

PROSPECTUS 2023-24

**SNES
IMSAR**

**MBA
PROGRAMME**

Specializations

**MBA HRM
MBA FINANCE
MBA MARKETING
MBA INTERNATIONAL BUSINESS
MBA SYSTEMS
MBA TOURISM & HOSPITALITY MANAGEMENT**

Approved by **AICTE, New Delhi**
and affiliated to the **University of Calicut.**



**SNES INSTITUTE OF
MANAGEMENT STUDIES
AND RESEARCH**

Get transformed from a
BEGINNER to a **BIG WINNER!**



Institute of Management Studies and Research (IMSAR) was set up in 2009 at Kunnammangalam on the NIT Calicut Road in the Calicut district by Sree Narayana Education Society, Calicut which has over 1300 members, a significant number of them have business ventures in Kerala. At IMSAR, we firmly believe that 'Education is not preparation for life, education is life itself'.

Over the past 13 years IMSAR has come of age and got established itself as a high-quality Management Institute for management education of relevance. The institute has an excellent faculty and a state-of-the-art infrastructure including fully air-conditioned class rooms, seminar hall, computer lab and library. Faculty with long industrial, administrative and academic experience has enriched the teaching and learning process at IMSAR. The campus bustles with activity all the time. In addition to the academic initiatives, it has set up centres to provide support to the industry, agriculture and start-up entrepreneurs. Students will have opportunities to work on various projects at the institute.

At IMSAR, we work with a mission to transform the young adults into mature and competent individuals ready to take up challenges that come their way and convert them into opportunities for personal growth and development. We offer the MBA aspirants the best of facilities and opportunities to take a journey on the road to converting their potential into rare competencies to survive in any social and business environment.

Director

Prof. (Dr) Saj Kuriakose

MBA, M.phil, PGDIT, Ph.D

Director, IMSAR.

Marketing & General Management



Chairman/ President

P.V. Chandran

Managing Editor, The Mathrubhumi Daily

It is my privilege to introduce the Institute of Management Studies and Research (IMSAR) is an endeavour of Sree Narayana Education Society, Calicut in the field of professional education. This institute firmly holds its motto 'Education is life'. While reiterating its role in advancing the careers of aspiring professionals and improving, IMSAR also strives to directly address social, environmental and economic ills by leveraging the talent, energy and ideas of students, faculty and staff.



Manager

P Nandakumar

General Secretary

Sree Narayana Education Society, Calicut

The process of making the business and the nation more competitive requires smart leader managers who are capable of effectively prioritizing investments, allocating resources and aligning human capital to achieve strategic objectives. IMSAR has been working relentlessly for it since its establishment in 2009 and pledges to continue its mission with lot more passion and dedication.

IMSAR is an abode of learning where we endeavour to equip our students to cater to the needs of the ever-expanding job market. The institute advocates modern methods of teaching like Case method, games, role play, industrial visits, mock interviews and team activities which instil cooperation, confidence and competence in the students.

In our country, the soaring course fee of many B-Schools stand as a hurdle for the aspirants to pursue their MBA programme. IMSAR, being run by a non-profit charitable organization, SNES, provides quality professional education at affordable cost.

WHY MBA FROM SNES IMSAR?



1. A Stand alone Business School Affiliated to University of Calicut
2. State of the art infrastructure
3. Super Specialization Programmes (Certificate Courses) on latest management trends at no extra cost
4. Pan India Outbound Training Programme
5. Visiting faculty from IIMK & NIT
6. Exclusive Skill Development Centre to address employability skills among students
7. Intensive Bridge Programme for freshers
8. Advanced Excel Training at no extra cost
9. MOUs with Industry & Leading Business Schools for Competency Development
10. Regular interaction with Practicing Managers/Industry Experts
11. Individual attention to students through mentoring system
12. Governing body powered by Industrialists and Academicians
13. Scholarship for Meritorious students.
14. Air-Conditioned Smart Class Rooms
15. Separate Hostel for girls and boys.

