

*Relentlessly Towards Perfection*

*Prospectus - 2021*  
MBA PROGRAMME



**VIMAL JYOTHI**  
Institute of Management & Research

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



## Chairman's Message

Our Honourable former president, Dr APJ Abdul Kalam has rightly affirmed that the ignited mind of youth is the most valuable resource and unflagging energy on the earth. Educated youngsters with the right attitude and focused mind are effectively empowered to spearhead the challenges of the present world with resourcefulness and self-reliance. Professional expertise is the catchword of success everywhere. Gone are the days, where sole cognitive development was treated as the benchmark of excellence in the academic and professional fields. But today, inclusive skill acquisition is treated as the integral part of employability. The adaptability to work in a group with an unbiased ethical vision and solid team leader proficiencies to manage crisis amicably are vital for person's career. So, right from the inception, Vimal Jyothi is being endeavoured to mould quality professionals, instilled with human values and professional ethics.

I have great pleasure to invite you to our campus and pursue academic, ethical, cultural, social and entrepreneurial skill transformation to excel in the ever-evolving corporate world.

**Mar. Joseph Pamplany**

## Manager's Message

Vimal Jyothi is a management institution with a difference, inspired by the radiance of gospel values and the mission of imparting quality education suffused with creativity, professionalism and an inclusive social perspective. As the achievement of these goals is a hard-earned result, we need discipline, perseverance and unflinching commitment as the core principles of life and education. Moreover, we have phenomenal infrastructural facilities so that our goals would synchronize with our performance. Any learning experience bereft of life values is utterly pointless and can even be catastrophic in result. Hence, this institution continually evolve value-added programs to reinforce the learners' convictions. Simultaneously, we have an excellent team of faculty members to carry out our noble mission with a prophetic zeal. In addition to this, workshops to enhance skill acquisition, industrial visits to promote hands-on training, national and international seminars and many other interactive programs eventually instill a sense of empowerment in the students.

**Fr. James Chellamkottu**

### Our Patron



**His Grace Mar. George Njaralakatt**  
Archbishop of Thalassery

### Chairman



**His Excellency Mar. Joseph Pamplany**



**Rev. Fr. James Chellamkottu**  
Manager



**Rev. Fr. Pious Padinjaremaryil**  
Asst. Manager



**Rev. Fr. Lazar Varambakath**  
Bursar



**Fr. Subin Rathappillil**  
Administrative Asst.





## Principal's Message

Today organisations are turning lean, knowledge-based, boundary-less and flat. As competition shakes up the organisations, the demand from the corporate sector is changing with every minute. Employability reports affirm the existence of considerable gap between supply of quality management professionals and the demand for them. The strategic vision of the world and the challenging corporate requirements need a new breed of global managers who are capable of delivering quality from day one.

We, at Vimal Jyothi Institute of Management and Research (VJIM) aspire to abridge this gap by creating professionals, who are intellectually strong, morally sound and professionally vibrant.

The MBA program at VJIM is aimed at developing the skills required to lead and manage corporates in the rapidly globalizing networked economy. Mentoring by the outstanding teachers, association with effective business leaders and motivated peers are provided to develop technical, interpersonal and conceptual management skills of the students. The institution nurtures mutual respect and a sense of achievement with right blend of knowledge, skills and attitude.

VJIM is committed to develop contemporary, competent and creative professionals for providing innovative leadership to industry and society. Evolve, Empower & Excel- should that be the motto of every aspirant of management education at VJIM. We are continuously devoted to promote the skill sets and attitude of our students, so that they turn out to be precious assets to mould the organizations they work for and commit themselves for the betterment of the society.

Dr. Thomas Michael

## 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





Vimal Jyothi Institute of Management and Research (VJIM) is established in 2010 by the Meshar Educational Trust, as a private, co-educational, minority institution imparting value based quality education, training and research in the areas of business management. The institute offers two year full time residential MBA programme with dual specialisation. The institute is approved by AICTE and is affiliated to Kannur University. Located in an attractive self-contained campus on the western side of Vimal Jyothi Engineering College, 2 kms from Chemperi and 45 kms from Kannur town, the institute envisions to bloom into a centre of excellence in management education and research that responds to the needs and demands of corporate world with professional integrity, moral uprightness and sense of commitment.

