporate Educational Agency	Member
Rev. Fr. Dr. Joseph Karinattu - Vicar, Lourde Forane Church, Chemperi	Member
Adv. John Sebastian - Kalthackal (H), Mattanur	Member
Mr. P. J. Jacob - (Chartered Accountant) M/s Jacob & George CA	Member
Mr. Shaji Jose - Finance Officer, Kannur University	Member

## Members of the Academic Council

- Mr. Allen Mathew - VP(HR), Oracle India, Bangalore  
Mr. George Kurian - Former Director (Personnel), Eastern Coalfields India Ltd.  
Prof. (Dr.) Joshy Jacob - Professor of Finance IIM Ahmedabad  
Prof. (Dr.) P. Pakeerappa - Head, Dept. of Management, Mangalore University  
Prof. (Dr.) Jayasankaran - Former VC, SCSVMV Kanchi University  
Dr. J. Reeves Wesley - Professor and Programme Director, VIT University, Chennai



# Faculty

Name	Designation	Qualification
Dr. Thomas Michael	Principal	MBA,PhD
Dr. P.T. Thomas	Professor	MA,PhD
Fr. Jinu Vadakkemulanjanal	Asso. Professor	MBA,PGDHRM,NET
Fr. Sony Scaria	Asst. Professor	MBA
Mr. Anoop Scaria	Asso. Professor	MBA (PhD)
Fr. Joshy Sebastian	Asst. Professor	MHRM
Mr. Prasad Thomas	Asst. Professor	MBA,M.Phil.
Ms. Dona James	Asst. Professor	MBA
Mr. Rovel C Varghese	Asst. Professor	MBA
Mrs. Reshmi Thomas	Asst. Professor	MBA

## Adjunct Faculty

1. Mr. Balakrishnan T, M.Com.
2. Dr (Fr.) Joseph Pathiyottil, MA, MPhil, PhD

## Guest Faculty

1. Adv. Saji Zacharia, LLB, LLM
2. Dr. S.M. Abdulkader, MA, PhD
3. Mr. Shacheendran, M.Com, (PhD)
4. Mr. Prasob Sunny, PGDM (IIMK)
5. Prof. Accamma George, MA, M.Phil.
6. Prof. P. S. Nambiar, MBA
7. Ms. Sibila P., MBA, M.Phil.

## Pedagogy

VJIM believes in experiential learning. Our teaching methodology is practical, hand-on and real time. Besides conducting regular interactions with practicing professionals from industry, seminars, workshops, conferences, forums, guest lectures, industrial visits, case discussions etc. our students are required to undertake various projects and surveys that enhance their learning and application skills. Students are offered certification programmes that add value to their profile and practical trainings that equip them with skills, knowledge and attitude.

## Industry Interface

- Mr. P. Anjesh - Buyer Communicator Textile Industry, Coimbatore  
Mr. Binu Joseph - CEO, Celebrus Capital Ltd, Ernakulam  
Mr. Biju Dominic - Co-founder & CEO, Finalmile Consulting, Mumbai  
Mr. Sreejith C - Cluster Head, ICICI Bank  
Prof. George Kurien - MD, Coalfields India Ltd, Ranchi  
Prof. Kennedy Andrews - Director, TQM, Christ University  
Prof. Tomy K K - HOD, Dept of Commerce, Christ University  
Mr. Herlin Joseph - SCM consultant, Central Manchester University, UK  
Mr. Jayachandran - MD, Mascot Industries & VP, NMCC  
Mr. Mathew Jose - Chartered Engineer, Kellogg Brown & Root, UK  
Mr. Krishnamurthy – GM, Economic Times, Kochi  
Mr. Gireesh Kumar - Director, Sharewealth, Thrissur  
Mr. Alex K. Babu - MD, Hedge Equities  
Dr. A.K. Srihari - Ex. Director, KILE, Trivandrum  
Mr. Mathew M Thelliyil - Chairman, CWC, Kannur  
Mr. Jimmy - Coordinator, TSS, Tellichery  
Mr. Rajeevan R - Softskill trainer, Tellicherry  
Dr. V.K Vijayakumar - Investment Strategist, Geojit BNP Paribas, Kochi  
Mr. Mohammed Ashraf A. - Executive Director, Alfa One Builders  
Dr. Kalyanaraman – Retd. Professor of Statistics, Kerala University  
Dr. A.K. Varma - GM-HR, Addaxie Technologies, Noida

## Achievements

- Our students have won several prizes at the National Level Management Fests.
- All our students are certified practitioners in Neuro Linguistic Programming (NLP).
- All our students are certified in logistics & supply chain management from CII



Dear Recruiters,

Greetings from Vimal Jyothi.

