



GOVERNMENT OF KERALA

Abstract

Higher Education – Technical - Prospectus for MBA Admission being conducted in College of Engineering, Thiruvananthapuram for the year 2021-22 - Approved – Orders issued.

HIGHER EDUCATION (J) DEPARTMENT

G.O.(Rt)No.713/2021/HEDN Dated,Thiruvananthapuram, 31/05/2021

Read : Letter No. T2/10012/21/DTE dated 13/04/2021 from the Director of Technical Education, Thiruvananthapuram

ORDER

In the circumstances reported by the Director of Technical Education, Thiruvananthapuram as per letter read above, Government are pleased to approve the Prospectus for MBA course being conducted in College of Engineering, Thiruvananthapuram for the year 2021-22 appended to this Order.

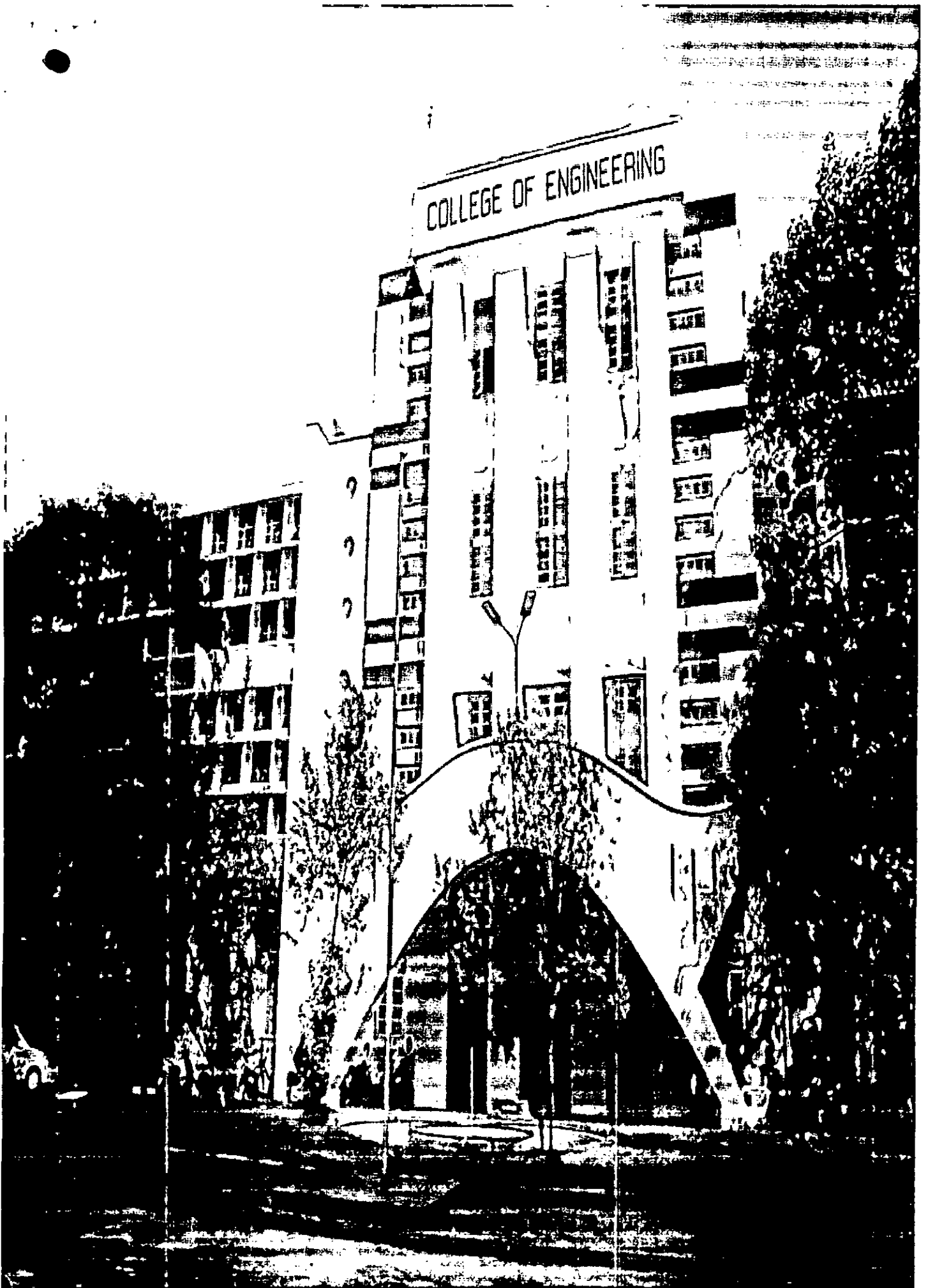
(By order of the Governor)
C Ajayan
Additional Secretary

