

**MANDATORY DISCLOSURE BY INSTITUTIONS RUNNING PGDBM/PGDM/MBA/MCA PROGRAMMES TO BE INCLUDED IN THEIR RESPECTIVE INFORMATION BROCHURE, DISPLAYED ON THEIR WEBSITE AND TO BE SUBMITTED TO AICTE EVERY YEAR WELL BEFORE THE ADMISSION PROCESS.**

The following information is to be given in the Information Brochure besides being hosted on the Institution's official Website.

*“The information has been provided by the concerned institution and the onus of authenticity lies with the institution and not on AICTE.”*

**I. NAME OF THE INSTITUTION**

**SREE NARAYANA GURU INSTITUTE OF SCIENCE AND TECHNOLOGY (SNGIST)**  
THEKKETHAZHAM, MANNAM P O,  
NORTH PARAVUR, KOCHI-683 520  
Telephone: 0484 2440220, 2440299  
Website: [www.sngist.org](http://www.sngist.org),  
Email: [sngist@sngist.org](mailto:sngist@sngist.org),

**II. NAME & ADDRESS OF THE DIRECTOR**

**Dr. C. KARTHIKEYAN, M.Com, M.Sc, MBA, MS, PhD**

**Office**

Director,  
SNGIST, Thekkethazham,  
Mannam P O, North Paravur  
Ernakulam, Kerala  
TEL: 0484 2440220, 2440299

**Residence**

No. 4, South North Main Street,  
Muthsuswamy Colony,  
Selvapuram,  
Coimbatore-641026, Tamil Nadu

**III. NAME & ADDRESS OF THE HEAD OF THE DEPARTMENT**

**Dr. KUPPACHI SREENIVAS, M.Com, PhD**

**Office**

Head of Department of Business Administration,  
SNGIST, Thekkethazham,  
Mannam P O, North Paravur  
Ernakulam, Kerala  
TEL: 0484 2440220, 2440299

**Residence**

27-1-562, II Floor,  
7<sup>th</sup> Cross Road,  
Balaji Nagar,  
Nellore-524002  
Andhra Pradesh

**IV. NAME OF THE AFFILIATING UNIVERSITY**

Mahatma Gandhi University

**V. GOVERNANCE****The Trust**

The college is owned and managed by Gurudeva Trust, a registered charitable trust. The trust is administered by a 15 member board of trustees.

**Board of Trustees**

1. Prof. C.K.Renjan, Chairman,
2. Mr. S.Venugopal, Chief Advisor,
3. Mr. K.P.Vidyasagar, Vice Chairman,
4. Prof. G.Suseelan, Secretary,
5. Mr. K.B.Krishnadas, Joint Secretary,
6. Mr. K.V.Haridasan, Manager,
7. Mr. P.C.Bhaskaran, Project Manager,
8. Mr. K N Padmanabhan, Treasurer,
9. Mr. T K Anandan, Estate Manager,
10. Mr. M.R.C Menon, Board Member,
11. Mr. K.S Venukuttan, Board member,
12. Mr. Dr. K.P.Subash, Board Member,
13. Prof. Renjan Abraham, Board Member,
14. Mr. C.N.Radhakrishnan, Board Memebr,
15. Mr. K.G.Pushpan, Board Member.

**Governing Council**

The Governing Council consists of eminent experts from academia and industry. The council meeting is held every six months to review the progress o the academic programme and to deliberate upon the future activities of the college for the next period.

**Governing Council Members**

1. Prof. C.K.Renjan,  
Chairman, Gurudeva Trust
2. Prof. G Suseelan  
Secretary, Gurudeva Trust
3. Mr. K.V Haridas  
Manager, SNGIST

4. Prof. P.R.Poduval  
Hon. Dean, SNGIST
5. Dr. A.Sukumaran Nair  
Former Vice Chancellor, M.G.University
6. Dr. Amarlal H Kalro  
Former, Director, IIM-K, Calicut
7. Shri. N.Sreekumar  
Executive Vice President, Apollo Tyres
8. Shri O.T.S.Nambiar  
Joint Marketing Director, Spices Board
9. Shri T.T.Thomas  
Former Chairman and M.D.FACT and Former President, All India Management Association
10. Dr. K.G.nayar  
Former CEO, Cashew Export Promotion Council of India
11. Prof K.A.Mohammed  
Rtd. Principal, Govt. College, Kattappana
12. Dr. S.Babu Sunder  
Professor, Dept of Computer Applications, CUSAT
13. Dr. G.C.Gopala Pillai  
M.D,INKEL, Trivandrum
14. Dr. D.Rajasenan  
Formerly Dean, Faculty of Social Science and Professor, CUSAT
15. Dr. C.Karthikeyan  
Director, SNGIST (Member Secretary)

