



INSTITUTE OF MANAGEMENT AND TECHNOLOGY (IMT) - THRISSUR

**(Owned by WESTFORT HIGHER EDUCATION TRUST)
(Affiliated to University of Calicut and Approved by AICTE, Govt. of India)**

MBA/MCA Programme

**@
IMT**

“NOTHING EVER BECOMES REAL TILL IT IS EXPERIENCED”

PROSPECTUS



**LOCAL FOCUS AND GLOBAL PERSPECTIVE
PROFESSIONALISM IS THE KEY TO SUCCESS**

Pottore, M.G. Kavu. P.O., Thrissur, Kerala 680 581, India
Phone : (0487) 2206442, 2204323, 2200501, E-Mail : enquiry@imt-thrissur.in, whet@sify.com

INTRODUCTION

IMT, Thrissur, affiliated to the University of Calicut and approved by AICTE – New Delhi, offers two post graduate professional programmes – Master of Business Administration (MBA) and Master of Computer Application (MCA). Situated in a beautiful well maintained green campus at Pottore and surrounded by calm and serene ambience, about 7 Kms from Swaraj Round, Thrissur, towards north east, IMT Thrissur is owned by Westfort Higher Education Trust and was started in 2004. The campus has a well designed building of 3 lakh Sq.Feet with spacious class rooms having audio vision aids, well set computer labs and a modernized library with digital facilities. The programmes offered aim at empowering professionals with critical management and entrepreneurial competencies and enabling them to own and manage enterprises of global standards. The intension is to mould a new breed of globally competitive, socially committed business managers and Software Talents capable of owning and operating business enterprises effectively, by imparting value based education in a tech-savvy environment.

VISION

Our Vision is to grow into one of the best Business Schools in the State that turns out every year professionals with global perspective and standards.

MISSION

In pursuit of our vision the institute provides quality education to produce high caliber professionals who will play leading roles in their chosen careers.

INTANGIBLES AT IMT

We believe that intangibles shape up a personality and career. More emphasis is therefore given to the methodology adopted in IMT – experience learning than teaching. The pedagogy is such that it has the right mix of lecturing and industrial learning including case studies, project works, simulation games and other industry interfaced exercises. The programmes offered in the institution combine fundamentals with practical experience in problem solving, programming, communication, and collaboration, allowing each student to realize his or her individual potential.

GOVERNING BODY

1. Shri.K.M.Mohandas

(Chairman, Westfort Higher Education Trust and Managing Director, Westfort Hospital Group)

2. Mrs.Jayasree Mohandas

(Trustee)

3. Dr.Deepa Mohan

(Trustee)

4. Dr.Deni Mohan

(Trustee)

5. Mr.Dhanesh Mohan

(Managing Trustee)



Message from K.M.Mohandas, Chairman & Managing Trustee

IMT, Westfort Higher Education Trust (WHET) is a constituent of Westfort Hospital Group, started in 1989. During its incredible journey over the years, the Westfort Hospital Group has extended its horizon of activities to various other fields like Management Studies, Computer and IT, Hospitality, Guest Care and Tourism etc. with a view to cater to the increasing needs of the society in these and other related areas. The IMT (WHET) is offering MBA and MCA Courses, affiliated to the University of Calicut and approved by AICTE.

We are a dedicated group ensuring the best quality education in our Institutions. We are definitely destined to providing the highest level of service in every field we serve.

IMT has all state of art facilities to pursue Management and Computer Education Programmes (MBA, MCA) approved by AICTE and affiliated to the Calicut University. We wholeheartedly welcome the new students.

Message from Dr.P.P.Pillai, Dean and Director Emeritus

I am privileged to introduce to this year's MBA aspirants one of the best and reputed Management Schools in Kerala. The Institute of Management and Technology (Westfort Higher Education Trust), a constituent of the Westfort Hospital Group of Institutions in Thrissur. We have a team of well qualified and competent faculty and state of art infrastructural facilities to groom our students into confident, competent, committed and ambitious management professionals with national pride and international perspective. We are committed to producing the best management decision – makers and leaders in the market. I extend a very warm welcome to you, the MBA and MCA aspirants to join us to create wonders during the next years. I wish all the best to all prospective applicants.