To:

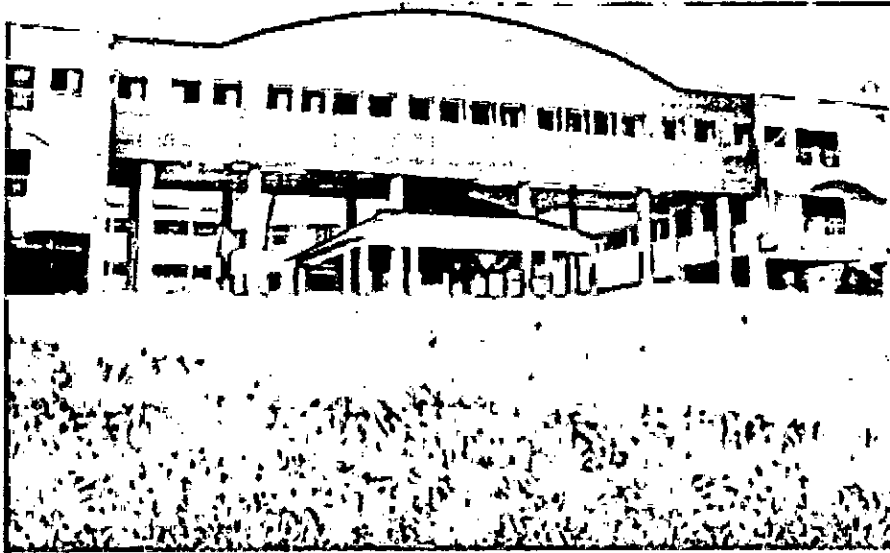
1. The Director of Technical Education, Thiruvananthapuram
2. The Principal, College of Engineering, Trivandrum
3. The Information Officer, Web&New Media, I&PRD
4. www.highereducation.kerala.gov.in
5. Stock file/Office Copy

Forwarded /By order

Section Officer



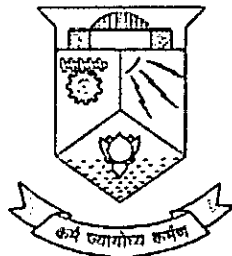
CET SCHOOL OF MANAGEMENT
(DEPARTMENT OF BUSINESS ADMINISTRATION)
COLLEGE OF ENGINEERING TRIVANDRUM



First accredited in 2013 and again accredited in 2019
up to 30.6.22 by



National Board of Accreditation (NBA)



PROSPECTUS

MBA ADMISSIONS 2021

(To be submitted for approval from Government)

VISION

***NATIONAL LEVEL EXCELLENCE AND
INTERNATIONAL VISIBILITY IN EVERY
FACET OF MANAGEMENT EDUCATION***

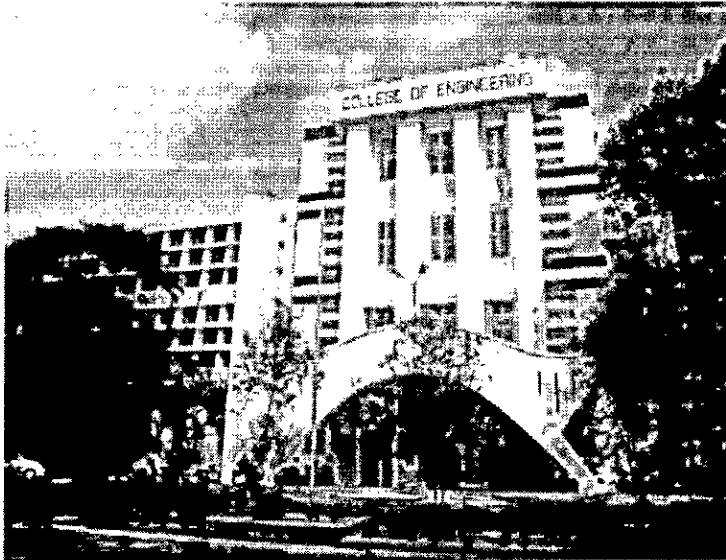
MISSION

***CETSOM ENVISAGE TO MOULD
INNOVATIVE, ENVIRONMENTALLY
CONSCIOUS, SOCIALLY SENSITIVE
MANAGEMENT PROFESSIONALS CAPABLE OF
MANAGING CHANGE AND COMPETITION
UPHOLDING THE POLICIES OF THE
GOVERNMENT AND MEETING THE
CHANGING NEEDS OF THE
INDUSTRY FROM
TIME TO TIME***

THE COLLEGE

College of Engineering Trivandrum(CET), is one of the oldest, pioneering and premier professional education college in India, was started in 1939 by the erstwhile rulers of Travancore. The College campus at Kulathoor, is within the city limits of Thiruvananthapuram, commanding a vast expanse of lush greenery of 83 acres. Accumulated expertise and quality of nearly over eight decades, maintain the status of this institution continuously among the topmost percentile. The College is affiliated to A P J Abdul Kalam Technological University (APJAKTU) and the programmes are approved by AICTE. Most of the programmes, offered at CET, have accreditation by National Board of Accreditation (NBA). The MBA Programme at CETSOM is again accredited till 30.6.2022 by the National Board of Accreditation.

