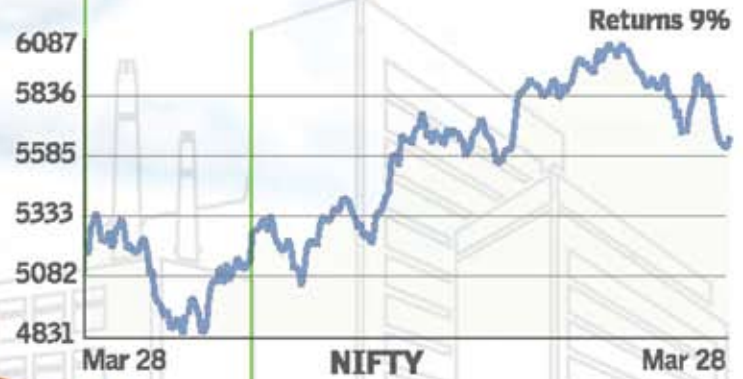




ADMINISTRATION



BUSINESS

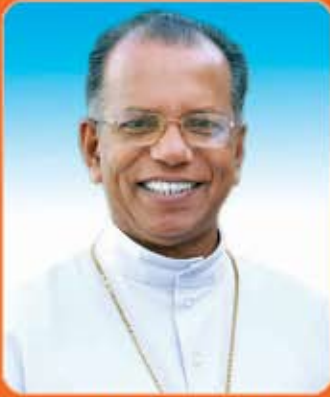
Relentlessly Towards Perfection



VIMAL JYOTHI
Institute of Management & Research

ISO 9001:2008 Certified Institution

Our Patron



His Grace Mar George Njaralakatt
Archbishop of Thalassery



Fr. K.J. Joseph Kanivelil
Co-ordinator, VJIM



Fr. George Assarikunnel
Bursar



Fr. Jinu Vadakkemulanjanal
Administrator



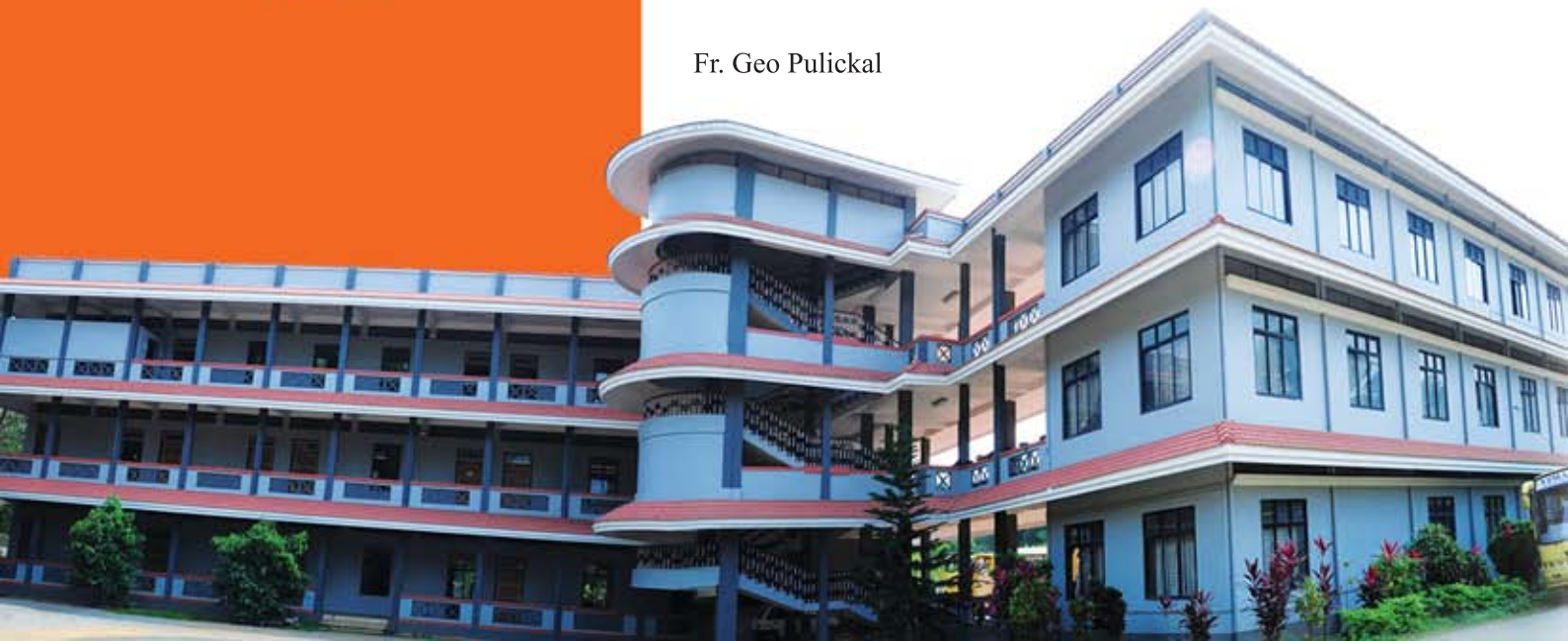
Chairman's Message

I am pleased to welcome you to Vimal Jyothi to explore a world of opportunities to make success in the corporate world. VJIM aims at becoming a centre of excellence with its state-of-the-art facilities and a front runner in developing teaching and learning methods that reflect best practices in educating young minds. The institute is committed to mould young minds into resourcefull and prospective professionals ready to embark upon challenging careers with academic, spiritual, cultural, social and entrepreneurial pursuits. The innovative learning programmes provide a platform for the enhancement of analytical skills of the students and make them capable of evolving meaningful solutions to various management problems. To further hone the skills of our students and make them more versatile, theoretical knowledge combined with extensive hands-on-training imparted. Vimal Jyothi, believes in empowering the downtrodden and the marginalized by imparting education for a new world order of equality and social justice.

I am confident that you would find your MBA graduation here to be challenging and a rewarding experience.

I invite you to visit our campus, meet our students and the members of the faculty, who can help you to reach your career goals.

Fr. Geo Pulickal





Director's Message

Technology and information reshape our lives at internet speed. Organisations are turning lean, knowledge-based, boundary-less and flat. Effectiveness and efficiency are measured in terms of the capacity to manage bottom lines. Productivity has become the differentiator and the mantra for survival. As competition shakes up the organizations, the demand from the corporate sector is changing with every passing minute. The new 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. In spite of the fact that there are more than 2000 business schools and more than two lakh students graduate every year, there is a huge quality divide. The rate of employability of the graduating students is surprisingly less than 25%.