Message from Dr.K.R.Baburaj, Principal

The world has changed profoundly providing exciting possibilities and excellent opportunities. The need for young, qualified and dynamic Managers and executives to tame these waves of changes is going on increasing and Management has become the most exciting and challenging profession in the present global scenario. It is, therefore, not surprising that Management education is a passion and an obsession, among the enterprising youngsters throughout the world.

Institute of Management and Technology is entering 11th year of its academic endeavor. There is always a creative pleasure in doing something new and in IMT, we have evolved a mechanism – intensive, imaginative and innovative –which is capable of surfacing out the inner talent and creativity of the young.

You are welcome to IMT, a unique business school designed to give comprehensive knowledge and experience to potential Managers / Executives – an institute that remains tried, tested and trusted over the years.

FACULTY

Principal:

Dr.K.R.Baburaj, M.Com., Ph.D, Former Principal, Government College, Kuttanellur, Thrissur and Jai Bharath School of Management Studies (JBSMS), Perumbavoor.

Faculty Team:

Department of Business Administration (MBA)

1. **Dr.Rajani Menon**, MA, M.Phil., Ph.D. (Assistant Professor)
2. **Mr.Suraj.E.S**, MBA, M.Phil, UGC – NET (Assistant Professor)
3. **Ms. Smitha Joy**, MBA, UGC – NET (Assistant Professor)
4. **Mr.Vinosh Peter.K.V**, MBA, MA, M.Phil (Assistant Professor)
5. **Ms.Bindhu Anto Ollukkaran**, MBA, UGC – NET (Assistant Professor)
6. **Ms.Jyothi Gopakumar**, M.Sc., B.Ed (Assistant Professor)

Department of Computer Application (MCA)

1. **Ms.Reema.K.R**, M.Sc (CS), (Assistant Professor)
2. **Ms.Asamini.K**, MCA, (Assistant Professor)
3. **Ms.Sowmya.G.Krishna**,MCA, (Assistant Professor)
4. **Mr.Roopesh.I**, MCA, (Assistant Professor)
5. **Mr.Shaju.M.K**, M-IT, (Assistant Professor)
6. **Mr.Jomon.T.J**, MCA, (Assistant Professor)

VISITING FACULTY

1. **Dr.K.G.Jose** Director Rajagiri Business School Kakkanad, Kochi.
2. **Dr.A.Sukumaran** Associate Dean, College of Co-operation Banking and Management, Kerala Agricultural University Vellanikkara, Thrissur.
3. **Prof. V.J.Thomas**, Associate Professor, Sri Achutha Menon Govt College, Kuttanellur, Thrissur
4. **Mr.Babu Vettoor**, CSE Member, Doha Brokerage & Financial Services, Kochi
5. **Mr.James Antony Vellanikkaran**, Former Assistant General Manager South Indian Bank, Former Global HR Head, Jupiter Electronics, LLC Dubai
6. **Mr.Vijish Tony.K.V**, Tata Consultancy Services – U K
7. **Mr.Sivakumar.V**, Project Leader, Huawei Technologies India Ltd
8. **Mrs.Suja Elizabeth**, Project Leader, Cognizant Technologies, Belgium
9. **Mr.Abhayakumar.K**, Senior Project Manager, NEST IT, Kochi

SUPPORTING STAFF

Office:

- | | |
|----------------------|--------------------------------|
| 1. Mr.C.P.Ramani | Administration Officer |
| 2. Mr.Saji.R | Office Assistant cum Secretary |
| 3. Mrs.Sruthy Pramod | Office Assistant |
| 4. Ms.Loyee.T.T | Attender |
| 5. Ms.Anu.A.S | Student Counsellor |

Library:

Ms.Sudha.K.R

Librarian

Computer Lab:

Mr.Aljo Jose Alappat

Lab Assistant

Mr.Shajan.M.S

Hardware Technician

PROGRAMMES OFFERED**MASTER OF BUSINESS ADMINISTRATION (MBA)**

MBA is a two-year course with four semesters. Marketing Management, Finance Management and Human Resource Management, are areas of specialization. The institute focuses on bridging the gap between corporate and academic world through its innovative, tailor made programmes and value added courses. The Department is blessed with resourceful and experienced teaching faculty.