All major decisions regarding CET School of Management are taken at the Board of Governors Meeting comprising of Prof. (Dr.) Ashok Jhunjhunwala, Professor, IIT Madras and Principal Advisor to Ministry of Railways as the Chairman, Dr. Usha Titus IAS, Principal Secretary Higher Education Department (Ex-officio) and Vice Chancellor, APJ Abdul Kalam Technological University, Mr. Vishnu Kartha, Former Executive Director, Brahmos (Industrialist), Member from Finance Department, Government of Kerala (Ex-officio), Director of Technical Education (Ex-officio), Principal, College of Engineering, Trivandrum (Ex-officio), Dean of PG Studies, CET (Institution Nominee), Dean of UG Studies, CET (Institution Nominee), Dr. V P Mahadevan Pillai, Vice Chancellor, Kerala University, Dr. Gangan Prathap, Former Vice Chancellor, CUSAT and Emeritus Professor at APJ Abdul Kalam Technological University and Dr. M Ayyappan, Former CMD, HLL Lifecare Ltd. (AICTE Nominee).



Dr. Jiji CV, Principal



Dr. S Jayakumar, Dean PG

CET provides a healthy platform for courses at undergraduate and postgraduate levels in Management, Basic Sciences, Applied Sciences, Engineering and various emerging disciplines. Eight undergraduate programmes and Twenty Seven post graduate programmes are presently offered in CET. About 1500 students are admitted every year for the undergraduate, postgraduate and research programmes in CET and seventy percent of the students in the college belong to the undergraduate programmes. CET is a recognized institution for research leading to PhD. The Centre for Continuing Education (CCE) and the newly formed Centre for Industrial Training and Sponsored Research (ITC&SR) of the College reinforces and updates the trends and contributes to the upkeep of standards in all fields of specializations through training, consultancy and sponsored research.

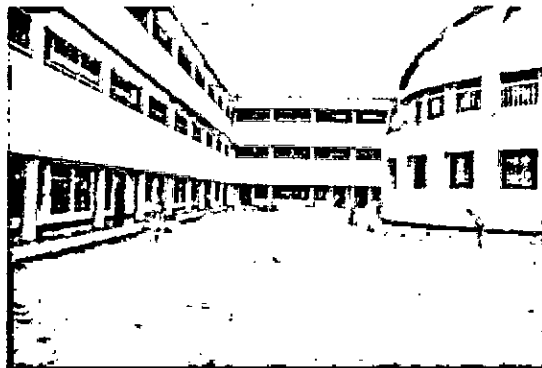
The academic Departments of CET are equipped with facilities like smart class rooms, laboratories, workshops, libraries and computer labs. Besides, the students and staff are provided with common facilities like the Central Technical Library and Documentation Centre, Central Computing Facilities, Career Guidance and Placement Unit, Internet facilities and access to e-books and e-journals. Most of the Departments in CET have established academic/industry linkages with other academic institutions, R&D Centres and industry.

Research activities are given prominence and units like SPEED-IT are dedicated for promoting research in the College. CET is a QIP centre of AICTE and the TrEST Park being set up in the campus is meant to invite the R&D activities of large industrial houses to the campus. The Centre for Faculty and Staff Development(CFSD), established in 2012, conducts training for the quality improvement of the technical education scenario in Kerala. The College is organizing national and international conferences on a regular basis and the faculty members of the college have won several awards and prizes for their academic achievements.

CET SCHOOL OF MANAGEMENT

College of Engineering Trivandrum (CET) started MBA programme in 1985 as a Part Time programme to enrich the practicing managers in professional management. This programme has been well received by the practicing management fraternity and continues to be in the forefront. A Management School of the current status with full time MBA programme was started in the year 2000.

CET School of Management (CETSOM) is the new name of the Department of Business Administration of College of Engineering Trivandrum (Government Order GO(Rt)No.2478/2013/H.Edn,dated 19.12.2013). CET is the pioneering institution in management education under APJ Abdul Kalam Technological University (APJAKTU).

