



# VISWAJYOTHI

COLLEGE OF ENGINEERING & TECHNOLOGY

## MBA PROSPECTUS 2024



*Always ahead in Quality Education*

# SCHOOL OF MANAGEMENT STUDIES

Approved by AICTE

Affiliated to APJ Abdul Kalam Technological University





SCHOOL OF MANAGEMENT STUDIES

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## About Viswajyothi

- An institution established in the year 2001, Viswajyothi is primarily a self-financing Engineering College with a highly sought-after MBA program. It is approved by AICTE and affiliated to APJ Abdul Kalam Technological University. The B. Tech programs of the college are now NBA (National Board of Accreditation) accredited too. Viswajyothi College of Engineering and Technology (VJCET) has grown manifold and has earned the reputation as a trendsetter in engineering education. The building complex of the college with an area of about 6 lakhs sq. ft is situated in a sprawling campus of 26 acres, nestled among lush greenery, over a hillock on the side of the Ernakulam - Thodupuzha State Highway.

A highly committed Management Team with the noble vision of transforming the institution into an International Centre of Excellence in both Engineering and Management Education is at the helm of the institution. A competent and dedicated faculty, scientifically planned infrastructural facilities with state-of-the-art laboratories, workshops and full-fledged teaching-learning set ups along with an excellent work culture and campus atmosphere have enabled VJCET to carve a niche for itself amongst the self-financing Colleges in Kerala within a short span of time.

### Vision

“Moulding Professionals par Excellence with Integrity, Fairness and Human Values”

### Mission

- We commit to develop the institution into a Centre of Excellence of International Standards.
- We guide and mould our students in the attainment of intellectual and professional competence for successfully coping with the rapid and challenging advancements in technologies and the ever-changing world of business, industry and services.
- We help and support our students in their personal growth, shaping them into mature and responsible individuals.
- We strive to Cultivate a sense of social and civic responsibility in our students, empowering them to serve the humanity.
- We promise to ensure a free environment where quest for the truth is encouraged



## SCHOOL OF MANAGEMENT STUDIES

- School of Management Studies is a part of Viswajyothi College of Engineering and Technology (VJCET), one of the premier self-financing Engineering Colleges of Kerala. The institution, approved by AICTE and affiliated to APJ Abdul Kalam Technological University (KTU), Kerala, was established in 2001, and is managed by the Diocesan Technical Education Trust under the auspices of the Kothamangalam Diocese.

VJCET started the full-time MBA course of M.G. University in 2009 and within a short span of time has earned a name for itself. It is poised for the next phase of development with a broader scope of activities and a clearer vision, mission and set of objectives.

Major strengths of VSMS are the dynamic, highly committed and visionary management; the state-of-the art infrastructure and well qualified, experienced and dedicated faculty with diverse academic and industrial backgrounds. Among all the B-Schools of Kerala, VSMS has the largest number of publications authored by the faculty. A number of books by the faculty of VSMS are recommended by Universities and Institutes throughout India for a variety of courses. Several of them are recommended by AICTE and UGC for various courses. Viswajyothi School of Management Studies got affiliated to APJ Abdul Kalam Technological University in 2016.





## Vision

“A dynamic institute of repute that develops management professionals with value integration for social transformation.”

## Mission

Contributing to the socio-economic transformation of the focus region of the Institute.

Moulding managers, entrepreneurs and organizational leaders with strategic orientation, inquisitive and innovative mind, integrity and social commitment.

Improving performance standards by benchmarking as well as by internal drive.

Developing students with attributes as required by the business world and society.

Promoting R&D in the frontier areas of knowledge as well as the demanding needs of society.



## ABOUT APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

- APJ Abdul Kalam Technological University, a State Government University Came into existence on May 21, 2014 with an aim to give leadership to the technology related policy formulation and Engineering Planning for the State. It also emphasises to improve the academic standards of the Graduate, Post Graduate and Research Programmes in Engineering Science, Technology and Management and regulate the academic standards of all colleges affiliated to the University. The main thrust areas of the University are Research, Development and Innovation.

### Values

Evidence, Reason and Practice

### Vision

To be the fountainhead of innovative thinking in science and technology and endeavour to be one among the best Universities pursuing research and education to produce leaders of tomorrow.

### Mission

APJ Abdul Kalam Technological University will build up schools of learning and research which will pursue as much of excellence as possible and as much relevance as is necessary. At the same time, it will guide its affiliated colleges to be centres of teaching and practice of the highest relevance without compromising on excellence. It will follow its core values such that the cycle of evidence and reason will lead to better practice and in turn lessons from practice will be the new evidence to continue the virtuous cycle.

## Why APJ Abdul Kalam Technological University?

- APJ Abdul Kalam Technological University (APJ Abdul Kalam Technological University) welcomes you to its fold where you plan to do your MBA degree in various branches of specialization APJ Abdul Kalam Technological University has prepared its outcome-based curriculum for all courses which gives emphasis on experiential learning for the organic growth of the students and meeting the requirements of the industry.

Several new courses have been introduced to make the curriculum acceptable internationally. Several initiatives like introduction of semester system, student activity system, entrepreneurship and similar subjects were introduced to excel the students in curricular and co-curricular activities and to enable them to be job providers than job seekers.

## What is NEW about APJ Abdul Kalam Technological University?

Knowledge based, Project based and Experiential Learning. Inclusion of soft-skill training in syllabus.

New semester system with current and updated syllabus. Industry relevant curriculum.

New courses on Business & Society, Business Analytics, Entrepreneurship and Cross-Cultural Management.