VJIM focuses on holistic learning and believes in the recognition of its programmes by corporate world by virtue of its content, quality, uniqueness and the superior genre of graduating students. The institute has excellent infrastructure and resources to provide students with quality education that kindles creativity, encourages innovation, enhances originality and instils ethical practices to compete successfully in the global business arena. It houses air conditioned class rooms equipped with multimedia facilities, audio-visual centre, computer centre with the latest configurations, digital library, seminar hall, common rooms, gymnasium, cafeterias, bank counter, ATM, counselling centre and modern and well designed accommodation units for boys and girls separately. The institute has outstanding faculty members with substantial experience in teaching, consulting and research. The institute has eminent academicians and distinguished corporate leaders on its Advisory Council.

Students are required to attend periodic seminars, symposia, workshops, trade fairs, conferences, forums, lectures, summits, speaker series – the list of events on campus is endless, and that can provide a far more comprehensive view of ground realities than any text book can. VJIM brings some of the most inspirational and thought-provoking leaders in the world from industry, government, finance, and media through our doors, to make students listen to, learn from and to be challenged by speakers. This naturally will give our students the ‘knowledge plus experience’ edge making them the first choice of prestigious corporates.



**Academic programme offered:**

**Master of Business Administration (MBA)**

**Dual Specialisations in:**

**Marketing, Finance & HRM**

**Total seats : 60**



## Guest of honour



**Dr. Kuncheria P. Isaac**  
Vice Chancellor,  
APJ Abdul Kalam Technological University



**Prof. Dr. S. Mohanavel**  
Director, AJK Institute of Management



**Dr. V. A. Joseph**  
MD&CEO, South Indian Bank



**Shri. C. Devadas Kamath**  
Former MD, TATA TRL & TATA Steel



**Dr. Michael Tharakan**  
Former VC, Kannur University



**Prof. T. Asokan**  
Pro Vice Chancellor, Kannur University



**Shri. Balasubramanyam**  
President, PIA, Bangalore



**Dr. Abraham Joseph**  
Registrar, KUFOSS, Kerala



**Shri. C. Jayachandran**  
MD&CEO, Mascot Industries



**Dr. V. K. Vijayakumar**  
Geojith BNP Paribas



**Mr. Allen Mathew**  
Vice President HR, Oracle India



**Mr. Cherian Peter**  
CMO, Muthoot Group



**Mr. Paul Abraham**  
Manager Volvo India Ltd.



**Dr. Jebamalai Vinanchi Arachi**  
Former Principal Adviser to Director-General of UNIDO



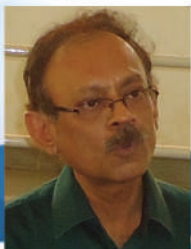
**Prof. Kalyanaraman**  
Rtd. Prof., University of Kerala



**Fr. Davis Chiramel**



**Mr. Dinesh Kumar**  
Sales tax Intelligence Officer



**Dr. S. Ghosal**  
Principal Designer, NID Bangalore



**Mr. C. V. Deepak**  
President NMCC



**Dr. PK Prabhakaran**

**MBA** 2018-20  
Batch Student

“ The profes-  
sional exposure  
I've gained from  
the College  
helped me to  
secure an  
Probationary  
Officer in  
Federal Bank ”

Neenu Varghese



Class room



“ My MBA has allowed me to get a managerial position in "CSB Bank" Trivandrum straight after finishing my course. Thanks to VJIM for organizing campus interview. ”

Josna Mary Jose



Gramdarshan Rural Camp 2019 at Bedur, Kasaragod

## INDUSTRIAL VISITS



International industrial visit 2019



## Curriculum and Scheme

The programme will be delivered in 4 semesters (2 year period). Each semester will be of 16 weeks duration. The course would be under DUAL specialization scheme, whereby a student can choose two specialization areas of her or his choice out of the broad streams of five-specializations offered. There would be 28 papers of which 8 are specialization papers, 4 each from two different streams. Each paper will be of 60 contact hours and three hours examination at the end of the respective semesters. Each paper carries 100 marks for internal assessment and external examination in the ratio of 20:80.