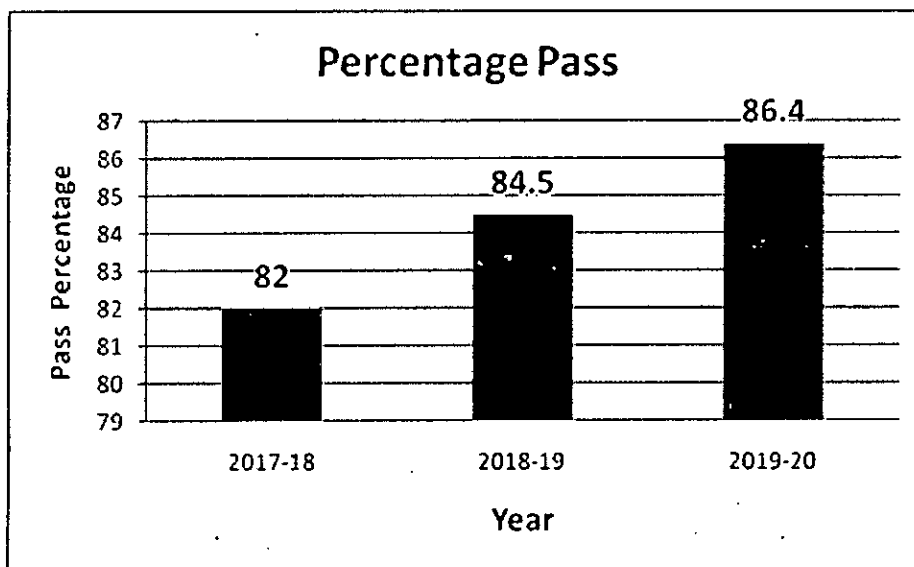


Nineteen batches of students have already completed the MBA full-time programme and Thirty one Batches have completed MBA Part Time Programme here. CET SOM is set up in a newly constructed block, having state-of-the-art facilities.






This Department of CET was first accredited by the National Board of Accreditation (NBA) on September 19, 2013. The MBA Programme at CETSOM is again accredited in 2019 till 30.6.2022.







FINAL YEAR PASS PERCENTAGE AT CETSOM IN THE PAST YEARS



The final year pass percentages at CETSOM are 86.36% in 2019-20, 84.5% in 2018-19, and 82% in 2017-18 as shown below.



FACULTY

Sl. No.	Name	Qualification	Specialization	
Professor and Director				
1	Dr. Suresh Subramoniam	B.Tech, MS (USA), PhD, FIIIE	Systems & Operations	
Associate Professor				
2	Dr. Jnaneswar K.	MBA, Ph.D	Human Resources	
Assistant Professors				
3	Dr. Sini V Pillai	B.Tech, MBA, PhD	Systems, Operations & Marketing	
4	Ms Linda Susan Mathew	B.Tech, MBA	Marketing, Human Resources & Systems	
5	Mr. Abilash Daniel George	MA, MBA	Marketing & Human Resources	

6	Ms. Gayathri Ranjit	B.Tech, MBA	Systems, Human Resource & Operations	
7	Ms Jisha Gopi	B Pharm, MBA	Human Resource	
8	Ms Nima Ravi	BA, MBA	Marketing, Human Resources	
9	Mr. Abhilash VS	B. Com, MBA, MPA, DCFM	Human Resources & Finance	
10	Ms Seema S	B.Tech, MBA	Systems, Operations	
11	Mr. Milan Sam Mathew	B.Tech, MBA, MA	Operations, Finance	

12	Dr. Vijaya S Uthaman	MBA, MPhil, PhD	Operations, Systems & Marketing	
13	Dr. Mithra Manmadhan	MBA, MCom, PGDHRM, PGDIB, PhD	Marketing, Human Resources, Operations	

Classes are handled by experienced and well qualified team of faculty members of the School. Most of the members have undergone training in renowned institutions of national or international importance. The CET School of Management utilizes the expertise and experience of the faculty of other academic Departments in CET for the students of the School in the form of contact classes and guidance.

Apart from core faculty members in the campus, eminent and well experienced teachers and practitioners are invited to the campus to deliver lectures on various areas regularly so that students get updates on knowledge about the application areas of management in business and industry.

LIBRARY

The Central Technical Library of College of Engineering Trivandrum is equipped with latest editions of text books in specialized areas of technology, reference books, and national and international journals. Book banks for students of Scheduled Caste/Tribe and financially backward students are available in the College library.



Library facilities are available in each department of CET in addition to the Central Technical Library. The CET School of Management maintains a departmental library with a large collection of texts in management. The School also subscribes to a wide collection of national and international journals in Management in addition to management cases from IIM Ahmedabad, e-books and e-journals from PROQUEST, EBSCO, Science Direct and JEEE.