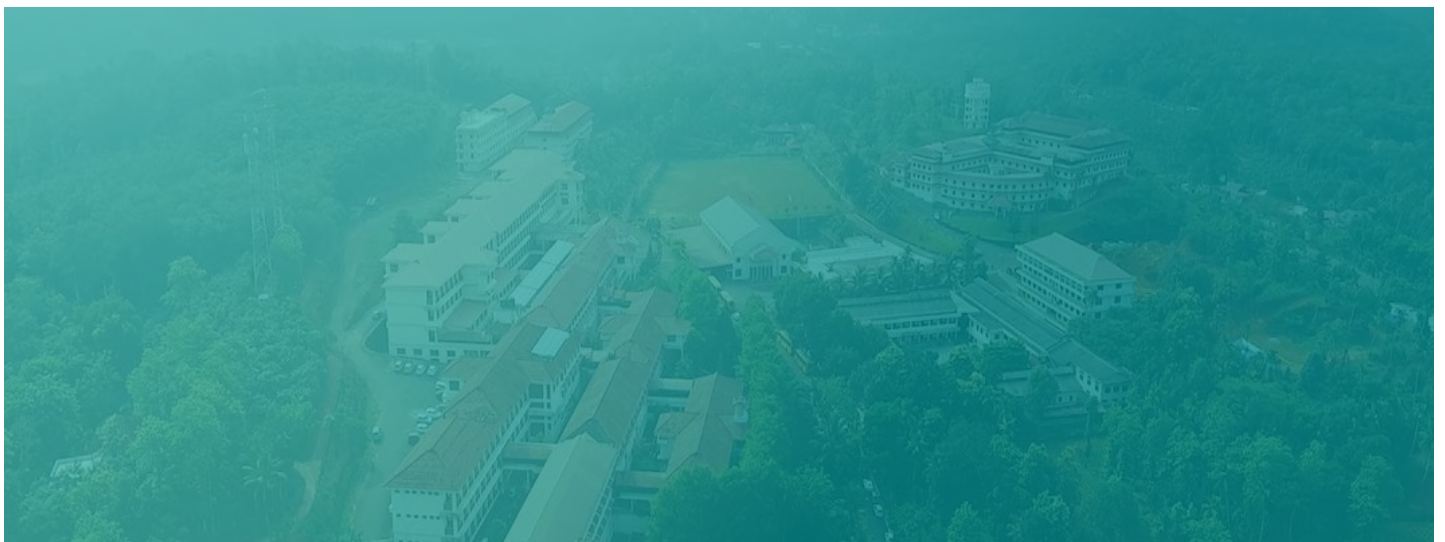
Fast Publication of results of examinations.

Academic calendar for curricular, co-curricular and extra-curricular activities.

Provision for remedial /bridge courses/ language lab, micro projects etc., in the curriculum. Academic Auditing to monitor teaching-learning process.

Committees for ensuring academic discipline & students "welfare and for addressing students" grievance.

Credit transfer facility from other Universities / Academic Institutions.







## MANAGER'S MESSAGE

School of Management Studies has grown into an institution par excellence producing globally competent management professionals with integrity and human values. It is indeed a matter of pride that VSMS achieved the first position in APJ Abdul Kalam Technological University in the first batch itself. Let's continue with greater vigour and commitment so that our students may become the real light of the world as the name of the institute envisages.

Wishing you God's blessing.

**Msgr. Dr. Pius Malekandathil**  
(Manager, VJCET)

## PROFILE

Msgr Pius Malekandathil's early career included teaching assignments at St. Thomas College, Pala, Goa University, and Sree Sankaracharya University of Sanskrit in Kalady, where he was nominated to its Syndicate. He earned his PhD in History from Pondicherry Central University. He also served as a Professor at Jawaharlal Nehru University.

A polyglot in English, Malayalam, Portuguese, German, and Italian, his academic achievements is marked by a multitude of books and publications to his name. His excellence credentials include third rank for B.A. from Kerala University in 1988, first rank and Gold Medal for his M.Phil. at Pondicherry Central University. He also received scholarships from the Indian Council of Historical Research (I.C.H.R.).

He received a scholarship from the Instituto Camões, under the Ministry of Education, Government of Portugal, for Research and Language Studies in Portugal during 1992-1993.

His areas of expertise encompass Indo-Portuguese History, Maritime History, Urban History of Medieval India, and Transmarine Trade. Rev. Msgr. Dr. Pius Malekandathil actively participates in professional bodies and has presented research papers at both national and international seminars. In his current role, he serves as a guide and a source of inspiration to all within Viswajyothi College of Engineering and Technology.





## DIRECTOR'S MESSAGE

School of Management Studies aims at educating leaders of organisations. We believe these leaders will contribute to make a difference to their organizations and to the world around them. In our endeavour, we draw upon reserves of goodwill among our stake holders, recruiters and potential students to the institute. The management department holds tremendous promise for Viswajyothi College of Engineering and Technology. We look forward to being recognized as one of the premier management schools in India.

**Rev. Dr. Paul Parathazham**  
(Director, VJCET)

## PROFILE

After serving as Assistant Vicar at Vazhakulam, St. George's Church during the period 1972-73, Fr. Paul Parathazham taught at Pune Papal Seminary from 1973 to 2013.

After a brief stint at NESTT, Muvattupuzha during 2013-14, Fr. Paul served as Director of St. John's National Academy of Health Sciences (SJNAHS), Bangalore from 2014 to 2023. With his rich and varied experience, Fr. Paul joined as Director of Vishwajyoti College, Vazhakulam from September 2023.

A PhD in Sociology from Loyola University, Chicago, USA, Fr. Paul's 1982 thesis 'Underdevelopment and the Crisis of a Religious Utopia: Implications of Secularization for the Catholic Church in Kerala, India', is a sought-after reference guide for studies of the Kerala Catholic Church.