On behalf of Vimal Jyothi Institute of Management & Research (VJIM), it is my pleasure to invite you to our campus to give training to the global leaders and conducting campus selection for our dynamic students.

At Vimal Jyothi, we take care to groom our students according to the needs of the industry. We seek to open frontiers of knowledge and reveal new horizons of change, to broaden mindsets and to create positive attitudes in our students. Our students get a lot of industrial exposure by their frequent industrial visits. Besides, our students undergo four-weeks "Organisation Study" in their 2nd semester and a "Project Study" of six-weeks in 4th semester in reputed industries/institutions/organizations, as part of their academic requirements.

The flexible, wide and dynamic curriculum has led to the development of various business related programs as per interest of students. Apart from regular courses, students are also engaged in various cultural, technical, sports and literary activities throughout the year. Our students organize a national level management fest "Karmanta" every year.

Students' career is of foremost concern for the institute. Our passed out students are placed in renowned organizations and are successful in their professional career. Over the years, the messages of high quality of the education at VJIM have reached various leading industries and they look at VJIM as a place for taking well trained professionals into their folds. The cell endeavors to develop job skills, promotes leadership qualities and team spirit and creates a sense of confidence among the students in handling professional issues.

I am sure that students selected by your organization shall excel and achieve beyond your expectations and they will prove to be an asset to your organization. I wish all the best to the campus recruitment program and all students in their endeavors. I request you to kindly visit our campus for selecting candidates of your choice on any date convenient to both of us.

We look forward for a long term positive and mutually beneficial relationship with your organization.

Thanks & Regards,  
Prasad Thomas  
Asst.Prof. & Placement Officer  
Mob: 9747 545 525  
Email: [prasad.thomas@vjim.ac.in](mailto:prasad.thomas@vjim.ac.in)

# Students Profile 2015-17

**ABY JAMES**

DOB : 05/09/1992  
Email : abijames0@gmail.com  
Mob : 9526249964  
Qualifications : BA, MBA  
Specializations: Marketing & HR  
Organisational Study : Western India Plywoods Ltd,  
Kannur  
Work Exp : Yes

**IVIN JOSE**

DOB : 29/10/1992  
Email : ivinjose001@gmail.com  
Mob : 8943704050  
Qualifications : BCom, MBA  
Specializations: Marketing & Finance  
Organisational Study : ScoobeeDay Pvt Ltd.,  
Ernakulam

**AKHIL T MATHEW**

DOB : 20/02/1993  
Email : akhilmt92@gmail.com  
Mob : 9539466817  
Qualifications : BSc, MBA  
Specializations: Marketing & Finance  
Organisational Study : KVR Group of Companies,  
Ernakulam

**JISHNU RAJ T R**

DOB : 26/07/1995  
Email : jraj88731@gmail.com  
Mob : 8281946782  
Qualifications : BCom, MBA  
Specializations: Marketing & Finance  
Organisational Study : Eastern Condiments Pvt. Ltd.,  
Adimali

**AMAL SUNNY**

DOB : 23/04/1995  
Email : amalsunny004@gmail.com  
Mob : 9061353569  
Qualifications : BCom, MBA  
Specializations: Marketing & Finance  
Organisational Study : RADO Tyres Ltd,  
Kothamangalam

**JOBY JOSEPH**

DOB : 19/11/1992  
Email : jobypalolil@gmail.com  
Mob : 9400746258  
Qualifications : BCom, MBA  
Specializations: Marketing & Finance  
Organisational Study : Rubco Huat Wood Pvt Ltd,  
Thalassery

**BERLIN A VARGHESE**

DOB : 01/09/1992  
Email : berlinav@gmail.com  
Mob : 8547651299  
Qualifications : BTech, MBA  
Specializations: Marketing & Finance  
Organisational Study : Kitex Ltd, Ernakulam