### **Academic Advisory Council**

The council meeting is held every semester

### **Members**

1. Prof. Dr. P R Poduval  
Hon. Dean, SNGIST
2. Dr. A.M.Salim  
Director, TKM Institute of Management
3. Prof. Dr. K C Sankaranarayanan  
Director, School of Computer and Management Studies, MES College, Marampilly
4. Prof. Dr. Sanjay Banerji  
Director, Amritha Institute of Management, Ettimadai, Coimbatore

5. Dr. George Sreeba  
General Manager (Marketing) FACT
6. Prof. Dr. P Sudarsanan Pillai  
Dean Faculty of Social Science, CUSAT
7. Prof. Ignatius Kunjumon  
Head of The Dept. of Computer Applications, SNGIST
8. Dr. S.Radhakrishnan  
Head of The Dept. Govt. Engineering College, Thrissur
9. Mr. S R Nair  
Managing Director, Team front Line Ltd.
10. Mr. M.S. Sreekumar  
GM, HRD, Binani Zinc
11. Dr. M. Bhasi  
Reader, School of Management Studies CUSAT, Former MD, Consumer Federation
12. Dr. Jagathi Raj V. P  
Reader, CUSAT Former Syndicate Member, Kerala University
13. Prof. P Raghudas  
Former Head of Dept. Computer Science, Govt. Engg. College, Thrissur
14. Prof. C. K Renjan  
Chairman, Gurudeva Trust
15. Dr K P. Subhash  
Manager, SNGIST
16. Dr. C.Karthikeyan  
Director, SNGIST

## **VI. PROGRAMMES**

**Master of Business Administration:** (Full Time) (AICTE approved)

. **No of Seats:** 120

. **Duration:** 2 Years

. **Fee:** Rs.1, 20,000/- per year

. **Placement Cell**

The cell is functional with 2 faculty coordinators and a student team of 6. The Placement cell arranges industry projects and final placement for the students.

### Campus Placement in Last Three Years

Year (Batch)	No. of Placement	Min. Salary per annum	Max salary per annum	Avg. salary per annum,
2005-07	58 (Out of 59)	84,000	2,16,000	13,000
2006-08	89 (Out of 114)	96,000	3,00,000	15,000
2007-09	32 (Undergoing)	-	-	-

### Details of the Foreign Institution/University:

The Institution does not have any foreign university collaboration at present.

## VII. FACULTY

### Full Time Teaching Faculty Profile (Programme wise)

S.No.	Name (s) of the Teaching Faculty	Designation (Lecturer/ Asst. Professor/ Professor)	Qualifications with field of specialization			Experience		
			UG	PG	Ph.D	a	b	c
1	Prof P.R Poduval	Prof & Honorary dean	BA Psy)	MA(Psy)	ITP (Harvard)	45	-	-
2	Dr. C Karthikeyan	Director	BBA	MBA, M.Com, MS, M.Sc	PhD			
3	Dr. Kupachi Sreenivas	Professor, HOD	B.Com	M.Com	PhD			
4	Prof K.P.C Nair	Professor	BE	MBA	M.Phil	5	38	-
5	Mr. Geo Baby	Asst Professor	B Sc	M.Sc, MA (PM&IR)				
6	Mr. Mukesh Dev	Senior Lecturer	B.Com (Hon)	MBA, ACS		-	7	-
7	Ms. Dhanya M	Lecturer	B Sc	M.Sc (stat), Bed	M.Phil	5.3	-	-
8	Mr. Siju C.P	Lecturer				4	-	
9	Ms. Bindi R	Lecturer	LLB	MBA		3		
10	Ms. Dulari S.S	Lecturer	B.Sc	MBA			7	
11	Mr. Ansted Iype Joseph	Lecturer	BCA	MBA		-	3	
12	Mr. Pramod Prabhu	Lecturer	B.Com	CA				
13	Mr. Ajai Krishnan G	Lecturer	B.Sc	M.Sc, PGDM		0.6	1.5	
14	Ms. Sagini Thomas	Lecturer	-	MBA, MA History			5	
15	Mr. Reji Ismile	Lecturer	B.Sc	MBA		8	1	
16	Ms. Meghana V.P	Lecturer	B.Sc	MBA. UGC Net		-	3	
17	Mr. Ambeesh Mon	Lecturer	B.Sc	MBA UGC Net		4	4	