With his rich managerial and directorial experience, he guides us in our journey of excellence.



## PRINCIPAL'S MESSAGE

At Viswajyothi, the MBA course does not consist merely of accumulation of information, facts and training in nuances of administrative tactics of the corporate world. Our priority is to boost strength of character connected with duty and responsibility. We expect students who seek admission at Viswajyothi MBA to have three essential qualities: discipline, devotion and duty. It is our practice to give ample exposure as to develop self-confidence and promote employability. I wish all those who gain admission a worthy and enriching experience of life.

**Dr. K. K. Rajan**  
(Principal, VJCET)

## PROFILE

An Electrical Engineering graduate from National Institute of Technology, Calicut, Dr. Rajan joined the of Bhaba Atomic Research Centre (BARC) Training school and served the Indira Gandhi Centre for Atomic Research (IGCAR) Kalpakkam in 1981 and was responsible for design, development and testing of various critical facilities. He was responsible for the design, construction, commissioning, test and operation of various major technological installations besides leading different R&D activities. He was awarded Ph.D on his thesis "Compact Electromagnetic Flow Meters with Enhanced Sensitivity for Flow Measurement in Sodium Circuits" by Homi Baba National Institute (HBNI) Mumbai. A Distinguished Scientist he is a member of the Indian Nuclear Society, Instrument Society of India, Indian Society for Technical Education and a Fellow of Institution of Engineers (India). He has more than 140 publications in national and international journals. Dr. K. K. Rajan was Independent Director on the Board of Nuclear Power corporation of India Ltd, Government of India and served as the Chairman of the Project Design and Safety committee of Sodium Cooled Fast Breeder Reactor based Nuclear Power Projects of the country from April, 2023 and is actively involved in the safety review of PFBR which is in the advanced stage of commissioning at Kalpakkam. As Dean, Industry Institute interaction and Professor Electrical and Electronics Engineering Department at VJCET since 2016, he has successfully completed the research project, Development of level sensor for lead lithium alloy system, a BRNS funded project. He was appointed as Principal of VJCET from June 2020. He had played a key role in the NBA accreditation and NAAC accreditation of the college with A grade. Under his able leadership VJCET has driven excellence in the academic performance of the College to the present level of 13th the position among all the Engineering colleges under KTU.





## MESSAGE FROM THE HOD

With its inception in 2009, School of Management Studies, as a department of Viswajyothi College of Engineering and Technology, stands in a complementary relation with the rest of the Engineering Departments. At the back of this synergy is the adage 'Engineers build the world and managers run the world'. Few institutions can boast of this kind of inter relatedness.

Imparting the critical thinking skills and the right mindset to be successful in the highly competitive and increasingly globalized business environment, the school is able to give individualised attention to each and every student. With the faculty having industrial exposure, corporate-oriented learning by meaningful exercises and exposure to real life business situations is an essential feature of the MBA programme at Viswajyothi SMS.

Development of soft skills, interpersonal relations, social orientation and striving towards excellence, over and above conceptual clarity are core to the educational programme. The course blends the rigour of theory and the relevance needed for practice, an essential feature of all professional courses.

Students are exposed to the everchanging landscape of the business world, bringing in dimensions of alignment with the demands of the environment and therefore of strategic management.

Viswajyothi SMS is well equipped with all infrastructural facilities, together with highly qualified and dedicated faculty, backed by a strong management to accomplish its vision, mission and programme educational objectives.

**Dr. Shelly Jose**

(HOD School of Management Studies, VJCET)

## PROFILE

With over 9 years of industry experience mostly with Indian Oil Corporation, 25 years of post-graduate Management teaching experience and a PhD in Social Sciences from Cochin University of Science and technology, Dr Shelly Jose has been acclaimed by international peers on his innovative 'student - centered developmental learning-teaching model doubling up as mentoring' in the process. His Chapter 'Enhancing student Learning outcomes through a student - centered learning - teaching process' in the book Enhancing student Learning outcomes in higher education (ed Enomoto et al) published by Libri Publishing, UK(2023) details his effective teaching experience. While with the corporate, he was associated as HR representative with the worldwide benchmarking exercise of fuels refineries carried out by Solomon Associates, Singapore.









## Governing Body

Sl.No.	Name of Member	Designation	Responsibility
1	Msgr. Dr. Pius Malekandathil	(President, Diocesan Technical Education Trust & Manager)	President
2	Msgr.Cherian Kanjirakompil	(Former Manager, 2018-2021)	Member
3	Rev. Fr. Thomas Melekudy	(Former Manager, 2001-2012)	Member
4	Rev. Dr. George Oliapuram	(Former Manager, 2015 – 2017)	Member
5	Mr. K.T. Mathew	(Vice President of the Trust)	Member
6	Adv. Francis Geroge	(Ex. MP., Secretary of the trust)	Member
7	Dr. KV.Thomas	(Treasurer of the Trust)	Member
8	Rev. Dr. Paul Parathazham	(Secretary, Higher Edn. Corporate Educational Agency & Director, VJCET)	Member
9	Rev. Dr. George Thanathuparambil	(Former Director, VJCET)	Member
10	Nominee of AICTE		
11	Nominee of DTE		
12	Nominee of KTU		
13	Dr. K K Rajan	(Principal)	Member