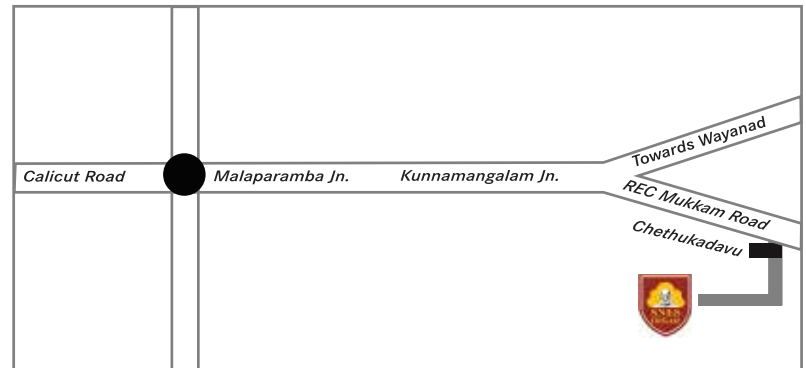


SNES INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

SNES-IMSAR, a nationally known B School is owned and managed by the Sree Narayana Education Society, Calicut. It is affiliated to Calicut University for the conduct of two year MBA Programme together with the approval of AICTE and Government of Kerala

LOCATION OF SNES IMSAR

IMSAR is located on a sprawling campus at Chethukadavu in Kunnmangalam on Calicut Mukkom road. It is about 14 km from the heart of Calicut city and is well connected by road, rail and air. Proximity to some of the national institutions like IIM-Kozhikode, NIT Calicut, DOEACC Calicut, Spices Research Institute and CWRDM, is a great advantage to the institute.



MANAGEMENT OF THE INSTITUTE

IMSAR is managed by the Sree Narayana Education Society (SNES), a non-profit charitable society in Calicut with over three and a half decades of service in the field of education. It is a society of highly committed individuals inspired by the teachings of Sree Narayana Guru, the great social reformer of Kerala, to get enlightened through education. It has been running a kindergarten (SNES Euro Kids) in Calicut city, a CBSE Higher Secondary School at Kunnamangalam and SNES College of Arts, Commerce and Management at A.G.Road, near 4th Railway Gate, Calicut, SNES College of Arts, Commerce and Management at Kunnamangalam and SNES Kalyani College, Karimpuzha, Palakkad. SNES has plans to establish a series of professional educational institutions and IMSAR is the first in this series. SNES plans to make IMSAR a truly world-class Management Institute, guided by a passion for excellence and innovation as its hallmark.

MANAGING COMMITTEE

President

P.V. Chandran

Chairman & Managing Editor
'Mathrubhumi Daily'

Vice President

P. Sunderdas, Industrialist

Vice President

K. Sajeer Sunder, Businessman

General Secretary

P. Nanda Kumar, Businessman

Joint Secretary

P. Somasundaran

Asst Ex.Engineer (PWD)(Retd)

Joint Secretary

Mr. K. R. Jankish, Businessman

Treasurer

Mr. Shijin Raj . C.S

Businessman

Chairman, Education Committee

Prof. M.C. Vasisht HOD (History)

Director

Mr. M. Sreejith, Businessman

Director

Mr. P. V. Nidhish, Businessman

Director

Mr. P. Chathukutty, Advocate

Manager, SNES IMSAR

P. Nandakumar

Director, SNES IMSAR

Prof. (Dr) Saji Kuriakose

MBA, M.phil, PGDIT, Ph.D

Director, IMSAR.

Marketing & General Management

OBJECTIVES

IMSAR shall work for integrated development of society through its education, training and extension interventions. Its primary focus is on developing the aspiring youth into competent leader-managers who can lead people to accomplishment with lowest socio-cultural and economic cost.

We aim at:

- Creating simulated business environment for the students to familiarise themselves with the business processes and opportunities to hone up their leadership and management skills.
- Networking with industry, NGOs, professional and technical educational institutions to create initiatives and opportunities for the students to learn the most current and relevant management theory and practices.
- Extending support to the industry, agriculture, start-ups and entrepreneurship
- Taking up training, project and consultancy assignments for increased collaboration with industry, trade and social organisations.

MBA PROGRAMME

PROGRAMMEAt IMSAR, the MBA programme specifically attempts to equip students with the required conceptual, technical and human skills, sensitised to the social realities and purpose,

VISION

To discover and develop the potential in individuals

MISSION

To constantly innovate and enrich life through superior quality education and training.



for managerial decision-making, with leadership capabilities to act as change agents; and to be a source of motivation in the organizations they work in and nurture the desire to excel in performance without compromising on values like integrity, honesty and fairness.

PEDAGOGY

The pedagogy used in the programme is lecture method, case study, simulation, roleplay, internship, short business assign-

ment, projects, organisation studies and industry visits.

A right mix of theoretical and practical knowledge will be delivered to the aspiring learners. Specific emphasis shall be given to the development of capabilities to work in teams, generate brand new ideas, analyse problems, develop solutions and select appropriate options to solve problems.