Lecture by faculty, student presentation, assignment writing and submission, case discussion, practical training, seminar and internal examinations (minimum two) on the subject are the pedagogy to be followed. Question paper pattern for internal examination shall be in same model as followed in the University scheme.

### Core subjects & Electives

**Semester I** (700 marks) & 60 contact hours per paper

- ❖ Economics for Managers
- ❖ Accounting for managers
- ❖ Mathematics and Statistics for Managers
- ❖ Business Law
- ❖ Managerial Communication
- ❖ Principles and Practice of Management
- ❖ Information Technology for Managers

**Semester II** (700 marks) & 60 contact hours per paper

- ❖ Financial Management
- ❖ Operations Research for Managers
- ❖ Marketing Management
- ❖ Organisational Behaviour
- ❖ Human Resource Management
- ❖ Production and Operations Management
- ❖ Research Methodology for Managers

### Organizational study

After the II semester examination, students have to undergo summer placement/organizational training/in plant training in reputed organizations for a period of one month and the students are required to submit their reports within 14 days of reporting to the department after their placement training.

**Semester III** (700 marks) & 60 contact hours per paper

- ❖ Indian Business Environment
- ❖ Indian Management Ethos and Practice
- ❖ Management Information System
- ❖ Optional – four papers mutually selected by the Faculty & students from the stream of Specialization offered

### Summer internship

After the III semester examination, the students start the project work on a live managerial problem involving field study for duration of about 8 weeks. The students are required to submit their Project Reports within 30 days of reporting to the department after their project.

**Semester IV** (700 + 100 + 100 = 900marks) & 60 contact hours per paper

- ❖ Strategic Management
- ❖ Project Management
- ❖ Materials Management
- ❖ Optional – four papers mutually selected by the Faculty & students from the stream of Specialization offered
- ❖ Project Report (100 marks) external valuation only
- ❖ Viva Voce (100 marks) external valuation only





## Specialisations

### Marketing

- ▶ Consumer Behaviour
- ▶ Sales and Distribution Management
- ▶ Marketing Research
- ▶ International Marketing
- ▶ Retail Management
- ▶ Advertising and Brand Management
- ▶ Rural and Social Marketing
- ▶ Services Marketing

### Finance

- ▶ Security Analysis and Portfolio Management
- ▶ Financial Markets and Institutions
- ▶ Insurance and Risk Management
- ▶ Cost Systems and Control
- ▶ Financial Derivatives
- ▶ International Financial Management
- ▶ Indian Tax: Structure and Planning
- ▶ Mergers, Acquisitions and Corporate Restructuring

### Human Resource Management

- ▶ Industrial Relations and the Labour Laws
- ▶ Training and Development: Systems & Practices
- ▶ Performance management
- ▶ Compensation Management
- ▶ Strategic and International Human Resource Management
- ▶ Organisational Development
- ▶ Team Building in Organisations
- ▶ Behaviour Testing and Counseling

## OUTREACH ACTIVITIES

### Residential Rural Camps

Rural camps are conducted every year with the brand name 'Grama-Dharshan'. It is intended to inculcate a social responsibility and community development motives in the budding managers. The one week residential programs includes social activities to the underprivileged societies, awareness programs, interactive sessions of the social workers, field visits, surveys, personality development training, interaction with officials of administrative and NGOs, etc.

### OISCA International

The institute runs a registered chapter of OISCA International. The South India chapter has oriented its activities to the fundamental concept of sustainable development.

## INFRASTRUCTURE

### Classrooms

VJIM houses wi fi enabled air-conditioned classrooms with multimedia facilities.