Eligibility for Admission

Graduates / Post Graduates with 50% marks in aggregate for general category, 45% for OBC and pass for SC/ST candidates in the qualifying examination with valid MAT / CMAT / CAT Score.

Special Features

- Specialization in Finance, Marketing, HRM, Systems, International Business
- Curricular, Co-Curricular, Academic & Industry-Interaction Programmes
- Opens up the Corporate Corridors to its Students
- Produces Performers for Global Environment
- Prepares Entrepreneurs at the 'Bottom of the Pyramid' to climb up to its Top
- Qualified, Experienced and Dedicated Faculty with industry exposure
- State-of-art Library and Computer Lab with Wi-Fi Connectivity
- Regular soft-skill and Personality Development Programmes
- Sports and Games (Outdoor and Indoor)
- Nature Club and Club MBA for student's activities

Specialization

There shall be two categories of specialization: full specialization (five courses) and dual specialization with three courses from one area and two courses from another area. If the student opts for and passes in a minimum of five courses in any elective area, he or she may be issued mark lists showing full specialization as Marketing Management, Financial Management etc. If the student chooses three courses in one specialization area and two courses from another specialization area, he or she may be issued mark lists with dual specialization as Marketing Management and Financial Management etc.

Specialization Electives:

1. Marketing
2. Finance
3. Human Resource Management
4. International Business

Marketing Management

Marketing management is a discipline which focuses on the practical application of marketing techniques and the management of a firm's marketing resources and activities. Marketing managers are often responsible for influencing the level, timing, and composition of customer demand.

A career in marketing can take you in several different directions like Advertising, Brand Management, Market Research, Public relations etc.

Finance Management

Financial Management means the efficient and effective management of money in such a manner as to accomplish the objectives of the organization. It also deals with the dividend policies of the share holders. It is a specialized function directly associated with the top management.

Corporate finance jobs involve working for a company in the capacity of finding and managing the capital necessary to run the enterprise. Plenty of opportunities are available in financial institutions like Banks, Insurance companies, Mutual Funds, Stock broking firms etc.

Human Resource Management

Human resource management is related to the management function of an organization responsible for attraction, selection, training, assessment, and rewarding of employees. It deals with the management decision or practice that affects the workforce and consists of a number of different sub-specialties.

Specialization in HR will open up a wide variety of employment opportunities such as Recruitment Specialist, Job Analyst, compensation and benefits specialist, HR information systems analyst, HR generalist responsible for multiple functions etc.

International Business

International business comprises all commercial transactions (private and governmental, sales, investments, logistics, and transportation) that take place between two or more regions, countries and nations beyond their political boundaries. It refers to all those business activities which involve cross border transactions of goods, services and other resources between two or more nations. Transaction of economic resources includes capital, skills and people for production of physical goods and services such as finance, banking, insurance, construction etc.

There are scores of promising jobs that you can find once you earn your MBA degree with specialization in international business. You can be a part of the global economy and international trade where you can earn well and expose yourself to endless growth opportunities.

Add-on Certificate Courses for the Final MBA Students:

Students can join certification course offered by National Institute of Securities Markets (NISM) which test the practical knowledge and skills of a student in stock market operations. This Add-on course helps the students to get the job in mutual fund institutions and stock exchanges as dealers, stock brokers etc.

MASTER OF COMPUTER APPLICATIONS (MCA)

MCA is a three year course of six semesters. The Department of Computer Applications has excellent infra-structure facilities including well equipped laboratory and research oriented library to meet the growing demand for well qualified and trained computer programmers. In addition, a team of talented and well qualified teaching faculty enriches the students to update their knowledge and focuses on their holistic development.

Eligibility for Admission

A pass in any Bachelor's Degree course of minimum three years duration with Mathematics or Statistics as one of the subjects with at least 50% marks in aggregate (including subjects and languages).