FACULTY

There are three categories of faculty at IMSAR- Core Faculty, Guest Faculty and visiting Faculty

Core Faculty combines the highest standards of teaching and mentoring with diverse backgrounds as eminent academicians, administrators, researchers, theoreticians and consultants. The rich diversity of their backgrounds instils in the students a continuous desire to achieve excellence

Guest Faculty are engaged on short assignments lasting a maximum of one semester and reengaged as and when needed. Chartered Accountants, retired professional managers, business consultants, etc. constitute Guest Faculty.

Renowned personalities from prestigious industries and business houses in the public, private and cooperative sectors are brought in as visiting faculty, to address the students and share their experience in all the semesters. These assignments are for a day or two generally

COMPUTER LAB

A full-fledged computer lab has been set up with adequate number of desktops which are net worked and WI-FI/ Wi-Max enabled with broadband internet facility and printers and copiers. IMSAR is one of the few test centres in Kerala for the CMAT (the national MBA admission test).

AUDITORIUM

IMSAR also has an auditorium with a seating capacity of 100. The institute has two more seminar halls of which one is fully air-conditioned where seminars, conferences and other events are conducted.

SPORTS FACILITIES

Students are provided with sports facilities such as football, cricket, volley ball and badminton. Facilities for indoor games like carom and chess are also available.

HOSTEL ACCOMMODATION

The Institute has separate hostels for boys and girls. Admission to the hostels is governed by the rules specifically framed for this purpose by the SNES.

CANTEEN

A canteen facility is also available on the campus. Only vegetarian meals are served there. The canteen is also equipped with a snack bar, coffee vending machine and television and a zone for informal interactions of students.



GRIEVANCE REDRESSAL CELL

The institute has a Grievance Redressal Cell with the Director as Chairman and 3 senior faculty as members to look into the complaints lodged by any student or staff and judge on their merit. The grievance cell is envisaged to develop a harmonious relationship among all the stakeholders of the institute.

RESEARCH AND CONSULTANCY

Besides teaching at MBA level, the faculty of IMSAR are deeply involved in research, consultancy and extension activities. The faculty are active and regular participants in seminars, conferences and symposia. They contribute to national and international journals, and collaborate with a broad range of agencies to develop and execute research and consultancy projects.

INFRASTRUCTURE

1. A/C Class Rooms
2. Seminar Hall
3. Library
4. Computer Lab
5. Wifi Facility
6. Auditorium
7. Sports Facility
8. Hostel Facility
9. Canteen

COMMITTEES & CELLS

1. Placement Cell
2. Grievances Redressal Cell
3. Counseling Cell
4. Anti Ragging Committee
5. CMA Student Chapter
6. Industry Interaction Cell
7. Centre for Agriculture
8. Centre for Industry
9. IMSAR Incubation Center

CLASS ROOM

The air-conditioned classrooms are equipped with modern facilities like Wi-Fi, multimedia and audio visual aids. The cozy chairs and tables add comfort to students. The institute has 4 such class rooms. The institute also has a fully air-conditioned Seminar Hall with 100 seats.

LIBRARY

IMSAR Library, with a collection of large volumes in all the functional areas of Management, is a treasure-trove of information to students, researchers and teachers. It subscribes to a number of periodicals regularly both Indian and foreign. Internet facility is available to the students in the Library with access to e-journals.



ANTI-RAGGING MEASURES

IMSAR is a totally ragging free campus. Strict anti-ragging measures as per UGC guidelines are in force. Both Anti-Ragging Committee and Anti-Ragging Squad have been constituted in the institute.

INDUSTRIAL VISIT

Every year SNES IMSAR arranges Industrial Visit for students and such visits provide excellent opportunities to them to interact with professionals and experts, and know more about business practices. Such visits also provide students opportunities to gain awareness about industrial research, innovations and technologies.

HOW TO APPLY

The Application Form for admission to IMSAR can be downloaded from the IMSAR website (www.snesimsar.org) or it can be had in person or by post from IMSAR, Chethukadavu, Kunnamangalam, Calicut - 673571 **Tel (0495) 2361927, 9496939922.**

ADMISSION PROCEDURE

The AICTE has sanctioned IMSAR an annual intake of 60 students. The admission weightage as per the ASC directive is 80:10:10 for Entrance Test, Group Discussion and Interview respectively. Of this, as stipulated in the Regulations of Calicut University 50% of the seats shall be filled from the list supplied by the University (Government Quota) and the remaining 50% shall be filled from the Management Quota. However, it has been the policy of the Management of IMSAR to admit the students under Management Quota inviting applications and preparing a Rank

List purely on merit. The candidates in the Rank List shall be admitted on merit basis, applying the Rules for Communal reservations applicable for admissions to Professional Courses modified by the Government of Kerala from time to time. The Government Quota shall be filled from the merit list made available by the University of Calicut observing the instructions thereon. However, if sufficient candidates are not made available by the University before the closing date fixed for admission, the vacant seats in the Government Quota will be filled from the Rank list prepared for admission to the Management Quota observing the rules for communal rotation.

