



# MBA@ITM

KANNUR UNIVERSITY 2 YEAR REGULAR PROGRAMME

ADMISSION PROSPECTUS



FIRST TIME HEALTHCARE MANAGEMENT IN MALABAR

HCT SCHOLARSHIP  
20 LAKHS SPREAD OVER THE 4 SEMESTERS TO MERITORIOUS STUDENTS

INTERNATIONAL INDUSTRIAL VISIT

100% PLACEMENT ASSISTANCE



## INSTITUTE OF TECHNOLOGY MAYYIL

A PREMIER B-SCHOOL IN NORTH MALABAR



Approved by AICTE – New Delhi



Affiliated to Kannur University



Recognized by Govt. of Kerala

# MESSAGE



**Dear Student,**

We, the Institute of technology Mayyil(ITM) is the first Institute established (2002) in North Malabar to facilitate MBA programme with professional touch and industry linkage. Equipped with modern infrastructural and industrial facilities ITM create professionals with extra ordinary skills who are fit to take up any challenge in business and professional life.

Attitude decides the success and failure of each individual in personal and professional life. Creating positive attitude and building self confidence among aspiring MBAs is the task we address at ITM. We have a team of multitalented and dedicated faculty members to ensure overall development of each student. Hard and soft skill enhancing practical sessions, team building activities, game based teaching learning, role play are the methodology practiced at ITM. Equipping each student to scan for opportunity to excel in his/her talent area is the focus of ITM.

We welcome you to experience yourself as to what you are and what you can be after undergoing the two year full time MBA programme at ITM.

With greetings and wishes from ITM Group of Institutions.

**Prof. Muneer K K**  
Chairman & Principal

# WELCOME TO INSTITUTE OF TECHNOLOGY MAYYIL

Institute of Technology Mayyil (ITM MBA) is a Premier B-School in North Kerala established in the year 2002 offering two years full-time MBA program approved by AICTE, recognized by the Government of Kerala, and affiliated to Kannur University. We offer dual specializations in Marketing Management, Human Resources Management, Financial Management, and Healthcare Management.

The campus is spread over 25 acres of lush green land which also comprises ITM Pre School, ITM Public School, ITM College of Arts and Science, and Mayyil Teacher Training Institute accommodating more than 2000 students.

We strongly believe that in order to bridge the gap between theory and practice, experiential learning is essential for MBA students thereby giving them plenty of opportunities for facing real-world situations and gaining true industrial exposure. Learning “Beyond the Classroom Walls” is the distinguishing feature at ITM MBA and hence we have developed 4 “Business” Initiatives including B-Talks, B-Connects, B-Starts & B-ignites. These pillars collectively encourage students to participate in Residential Camps, Industrial Visits and grab part-time job opportunities making them better equipped for the future. Our alumni have always made us proud with their achievements in the corporate world around the globe.

The Institute is committed to providing value-based management education to all students. We have taken efforts to get faculties who can impart a depth of expertise and breadth of wisdom, experience, and leadership. A team of highly qualified and experienced faculty drawn from premier institutions contributes their very best with single-minded focus on learning facilitation, innovative methodology, and careful grooming which provides the students ample opportunity to excel and rise above unevenness.

As stated in our vision statement, ITM MBA will continue to strive for Excellence in Management Education, Training,, Research & Consultancy.

We wholeheartedly welcome young and vibrant students to the Institute of Technology Mayyil and assure an enriching experience that shall be cherished and one that will change the course of your career.

## VISION

To be a centre of Excellence in Management Education, Training, Research and Consultancy.

## MISSION

Bring forth Managers of New Gene by Imparting World Class Management Education.

“Nothing is impossible  
The word itself says  
I’m Possible”





GOVERNING BODY



Prof. Muneer K K  
Chairman & Principal



Mr. Abdul Jabbar C  
Managing Trustee



Pro. (Dr.) B Chandrachoodan Nair  
Dean



Mr. Muhammed Jouhar K K  
Academic Director &  
COO ITM Group of Institutions

Vice Chairman  
Mr. Assainar M

Managing Trustee  
Mr. Abdul Jabbar

Tresurer  
Mr. Siddique P P

Executive  
Committee  
Memebers

Mr. Abdul Gafoor K P  
Mr. Muneer Menoth  
Mr. Assainar Master T V  
Mr. Abdu Razak R  
Mr. Marzook P P  
Mr. Abdul Jabbar  
Mr. Ibrahim P

LET US TOGETHER SHAPE YOUR ASPIRATIONS

ITM Family believes that education should be for life, not for living. Education should serve to not only develop once intelligence and skills but also help broaden ones outlook and make aspersion useful to the society and the world at large. At ITM discover the joy of learning.