We require a purposeful quality oriented managerial empowerment process to enhance the employability of our students. There needs to be experiential and collaborative learning processes to develop technical, interpersonal, and conceptual management skills of the students. The institutions should nurture respect and a sense of achievement with right blend of knowledge, skills and attitude. Exposure to outstanding teachers, effective business leaders and motivated peers should be provided. Vimal Jyothi Institute of Management and Research is all set to develop contemporary, competent and creative leaders for providing future leadership to industry and society. Evolve, Empower & Excel- should that be the motto of every aspirant of management education at VJIM.

Dr. George A.P.

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 instils 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 & RESEARCH

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.

Vimal Jyothi Institute of Management & Research is abuzz with opportunities to be inspired. It's a place where exciting things happen. At VJIM, the teaching methodology is practical, hands-on and real-time. At every stage of the learning process, interface with the industry, interaction with practicing professionals and internship with corporate is given precedence. 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.



Multipurpose Indoor Stadium



SANJOSE MEN'S
HOSTEL COMPLEX

Guest of honour



Shri. K.M. Mani
Finance Minister, Govt. of Kerala



Dr. Michael Tharakan
Former VC, Kannur University



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



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



Prof. Kalyanaraman
Rtd. Prof., University of Kerala



Dr. S. Ghosal
Principal Designer, NID Bangalore



Shri. Balasubramanyam
President, PIA, Bangalore



Dr. Abraham Joseph
Registrar, KUFOS, Kerala



Shri. C. Jayachandran
MD&CEO, Mascot Industries



Dr. V.K. Vijayakumar
Geojith BNP Panba



Mr. Allen Mathew
Vice President HR, Oracle India



Mr. Cherian Peter
CMO, Muthoot Group



Dr. A.K. Sreehari
Ex. Director, KILE, Trivandrum



Mr. Paul Abraham
Manager Volvo India Ltd.