**JOMON JOSE**

DOB : 01/08/1991  
Email : jomonathimoottil@gmail.com  
Mob : 8113055991  
Qualifications : BHM, MBA  
Specializations: Marketing & HR  
Organisational Study : Midas Treads Pvt Ltd, Kottayam  
Work Exp : Yes

**DELINGEO GEORGE**

DOB : 20/06/1993  
Email : george.delingeo@gmail.com  
Mob : 8086144872  
Qualifications : BBM, MBA  
Specializations: Marketing & Finance  
Organisational Study : Carries Pipes & Tubes,  
Ernakulam

**KIRAN RAJ E T**

DOB : 10/08/1993  
Email : etkiranraj@gmail.com  
Mob : 9526798102  
Qualifications : BSc, MBA  
Specializations: Marketing & Finance  
Organisational Study : Pavizam Diet Pvt. Ltd, Ernakulam

**DENIUS C VINCENT**

DOB : 23/06/1994  
Email : deniusvincent0@gmail.com  
Mob : 9447760184  
Qualifications : BCom, MBA  
Specializations: Marketing & HR  
Organisational Study : Star PVC Pipes & Fittings Pvt.  
Ltd., Thrissur  
Work Exp : Yes

**LINCE WILSON**

DOB : 04/07/1995  
Email : lincewilson777@gmail.com  
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Qualifications : BCom, MBA  
Specializations: Marketing & HR  
Organisational Study : Kairali Steels & Alloys Pvt. Ltd.  
Palakkad

# Students Profile 2015-17

**PRASANTH GEORGE**

DOB : 14/06/1992  
Email : prasanthgeorge496@gmail.com  
Mob : 9605699061  
Qualifications : BA, MBA  
Specializations: Marketing & HR  
Organisational Study : Traco Cables Pvt. Ltd,  
Ernakulam

**AMALA MATHEW**

DOB : 07/09/1994  
Email : maryamala993@gmail.com  
Mob : 9048710380  
Qualifications : BCom, MBA  
Specializations: Marketing & HR  
Organisational Study : Kerala Soaps, Calicut

**RINIL M JOSE**

DOB : 07/05/1993  
Email : riniljosem@gmail.com  
Mob : 9745215926  
Qualifications : B.Com, MBA  
Specializations: Marketing & Finance  
Organisational Study : Marian Apparels, Kannur

**ANJU ANTONY**

DOB : 21/07/1994  
Email : anjuantonyps@gmail.com  
Mob : 8086208142  
Qualifications : BCom, MBA  
Specializations: Marketing & Finance  
Organisational Study : Mathrubhumi Printing &  
Publishing Co. Ltd, Calicut

**SANJU JOHN**

DOB : 28/11/1994  
Email : johnsonn2288@gmail.com  
Mob : 9846856957  
Qualifications : BCom, MBA  
Specializations: Marketing & Finance  
Organisational Study : Hanveev, Kannur

**APARNA SURESH**

DOB : 20/03/1995  
Email : 95aparnasuresh@gmail.com  
Mob : 7025966178  
Qualifications : BBA, MBA  
Specializations: Marketing & Finance  
Organisational Study : Mr. Walker Footcare, Calicut

**FR. SHINU K.T.**

DOB : 25/05/1982  
Email : shinusac@gmail.com  
Mob : 8281858338  
Qualifications : BA, MBA  
Specializations: Marketing & HR  
Organisational Study : V-Guard Industries,  
Ernakulam  
Work Exp : Yes

**ARCHANA JOSE**

DOB : 16/10/1994  
Email : archanajoseavj@gmail.com  
Mob : 8281029254  
Qualifications : BBA, MBA  
Specializations: Marketing & HR  
Organisational Study : Malabar Weaving & Spinning  
Mills, Kannur

**TONY JOHN**

DOB : 25/05/1994  
Email : tony.ndvm@gmail.com  
Mob : 9645078845  
Qualifications : BCom, MBA  
Specializations: Marketing & Finance  
Organisational Study : ACC Ltd, Madukkarai

**ARYA JOSEPH**

DOB : 25/05/1995  
Email : aryajoseph55@gmail.com  
Mob : 8086430761  
Qualifications : BBA, MBA  
Specializations: Marketing & Finance  
Organisational Study : Sulfex Mattress, Kannur