### Library

The Library possesses more than 5600 books and 9500 e-books with different titles, Multimedia CDs, national and international journals, periodicals and local and national newspapers. This also has online databases such as EBSCO, J-Gate, Questia, SAGE, DELNET and Global periodicals.

### Placement Cell

The Vimal Jyothi Centre for Career Development (VJCCD) is committed to help students to achieve their unique career goals. VJCCD's team of experienced career development professionals proactively partner with students to assess their strengths and employ creative strategies to prove their potential in the corporate sector. Efforts are underway to develop tie-ups and collaborations with industry to give opportunities for internship and job placements. The cell organizes special trainings on Leadership and Team Building, Public Speaking and Presentation Skills etc. It also conducts certified Practitioner Course on Neuro Linguistic Programming (NLP).

## Computer Centre





### Seminar Hall

The seminar hall with a seating capacity for 300 people is a happening place in the campus. This centre is an ideal venue for seminars and international conferences. It includes the latest digital sound system with extra woofers, LCD projectors and automated screen.

### Canteen & Cafeteria

The canteen run by specialist restaurateurs can accommodate 200 people at a time. It is equipped with a snack bar, telephone and television facilities. The cafeteria also provides light refreshments during breaks.

### Computer Centre

The Computer Centre has an elaborate network of 60 workstations coupled with internet connection. This centre is also approved as the official online exam centre for GATE, IBPS, etc.

### Communication Lab

The well furnished Communication lab is established in association with Sanjose academy and it aims to enhance the communication and soft skill development of the students. It offers preliminary soft skill training and language training for all the students. It also offers advanced language testing facilities such as IELTS, German etc. This Communication lab also supports the overall development of the students through multiple trainings as business update, case studies, preparing for virtual competitions etc.

### VJ Consultancy and Research Services

VJ Consultancy and Research Services (VJCRS) is a platform for coordinating the consultancy and research activities. It is aimed to provide a research aspiration in students and also undertake consultancy work in association with different agencies.

### Sports & Recreation

Vimal Jyothi Campus has several facilities for Sports & Recreational activities.

- Outdoor Play Fields
- Athletic Track
- Cricket ground
- Indoor Stadium with state of the art facilities
- Table Tennis, Basket Ball, Badminton, Volley Ball etc.
- Modern Gymnasium

### Hostels

Modern and well designed world class accommodation facilities are provided for boys & girls separately. In line with Vimal Jyothi philosophy that 'education needs discipline and discipline can be nurtured through proper care and attention', these hostels are managed by Rev. Priests and Rev. Sisters.

These hostels are appreciated for its serene atmosphere for mutual development. Vimal Jyothi accommodation facility include 182 Mbps WiFi connectivity, common space for interaction, computer labs, recreation facilities, media space, prayer hall, staff & guest accommodation quarters. Our mess is operated on dividing basis by the student committee and rated as excellent.

### Bank

Banking facilities are provided to the students and the staff by the Canara Bank.



**MBA**

**2013-15**  
Batch Student

“I completed my MBA from VJIM and it has best helped me to obtain a managerial position in Vodafone Mobile services through campus selection.”



Tisha Sebastian



## Campus Events

Vimal Jyothi offers a dynamic campus life with outstanding study and research facilities. Through participation in various cultural and academic clubs that organize field trips, indoor & outdoor games, academic seminars, cultural programmes, debates, discussions and various community services. Domain specific workshops and seminars will also be organized periodically to strengthen the learning.

## Management Fest - Karmanta

A South Indian management fest is organized by the students as "Karmanta" every year. This creates an arena to showcase their managerial capabilities. Beside this students are trained to bag many prizes in other management fests conducted by leading B' schools of South India.

## Student Clubs

Business clubs managed by the students add new flavours and themes to capture the pulse of the business sectors. This not only gives an extra edge to understand, learn and share their knowledge on a common platform but also enhances their intellect from their peers and industry experts.