RESEARCH



The CETSOM is an approved Research Centre in Management of the University of Kerala since 2005 and is presently affiliated to APJ Abdul Kalam Technological University. Research Scholars from within and outside the country are carrying out research on full-time as well as part-time basis. So far, Fourteen scholars were awarded PhDs and three Scholars have completed pre-submission of their thesis. Research papers are regularly published in national and international journals and presented in national and international conferences by the faculty and scholars.

SCHOLARSHIPS

CET School of Management offers several scholarships to the students to encourage continuous improvement and applaud the exemplary performers. The prominent scholarships include the Exemplary performer scholarship; the topper in each trimester will receive a scholarship amount equivalent to the tuition fees. The other major scholarships include CETAA Endowment award, CETAA Growing Opportunity for Leadership Development (GOLD) Scholarship and PTA scholarship.

COMPUTER FACILITIES

CET maintains and administers a Central Computing Facility (CCF), which is meant for better sharing of software and hardware resources by the students and staff of the college. Facilities in the Central Computing Facility include graphic workstations, video conferencing facility, and software applications.

Each Department in CET also maintains own computer laboratories. The CET School of Management has setup its own computing facilities in the newly constructed management block in the campus. This block is also provided with high-speed Internet connection in a Wi-Fi environment. Other software and database available in the Department include PROWESS Corporate Database, SPSS, SYSTAT, MS Project and Tally.

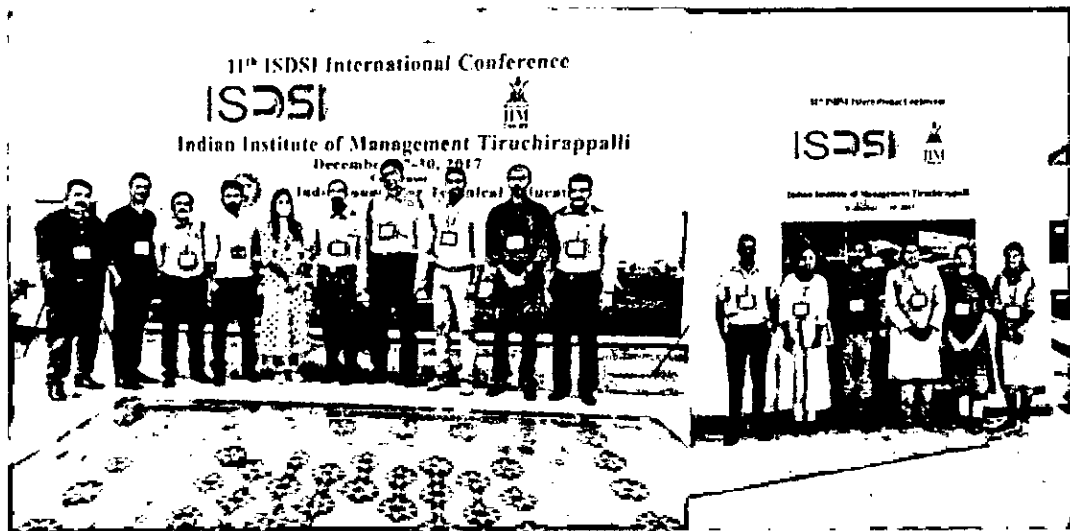
CENTRE FOR FACULTY AND STAFF DEVELOPMENT

To focus on new and emerging areas of teaching, training, research and education, the Centre for Faculty and Staff Development (CFSD) has been set up in CET in September 2012. This centre draws resources from its stakeholders, and interacts with them to enhance core competencies. In the first four years, CETSOM has organized more than 50 training programmes. The students of MBA programme also assist organizing these training programmes during their leisure time.



METHOD OF INSTRUCTION

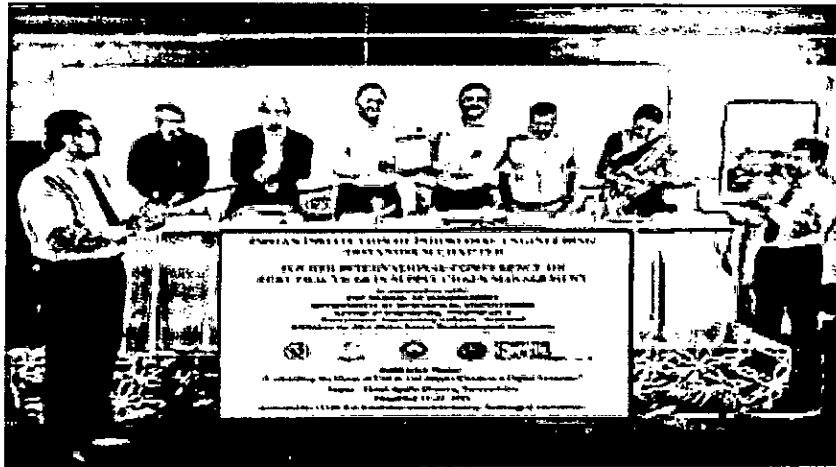
The MBA programme at CETSOM strictly follows the curriculum and examination pattern as prescribed by APJ Abdul Kalam Technological University (APJAKTU). Students attend the programme as per the Academic Calendar. In addition, students are imparted knowledge on the dynamic business environment through constant interaction and linkages with the industry. Student Exchange programmes with other universities across the country, initiatives for talent development and soft-skill development, opportunities for leadership development and exposure to real-life situations in the industry as well as society are examples of methods applied for the overall development of students. The students also get the opportunity to interact with academicians, drawn from leading academic institutions in India and abroad as well as other departments of the College. The strong alumni network of CET with a global presence is an advantage for the students in knowledge sharing.