## Advisory Board

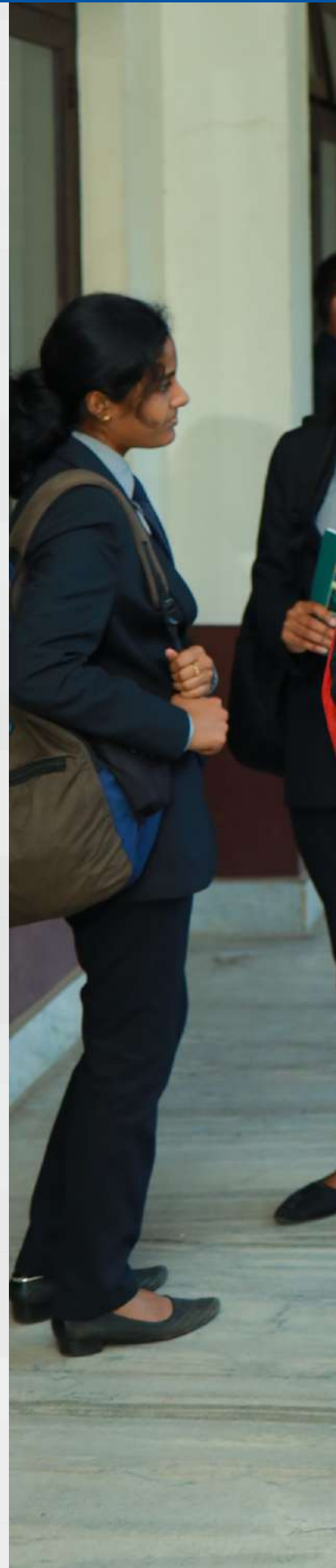
Sl.No.	Name of Member	Designation	Responsibility
1	Msgr. Dr. Pius Malekandathil	President of Diocesan Technical Education Trust & Manager	President
2	Rev. Dr. Paul Parathazham	Director, VJCET	Director
3	Adv. Francis Geroge	Secretary, DTET, Kothamangalam	Secretary
4	Dr. Anandakuttan B Unnithan	Dean, IIMK	Member
5	Mr. Rajesh Nair	Director, E & Y	Member
6	Dr. V A Joseph	Former Chairman SIB	Member
7	Dr. G C Gopalapillai	Former CMD, FACT, KLETRON	Member
8	Mr. M S Sreekumar	President, B2N, Former GM, HRD Binani Zinc	Member
9	Ms. Preethi GopalaKrishnan	Assistant Director, Strategic Talent Consulting, E&Y	Member
10	Mr. Venugopal C Govind	Managing Partner, Varma and Varma Associates	Member
11	Mr. Dinesh Thampi	VP & DCH, TCS Kerala	Member
12	Dr. M Bhasi	Dean, Faculty of Social Sciences, CUSAT	Member
13	Dr. S Ganeshan	Director General, Suguna Spark, Consultant to Central Gov.	Member
14	Dr. K K Rajan	Principal, VJCET	Member
15	Dr. Shelly Jose	HOD, VSMS	Member

## About the Programme

Viswajyothi offers Management Programme (MBA, affiliated to APJ Abdul Kalam Technological University (KTU) and approved by AICTE) through its management School, Viswajyothi School of Management Studies (VSMS). VSMS is dedicated to the development of promising leaders who can create wisdom, innovation from diction, networks from Contacts and sustained adaptability from changes.

VSMS opens up new frontiers in the global management scenario, and equips the students with the skill set to cope with today's business environment which is filled with complexity and uncertainty. At VSMS, students are exposed to emerging state-of-the-art technologies and leading-edge business management practices which will enable them to lead multi national work forces, communicate with stakeholders, develop creative solutions to emerging business issues and drive innovation through entrepreneurial practices.

VSMS provides a unique programme with quality, reliability, standards and recognition. Primary objective of VSMS is to promote personal integrity and social responsibility among the students. VSMS provides students with an ideal platform for the display of their creative and innovative abilities and offers unique opportunities to further enhance their personal Capabilities.







## FACULTY TEAM



**Dr. Shelly Jose**  
HOD - Management Studies



**Mr. Sebin Joseph**  
Assistant Professor  
MBA, Mcom, PGDM,  
Ph.D. Doing



**Dr. Anish John A.**  
Assistant Professor  
MBA, Ph.D.



**Dr. Jose Mamman**  
Assistant Professor  
M.P.A, Ph.D.



**Ms. Merrin Geordic Pottas**  
Assistant Professor  
MBA

## GUEST/ADJUNCT FACULTY



**Adv. Shyam Padman**  
Sr. Advocate  
High Court of Kerala



**Dr. Francis Cherunilam**  
Former Director, SMS  
CUSAT, Author



**Dr. Manoj Varghese**  
Former Director XIME  
Ex Infosys, Dell, Goole and  
Facebook



## OFFICE ADMINISTRATIVE STAFF



**Ms. Lucy Kurian**  
Librarian  
M.Com, MLIS



**Mr. Lijo Thomas**  
UDC

## GUEST SPEAKERS



**Mr. Dinesh Thampi**  
VP & DCH, TCS Kerala



**Col. P.V. Satheeshan**  
Head, Talent Acquisition, CSB



**Dr. G.C. Gopala Pillai**  
Former CMD of FACT,  
M.D - KINFRA & KELTRON



**Mr. MALCOLM TROTTER**  
IAAP, UK



**Mr. E. Sarath Babu**  
CEO, Food King



**Dr. Omkumar Krishnan**  
Area Chair- Marketing  
IIM Kozhikode



**Dr. Dominic Ponnattu**  
Project Leader,  
Bertelsmann Foundation  
Germany



**Mr. Kamal Mampilly**  
VP, Geography Head-  
HR, Axis Bank



## Program Outcomes

- Apply knowledge of management theories and practices to solve business problems.
- Foster analytical and critical thinking abilities for data based decision making.
- Ability to develop value-based leadership ability.
- Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.
- Ability to lead themselves and others in the achievement of organizational goals, and contributing effectively to a team environment.