- Permanent Faculty : Student ration is 1: 15
- Number of faculty employed and left during the last three years is 15

**VIII. PROFILE OF DIRECOT/PRINCIPAL WITH QUALIFICATION, TOTAL EXPERIENCE, AGE AND DURATION OF EMPLOYMENT AT THE INSTITUTE CONCERNED**

<b>Name</b>	:	Dr. C. KARTHIKEYAN
<b>Date of Birth</b>	:	27.11.1972
<b>Academic qualifications (with field of specialization)</b>	:	<p><b>PhD</b> : Education and Personality Development of Adolescent Students: An Exploratory study</p> <p><b>MS</b>: Psychotherapy techniques, Psychopathology and CAREER counseling.</p> <p><b>MBA</b> : HRD &amp; International Marketing</p> <p><b>M.Sc</b> : Psychological Testing, Counseling Psychology</p> <p><b>M.COM</b> : Commerce &amp; Accounts</p>
<b>Details of Experience (Academic / Industrial)</b>	:	<p><b>Industry:</b> Handled independently HUMAN RESOURCE MANAGEMENT functions in various area of HRM for 15 years (Since 1990 – 2005) at various places in India.</p> <p><b>Academic:</b></p> <p><b>DEAN/HOD</b> of MBA, Sri Nehru Maha Vidyalaya College of Arts and Science</p> <p><b>Asst. Prof &amp; HOD</b> of MBA , Nehru College of Management</p> <p><b>Programme Director</b> , School of Soft Skills</p> <p><b>Visiting Professor</b> for Tamil Nadu Open University for MSc</p> <p><b>Visiting Professor</b>, Alagappa University</p>
<b>Date of the appointment in the present institution</b>	:	02.04.2007

**IX. FEE**

	Semester I	Semester II	Semester III	Semester IV
Tuition	60000	60000	60000	60000
Caution Deposit (Refundable)	10000			
Registration Fees	2000			
<b>Total</b>	<b>72000</b>	<b>60000</b>	<b>60000</b>	<b>60000</b>

**Hostel Fee**

- Rent - Rs. 800/- per month
- Mess - Rs. 1900/- per month

## X. ADMISSION

Number of seats sanctioned with the year of approval.

Annual intake is 120 seats. The programme was approved by AICTE in 2003

Students admitted	2006	2007	2008	2009
MBA	116	119	118	120

### Eligibility

#### Master of Business Administration (MBA)

A two year, four semester postgraduate course has a maximum intake of 120 students. Candidates with a pass in any degree of Mahatma Gandhi University or any degree recognized by it having secured not less than 50 % of marks in aggregate for Arts and Commerce Degrees and 55% for science and Engineering Degrees or 50% Marks in any Masters Degree are eligible for admission. The candidates belonging to SC/ST Communities shall be eligible for a concession of marks up to 5% in the aggregate to determine their eligibility. Seats under merit quota (60 no.s) will be filled from the merit selection list prepared on the basis of MAT Score, performance in GD/Group Task and Interview.

MAT (Management Aptitude Test) is conducted by All India Management Association; New Delhi ([www.aima-ind.org](http://www.aima-ind.org)) the number of seats allotted exclusively for MAT candidates is 60

The evaluation scheme is as follows

MAT Score	40%
GD/Group Task	30%
Interview	30%

The management quota students are admitted on the basis of MAT/ ASMIKMAT (Admission test conducted by Association of Self financing Management colleges in Kerala)

#### Admission Calendar and Procedure

The admission test for the merit quota selection is MAT. Tests in the months of December, February and May every year are considered. The issue of applications will start one month before the date of every MAT examination and will close after the publication of results. The GD/Group Task and will be conducted in the 2nd week after the publication of the MAT results. The final selection list and wait list will be published on June1, every year normally depending also on the MG University programme calendar and dates announced. The admission from the main selection list will continue till June15 after which the wait list will be activated. The last date for admission and starting of the academic session is decided by the University.

Classes for the newly admitted MBA students normally start in the month of July every year. However the exact date of commencement of classes is announced only after receiving the notification from the university in this regard.

#### Fee Refund Policy

Full fee will be refunded in case of withdrawals before the start of classes. Full refund is also given in the case of students who fail to meet the eligibility criteria for admission to MBA as per MG University rules.

**Item No I - IX must be given in information brochure and must be hosted as fixed content in the website of the Institution.**

**The Website must be dynamically updated with regard to X –XIII.**

### **APPLICATION FORM**

- ❖ Downloadable application form, with online submission possibilities.