## Community Development Initiatives

VJIM envisions developing better citizens with professional qualities and right attitude. The institute has initiated community development programmes to achieve this noble vision. Through such programmes students are prepared to see life in larger perspective exploring ways to use their education and skills to add value to self and to the society. VJIM takes every effort to motivate MBA students to be a part of societal progress.

## Scholarships

Vimal Jyothi Institute of Management & Research introduced Golden & Silver scholarships for the meritorious Students. Financially weak meritorious students will be given fee concessions.

## Mentoring

Mentoring program is designed in such a way to keep each student under a dedicated mentor for guidance and all other developmental needs of the student. This association primarily helps student to get one to one interaction with faculty.

## Admission

Admission to the MBA programme shall be based on the eligibility norms prescribed by AICTE / Admission Supervisory Committee Kerala / FRC Kerala and Kannur university from time to time.

## Eligibility

Candidates seeking admission to MBA programme are required to have obtained a Bachelors degree (under 10+2+3 pattern) in any discipline recognized by Kannur University with 50% marks in aggregate. However, candidates belonging to other backward communities are eligible for a concession of 5% marks in the qualifying examination. Those belonging to scheduled castes/scheduled tribes having secured a pass in the degree examination are eligible to apply for admission to the course. Reservation of seats will be as per the existing university rules. Admission supervisory committee (ASC) has fixed the qualifying entrance examination marks as 15% for 2020-21 academic year.

Students who are in the final year of any Under Graduation can also apply for the programme, provided they satisfy the eligibility conditions.

## Selection criteria

The selection of the candidates to the course would be done on the basis of total marks obtained in the qualifying examination, positive score in the entrance test approved by AICTE & Admission Supervisory Committee Kerala, group discussion and interview. The short-listed candidates eligible for admission to the course shall be based on the index marks prepared as per the following criteria and also as per the relevant reservation rules pertaining to admission.

Components	Weightage
Entrance Test : KMAT/C-MAT/CAT	80
Group Discussion	10
Interview	10
Total	100

## How to Apply

The candidates seeking admission for MBA Programme can visit the website (<https://vjim.ac.in/admission/online-application/>) for online application. Only online mode of application is accepted by the institute.

To apply online  
Scan QR code



Blood Donation Campaign



Pre-Placement Training



## Advisory Body

- Dr Thomas Michael (Principal)
- Rev Fr. Genimon V Joseph (Vice Principal)
- Dr T D John (Dean Research, VJEC)
- Rev Fr. Subin Rathappillil (Administrator, VJIM)
- Dr. D Anto Sahaya Dhas (Head of the Department, ECE, VJEC)
- Mr. K. Vinod Narayanan (NMCC Former President)
- Dr. Anoop Scaria (Faculty Representative)
- Mrs. Reshmi Thomas (Faculty Representative)
- Mr. Allen Jo Regi (Alumni Representative)

**MBA** 2014-16  
Batch Student

“I’ve really enjoyed studying here and the course has given me a great insight into the industry. I’m now working as an Equity adviser at Karvy stock broking Ltd, Hyderabad.”



Arun TS

## UNIVERSITY RANK HOLDERS

2015



**1<sup>ST</sup> RANK IN MBA**  
KANNUR UNIVERSITY 2013-15 BATCH  
**Ms. DEEPIKA SHENOY K.**

2014



**2<sup>ND</sup> RANK IN MBA**  
KANNUR UNIVERSITY 2012-14 BATCH  
**Ms. YAMUNA GOVINDAN**

## UNIVERSITY TOPPERS\*

2020



**1<sup>ST</sup> POSITION\***  
KANNUR UNIVERSITY 2018-20 BATCH  
**Ms. NEENU VARGHESE**  
(\* Awaiting for the position certificate from the University)