Special Features

- Full time WI-FI enabled campus
- National Seminars on Emerging Trends in Software Technologies.
- ISTE student chapters.
- Specialization in research areas like Embedded system Designing, Data mining, Artificial Intelligence and Neural Network.
- Hands on training in Domain study, System and Network Administration in Westfort Hospital Group
- Add on courses in Hardware and Network Administration, Website Development, Android Application development and Java Server technologies, Database Administration
- IT Club : Students have an opportunity to increase their computer literacy throughout the student body and the professional staff

Specialization

Research Specialization

1. Data Mining
2. Embedded System Design
3. Artificial Intelligence

Training Programs

1. Responsive Website Development (HTML 5.0, CSS3, JAVA SCRIPT, PHP, ASP, NET)
2. Hardware and Network Training
3. Real Time Software Development
4. Internship Programs in Hospital Domain

Internship for MCA Students

With a view to develop the technical skills and make the students better confident and competent the Institute is providing an internship programme – hands on training – to the MCA students during the fifth semester of their course. The students will be sent to the various Institutions coming under the Westfort Group where training will be imparted to them by experts in various areas. Attendance is compulsory for the training and those who successfully complete the programme will be given certificate of internship.

Library

The IMT has a state-of-art Library with National and International Journals along with digital facilities. Our college library plays a pivotal role in helping our students build self learning and knowledge acquisition skills outside the scope of their syllabus. The library has more than 8000 volumes of books in 2515 titles on different disciplines covering all major fields of Management and Computer Applications. We maintain a special reference section which includes subject reference books by different authors and a collection of books in competitive exams.



Library Rules

- The Library will remain open as follows (Monday to Saturday: 9.00 am to 5.30 pm, on all working days.
- Library membership is given for the students and teachers.
- Library reading materials are issued for those who have library membership.
- Journals, Periodicals, Magazines, Question Papers and Newspapers are for reference only.
- Marking / Highlighting anything on the library reading materials is not permitted.

- The Library furniture should not be damaged.
- The decision of the librarian(s) shall be final in all matters subject to appeal to the Principals / Chief Executive Officer.

Computer Lab

Separate modern computer laboratories with Wi-Fi facilities for both MBA and MCA students.



Special Centers of Research for Studies and Industry Interaction Programmes

IMT Thrissur, has at its disposal various special centers / forums like Centre for Entrepreneurial Studies and Research, Centre for Management in Local Government, Centre for Management of Financial Institutions, Centre for Faculty Research and Consultancy etc to support its activities in molding the students as potential managers and executives matching the global standard.



(National Seminar 2013 on Sustainable Development)



(Management Meet –Lakshya 2014)

Extra Curricular Programmes

Women Development Cell

To cater to their all round development and well being of lady students, a Women's Cell is at work which urges to think that each woman is an important part of the society as well as the world. To empower and equip them with confidence and strength of character, various plans and programmes are chalked out and effectively implemented.

Arts Club

The College provides ample opportunities to develop talents of students as well as faculty members in different forms of arts. Every year DHWANI –Arts is celebrated with great enthusiasm, in which both the faculty members and the students get an opportunity to express their inborn talents and skills.

Sports Club

The college offers sports and games facilities to every student who desires to develop his or her potential abilities and qualities for sportsmanship, team spirit and physique. Every year sports day is celebrated by conducting both in-doors and out-doors games.

Nature Club

The Nature club conducts a number of programmes to promote love of nature among the students and make them conscious of the various ways in which they can work effectively to preserve the eco- system. Every year the Environment day is celebrated by planting the trees in campus by the students and faculty members.

Health Club

Only with the co-existence of mind and body, students can achieve their full potentiality. Under the Health club, classes on Yoga conducted every Wednesday. Blood donation camps are organized and free medical checkups are offered for the students from the Westfort Group of Hospitals.