ELIGIBILITY

A candidate who has passed any Degree programme of the University of Calicut or any other University recognized by the University of Calicut as equivalent, with a minimum of 50% marks in aggregate is eligible for admission to the MBA programme at IMSAR. However, OBC and OEC candidates need only 45% marks and for SC & ST students, pass marks. The candidate should have taken CMAT /KMAT on or before the last date fixed for applying for admission under the Management Quota and Government Quota of merit seats. The minimum qualifying cut off marks is 15% for general category and 10% for SEBC and 7.5% for SC/ST. The selection will be made as per the rules of the University of Calicut, after conducting Group Discussion and Personal Interviews, as stipulated.

PLACEMENT

The institute has an active Placement Cell with a full-time placement officer. The Cell helps the students to improve their employability through workshops and interaction with industry, particularly by:

- Coordinating mock employment interviews / training programmes
- Inviting prospective employers to the campus for the purpose
- Providing every possible assistance to the recruiters in arranging pre-placement discussion, written tests, group discussions and interviews
- Directing students to prospective employers for the employment opportunities if requirement is small.

There has been a focus on training in developing soft skills, communicative ability and overall personality development of the students. Major companies hiring from IMSAR for the last three years are Country Club, KPMG, Mathrubhumi Daily, Axis Securities, ICICI Bank, Deepika Daily, Malabar Gold, Hillite, Bismi Hypermarket, LG and KTC Hyundai. A placement committee with 6 members including the Director and faculty is overseeing the placement activity of the institute.

PLACEMENT RECORD

Year	Percentage
2010 -12	78
2011 -13	76
2012 -14	80
2013 -15	81
2014 -16	80
2015 -17	85
2016 -18	86
2017 -19	92
2018 - 20	90
2019 - 21	83
2020 - 22	85

FEE STRUCTURE – MBA 2022-24

PARTICULARS	I SEM	II SEM	III SEM	IV SEM
Tuition Fee	59000/-	59000/-	59000/-	59000/-
Industrial Visit				10000/-
Uniform/ Business suit	6000/-			

E GRANTZ

SC/ST/ OEC /OBC (H) students are eligible for Egrantz scholarship from the Govt of Kerala.

RESULT ANALYSIS

SNES IMSAR has a good result record since its inception Last three years results at a glance

Year	Pass Percentage
2010-12	60
2011-13	68
2012-14	62
2013-15	65
2014-16	62.1
2015-17	63.5
2016-18	65.5
2017-19	67
2018-20	69
2019-21	68
2020-22	67

INDUSTRY - INSTITUTE INTERACTION PROGRAMME

The institute has been able to attract well-known personalities from the industry to visit the campus for sharing their experience with the students. We have also collaborated with the business enterprises like the Mathrubhumi Daily, Malabar Regional Cooperative Milk Producers Union, popularly known as Milma, and Calicut Management Association. A few market surveys and merchandising studies have been carried out for Milma by the institute. The students gain a lot of practical wisdom and experience while interacting with the professionals from the industry and trade.

IMSAR has also set up annual awards to recognise excellence of organisations and business managers such as IMSAR Management Leadership Award, IMSAR Entrepreneur of the Year Award, IMSAR Women Entrepreneur of the Year Award etc. The first IMSAR Management Leadership Award was conferred on the Managing Director of Milma in February 2021.

Our Faculty



Prof. (Dr) Saji Kuriakose

MBA, M.phil, PGDIT, Ph.D

Director , IMSAR.

Marketing & General Management

Over 25 years of Teaching and Industry Experience



Dr. Amritha N.P.

B.com, M.com, Ph.D.

Associate Professor

Over 7 years of teaching &
5 years of industry



Mr.K.R Arjun

M.A MBA, M.Sc Psychology

Asst. Professor

Pursuing Ph.D.

Over 10 years of teaching &
7 years of industry



Ms. Vyshnavi P.S.

B.Com, MBA

Asst. Professor

2 year of
Industry experience



Ms. Anusree M.T.