## Admission Procedure

Admission will be purely based on merit.

A rank list will be made from the aggregate score of a National Level Admission Test, Group Discussion and Personal Interview conducted with weightage of 80:10:10 respectively.

Intake capacity 60



## Eligibility Criteria

Candidates who have been awarded or qualified for the award of Bachelor's Degree in Engineering / Technology / Business Administration with 50% marks in aggregate or Bachelor's Degree in Arts / Science / Commerce with 50% marks in aggregate for the main course papers are eligible to apply for admission to the MBA programme.

It is mandatory that students seeking admission to the MBA programme should have a valid score in a national level admission test, notified by the University or Government of Kerala. The valid National Level Tests are CAT, CMAT and KMAT Kerala with 15% as the cut off mark.

Reservation policy of the Government of Kerala and the Government of India shall be followed in admissions to the MBA programme.

## The Gateway to a varied world

The core and crux of management education is the all-round development of the individual. VSMS through its multi-faceted training programmes, skill development initiatives and value-oriented instruction strives to transform the students into self-reliant, confident and mature individuals with clear career goals and heightened vision in life. The training here is meant to help the students to identify their hidden positive strengths and encourage them to plunge into the uncharted seas of opportunities and possibilities; finally giving them a strong foothold in the management and business landscape. Above everything else, they are made to formulate a wider vision of life, so as to make each one asks himself what can I do with what I have got?."

## Course Duration

Duration of the MBA programme will normally be two academic years spanning four semesters. Each semester shall have 14 weeks of instruction with 29 hours per week. Continuous internal evaluation during the course period as well as University Examination at the end of each semester shall be conducted

## Fee Structure

Admission will be Complete only on meeting all the requirements mentioned in the letter of admission and on payment of the fees. Failing to comply with this will lead to cancellation of admission. Application are accepted through Online.

**Tuition Fee: Rs.75,000 per semester**

**Caution Deposit: Rs. 5,000**

**Application Fee: Rs. 500**

**Admission Fee: Rs. 500**





# Curriculum Spectrum

Focusing mainly on the transformational training and the professional growth of our students, Viswajyothi School of Management Studies provides management training throughout four semesters.

VSMS offers specialisation in the following streams:

Financial Management  
Marketing Management  
Human Resource Management  
Operations Management

## Semester - 1

- INTRODUCTION TO BUSINESS
- QUANTITATIVE TECHNIQUES FOR MANAGERS
- ORGANIZATIONAL BEHAVIOR
- BUSINESS ECONOMICS
- INFORMATION SYSTEMS FOR MANAGERS
- ACCOUNTING FOR MANAGERS
- ETHICS, GOVERNANCE AND CORPORATE SOCIAL RESPONSIBILITY
- LEGAL SYSTEMS FOR BUSINESS
- EMPLOYABILITY ENHANCEMENT PROGRAMME

## Semester - 2

- MARKETING MANAGEMENT
- FINANCIAL MANAGEMENT
- HUMAN RESOURCE MANAGEMENT
- OPERATIONS MANAGEMENT
- OPERATIONS RESEARCH
- RESEARCH FOR MANAGERIAL DECISION
- ENTREPRENEURSHIP DEVELOPMENT
- INTEGRATED DISASTER MANAGEMENT

## Semester - 3

- INTERNATIONAL BUSINESS
- BUSINESS ANALYTICS
- INTERNSHIP
- ELECTIVE 1
- ELECTIVE 2
- ELECTIVE 3
- ELECTIVE 4
- ELECTIVE 5

## Semester - 4

- INDUSTRY 4.0 & AI APPLICATION FOR BUSINESS
- STRATEGIC MANAGEMENT
- MAJOR PROJECT
- ELECTIVE 1
- ELECTIVE 2
- ELECTIVE 3



## MBA Programme Structure

- The MBA program will be structured on credit-based system following the semester pattern with continuous evaluation.
- Duration for the MBA programme will normally be 4 (four) semesters. Each semester shall have 14 weeks of instruction with 29 hours per week.
- The general Course structure of MBA programme will have
  - ▶ Core courses
  - ▶ Specialisation electives
  - ▶ Project works & Internship
- A student Can opt for specialization in the second year as per rules framed for this by the Academic Board for Management Programme (ABM).
- The Curriculum of MBA programme is designed to have a total of 102 credits for the award of the degree. Curriculum for the first two semesters will be Common for all specializations of the MBA programme.









## MBA Course evaluations and Grading

### Semester & Supplementary Examinations

At the end of the semester, semester examination will be conducted for all courses offered in the semester and will be of three-hour duration, unless otherwise specified. Supplementary examinations are to be conducted before the commencement of the next semester, for eligible Candidates registered for them.

### Academic Assessment/Evaluation

The university follows a continuous academic evaluation procedure. Assessment procedure and the corresponding weights are as follows: -

- Two internals, each having 15%
- Assignments having 10%
- Project & Presentation having 15%
- Semester examination having 60%

### Internship (3rd Semester)

Evaluation is based on the following: -

- Two progress assessments 20%
- Final Project Report 30%
- Project presentation and Viva Voce 50%

### Comprehensive Project in the area of Specialisation (4th Semester)

Evaluation is based on the following: -

- Two progress assessments 20%
- Final Project Report 30%
- Project presentation and Viva Voce 50%

### Award of Grades

Grading is based on the total marks obtained by the student in a Course. University will follow relative grading. The grade card will only give the grades against the courses. Semester grade card will give the grade for each registered course, Grade Point Average (GPA) for the semester as well as Cumulative Grade Point Average (CGPA).