Few of the additional opportunities for the students of CET SOM are as follows:

- Invited lectures by experts in areas like
- Personality development
- Stress management
- Yoga and meditation
- Training for soft-skill development
- Practice in public speaking and group discussions through Group Activities and Student Clubs
- Opportunities to participate, organize and conduct national level events, seminars and conferences
- Industry interactions

It is envisaged that student who successfully complete the MBA Programme at CETSOM should have a sound knowledge of management with an ever -lingering enthusiasm and are motivated to enhance their knowledge and articulate them successfully in the corporate arena for improved productivity and profitability.



STUDENT LIFE

The beautiful, serene environment of the college coupled with various facilities provides an adequate ambience for any student to learn, think and enjoy the life in the campus. The college can be easily accessed easily by a plight of college buses and public transport. Facilities in the campus include a branch of the Post Office, a Government Treasury, Bank, ATM counters, Cooperative Society, Amenity Centre for Ladies, Fitness Centre, Canteen and other amenities making the student life comfortable. Men's hostel provides accommodation to about 400 students and Ladies' hostel provides accommodation to about 300 students.



Cultural and technical fests are organized by the students of CET every year. "DRISHTI" is an annual technical fest of CET. "DHWANI" is the national level cultural festival of CET, which is very popular among the student community. This three-day long event held every year attracts students and the youth from across the country, making it one of the largest fests of its nature in Kerala. CET Management Association (CETMA) is an association of the management students in the campus, wholly managed by the students. CETMA organizes KALPATHA, a national conference, and YAMISTHA, a management fest for a social cause.

There are several associations and clubs active in the campus. Few of them are Environment Club, ENCON (Energy Conservation) Club, Entrepreneurship Development Club and National Service Scheme. The College provides sufficient facilities for indoor and outdoor games. The Department of Physical Education in CET offers training in sports and games to students and staff. The Department also manages a fitness centre. The infrastructure facilities include an indoor floor lit stadium and outdoor playing fields.

Corporate Social Responsibility (CSR) initiatives are encouraged in the form of orphanage visits, visits to destitute homes, green projects and blood donation campaigns.



ALUMNI ACTIVITIES

College of Engineering Trivandrum Alumni Association (CETAA) was formed in 1977 with the aim of establishing and maintaining rapport with former students and to organize programmes that would be mutually beneficial. The alumni under the banner of CETAA have established Chapters in Bangalore and Delhi in India and in California, Dubai, Qatar and Kuwait outside India. Institution of awards and scholarships to motivate excellence in curricular and extracurricular activities has been one of the major activities of the association.

