An Educational Institution with Difference

www.elims.edu.in
ELIMS at a glance

Elijah Institute Of Management Studies is an accredited college aiming to produce competent leaders in the management industry, leaders who are morally elevated, spiritually mature, intellectually brilliant and psychologically competent. The college aims to tap the innate potential within each student and help him achieve his aspirations and goals in life. As an independent professional organization, we are uniquely positioned to deliver in the best interests of our students, giving them opportunities to build and develop their knowledge and skills.

To ensure the students enjoy a trans-cultural work environment we continually conduct seminars, workshops and interactive courses where experts in the field share their knowledge with the students. In order to make the students professionally brilliant we have courses in Marketing, Human Resources, Finance, Systems and International Business where each of these disciplines is taught with the latest resources. Promoting the highest standards of education, the management programs released by the college are supported by excellent grooming sessions whereby the students emerge as complete individuals, thoroughly capable of performing their duties in any stream they choose. The modest, but fully functional infrastructure of the college promotes modernized computer labs, excellent libraries, spacious seminar halls and conference halls.

Location and accessibility

The college is located at Ponganamkad, 6 Kilometers north of Thrissur Town, near the Police Academy, Viyoor and 5 Kilometers from Mannuthy Veterinary College Junction. The nearest railway station is Thrissur, about 7 Kilometers from the College campus.
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**Board of Governors**

**Mr. E.K. Kurian** (Chairman)  
Managing Trustee  
Elijah Institute of Management Studies  
P O Kurichikara, Ponganamkad

**Dr. Cyriac Thomas**  
Former Vice Chancellor, M G University,  
“San Jos” Palai P O, 686575

**Dr. K.P. Mani** (University Nominee)  
Professor of Economics  
Dr. John Mathai Centre,  
P O Aranatukara, Thrissur

**Sri. C.V. Jacob**  
Chairman  
Synthetic Group of Institution, Ernakulam

**Sri. Sukumar N. Oomen**  
Rtd. IAS Officer  
44/1179, Ashoka Road, Kaloor, Kochi - 17

**Regional Director (Ex-officio)**  
AICTE, Bangalore

**Nominee of Regional Committee**  
AICTE, Bangalore

**Director of Technical Education (Ex-Officio)**  
Govt. of Kerala, Trivandrum

**Joint Secretary (Govt. Nominee)**  
Higher Education Department  
Govt. of Kerala, Trivandrum

**Prof. (Dr.) C.K. Francis** (Principal)  
Elijah Institute of Management Studies  
P.O. Kurichikara, Ponganamkad, Thrissur
Dear students,

Congratulations on your decision to join in Management Education. It is a turning point in your life. I am sure it will open many new doors of opportunities for you to nurture your future. A good Business School like ELIMS will simulate your thought processes and unleash you to many innovative ideas. Multi-tiered approach through Case Method, role-plays, seminars, discussions, Management events, experimental learning industry interface and interaction with academic experts from the business fraternity, top-notch guest faculty interacting on a regular basis in a well-knit campus is the real way to learn management.

Our students are given a chance to be constantly motivated and driven by extraordinary people. Industry interface is the need of the hour for any good B school and we do it with due importance to ensure that the learning is right for the student, and it brings definite value addition to the organization.

Our career-focused learning makes quality placement a natural and sure phenomenon.

If you enjoy challenges and opportunities, and are prepared to make the best of them, then we look forward to welcoming to this process for real-life learning.

Warm regards,

E.K. Kurian
Founder and Chairman

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Dear Student,

MBA is a professional practicing Programme - Access to research, quality of faculty and their linkages with business and industry is must for the success of an MBA institution and ELIMS is one which is built on these factors. ELIMS do believe in all-round development of students to mould them as budding entrepreneurs, would be managers and above all inculcate human values, morals, and ethics. I am happy to welcome you to this esteemed institution where you can cherish your dreams.