(Annual Quiz Program-2014)

General Rules

- Candidates appearing for the final year degree examination of any University can also submit their application.
- Candidates who have passed their qualifying examination from Universities other than Calicut University should produce the Migration Certificate, Certificate of Recognition and equivalency certificate from the concerned universities. This should be produced at the time of admission.
- All those candidates who are selected have to pay the first installment fee and submit the original certificates in the date of admission.
- Selected students are advised to keep with them sufficient number of true copies of their original certificates. The original certificates will not be returned to them before the completion of their course of study. All admissions provisional and are subject to the approval of the University.
- While reporting for admissions, the candidate should be accompanied by one of the parents or spouse, in case of married females.

Fees Structure

Tuition fees is fixed as per the rules and university norms applicable from time to time. However for additional student amenities they have to pay nominal charges voluntarily. University examination

fees, cost of industrial visit and study tours, course materials, laptop computers, academic projects, transportation, executive dress, uniform, hostel charges, placement charges etc will be extra. The candidates availing bank loan are advised to collect necessary details with regard to fees structure from the Office.

Mode of Payment

The fee is to be paid semester wise. First Installment should be paid at the time of admission. Second installment after six months, third will be at the commencement of second year, fourth installment fee will be after six months of second year for MBA and in the same pattern for the remaining semesters for MCA. Payment can be done by Cash or DD. All the payment should be done only in the College Accounts Department on or before 10th of suggested month.

Counseling / Mentoring

Students mentoring programme which ensures that their development is continuously monitored and augmented is another unique feature of IMT. Qualified and experienced personnel are engaged in providing personalized counseling to develop the emotional maturity and social and interpersonal skills of the students.

Special concession for SC/ST/SEBC Students

- All concessions are available to SC/ST/SEBC students as per Govt. rules which includes - Lump sum grant, monthly stipend, Reimbursement of tuition fee, special fee and exam subject to income limit and ABLC Facility for Hostellers.
- These facilities are available only for students getting admission on Merit Basis.
- The Students (SC/ST/OEC) should apply online through the Akshaya Centers.
- Fee is sanctioned once in an academic year and paid to institution's Account.
- LSG, stipend and mess Charges are also sanctioned once in a year and are credited to student's bank Account.
- It is mandatory for the students to produce their Income and Caste Certificate (Original), Degree Certificates, Merit Allotment (Copies) in one week after the admission.
- The concession will be granted by the SC/ST office only on completion of all required formalities.

Transportation Facilities

Transportation will be provided to students from specific points, if required, on payment.

Soft / Life Skill Development

MBA / MCA students are provided with intensive personality development training, making them directly employable finished products. The Professional, Organizational and Leadership skills of the students are improved through students clubs, Annual Management Meets and IT Fests.

Academic Achievements

The institute has an appreciable record of academic achievements and the graph of academic performance based on the results of University examinations has been going on upward, year by year.

Discipline

Discipline is the backbone of good personality and is the corner stone of a strong character. Every student is bound to follow the rules of IMT and shall maintain strict discipline in the campus, in the IMT vehicles, in the exhibition areas, project work areas and all other places of work and duty.

Discipline and Training enrich the knowledge and also shape the personality of a student to become a responsible citizen.

Students are expected to show due respect to all the faculty members and staff. They are expected to be responsible and dignified in their behavior in the campus /classrooms and maintain proper decorum and decency during the period of their course.

Any activities of the student / students causing damage to the properties / assets of the Institution will invite disciplinary action / punishment including levying compensation from them individually or collectively, depending upon the situation.

Hostel Facilities:

Hostel facilities for both Male and Female students and Staff Quarters for faculty are provided inside the campus. Single, Double, Triple and Dormitory facilities are provided.

Ladies Hostel



Mens Hostel



Restaurant



The mess and canteen are available which has a capacity for holding 400 students at a time, which serves delicious food to the inmates. A supermarket “Santhusti” is also in the campus which enables the students to make their day to day purchases. IMT has spacious well furnished Conference/ Seminar Halls and Auditorium that can accommodate 1500 persons at a time.

Auditorium



Placement

IMT gives continuous career guidance, pre placement training and personality development programs to the students to enable them to achieve their career growth. We have established a cordial relationship with the neighboring industry and business community with the intention to provide a permanent inter-institutional linkage. It also conducts orientation and strategy meetings in order to assess the strength and weaknesses of the students and to make them better confident to face the emerging challengers.