## UNIVERSITY RANK HOLDERS FROM 2004

When all work together we all win together! Aspiring to be the best.

1st Rank



Ajomon Joseph  
1st Rank, 2002-04



Reema Kunhimangalam  
1st Rank, 2004-06



Sukanya M. P.  
1st Rank, 2006-08



Dhanesh Prabhakaran  
1st Rank, 2007-09



Vrinda K. V.  
1st Rank 2011-13



Pretty Johnson  
1st Rank 2012-14

2nd Rank



Archana S. Prakash  
2nd Rank, 2004-06



Preethi Padmanabhan  
2nd Rank, 2006-08



Veena Balakrishnan  
2nd Rank, 2008-10



Sruthi P. P.  
2nd Rank-2009-11



Amrutha S.  
2nd Rank 2010-12



Faisal Kareem  
2nd Rank 2013-15

3rd Rank



Sunitha Beatrice Thomas  
3rd Rank, 2005-07



Shyni Ramakrishnan  
3rd Rank, 2007-09



Shitha V. K.  
3rd Rank-2009-11



Anisha C.  
3rd Rank 2011-13

.....  
2014 Admission onwards  
University started Grading System  
instead of Ranking  
.....



# UNIQUE PROGRAMMES

## **B-TALKS**

*Interaction with business Magnets*

One of the main highlights of ITM MBA. Meet, Greet, Interact and get inspired by top industry experts around the globe as they share their failures, success stories and wisdom to our dear students. Our aspiring managers have had online and offline meetings with some of the most renowned personalities in the business world.

## **B-CONNECTS**

*Connect with Industries*

We believe learning should not be restricted to four walls. To bring the immersive learning experience within the business students at ITM, we incorporate industrial visit as part of the curriculum. So, Step out into the real world and gain firsthand experience on how management concepts are put into action.

## **B-IGNITES**

*Skill Oriented Training*

Sure, degrees and certificates can help you get your foot in the door and even land an entry level role. But, from there it is the skills you have acquired (soft and hard) that will determine whether you succeed or not. We provide need based programmes including Skill Development and Training, Seminars, Workshops, Industrial Visits , Residential Camps all of which promotes continuous and lifelong learning.

## **B-STARTS**

*Starts up Support*

Starting a business can be hard. Not just the actual process of starting a business, but simply making the decision to take that first step. If you're looking for that extra bit of motivation and support to start your own business, we are right here to help you realize your dreams !

## MANAGEMENT DEVELOPMENT PROGRAMME

- Training Programme for Managers

## FACULTY DEVELOPMENT PROGRAMME

- Training Programme for Faculty Members



Unlike the popular belief, the journey of an MBA graduate does not end with bagging a great job offer, rather it continues when the student enters the gates of the corporate organization as a credible management professional. While MBA coursework contains plenty of theoretical knowledge, it increasingly emphasizes the development of skills to apply this knowledge in the real world. Global markets are rapidly changing, and students need to stay abreast with these changing realities. Through B-Talks, ITM MBA ensures that our students regularly interact with industry experts and gain practical knowledge and exposure. This also helps them stay attuned to current industry trends and requirements. We invite seasoned professionals and entrepreneurs to talk about the industry, emerging trends, new opportunities and career options. Our students make the most of these opportunities, closely interacting with guests and learning from their experiences.

B-Connect, where students gain a first-hand understanding of the operations, processes and challenges at in the global business industry thus giving them an opportunity to apply the knowledge and awareness acquired during B-Talks. Real time corporate exposure supplements their learning beyond the classroom, about industry best practices.

However, there is more to being recruited by top companies than just being technically qualified for the position. This is where skill development comes in handy. B-ignites helps students identify their strengths and guides them in determining their desired professional profile through Residential Training Programs, Workshops, Seminars, Resume Building and Interview Preparation. All of the above collectively plays a major role in equipping our students with the right skill set for the future.

That's not all...For all future entrepreneurs out there, B-Starts provide Entrepreneurial Support and the basic fundamentals on how to start a business, from the ground up so budding entrepreneurs can learn how to dial in their ideas and pursue their own business ventures.

The association of a student with ITM MBA does not stop post the MBA program. They always carry the brand of the Institute and emerge as educated and responsible citizens, contributing towards the society and engaging in sustainable business practices.