Best wishes,

Dr. C.K Francis, M.Com, Ph.D.
Principal

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Message

Welcome Note

The ELIMS advantage

- Change the world
- Internships and placement in sunrise industries
- Exposure to international academia and industry
- Case writing by students facilitated by faculty
- Wi-Fi connectivity through the campus
- E-learning facilities & access to International Management Journals online
- Committed faculty from the industry and academia
- Student ownership programme (mentoring)
- Regular anchored activity by students, like presentations, panel discussion, debate, quizzes, clubs, etc.
- Transportation and Hostel facilities
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Change the world

You can take the world by storm, if you change your outlook, your experiences and most importantly the way you learn.

Management learning at ELIMS provides you with rich experiences that help you evolve into a person destined to transform the corporate world and society as a whole.

Become an ELIMSian and witness the change!
The MBA Programme

ELIMS is well known B-School, affiliated to University of Calicut and approved by AICTE.

It offers an intensive two year full time MBA programme with an intake of 120 students. The curriculum is set for duration of two years, divided into four semesters. Each semester is extended to a minimum of 16 instructional weeks including internships and industrial visits which cater to the needs of field experience. To meet the present and future demands of the corporate world ELIMS emphasizes on experimental learning. Our focus is on a student centered approach where the faculty uses case studies, role plays, group assignments, computer based activities, simulations etc. Interactions with eminent personalities from the industry, workshops, project work etc., provide hands on experience.

The theoretical foundation is structured as per the Calicut University syllabus and curriculum. In addition, a number of innovative and practical methods of learning are provided to prepare the students to become fittest to the corporate world. Co-curricular activities are an essence in educational system. Keeping this in mind, our system of teaching and training include various activities like case studies, continuous evaluation, communication skill development and finishing school.

Student ownership programme (SOP)

SOP is a student mentorship activity facilitated by faculty members. Upon arrival, all new students are assigned to a faculty who will be deputed as a student owner. The student owner will be assigned the responsibility of developing about 10-12 students in academics as well as for the corporate world. The student ownership groups shall meet on a regular basis and these sessions shall train the students in building skills and competencies. Ultimately this is to bring about a value addition making all students professional and employable.
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The MBA Programme

The admission to the programme shall be made on the basis of the marks obtained in degree exam and a score in the entrance tests called CMAT conducted by the All India Council of Technical Education (AICTE), CUMAT conducted by the University of Calicut, the marks of the Group Discussion, Personal Interview and the marks obtained by the candidates in the Plus Two / Pre degree examination.
Course structure

There are 17 compulsory courses in the first year, 9 in the first semester and 8 in the second semester respectively and 8 compulsory courses in the second year, 5 in the third semester and 3 in the fourth semester. • There are full courses as well half courses • Each full course shall have a minimum of 60 hours of lecture and each half course, 30 hours of lecture in a semester. • Each full course carries 36 weightage and half course carries 18 weightage in total. • In the third and fourth semester specialization (dual) courses will be offered. The students will be doing a minor project work in the third semester and a major project work in the fourth semester respectively.
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**Course structure**

**Specialization Electives**

**Marketing**
- Consumer Behaviour
- International Marketing
- Advertisement and Sales Promotion
- Brand Management
- Sales Management
- Retail Management

**Finance**
- International Finance
- Corporate Taxation
- Advanced Financial Management
- Indian Financial System
- Forex Management

**Human Resource Management**
- Managing Self and Others
- Performance Management
- Human Resource Planning and Development
- Management of Training and Development
- Global Human Resource Management

**International Business**
- Strategic Financial Management
- International Finance
- International Marketing
- Forex Management
- Global Human Resource Management

**System**
- System Analysis and Design
- Data Base Management Systems
- Electronic Commerce
- Enterprise Resource Planning
- Business Process Re-engineering

**Add - on Courses**

To give the students an edge over the others, NEW ELIMS Charitable Trust, Ernakulam in collaboration with Karnataka State Open University (KSOU) has introduced two new add-on courses.

**Post Graduate Diploma in Islamic Banking and Finance**
Duration of the course: One academic year with two semesters.

**Post Graduate Diploma in Logistics and Supply Chain Management**
Duration of the course: One academic year with two semesters.