TRAINING AND PLACEMENT

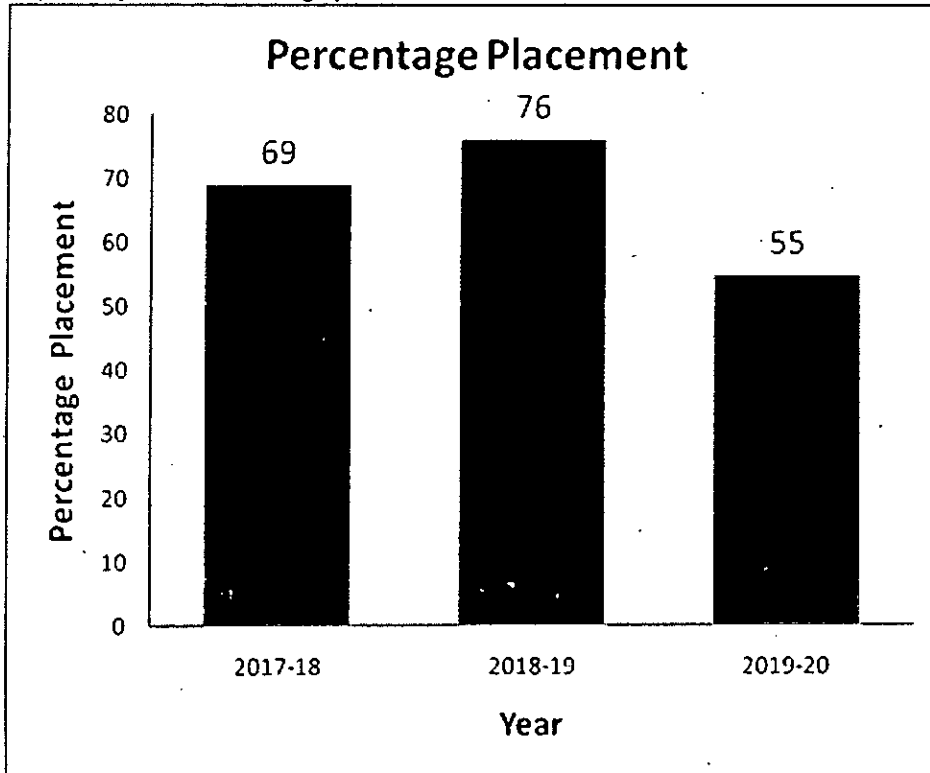
CET is actively engaged in campus placement since 1985. The Career Guidance and Placement Unit (CGPU) of the College provide the training and placement services to the students. The Unit is maintaining strong industry- institution linkages and helps the students to choose suitable organizations for training and for carrying out project works. Sufficient exposure to opportunity which exist for higher studies in India and abroad are also facilitated by this Unit to the students.



Over 550 students are benefitted by the facility every year. National and multinational organizations visit the campus every year. In the year 2016, more than 800 students received job offers through CGPU. All students of MBA regularly get placed with promising jobs. Our recruiters include, Amazon, Byju's, S&P Global, Johnson Tiles, Wipro, Allianz Consulting India, Quest Global, Godrej, Axis Bank, KPMG, TCS, E&Y, Tata Elxi, ITC, IBS, Federal Bank, South Indian Bank, Catholic Syrian Bank, HDFC Bank, ESAF, ICICI, Navigant, Fingent, Storeking, Aravind Mills, Ultra Tech Cements, Penna Cements, Sankar Cements, Envestnet, RM Education, UST Global, OYO, Swiggy, Future Generali, Apollo Munich, Muthoot Fincorp, Chola Life Insurance, Vizhinjam Port Trust, Toonz Animation, Flytext, Aptara, Upskill, Binary Foundation, Bajaj-Murphy Richards, KIMS, Marriott, Acsia Technologies, Nirapara, Kancor and more.

PLACEMENT IN THE LAST THREE YEARS

The placement percentage in the year 2017-18, 2018-19 and 2019-20 are 69%, 76%, and 55% respectively as shown in the graph below.



TECHNOLOGY BUSINESS INCUBATOR

College of Engineering Trivandrum-Technology Business Incubator. (CET-TBI) has been established with a mission of promoting innovative ideas and transforming in-house research developments into commercially-feasible technologies for the benefit of society. CET-TBI is the initiative of College of Engineering Trivandrum supported by the Government of Kerala and Department of Science & Technology, Government of India. CET-TBI supports incubation of companies that focus on the business opportunities of indigenous and innovative technologies. CET-TBI looks forward for interested entrepreneurs and is willing to provide infrastructure to start and flourish their business under CET-TBI. It encourages the students of CET School of Management to become successful entrepreneurs.

THE MBA PROGRAMME

College of Engineering Trivandrum is offering MBA programme of A P J Abdul Kalam Technological University since 2015. Admission to the programme for Full Time and Part Time batches are in the months of April-May. The course is of four semesters duration for Full Time and for Part Time and follows the curriculum of A P J Abdul Kalam Technological University. The MBA Syllabus and Curriculum are subject to revision as frequently as felt appropriate by the University and can be downloaded from the University website www.ktu.edu.in.

ADMISSIONS 2021

Candidates seeking admission to MBA programme shall be Indian Nationals and are required to have Bachelor's degree from recognized Universities. Also it is permitted to admit foreign nationals with eligibility for admission to the Full Time MBA to be considered for admission in the Part time MBA programme towards vacant seats, if any (Vide letter HEDN-G1/3/2018 dated 14.3.2018).

Eligibility: The minimum level of qualification required for admission to the programme is graduation with 50% marks in aggregate from a recognized university for General Category. In the case of SC/ST candidates, a pass in the qualifying examination is sufficient and for SEBC(OBC) candidates with 45% aggregate marks in the qualifying examination is mandatory. Students appearing for the final year degree examination in 2021 can also apply, but offer of admission will be subject to satisfying the eligibility criteria by September 30, 2021.