2019



**3<sup>RD</sup> POSITION**  
KANNUR UNIVERSITY 2017-19 BATCH  
**Ms. AMRUTHA S**

2018



**3<sup>RD</sup> POSITION**  
KANNUR UNIVERSITY 2016-18 BATCH  
**Ms. NOUSHEENA A K**

2017



**2<sup>ND</sup> POSITION**  
KANNUR UNIVERSITY 2015-17 BATCH  
**Mr. SANJU JOHN**

2017



**3<sup>RD</sup> POSITION**  
KANNUR UNIVERSITY 2015-17 BATCH  
**Mr. AMAL SUNNY**

2016



**2<sup>ND</sup> POSITION**  
KANNUR UNIVERSITY 2014-16 BATCH  
**Ms. AYANA TOM**



## Faculty

Professional formation cannot be effected without excellent academicians. VJIM faculty members are involved in teaching and consultancy, as well as leading edge research in key managerial areas. Many of them have taken up teaching assignments at VJIM after years of teaching and corporate experience. They have reputed publications to their credit. As a consequence, they bring a rich combination of academic rigour as well as practical and industrial experience to the class room. VJIM students will have significantly higher domain exposure.

### Core Faculty



**Dr. Thomas Michael**  
Principal & Professor  
MBA, M.Phil., PhD



**Fr. Jinu  
Vadakkemulanjanal**  
Vice Principal  
MBA, PGDHRM, NET (PhD)



**Dr. Anoop Scaria**  
Associate Professor  
MBA, PhD



**Ms. Reshmi Thomas**  
Assistant Professor  
MBA



**Ms. Reeshma VV**  
Assistant Professor  
MBA



**Ms. Dona James**  
Assistant Professor  
MBA



**Fr. Sony Varghese**  
Assistant Professor  
MBA



**Mr. Thomas John**  
Assistant Professor  
PGDBM

### 2017-19 Batch





## Visiting Faculty

Eminent scholars from reputed Business Schools and stalwarts from industries will engage classes for the students.

## Adjunct Faculty

1. Mr. Balakrishnan T, M.Com.

**MBA**

**2013-15**  
Batch Student

“The individual attention and guidance of VJIM faculty has given me the confidence to achieve 1<sup>st</sup> Rank in Kannur University”



Deepika Shenoy



International industrial visit 2019 @ Malaysia





# Fee Structure for the Academic Year 2021-22

## 1<sup>st</sup> Semester:

Admission Fee	1000.00
Tuition Fee	65,000.00
Refundable Caution Deposit	5,000.00
Fee for Value added services	5,000.00*
<b>Total</b>	<b>76000.00</b>

## II Semester

Tuition Fee	65,000.00
Fee for Value added services	5,000.00*
<b>Total</b>	<b>70,000.00</b>

## III Semester

Tuition Fee	65,000.00
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## IV Semester

Tuition Fee	65,000.00
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**On discontinuation/Cancellation of the course by a student, the institution policy regarding refund: (As per the AICTE Approval Process Handbook 2021-22)**

- The course fee has two components: Admission Fee and Tuition Fee.
- The admission Fee will not be refunded by VJIM under any circumstances.
- The primary objective of this stipulation is to discourage frivolous applications.
- The refund of Tuition Fee paid will be considered subject to the following criteria:
  - If a candidate withdraws from the course prior to its commencement, Rs. 1500/- will be deducted as administrative expenses and remaining fee will be refunded.
  - If a candidate withdraws from the course within one week after the commencement of the course, 90 percent of the fee will be refunded.
  - If a candidate withdraws from the course any time after one week from the date of commencement of the course, no refund of fee will be made and student is responsible to pay the fee for concerned semester to obtain his/her certificates.
  - To obtain his/her certificates from the institution the candidate has to submit a bond undertaking as per ASC/FRC regulations, in a stamp paper of appropriate value (Rs.100).

\*Value added services fee includes industry interactions, placement oriented trainings etc.

NB: University registration, examination fee, Uniform etc. have to be paid in addition to the above as per intimations received from the university/agencies.

- An amount of Rs.15000/- will be provided to eligible students towards international industrial visit scholarship.