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



Mr. Nagaraja S
HR Head, Wipro IE



Mr. T V N Girish Kumar
Director, Sharewealth Securities

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

Name	Designation	Qualification
Dr. George A.P.	Director & Professor	MTM,MBA,PhD, FDP (IIMA)
Dr. P.T. Thomas	Professor	MA,PhD
Fr. Jinu Vadakkemulanjanal	Asst. Professor	MBA,PGDHRM,NET
Mr. Anoop Scaria	Asst. Professor	MBA, (PhD)
Fr. Joshy Sebastian	Asst. Professor	MHRM
Mr. Prajith P.K.	Asst. Professor	MBA,PGDCA,NET
Ms. Sangamitra P.V.	Asst. Professor	MBA
Mr. Prasad Thomas	Asst. Professor	MBA,M.Phil.
Mr. Vipin K.	Asst. Professor	MBA,NET
Ms. Dona James	Asst. Professor	MBA

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.
- 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. Mr. Vineeth Nambiar, MBA
8. Ms. Sibila P., MBA, M.Phil.



Ladies Hostel

Outreach activities

The Institute takes pride in undertaking community development initiatives to prepare students to experience life with a different perspective and to explore ways to use their education and skills to add value to self and to society. The main objective behind such initiatives is to sensitize and motivate MBA students to be a part of societal progress.



Rural Camp 2013-15 Batch @ Kanhangad

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.

INDUSTRIAL VISITS



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 40:60.

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

INDUSTRIAL VISITS



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

INFRASTRUCTURE

Classrooms

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

Library

The Library possesses large number of 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.

The library system supports the teaching and research programmes of the institute. It provides physical and intellectual access to information consistent with the current and the proposed educational and research projects of the institute. The library aims to develop a comprehensive collection of documents useful for the faculty and the student community of the institute and to serve as a resource centre for the scholars and scientific community of the neighbouring areas. So, Library membership is also offered to the faculty members of sister concerns and research scholars from neighbouring areas.

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).



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 a 10 Mbps VSNL internet connection. This centre is also approved as the official online exam centre for GATE, IBPS, etc.

Communication Lab

Vimal Jyothi believes education should extend beyond the classroom. Hands-on experiences enhance leadership ability, communication skills, and self-confidence. VJIM Communication Lab allows students to learn valuable professional skills in real-world settings and to participate in numerous graduate clubs, case study competitions and other co-curricular activities.



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 20 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 Syndicate Bank.



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 is planning to introduce merit scholarships, special scholarships for girls and merit-cum-means scholarships for the students every year. Financially weak meritorious students will be given fee concessions.

Admission

VJIM offers Masters in Business Administration with dual specialization in Marketing, Finance, Human Resources and relevant specializations offered by university.

Eligibility

Candidates seeking admission to the MBA degree course shall be required to have obtained 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.

Selection criteria

The selection of the candidates to the course would be done on the basis of total marks obtained in the qualifying examination, entrance test approved by AICTE/State Government/University, 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
All India Entrance test (C-MAT/MAT)	40
Group Discussion	15
Interview	15
Previous academic records	30
Total	100

The pattern of weightage given to previous academic records would be as follows:

Sl. No.	Academic qualification	Average % of marks obtained	Weightage (%)
1	Pre-degree/Plus 2	60% to 79.9%	03
		80% and above	10
2	Graduation	50% to 59.9%	06
		60% to 79.9%	12
		80% and above	15
3	Post Graduation	55% and above	05
	Total		30

INDUSTRIAL VISITS



Our Placements & Projects with...



INDUSTRIAL VISITS



How to reach us



Nearest Railway Station

Kannur Rly Stn. : 45 km

Nearest Airport

Karipur Airport : 150 km

Kannur Airport* : 25 km

Nearest Town

Chemperi : 2 km

* Under construction



Lat: 12.097056, Long: 75.565698

Under the Catholic Archdiocese of Thalassery

VIMAL JYOTHI

Institute of Management & Research

Jyothi Nagar, Chemperi, Kannur - 670632

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Email: mail.vjim@gmail.com, office@vjim.ac.in / Website: www.vjim.ac.in



Our sister concern: **VIMAL JYOTHI**
Engineering College

9 B.Tech Batches & 6 M.Tech Batches

Website: www.vjec.ac.in

Approved by AICTE
Affiliated to Kannur University