## Importance of Management Education

- Quality & Reliability
- Financial Soundness
- Perfect Career
- Administration & Organizational Management
- Effective Leadership
- Social Status & Reputation
- Recognition & acceptance
- Highest Verticality



## Programme Details

Viswajyothi School of Management Studies has designed and arranged a variety of programmes for the students to reach their maximum potential and self-actualization process.

- Corporate Exposure
- Updating on current affairs
- Socio economic and socio-cultural awareness programme
- International Study Mission
- Project exposure
- Selling strategies in new economy
- Corporate training
- Business promotions and initiatives
- Event management
- Real time project
- Stock Exchange Floor
- Add on certifications by industry experts Research exposure
- Business live lab
- Moral insights
- Language Lab
- Computer Awareness Programme
- Quality concepts
- Students involved consultancy work
- Case analysis
- Forums & Clubs

## Platform Outline

The focus is mainly on the growth of our students and moulding them into the emerging global management scenario as perfect managers to take up leadership challenges in the business sector.

It is our commitment to develop this Institute as a centre for Management Excellence with the best facilities in tune with the accepted international standards. To realise and achieve these objectives, we are emphasizing on the following aspects in our curriculum

- Management Development & Executive Coaching
- Self-Development & Confidence Building
- Reading & building up information base
- Communication & Interpersonal skills
- Corporate Interface & Industrial Exposure
- Informational Learning & Transformational Training
- Decision Making & Resource Management
- Remote Sensing & Forecasting
- Ethics, Values & Social Responsibility
- Role Prescriptions & Role Performance
- Teamwork & Leadership
- Social Education & Moral Insights
- Commitment & Professional Quality
- Environment Management & Legal Awareness



## Industry Institute Interaction Cell

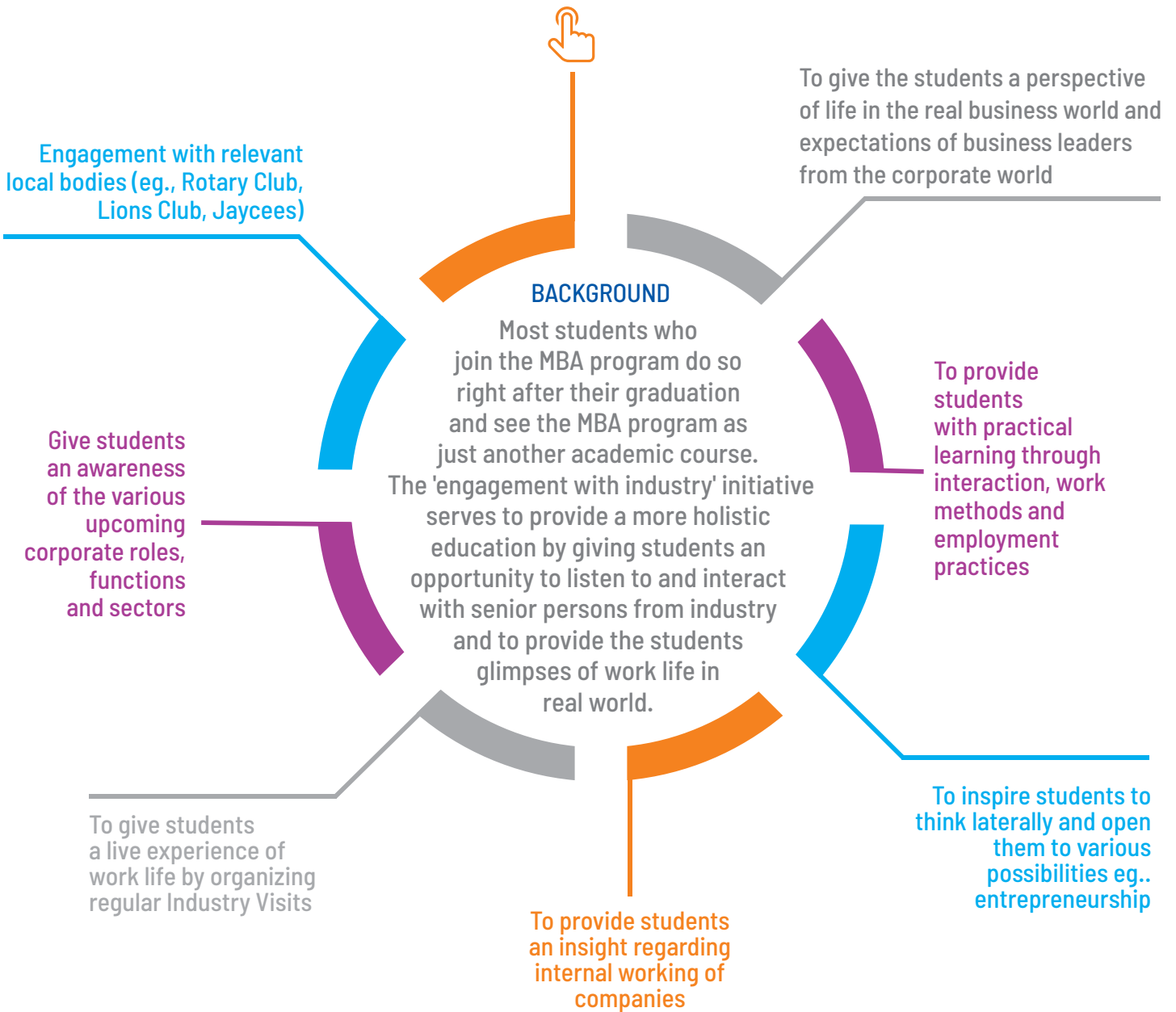
The Institute has a full-fledged Industry Institute Interaction Cell. Major functions of the cells are:

- Establishing a strong relationship between the institute and the industry, creating a mutually beneficial partnership.
- Promoting a closer interaction between the academic field and the professional field.
- Organizing workshops, Conferences and symposia with Participation of the Faculty and the industry representatives.
- Arranging visits of staff members to various industries.
- Arranging internship programmes for students.
- Excellent placement support.