**AKSHAYA ROSE**

DOB : 02/07/1994  
Email : akshayarose72@gmail.com  
Mob : 8589912032  
Qualifications : BCom, MBA  
Specializations: Marketing & Finance  
Organisational Study : Milma Kannur Dairy  
Work Exp : Yes

**DHANYA TV**

DOB : 22/12/1994  
Email : tvdhanya6@gmail.com  
Mob : 8547462091  
Qualifications : BCom, MBA  
Specializations: Marketing & Finance  
Organisational Study : Agreeco Fibre Foam Pvt Ltd,  
Kannur

# Students Profile 2015-17

**DONA JOY**

DOB : 24/04/1994  
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Mob : 9048226910  
Qualifications : BSc, MBA  
Specializations: Marketing & HR  
Organisational Study : Keltron, Kannur

**NIMISHA P**

DOB : 06/03/1995  
Email : pnimisha473@gmail.com  
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Qualifications : BBA, MBA  
Specializations: Marketing & Finance  
Organisational Study : Deshabhimani Publications, Kannur.

**DONA TOM**

DOB : 14/04/1992  
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Qualifications : BSc, MBA  
Specializations: Marketing & Finance  
Organisational Study : Nature Cool Refrigeration Systems, Bangalore

**PRIYA MATHEW**

DOB : 10/10/1994  
Email : priyamathew898@gmail.com  
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Qualifications : BCom, MBA  
Specializations: Marketing & Finance  
Organisational Study : Ashique Exports Pvt Ltd, Calicut.

**DRISYA DAYANANDAN P V**

DOB : 03/10/1995  
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Qualifications : BCom, MBA  
Specializations: Marketing & Finance  
Organisational Study : Rubco, Kannur

**RAGILA K**

DOB : 20/12/1994  
Email : raagilaraju@gmail.com  
Mob : 9495400869  
Qualifications : BBA, MBA  
Specializations: Marketing & Finance  
Organisational Study : Cee Vee Footwear India Pvt Ltd, Feroke

**LIBIYA K THOMAS**

DOB : 20/02/1995  
Email : libiyathomask@gmail.com  
Mob : 8943159033  
Qualifications : BSc, MBA  
Specializations: Marketing & Finance  
Organisational Study : Baliapattam Tiles, Kannur

**RAJINA RAJ K**

DOB : 25/05/1992  
Email : rajinarajk@gmail.com  
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Qualifications : BSc, MBA  
Specializations: Marketing & Finance  
Organisational Study : KMML, Kollam

**MALAVIKA PRASAD**

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Qualifications : BCom, MBA  
Specializations: Marketing & Finance  
Organisational Study : Canannore Cooperative Spinning Mills Ltd, Kannur

**RINI N.S.**

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Email : rini1761994@gmail.com  
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Qualifications : BBA, MBA  
Specializations: Marketing & HR  
Organisational Study : PeeKey Steels Pvt Ltd., Calicut

**MELBA MATHEW**

DOB : 03/02/1986  
Email : melba.mathew@gmail.com  
Mob : 9886698697  
Qualifications : BSc, MBA  
Specializations: Marketing & HR  
Organisational Study : Bread Works Gourment Foods Pvt. Ltd, Bangalore  
Work Exp : Yes

**RIYA SUNNY**

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Email : riyasunny993@gmail.com  
Mob : 9961609259  
Qualifications : BCom, MBA  
Specializations: Marketing & Finance  
Organisational Study: The Campco Ltd, Mangalore  
Work Exp : Yes



# Students Profile 2015-17



## SANJANA VIJAYAN

DOB : 02/03/1994  
 Email : sanjanavijayan@gmail.com  
 Mob : 9746807044  
 Qualifications : BBM, MBA  
 Specializations : Marketing & Finance  
 Organisational Study: Lamina Suspension Products Ltd. Mangalore



## VINSLET WILSON

DOB : 26/04/1992  
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 Mob : 9539329134  
 Qualifications : BBA, MBA  
 Specializations : Marketing & HR  
 Organisational Study: Dinesh Apparels, Kannur