## Scholarships

### 1. Golden Scholarship based on academic merit : amount 6 Lakhs

Scholarships are offered to top 20 students who secure 70% and above marks in qualifying degree examination in any discipline. Top 10 eligible students will get an amount of Rs.10000.00 and the remaining 10 students will get an amount of Rs.5000.00 at the time of paying their first semester tuition fee. Eligible students have to maintain minimum 65% marks in all examinations in MBA to claim the scholarship each in II, III & IV semesters.

### 2. Silver Scholarship based on KMAT performance: amount 50,000/-

Scholarships are offered to those 10 students who join Vimal Jyothi for MBA course with highest scores in KMAT - 21 (Kerala) entrance examination will be eligible for this scholarship. Selected students are eligible for a scholarship of Rs. 5,000.00 and the amount will be adjusted with their first semester tuition fee.

(A Candidate is Eligible for only one scholarship among this)

## MBA University Result / Placement

Batch	Result in %	Placement in %
2014-16	100 %	92 %
2015-17	100 %	95 %
2016-18	96 %	91 %
2017-19	97 %	90 %
2018-20	Awaiting from the University	Awaiting





**Karmanta 2020  
Management Fest**

## List of recruiters...

Federal Bank, CS Bank, Amazon, Accenture, Axis Bank, Bata India, V Guard Industries, Berger Paints, Gionee, HDFC Life, ICICI Securities, ICICI Prudential, Pantaloon, Dulux Paints, Asian Paints, HCL, SBI General, ITC Ltd, Coffee Day, KPMG, EY India, Wildcraft, Ninjakrt, Havells, The Hindu, Decathlon, Value Mentor, Vodafone Idea, Focus Academy, Excella Technologies, Jeevan TV, Nandilath G Mart, ESAF Small Finance Bank, ESAF Microfinance, Paytm, Shopx, The Indian Express, BYJU's App (Think & Learn Pvt.Ltd), Standard Chartered Bank, Dalmia Cements, Lunar, Reliance Jio, VKC, Hatsun Dairies Ltd, AVT, Alpha One Builders, Hedge Equities, Jaihind TV, Prima International, Next Education India Pvt. Ltd, Raidco Ltd, Geojith PNB Parias, Manappuram Finance Ltd, Muthoot Finance, HDFC Bank, Odyssia, Saint Gobain, Mir Realtors, Plant Lipids, Western India Plywood's, Kitex Garments Pvt Ltd, More Retails, Skyline Builders, Sharon Insul India Ltd, RR Donnelly, Inspire, Sepack Infotech, JK Fenner, ACS Xerox, Macmin Infotech, Laza Ice Creams, Kosamatam Finance, Concierge Technologies, Dr Reddy's, Jelitta Publicity, Sutherland Global, Joy Alukkas Trading, Vigshen Technologies



International Yoga Day

**MBA**

**2015-17**  
Batch Student

“Choosing VJIM for doing my MBA Course was the best decision I have taken, I thoroughly enjoyed my campus life and the Program gave me great insight into business management. Today I have been placed in Think & Learn Pvt. Ltd (BYJU'S App)”



**Berlin A Varghese**



# How to reach us

TO APPLY ONLINE  
SCAN QR CODE



3HX6+4R

Lat: 12.097673, Long: 75.562276



Nearest Railway Station      Kannur Rly Stn. : 45 km  
Nearest Airport                Kannur Airport : 30 km  
Nearest Town                  Chemperi : 2 km



**VIMAL JYOTHI**  
**Institute of Management & Research**  
Jyothi Nagar, Chemperi, Kannur - 670632

Ph: 9400512240, 2212240, 0460 2213900 / Fax: 0460 2213513

Email: [admission@vjim.ac.in](mailto:admission@vjim.ac.in), [office@vjim.ac.in](mailto:office@vjim.ac.in) / Website: [www.vjim.ac.in](http://www.vjim.ac.in)

Our sister concern:

**VIMAL JYOTHI**  
**Engineering College**

9 B.Tech Batches & 6 M.Tech Batches  
Ph.D in 6 branches

Website: [www.vjec.ac.in](http://www.vjec.ac.in)