Reservation of Seats:

1. 30% Seats are reserved for candidates belonging to Socially and Educationally Backward classes (SEBC). Candidates belonging to SEBC(OBC) and OEC should produce a certificate to the extent that the candidate belongs to the community which is designated as an SEBC/OEC and does not belong to the category of Creamy Layer.
2. 10% Seats are reserve for SC/ST Candidates (SC-8%, ST-2%)
3. The seats reserved for each category will be distributed among the eligible communities by observing the pattern of general reservation rules of the state.
4. 10% seats are reserved for students belonging to Economically Weaker Section of the forward classes of the Society who are not coming under other reservation categories.
5. 5% seats are reserved for differently abled candidates, distributed as 2.5% from merit seats and 2.5% from among the reservation candidates.

Full Time MBA/Part-time MBA: Applicants for the full-time and Part-time MBA programme in the College must have a valid score in CAT by IIM, CMAT by AICTE or KMAT (Kerala). On the basis of the CAT, CMAT or KMAT score, candidates will be called for Group Discussion and interview, which will be held during May-June, 2021. They will be offered final admission on the basis of index score obtained by computing the entrance examination score (80% weightage) and performance in GD (10% weightage) and interview (10% weightage). For CMAT, the cut-off scores are in line with that of KMAT, ie, 15% for General, 10% for OBC and 7.5% for SC/ST. In the case of CAT entrance examination, the cut-off scores are fixed as 10% for General, 7.5% for OBC and 5% for SC/ST. All minimum score requirements stated above will comply with directions released from appropriate authority from time to time. Candidates with eligibility for MBA (Full Time) Programme can also be considered for MBA (Part Time) towards vacant seats after considering eligible candidates with employment.

Number of seats for MBA: 120 (Full Time) and 30 (Part-time)

Fees: The tuition fee payable for the whole MBA Programme is Rs 1.5 Lakhs payable in six terms for Trimester System as of now and is being revised to Semester pattern. Also, proposal for fee revision to Rs. 1.80 Lakhs to be collected in four equal terms is under Government consideration for approval. In addition to tuition fees, one time admission fee of Rs 1000 and miscellaneous fee of Rs 4000 per year are also applicable. Rs. 5000 is to be paid as Caution Deposit which is refundable. Concession to SC/ST students is as per Government Rules.

Refund of Fee: No refund request from the students discontinuing the course will be entertained after the closure of admissions. Admission closes after 30 days from the beginning of the first semester regular classes.

As per GO (Rt) No. 77/2019/H Edn dated 18.1.2019, the liquidated damages are fully exempted and stated that the clause of chapter 7.13 of AICTE Approval Process Handbook 2019-20 is followed as given below:

1. In the event of a student withdrawing before the start of the course, the entire fee collected from the student, after a deduction of the processing fee of not more than Rs. 1000/- (Rupees one thousand only) and proportionate deductions of monthly fees and hostel rent, where applicable.
2. In case, if a student leaves after joining the course and if the vacated seat is Consequently filled by another student by the last date of admission, the Institution must refund the fee collected after a deductions of processing fee not more than Rs. 1000/- (Rupees One Thousand only) and proportionate deductions of monthly fees and hostel rent, where applicable.
3. In case the vacated seat is not filled, the Institution should refund the security deposit and return the original documents.
4. The Institution should not demand fee for the subsequent years from the students cancelling their admission at any point of time, Fee refund along with the return of certificates should be completed within 7 days.

Applications: Application for admission to the 2021 batch will be received till 30th April 2021. Applications are to submitted online as outlined in the online application submission procedure at www.mba.cet.ac.in along with the proof of payment of application fee for Rs. 500, in favour of "CET School of Management, Trivandrum 695016 Account No 57006018238, IFSC: SBIN0070268", with State Bank o India, Engineering College Branch, Opposite to College of Engineering, Trivandrum 695016, either through NEFT/RTGS with corresponding transaction details. Also separate online application forms for admission to Full Time and Part Time are available in the website.

Important Dates*:

Last date for receiving application - 30th April 2021

Group Discussion and Interview – May- June, 2021

Commencement of classes – July 1, 2021

For more details, visit the website www.cet.ac.in or www.mba.cet.ac.in or contact Director, CET School of Management, College of Engineering Trivandrum 695016, by Phone(0471)2592727 or email to: director.mba@cet.ac.in.

*This schedule is subject to change as per directions from University and Government.



CET SCHOOL OF MANAGEMENT
(DEPARTMENT OF BUSINESS ADMINISTRATION)
COLLEGE OF ENGINEERING
TRIVANDRUM 695016

www.mba.cet.ac.in

Accredited by



National Board of Accreditation
(NBA)