**Library**

Offering online search options and storing more than 6000 volumes of both national and international collections, and 21 journals containing technical information and news, the library at ELIMS is one of the best in the college. The electronic resources in the college offer unlimited access to students looking for further information on their course literature. The librarian helps the students to find resources to supplement their scholarly needs and support their creative and course-related assignments.
Our faculty

Handpicked, committed and experienced faculty pool is one of our greatest assets. Many of our faculty members have worked earlier in Premier Business schools and top companies, thus bringing with them a wealth of experience. We have a large number of regular faculty members and they provide you with information, support and confidence for two years. Frequent faculty development programmes ensure that quality is continued process.

PRINCIPAL
Prof. (Dr.) C.K. Francis - M.Com, Ph.D.

Faculty Members
Prof. (Dr.) C.T. Paul - M.A., MBA, Ph.D. (Dean, Research Guide)
Prof. (Dr.) Geo Paul K. - B.Com., MBA, MIT, M.Phil (Mgt), Ph.D. (Mgt) DEI, AMT (HOD, Research Guide)
Prof. P. Ramadasan - M.Com.
Prof. K.C. James M.Com.
Mr. Saneesh Mathew - BBA, MBA
Mrs. Jyothis Rachel Mathews - B.Com., M.Com, MBA
Mrs. Anila N.S. - BSc(Chem), M.Sc. (Computer Science)
Mr. Deepak M. - B.Com., MBA
Ms. Roshni P.R. - M.Com., MBA
Mrs. Sujitha Sundaran - BSc (Statistics), MBA
Mr. Roy T. Varghese - B.A. (Law) LLB, MBA, PGD-PM&IR
Ms. Divya Sunny - B.A, MBA
Mr. Anesh K.U - B.Com, MBA
Ms. Riya E.S - B.Com, MBA

Eligibility for admission

Any student who has passed any degree of the University of Calicut (including degree programmes of SDE / Open degree programme of SDE, University of Calicut) or that of any other University or institute or institution recognized by the UGC or AICTE. Programme of other Universities or institutions shall be in 10+2+3 pattern (or 10+2+4) under regular stream. In all the cases, the student should have passed the bachelor degree examination with not less than 50% marks in aggregate including the marks of language if any (without approximation, that is 49.0000% is not eligible since it is less than 50%), is eligible for admission. However, SC/ST, OBC and other eligible communities shall be given relaxation as per University rules.

Campus Clubs

1. Current Affairs Club
2. Business Communication Club
3. Personality Development Club
4. Entrepreneurs Development Club (Govt. registered and funded)
5. Marketing Club
6. HR Club
7. Finance Club
8. E-Learning Club

Placement cell

ELIMS have formed a rigorous placement which coordinates all aspects of placement activities, acting as an interface between organizations and the students. ELIMS has a strong corporate network that will assist the students to access the global market place.

Personalized counselling sessions, communication training, resume building and mock interviews at the time of placement inculcate skills that help the students to get into the highly competitive corporate world.

Our placement record in the past has been excellent and our alumni are well placed in reputed organizations in India and overseas.

Hostel facilities

The institution provides separate hostel facilities for boys and girls.

Transport

ELIMS provides college bus service from Thrissur town to the campus at concessional fees. Apart from this, as the college is situated close to the main road, frequent public transportation system is available to the students to commute to and from the campus to Thrissur town.

Anti-ragging measures

ELIMS is a totally ragging-free campus. Strict anti-ragging measures as per UGC guidelines are in force.
Handpicked, committed and experienced faculty pool is one of our greatest assets. Many of our faculty members have worked earlier in Premier Business schools and top companies, thus bringing with them a wealth of experience. We have a large number of regular faculty members and they provide you with information, support and confidence for two years. Frequent faculty development programmes ensure that quality is continued process.

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7. Finance Club
8. E-Learning Club

Campus Clubs
For admission details & application form contact:

Ponganamkad, Kurichikara P.O.
Thrissur - 680028, Kerala
Tel: (Off) : 0487 - 2694201, 2693817
Tel (Principal) : 2693444, (Chairman) : 2694202
Email : elijah_ims@yahoo.co.in
Web : www.elims.edu.in