# Corporate Talks & Industrial Visits

## Objectives



## RESULT ANALYSIS

Batch	Sem 1	Sem 2	Sem 3	Sem 4
2022-24 (MBA)	92%	77%		
2021-23 (MBA)	65%	62.5%	65%	90%
2020-22 (MBA)	70.58%	76.4%	80.39%	92%



## About Placement Cell

Placement is a very important activity at Viswajyothi College of Engineering and Technology (VJCET). It has an independent placement cell focused to cater to the needs of leading organizations in conducting campus interviews for the final year students. The placement officer is assisted by student representatives. The committee evolves a broad policy framework every year. Students are closely co-opted in implementing these policy decisions.

The cell keeps close liaison with various industrial establishments (both private and public sectors), which conduct Campus interviews and select the student from all disciplines. Most of them visit the campus for holding Campus interviews. Viswajyothi School of Management (VSMS) has a dedicated placement cell which coordinates the placement activities synchronizing with the placement department of the college

## Training & Development

Our department conducts various extra-curricular activities for the students to enhance their learning experience and to be in line with the current business happenings. Few of them are:

- Business Quiz
- Industry Familiarizations sessions by students
- Confidence Training Sessions

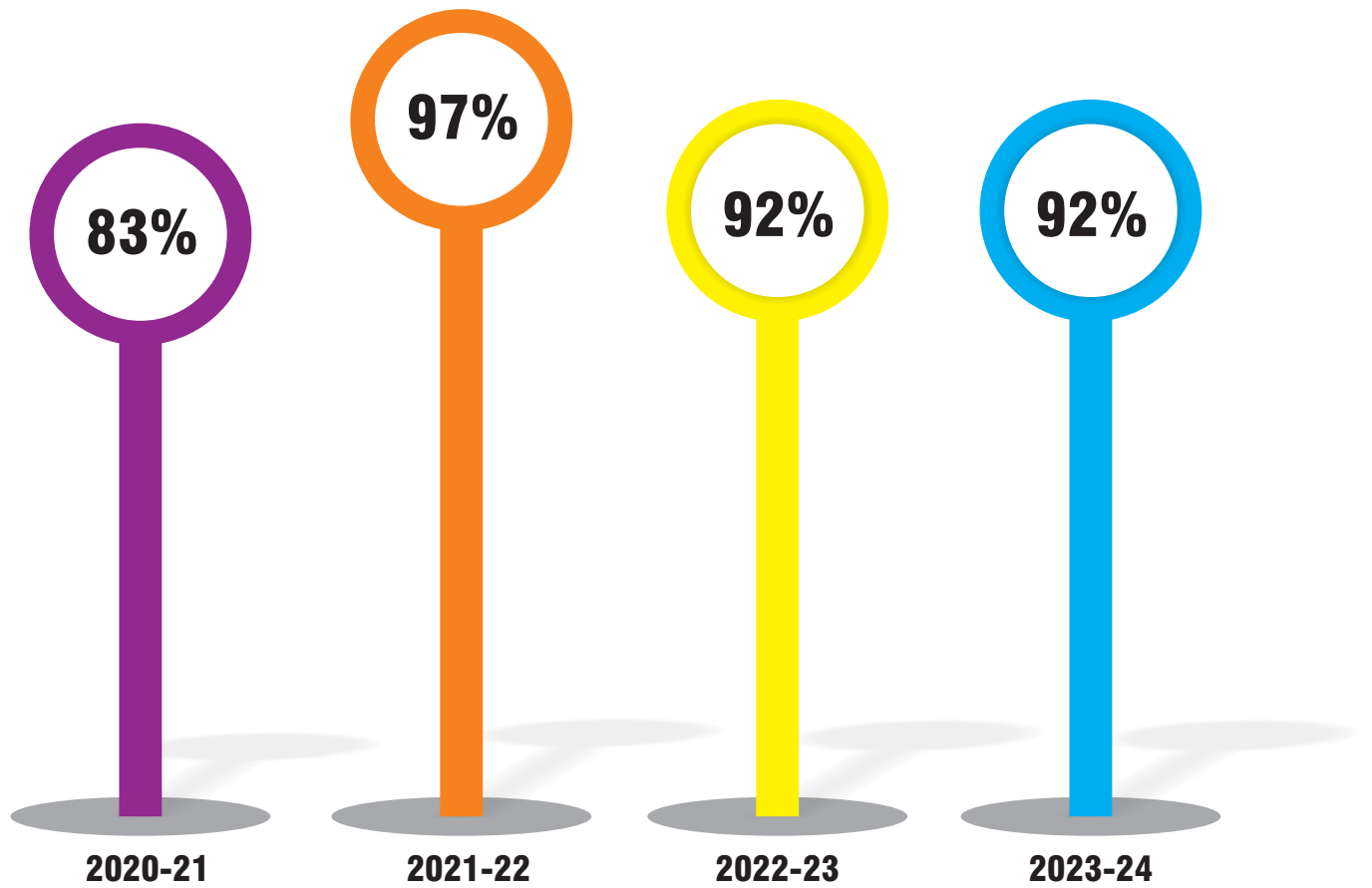
The Business Quiz happens weekly once which is mainly conducted by the students based on the news from the Business Line of the respective week. The students are divided into various groups that compete each other. The winning groups are awarded with prizes. Each group is coordinated and guided by a faculty.