**B-TALKS**



**Dr. Christian Busch**  
Director, CGA, UK



**Mr. Vivek Sharma**  
Managing Director  
Panasonic



**Muralikrishnan B**  
HR Business Partner  
Ford Motors Pvt Ltd.



**Elizabeth Renee Shivar**  
COO, IE University, Spain



**B-CONNECTS**



**B-IGNITES**





## PROGRAM STRUCTURE

SEMESTER 1	
COURSE CODE	COURSE
MBA1C01	Economics For Managers
MBA1C02	Accounting For ManagersQuantitative
MBA1C03	Techniques for Management
MBA1C04	Indian Business Management
MBA1C05	Managerial Communication
MBA1C06	Management Theory & PracticeInformation
MBA1C07	Technology for Managers
SEMESTER 2	
COURSE CODE	COURSE
MBA2C08	Financial Management
MBA2C09	Operation Research
MBA2C10	Marketing Management
MBA2C11	Organizational Behaviour
MBA2C12	Human Resource Management
MBA2C13	Production and Operations Management
MBA2C14	Research Methodology
SEMESTER 3	
COURSE CODE	COURSE
MBA3Pr01	Organizational Study
MBA3C15	Indian Management Ethos & Practices
MBA3C16	Business Law
MBA3C17	Management Information System
MBA3E..	Elective
MBA3E..	Elective
MBA3E..	Elective
MBA3E..	Elective
SEMESTER 4	
COURSE CODE	COURSE
MBA4C18	Strategic Management
MBA4C19	Entrepreneurship Development and Project Management
MBA4E	Elective
MBA4E	Elective
MBA3E..	Elective
MBA3E..	Elective
MBA4 Pr02	Major Project
MBA4C20	Comprehensive Viva Voce

## ELECTIVES

### 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  
Corporate Tax Planning  
International Financial Management  
Financial Derivatives  
Mergers, Acquisitions and Corporate Restructuring

### HUMAN RESOURCES

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

### HEALTHCARE MANAGEMENT

Healthcare Management  
Health and Development  
Healthcare Economics  
Hospital Administration  
Hospital Planning and Engineering  
Patient Behaviour and Care  
Healthcare and Insurance  
Legal Issues in Hospital Management



## PEDAGOGY





## CORE FACULTY



**Prof. Muneer K K**  
MCom, MPhil, NET, JRF  
Principal



**Prof. (Dr.) B.Chandrachoodan Nair**  
BSc(Engg.), MBA, Ph.D  
Dean



**Muhammed Jouher K K**  
MCA, MPhil  
Academic Director



**Anil Kumar N K**  
MSc Computer Science  
Asst. Professor



**Dr. Muhammed Ashad V P**  
PhD, MCom, PGDIBO, NET  
Asst. Professor



**Stebin Antony**  
MBA  
Asst. Professor



**Razeen Abdulla M P**  
MBA (HCHM)  
Asst. Professor



**Muhammed Rishan T P**  
MBA  
Asst. Professor



**Chithra Gangadharan**  
MCom, NET  
Asst. Professor



**Sreenidhi M**  
MCom, NET  
Asst. Professor



**Leo Zacharia**  
MBA  
Asst. Professor

### ADJUNCT FACULTIES

**Vinod Venugopalan Nair**  
Regional Head, Centum Workskills  
India Pvt Ltd., Trivandrum

**Sameer P.T.**  
CEO, Badr Al Samaa Group of Hospitals

### VISITING FACULTIES

**Dr. Uma Nambiar**  
Executive Director, Gimcare Hospital

**Sreehari M**  
Procurement Executive, IBM

**Vikas K**  
Secretary, The Kannur Co-operative Hospital  
Society Ltd

**Adv. Rajitha P K**  
Faculty, ICAI Kannur

**Shameer Ali**  
Manager North Kerala, Tata Sky Ltd.

**C.A. Suresh Namboothiri**  
ACA

**Hareesh Thrivikraman**  
COO, NIMS Hospitals

**Shonith Augustine**  
State Placement Head, Centum WSI

**T.P. Muhammed**  
Chairman Malabar Group



## > INFRASTRUCTURE

The institute has been in the forefront in introducing new and innovative teaching pedagogy is beneficial for students for the management and staff are always extending and strength support for the individual development of each student admitted in the campus.

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## > CLASSROOM

The institute has been in the forefront in introducing new and innovative teaching pedagogy is beneficial for students for the management and staff are always extending and strength support for the individual development of each student admitted in the campus.