### **LIST OF APPLICANTS**

- ❖ The last date of submission of application is not over. The list will be published immediately after the last date for submission of filled in applications.

### **CRITERIA FOR GD / PERSONAL INTERVIEW**

- ❖ Norms adopted for calling the candidates for Group Discussion/Personal Interview. (It has to be strictly in order of merit.). The selection of candidates is strictly on the basis of MAT Score.
- ❖ Attributes for evaluation in GD/Interview.
  1. Communication skills
  2. General Awareness
  3. Conceptual clarity
  4. Ability to perform in teams
  5. Leadership and Initiative

## **XI. INFORMATION ON THE INFRASTRUCTURE AND OTHER RESOURCES AVAILABLE**

### **1. LIBRARY**

Course	Titles	Volumes	Journals	
			National	International
MBA	3532	4686	46	E-Journal –PROQUEST DATABASE-1800

### **2. LABORATORY**

For each Laboratory

1. List of Major Equipment/Facilities
2. List of Experimental Setup

**COMPUTING FACILITIES:**

## Number and Configuration of Systems

30 computer systems with Intel Pentium D, 1.8 GHz, 1 GB RAM, 160 GB HDD SATA,

125 computer systems with Intel Pentium IV , 2 .3 GHz, 512 MB RAM, 40 GB HDD, FDD

configuration 60 computer systems with Intel Pentium IV 2.66 Ghz, 512 MB RAM, 80 GB SATA Hard Disk.

S.No	PARTICULARS	Requirements as per Norms (1:4 all undergraduate UG Programmes and 1:2 for MBA/MCA/ PGDM/ PGDBM)		AVAILABILITY	
		Application	SYSTEM	Application	System
1.	No of Computer terminals	180		215	
2.	Hardware Specification	P4		Dual Core-30,P4-185	
3.	No of terminals of LAN/WAN			215	
4.	Relevant Legal Software	Application	SYSTEM	Application	System
		4	3	81	42
5.	Peripheral(s)/ Printers	9		10	
6.	Internet Accessibility (in kbps & hrs)			2 MBPS (24 HRS CONNECTIVITY) 12 HRS	
Whether the computer facilities are suitable for the existing programmes? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>					

**3. BUILDING**

Particulars	Building with RCC Roof (Sq.m)	Building with Sheet Roof (if suitable for Educational Institution) (Sq.m)	Built up area per student	Total Area Available (Sq.m)
Instructional Area (Carpet Area)	2002.74	-	8.3	2002.74
Administrative Area (Carpet Area)	453.95	-	1.9	453.95
Amenities (Carpet Area)	256.91	857.91	4.6	1114.88
Circulation & Others	1191.88	5	1191.88	1191.88
<b>Total</b>	3905.48	857.91	20.00	4763.39

#### 4. CLASSROOM AVAILABILITY

Particulars	No of rooms	Area
CLASS ROOMS	15	1 * 52.85 sq.m 1 * 68.80 sq.m 3 * 66.52sq.m 3 * 67.34sq.m 2 * 81.60 sq.m 2 * 40.80 sq.m 3 * 55.76 sq.m
TUTORIAL HALL	3	2 * 40.80 sq.m 1 * 31.61 sq.m
COMPUTER CENTRE	4	1 * 79.72 sq.m 1 * 65.63 sq.m 1 * 155.57 sq.m 1 * 112.70 sq.m
LIBRARY	1	1 * 383.50 sq.m
SEMINAR HALL	1	1 * 155.57 sq.m

#### Soft Skill Development Facilities

At SNGIST one session in every day is earmarked for Personal Development programme which includes psychometric tests, case analysis, presentations, role plays, sensitivity analysis, Group discussions, seminars etc.

#### Extra Curriculum Activities

1. Games and Sports Facilities

The college has basketball and volleyball and Tennis courts.

2. Clubs for specialization subjects

Marketing club and HR Club have been made to help students get more ideas about the applications of these subjects. Given the emphasis on entrepreneurship development an ED club is in place so that students can interact directly with the entrepreneurs to understand their dynamics.

#### Teaching Load of each Faculty

In a week, each faculty has at a minimum of 10 – 12 hours lecture classes.

#### Internal Continuous Evaluation System in place

Internal Evaluation scheme is based on Attendance, Assignments, and Tests & Seminars.

#### Students' assessment of Faculty System in place.

A formal student evaluation of each faculty is conducted every semester.

**Note: Suppression and/or misrepresentation of information would attract appropriate penal action.**

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