## SHYNI JOSEPH

DOB : 03/01/1991  
 Email : shynijoseph1112gmail.com  
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 Qualifications : BBA, MBA  
 Specializations : Marketing & HR  
 Organisational Study : Precot Meridian Ltd. Palakkad



## VISHNUPRIYA M

DOB : 21/03/1995  
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 Qualifications : BCA, MBA  
 Specializations : Marketing & HR  
 Organisational Study: Raidco Curry Powder, Kannur



## SIJISH N

DOB : 17/12/1994  
 Email : sijishasathyan2@gmail.com  
 Mob : 9847685171  
 Qualifications : BCom, MBA  
 Specializations : Marketing & Finance  
 Organisational Study : Merryboy Ice Creams, Ernakulam



## SINU ABRAHAM

DOB : 04/10/1994  
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 Mob : 9497279524  
 Qualifications : BCom, MBA  
 Specializations : Marketing & Finance  
 Organisational Study: G'Sons Apparels, Kannur



## SISIRA C JACOB

DOB : 17/09/1994  
 Email : sisiraalphons17@gmail.com  
 Mob : 944654932  
 Qualifications : BSc, MBA  
 Specializations : Marketing & HR  
 Organisational Study : Synthite Industries Ltd, Ernakulam



## SNEHA SASEENDRAN S

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 Mob : 8593004510  
 Qualifications : BBA, MBA  
 Specializations : Marketing & HR  
 Organisational Study : ULCCS, Vadakara

## Our Recruiters





We associate with...



## CORE SUBJECTS & ELECTIVES

No	Semester I (700 marks) & 60 contact hours per paper
1	Economics for Managers
2	Accounting for managers
3	Mathematics and Statistics for Managers
4	Business Law
5	Managerial Communication
6	Principles and Practice of Management
7	Information Technology for Managers
No	Semester II (700 marks) & 60 contact hours per paper
1	Financial Management
2	Operations Research for Managers
3	Marketing Management
4	Organisational Behaviour
5	Human Resource Management
6	Production and Operations Management
7	Research Methodology for Managers
No	Semester III (700 marks) & 60 contact hours per paper
1	Indian Business Environment
2	Indian Management Ethos and Practice
3	Management Information System
4	Optional – four papers mutually selected by the Faculty and the students from the stream of Specialization offered
No	Semester IV (700 + 100 + 100 = 900marks) & 60 contact hours per paper
1	Strategic Management
2	Project Management
3	Materials Management
4	Optional – four papers mutually selected by the Faculty and the students from the stream of Specialization offered
5	Project Report (100 marks) external valuation only
6	Viva Voce (100 marks) external valuation only

## SPECIALISATION STREAMS

### MARKETING

Industrial Marketing  
International Marketing  
Consumer Behavior  
Services Marketing  
Advertising Management  
Marketing Research  
Sales and Distribution Management  
Retail Management  
Supply Chain Management  
Product and Brand Management

### FINANCE

Security Analysis & Investment Management  
Risk Management and Derivates  
Portfolio Management  
Cost systems and Control  
International finance  
Indian financial systems and services  
Strategic financial management  
Working capital management  
Money and capital market  
Venture capital management

### HUMAN RESOURCE MANAGEMENT

Managerial performance appraisal  
Recruitment, selection and placement  
Management Training and Development  
Wage salary administration  
Organization development  
Comparative management systems  
Labour laws  
Management of Industrial relations  
Human Resource Planning and Development  
Managing self and others





*Courses offered by*

**Vimal Jyothi Engineering College** (our sister concern)

	Course	Seats
<b>B.Tech in</b>	Applied Electronics and Instrumentation Engineering (AEI)	- 60
	Civil Engineering (CE)	- 120
	Computer Science and Engineering (CSE)	- 60
	Electrical and Electronics Engineering (EEE)	- 60
	Electronics and Communication Engineering (ECE)	- 120
	Mechanical Engineering (ME)	- 120
<b>M.Tech in</b>	Computer Science and Engineering	- 24
	Thermal Engineering (Mechanical)	- 24
	Control & Instrumentation (AEI)	- 24
	Communication Engg. & Signal Processing (ECE)	- 24
	Structural Engg. & Construction Management (CE)	- 24
	Power Electronics (EEE)	- 24



**VIMAL JYOTHI**  
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