IMT, Thrissur, recognizes placement as one of the major objectives and has an enviable record of campus recruitment. HCL Infosystems, ACS Corporation, UAE Exchange, Hedge Equities, Indus Ind Bank, Sutherland, TCS, South Indian Bank, WIPRO, are the regular recruiters, to name a few.

Rules and Regulations

Working Hours

The IMT office will be functioning on working days, including Saturdays except on Public Holidays and announced holidays, from 9.00 am to 5.30 pm.

Academic Dress Code

All students are to be decently and modestly dressed in the Campus. The uniform colour prescribed for is compulsory.

Identity Cards

Each student of the college should have the identity card with his/her recent photograph affixed on it, and attested by the Principal. Students are expected to wear/carry the ID card visibly whenever they are in the Campus.

Ragging is Criminal offence and is banned

Ragging in any form inside or outside the campus is considered as barbarian act and criminal offence by the Honorable Courts in the country and necessary acts and laws have been promulgated by the Govt. of India, Govt. of Kerala and University of Calicut banning the same. Therefore ragging is banned in the academy and in all its area of activities. Any such complaints will be viewed seriously and appropriate action will be taken against the offenders.

Mobile Phones are banned

Students are strictly forbidden from bringing cellular phones inside the campus. If any student is found in possession of a mobile phone in the campus and hostels, it will be confiscated and may be returned only after the completion of the course after collecting a fine.

Bank Loan

Tie up has been made with PUNJAB NATIONAL BANK for bank loan facilities to the deserving MBA and MCA students. Students can avail bank loan from any bank of their choice.

Scholarship

Scholarship will be provided to deserving students based on Merit and means. Beneficiaries must be willing to enter into an agreement with the institute with regard to the conditions to be adhered

to by them, on availing the scholarship, which will be decided by the Management. The decision of the Management on such matters will be final.

Attendance

Regular classes will be there for 6 days in a week except on Second Saturdays, from 9.15 am to 4.30 pm.

Attendance is the one of the important parameters on the basis of which internal assessment marks are awarded. Students are therefore advised to have at least 90% attendance. Unless students have a minimum attendance of 80%, University will not allow them to appear for the examinations. All students, should, therefore, be regular in the class and on time.

Liquidated Damages

If any student of MBA/MCA discontinues/leaves the institution after the closing of admissions in the same year or in subsequent years he/she is liable to pay liquidated damages to the extent of tuition fees for the remaining period of his/her studies (G.O. (MS) No. 172/2013/H&FWD dt.16.05.2013). For example, if MBA student leaves the college after his/her second semester he/she shall pay tuition fees for the third and fourth semesters. Similarly, if an MCA student discontinues his / her studies after the second semester he / she should pay the tuition fees for the remaining four semesters of the course.

How to Apply

For Management Seats apply in the prescribed form obtainable from the Principal's Office by paying Rs. 550/- in cash. Candidates can use online facility / download the application from the institution website **www.imt-thrissur.in** and apply by sending a DD for Rs.600/- in favour of **"Institute of Management and Technology"**, payable at **Thrissur**. The Group Discussion / Interview for the applicants will be conducted at IMT Campus.

- Candidate must submit hard copy of the application form with recent colour photos (8Nos.).
- Please note that all the columns in the application form require to be filled in. Incomplete application forms are liable to be rejected.
- Completed applications along with attested true copies of 10th, +2, Degree Marks Card, Degree Certificate should be handed over in person to the College Admission Office.

For more details, contact the Principal / Administration Officer.

Institutional Address:

INSTITUTE OF MANAGEMENT & TECHNOLOGY
Westfort Higher Education Trust (WHET)
Pottore, M.G.Kavu (PO), Thrissur – 680 581
Telephone : 0487 2204323, 2200501
E-mail : imttcr@gmail.com, whet@sify.com
Website : www.whet.co.in

Management Office

P.B.No. 803, Westfort, Thrissur 680 004
Phone : 0487 2382130
E-mail : wfh@westforthospitalgroup.com
Website : www.westforthospitalgroup.org

IMT WHET CAMPUS