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## > LIBRARY

ITM college is one of the finest management libraries in Kerala. It is equipped with 10,000 book titles. The library has subscription both national and international journals including hardward business review.

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## > COMPUTER LAB

state of art computer lab equipped with latest licensed software. The campus has dedi cated broadband connection for VPN internet access and is being delivered to staff and all students to Wi-Fi connection. The lab equipped with English language software with provision for getting knowledge in foreign language.

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## > SEMINAR HALL

Air condition smart class room equipped with interactive projectors shuttle courts solar power campus.

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## > CANTEEN

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## > HOSTEL

The institute has been in the forefront in introducing new and innovative teaching pedagogy is beneficial for students for the management and staff are always extending and strength support for the individual development of each student admitted in the campus.



CLASS ROOM



LIBRARY



COMPUTER LAB



# OTHER FACILITIES IN THE CAMPUS

## STUDENT ACTIVITIES

For better human potential all round development of an individual is never a compromise to perform one's duty in the spare of life. This could be initiated through various constructive and well disciplined programmes which will give extra mile to their personality of becoming a better human being; spreading and making the world we live with prosperity and peace. Giving equal importance to extracurricular activities we have designed separate association. Association of Management Thinkers and Actors (AMTA), Arts Club, Social Club, Sports Club, RITMS and Questa important among them.

## COLLEGE UNION

As per the Kannur University Rules and Regulations, College Union is mandatory in every college, Accordingly a well organised and symmetric college union has been functioning in our institute. College Union takes up various activities which would develop the academic and the non academic development of students.

## AMTA - Association of Management Thinkers and Actors

AMTA is a open forum and helps the students to develop their talent skills in the realm of organisation, marketing, finance, sales, event management etc. AMTA mainly aims to facilitate team work among students, to organise various seminars and conferences, to instil professionalism and academic responsibly among students, to interact with the outside world.

## QUESTA - Quiz Club

An Organisation aimed at improving the knowledge level of the students. Under this club various programme are being arranged. Students participate and win several quiz programmes being organised by other management institutions.

## RITM - Film Club

Reel of ITM (RITM) is floated by the management students of this organisation. The mission of this club is to familiarise with the world classic movies and documents. the art of documentary production, the ethics and culture if the films, the production and telecasting of advertisements and etc are being discussed in this club.



## GREEN CLUB - Environmental Club

This club is born with a vision to make the college campus green and Eco-Friendly and educate the students about the importance of sustainable development, outside of the campus also.

## ARTS CLUB

The cultural activities are the best means to reflect the values and believe of a community. ITM Arts Club is a cultural platform of the students. Arts and literature activities remained as the values of perfectionism

## SPORTS CLUB

Sports activities help the students to keep themselves vibrant and physically fit to take up challenges at anytime. Beyond the academic activities, other students leave their imprint on the r e a l m of sports by winning several university level sports activity.

## ELIGIBILITY

50% aggregate marks in the degree examination in any stream with 10+2+3 pattern from any university approved by Kannur University.

Candidates belonging SC/ST and Other Backward Communities (OBC) are eligible for a concession in the minimum marks as per the Government regulations.

A valid KMAT-Kerala/CAT/CMAT Score.

## ADMISSION PROCEDURE

Application form for admission can be obtained on payment of Rs.1000

The Rank list is prepared on the basis of entrance test ,group discussion and interview. The proposition of weightage is 80:10:10 respectively as per the ASC directives.

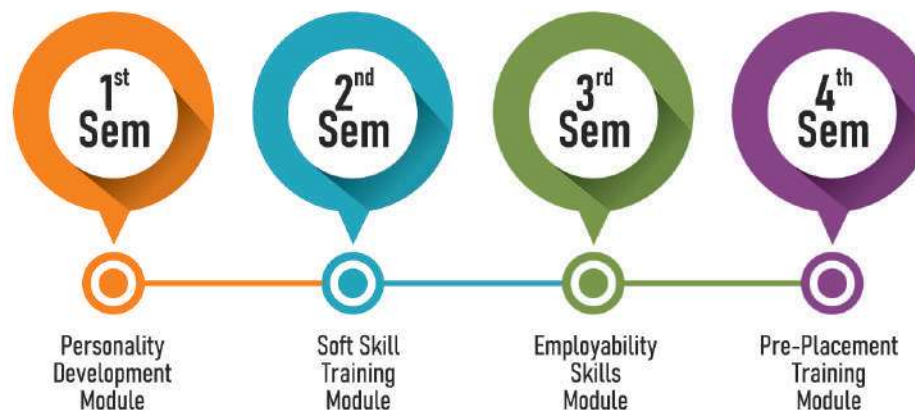
## FEES STRUCTURE

PARTICULARS	1st SEM	2nd SEM	3rd SEM	4th SEM
Tuition Fee	62500	62500	62500	62500
Fee for Soft Skill, Out bound Training, Communication Skill etc	2000	2000	2000	2000

**TOTAL= Rs. 64500/- (per semester)**

Transportation, Hostel, Admission fee, uniform, industrial, caution deposit,softskil etc to be met by the students.