The Industry Familiarization Sessions are taken by students based on their own choice of an industry. Presentations are conducted by group of students detailing about the chosen industry. A jury of faculty members will be present for the session and suggestions are provided to the students.

Confidence Training Sessions by a group of experts are conducted for the students of the MBA batch in order to give them training on Aptitude tests including Quantitative, Logical and Verbal based training. The sessions happen weekly once followed by online exams.



## Placement Comparison



## OUR ALUMNI WORK AT





## INFRASTRUCTURE

### ■ Building Area

The building complex of the college with an area of over 5 lakh sq. ft, is situated in a sprawling Campus of 26 acres. The building is divided into blocks A, B, C, D, Laboratory Block, Gents Hostel, Ladies Hostel and Auditorium Annexure. All academic and non-academic departments are included in the A, B, C and D blocks. A separate laboratory block is provided in addition to the academic blocks. Civil, Electrical and Mechanical workshops are in this block



### ■ Common Computing Centre

Viswajyothi has a central computing facility named as Common Computing Centre (CCC) functioning with a speed of 40 Mbps from 8 am to 8 pm. Students Can access Internet and download relevant study materials and can procure hard copies of the study materials with the assistance of staff at any time. The CCC is centrally air conditioned and well-equipped with an uninterrupted power supply



### ■ Network Architecture of VJCET

We have more than 900 computers and 11 servers in the campus and all of these are Connected across a single LAN. Hence staff and students can access their data at any lab, at any time during working hours. Our servers are working 24 hours throughout the year. We have a central point called server room from where all the locations are connected via fibre optic backbone cable. All the operations are monitored from the server room.







SCHOOL OF MANAGEMENT STUDIES

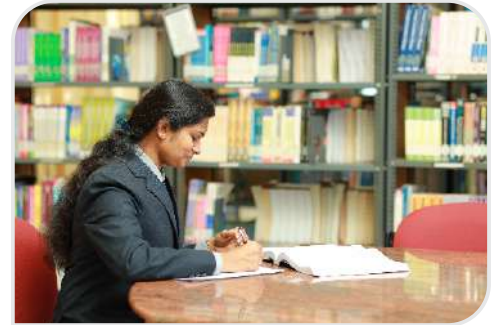
D BLOCK

OFFICE  
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## ■ The Central Library

The Central Library of the College was established in the year 2001. It is housed in an area of 16400 sq. ft. spread over two floors. In addition, there are separate libraries in each department. It is fully automated with a rich collection of Books, National and International Journals, Technical and other Magazines, CD ROMs on Engineering, other widely appreciated editions on diverse subjects like Literature, Management, Religion etc. This library follows open access system, Bar code-based circulation process and OPAC Literature Search. Viswajyothi School of Management Studies is having an exclusive library for enhanced learning



## ■ Digital Library

This fully automated library is home to more than 4500 titles and about a quarter of a lakh of books & journals. The electronic division of the library is equipped with hundreds of e-journals including world renowned journals like JGate Management, IEEE, ASME, ASCE, ASTF, Springer, Elsevier, Ebscoetc.



## ■ Computer Labs

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## ■ WIFI Campus (VJC NET)

Viswajyothi is a Wi-Fi enabled campus with a centrally controlled access by a Wi-Fi Manager switch. Administrative block, Digital Library, College Cafeteria, PG and UG Departments and both Gents

## ■ Residential Complex

Viswajyothi provides excellent residential facilities for staff and students. Gents hostel and ladies' hostel are located in the campus itself, so as to facilitate easy access. The hostels are well-equipped with high quality furnishings. The gents hostel accommodates 250 males, while the ladies hostel takes in 230 females respectively. Both hostels have mess facilities for students. The mess is spacious, impressively hygienic and elegant. Internet and computer facilities are also available at the hostels









## Fitness

Viswajyothi has a multi gym with all most modern equipment. Students and members of faculty use this facility to keep their health in good Condition. They Can utilize the Gym facility in the early morning and evening hours.



## Sports

At Viswajyothi, high class facilities are provided for Sports & Games. Every year, annual sports is conducted in the college. Here, equal importance is being given to both academic and sports activities. Viswajyothi has a well-trained professional basketball team. Every year, Viswajyothi conducts an All Kerala Basket Ball Tournament, MAGNUM in the mid of February. A multi-purpose stadium with 200 metre tracks, as well as a Football and Cricket ground are also maintained here. Many football & cricket tournaments are held here. The college has 9 badminton courts (4 indoor and 5 outdoor) where students and staffs practice on a daily basis

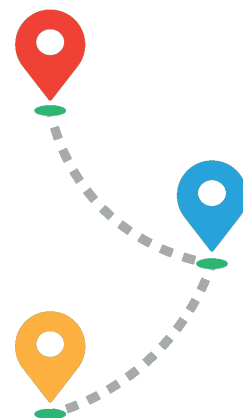


## Transportation Facilities

The College provides travelling facilities for staff members and students from the college campus to various destinations.



Bus No.	Destination
2	Neriamangalam
3	Palai
4	Kaliyar
5	Koothattukulam
6	Oonukal
7	Puthencruz
8	Muttom
9	Thalayolapparambu
10	Kakkanad
11	Nedungapara
12	Karimannoor
13	Perumbqvoor
14	Kurumppampady
15	Vyttila
16	Aluva
17	Thripunithura
18	Udumbannoor
19	Angamaly
20	Kuttampuzha









**VISWAJYOTHI**  
COLLEGE OF ENGINEERING & TECHNOLOGY

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