BBA, MBA

Asst. Professor

2 year of
Industry experience

Dr. T.K. SURESH BABU

PROFESSOR, NATIONAL INSTITUTE
OF TECHNOLOGY, CALICUT

Dr. M.K.MUHAMMED SHAFI

ASSOCIATE PROFESSOR AND FORMER
HEAD OF DEPARTMENT
SCHOOL OF MANAGEMENT STUDIES,
NIT, CALICUT

Mr. C.A. RAM KRISHNAN

CHARTERED ACCOUNTANT – FINANCE

Ms. VAISHNAVI P. S.

MBA – NIT ALUMNUS – FINANCE

Mr. ABHIJITH

IIMK ALUMNUS – BUSINESS
STRATEGY & OPERATIONS

Mr. ARJUN HARI

NIT & IIMK ALUMNUS –
TECHNOLOGY & DATA SCIENCE

Mr. K.A. AJAYAN

FORMER AGM, PUNJAB NATIONAL BANK &
CURRENTLY MANAGING PARTNER
VRDDHI CONSULTING &
TRAINING SERVICES – BANKING & FINANCE

Adv. SANDHYA

PRACTICING LAWYER – BUSINESS LAW

Mr. C.S. ASHIQUE

COMPANY SECRETARY, ASHIQUE AND
ASSOCIATES – CORPORATE AFFAIRS

Ms. SAMEERA CHEEKERI

CEO, GROWEN, HR CONSULTANTS,
FORMER HR MANAGER,
PEEKAY STEELS -
HUMAN RESOURCE MANAGEMENT

Ms. UTHARA RAMAKRISHNAN

FOUNDER & INVESTMENT CONSULTANT –
ARTHA FINANCIAL SERVICES - FINANCE

Dr. MANJU MAHIPALAN

FACULTY, SCHOOL OF MANAGEMENT
STUDIES, NIT, CALICUT,
HUMAN RESOURCE MANAGEMENT

Mr. ANIL BALAN

CO-FOUNDER & COO OF SPLENDR EYEMAG
PVT LTD - TECHNOLOGY MANAGEMENT

Mr. NAMITH NAJEEB

VICE PRESIDENT, QATAR PARAMOUNT
COMPUTER SYSTEMS - IIM K ALUMNUS -
OPERATIONS MANAGEMENT

Mr. RAJ NANDAN

FORMER GENERAL MANAGER, TATA REALTY

Mr. EBIN EPHREM ELAVATHINGAL

BUILDING SUSTAINABLE INCUBATORS
HEALTHCARE & ENVIRONMENT EXPERT
SDG | CSR | STARTUP SOURCING
STARTUP ECOSYSTEM ENABLER –
ENTREPRENEURSHIP

Mr. SANIL S. KURUP

CHARTERED ACCOUNTANT,
VARMA & VARMA - FINANCE

Academic Programme – MBA Programme Structure

Semester 1

- Business Communication
- Management Theory and Business Ethics
- Business Laws
- Organizational Behaviour
- Environment and Business
- Managerial Economics
- Quantitative Techniques
- Accounting for Managers

Semester 2

- Soft Skill Development
- Marketing Management
- Financial Management
- Operations Management
- Human Resources Management
- Management Science
- Management Information Systems
- Business Research Methods for Management

Semester 3

- Advanced Strategic Management
- Strategic Cost Management
- Entrepreneurship Development & Project Management
- Supply Chain Management
- Investment Management
- Functional Elective 1
- Functional Elective 2
- Functional Elective 3

Semester 4

- Corporate Governance
- International Business
- Management Control System
- Functional Elective 4
- Functional Elective 5
- Major Project
- Comprehensive Viva Voce

MBA Specialization Electives

Marketing Management

- Consumer Behavior and Marketing Research
- Global Marketing Management
- Marketing Communication Management
- Brand Management
- Sales Management
- Retail Management
- Services Marketing

Financial Management

- International Finance
- Corporate Taxation
- Strategic Financial Management
- Indian Financial System
- Forex Management
- Risk Management
- Financial Derivatives

Human Resource Management

- Managing Self and Others
- Performance Management
- Human Resource Planning and Development
- Global Human Resource Management
- Management of Training and Development

International Business

- International Finance
- Global Marketing Management
- Strategic Financial Management
- Global Human Resource Management
- Forex Management
- Risk Management
- Financial Derivatives

Systems

- Systems Analysis and Design
- Data Base Management Systems
- Electronic Commerce

Tourism and Hospitality Management

- Tourism Products of India
- Tourism Marketing
- Tourism Policy Planning and Development
- Sustainable Eco Tourism

Our Placement Partner



Mercedes-Benz





**SNES INSTITUTE OF
MANAGEMENT STUDIES
AND RESEARCH**

For further information please contact:

SNES INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

(A unit of Sree Narayana Education Society)

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