## ROAD MAP TO SUCCESS



## VOICE OF ALUMNI



"I owe my success in professional life to the learning imparted by my mentors at the Institute of Technology Mayyil. Apart from the regular class room teaching, group activities which enhanced our skills, coupled with value based teaching made us through professionals."

**Sameer P. T.**  
COO, Aster Mims, Calicut



"My experience in college has enriched my life in many ways and whatever I am today is because of the knowledge and skills acquired from ITM Business School which has transformed me into a better human"

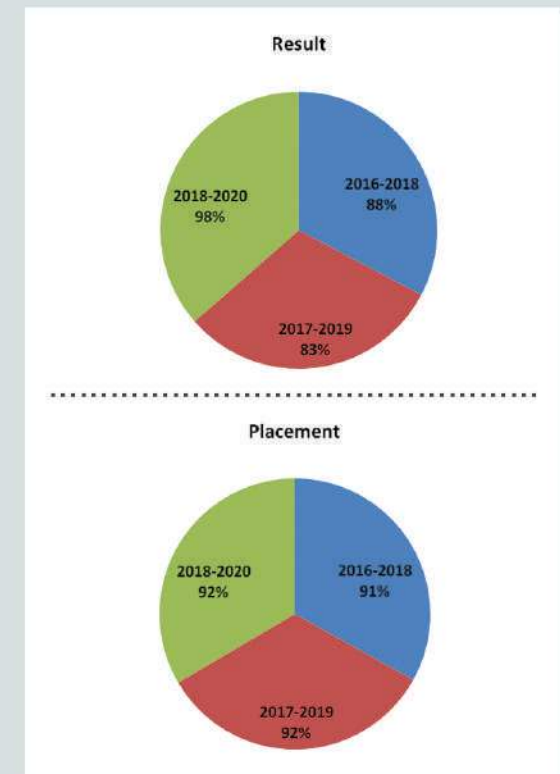
**Archana Prakash**  
Finance Consultant, L&T Infotech Ltd. Bangalore



## OUR ALUMNI SERVICES



## RESULT & PLACEMENT RECORD OF THREE PREVIOUS YEAR



### ▶ FACULTY PLACEMENT COORDINATORS

**Muhammed Jouhar K K**  
 Placement Director  
 Mob : 8606991444  
 E-mail : coo@itmgroup.in

**Razeen Abdulla M P**  
 Placement Officer,  
 Healthcare & Hospital Management  
 Mob : 8606708666  
 E-mail: razeenabdulla@itmgroup.in

**Leo Zacharia**  
 Placement Officer  
 Mob : 8606991555  
 E-mail :leo@itmgroup.in

**Aliya K**  
 Student Affairs Co-ordinator  
 Mob : 8606991888  
 E-mail : aliyak@itmgroup.in

### ▶ STUDENT PLACEMENT COORDINATORS

**Mohammed Basil Bin Noushad P V**  
 Mob : 9745 299 119

**Sreekanth K K**  
 Mob: 8281 932 191

**Nishida K**  
 Mob: 8921570071



Here learning is blended with fun where a number of extra-curricular activities starting from sports to cultural events are being celebrated. Students are inspired to participate in these activities in line with their interests. These events are managed by the students themselves giving them the chance to possess active expertise in handling such events.











# INSTITUTE OF TECHNOLOGY MAYYIL



Estd: 2002 RUN BY HIRA CHARITABLE TRUST  
A PREMIER MBA INSTITUTE IN MALABAR  
P.O. Pavannurmotta, Mayyil, Kannur, Kerala 670 602,  
Office: 0460 2276786, Mob: 8606 991 807,  
Email: [mba@itmgroup.in](mailto:mba@itmgroup.in), [www.itmmba.ac.in](http://www.itmmba.ac.in)

Follow us : [Instagram: mba\\_at\\_itm](https://www.instagram.com/mba_at_itm) [Facebook: itmmbaknr](https://www.facebook.com/itmmbaknr)



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