

An Educational  
Institution with  
**Difference**

# MBA



**ELIMS**  
Group of Institutions

**ELIJAH  
INSTITUTE  
OF MANAGEMENT STUDIES**

Approved by AICTE & Affiliated to University of Calicut

**40** years  
in the field of  
education

more  
than **2** DECADE  
in management  
education

[www.elims.edu.in](http://www.elims.edu.in)



## ELIMS at a glance

Elijah institute of Management Studies, also known as ELIMS at Thrissur, is a Business School under University of Calicut, in the southern state of Kerala, India. ELIMS has been nurturing Management Education and research since its inception. MBA Course was started in 2004 under the aegis of Elims Charitable and Educational Trust under the dynamic leadership of Chairman and Managing Trustee Sri. E.K.Kurian, a well respected and noted educationist from Kerala.

Elijah Institute of Management Studies aims to produce leaders who are morally elevated, spiritually mature, intellectually brilliant and psychologically competent. The college aims to tap the innate potential within each student and helps to achieve their aspirations and goals in life. As an independent professional organization, approved by AICTE and affiliated to University of Calicut, we are uniquely positioned to deliver in the best interests of our students, giving 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, International Business and Tourism and Hospitality Management 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.





# Vision, Mission & Objectives:

## VISION

Our vision is to adopt a unique approach to management training and unlock the hidden potential within the trainees by hiring experienced tutors and creating a revolution in teaching strategies.

## MISSION

Our mission is to develop and sustain the best educational tactics to keep the quality of education exemplary, to drive innovation and develop creating thinking while nurturing students with the best educational strategies.

## OBJECTIVES:

- To become a centre par excellence of learning, unique in experience, value based in approach and, pioneering in its effort for catering to the needs of the corporate world.
- To facilitate comprehensive and integrated development of individuals befitting the corporate culture

## Location and accessibility

The college is located at Ponganamkad, 6 Kms north of Thrissur Town, near Police Academy, R V Puram and 5 Kms from Mannuthy Veterinary College Junction. The nearest railway station is Thrissur, about 7 Kms from the College campus.

## Board of Governors

### Mr. E.K. Kurian (Chairman)

Managing Trustee  
Elijah Institute of Management Studies  
P O Kurichikara, Ponganamkad

### Dr. V M Xavier

Former President Thrissur Management Association

### Er. Vinod Manjila

Chairman, Manjilas Food Tech Pvt. Ltd.

### Mr. P V Antony

General Manager, Finance, Catholic Syrian Bank Ltd.

### Er. Francis George

Former Vice President, CITI Bank, Singapore

### Er. Christo George

Chairman & MD, Hykon India Ltd.

### Mr. Manoj Kumar VR

General Manager & Company Secretary,  
Manappuram Finance Ltd.

### (University Nominee)

Yet to be nominated

### 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

### Dr. Linda Mary Simon (Principal)

Elijah Institute of Management Studies  
P.O. Kurichikara, Ponganamkad, Thrissur

# Message



Dear students,

Congratulations on your decision to join to Management Education at Elims, which will be a turning point in your life.

I am sure it will open for you many new doors of opportunities 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 knitted campus is the real way to learn management.

Our students are given an opportunity 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 are prepared to take up challenges, many opportunities are open before you. We look forward to welcoming to this process to real-life learning.

Warm regards,

**E.K. Kurian**  
Founder and Chairman

# Welcome Note



Dear Students,

The business world is changing at a much faster rate now than ever before. Academic Institutions need to keep pace with this change. ELIMS is one which has matched the pace of change and puts its learners on the frontline. ELIMS believes that a manager should essentially believe in ethical ways of conducting business. It also believes that being a part of an organization requires communication skills and interactive values. The two-year course in ELIMS provides a balance between development of knowledge and skills and also value based education.

Best Regards

**Dr. Linda Mary Simon**, (Principal)  
Principal



# The ELIMS advantage

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



## 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 60 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.







## Infrastructure

We have created a state of the art eco-friendly and functionally efficient infrastructure to cater to the needs of our students, faculty and support staff. The classrooms, restrooms, hostel, library etc have been built according to AICTE standards. The academic block is designed in brick finish with plush interiors and furnishing. The lecture halls are thoughtfully designed in the theatrical style to inculcate a sense of discipline and high-quality learning, whereas tutorial rooms are furnished in a way to enhance student-teacher interaction.

## Computing Facilities

ELIMS has a Wi-Fi enabled campus with IT labs housing more than 60 latest Computers, servers and software facilities. The students can enhance their research work and projects ELIMS lays a lot of emphasis on its students getting hands-on practice on various software and working knowledge of using accounting and office packages so that the students find no gap in their learning on joining various corporate. Its e-learning is backed by a rich diverse content library linked through a Learning Management System. The content library development is being structured in multiple layers to promote incremental learning by tagging core content with supporting teaching resources like mind map presentations, question bank, case studies, and videos.

## Internal Communication

Internal communication is through an e-messaging system. All assignments and class work is delivered through ERP system of the institute and managed on real time basis.

## Learning Resources and Knowledge Centre

The library has a treasure trove of over 70 journals, 100 e-journals more than 1000 dissertation reports, 300 bound volumes, 7,500 books and more than 400 A/V resources. It maintains an online information system designed to help students flip through online journals and other relevant resources.

## 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.

## Semester 01

Business Communication  
Management Theory and  
Business Ethics  
Business Laws  
Organizational  
Behaviour  
Environment and  
Business  
Managerial Economics  
Quantitative Techniques  
Accounting for  
Managers

## Semester 02

Soft Skill Development  
Marketing Management  
Financial Management  
Operations Management  
Human Resources  
Management  
Management Science  
Management Information  
Systems  
Business Research  
Methods for Management

## Semester 03

Advanced Strategic  
Management  
Strategic Cost  
Management  
Entrepreneurship  
Development and Project  
Management  
Supply Chain  
Management  
Investment Management  
Functional Elective 1  
Functional Elective 2  
Functional Elective 3

## Semester 04

Corporate Governance  
International Business  
Management control  
system  
Functional Elective 4  
Functional Elective 5  
Major Project  
Comprehensive  
Viva Voce



## Course structure

There are 16 compulsory courses in the first year, 8 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 major project work in the fourth semester.



# Specialization Electives

## Marketing

Consumer Behaviour and Marketing Research  
Global Marketing Management  
Marketing Communication Management  
Brand Management  
Sales Management  
Retail Management  
Services Marketing

## International Business

Strategic Financial Management  
International Finance  
International Marketing  
Forex Management  
Global Human Resource Management  
Global Marketing Management  
Risk Management

## Finance

International Finance  
Corporate Taxation  
Strategic Financial Management  
Indian Financial System  
Forex Management  
Risk management  
Financial Derivatives

## System

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

## Human Resource Management

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

## Tourism and Hospitality Management

Tourism Products of India  
Tourism Marketing  
Tourism Policy Planning and Development  
Sustainable Eco-Tourism  
Travel Agency and Tour Operations Management  
Front Office and Housekeeping Management  
Hotel Operations



## Placement and Internship





# Our faculty

## PRINCIPAL



Dr. Linda Mary Simon, M.Com, MBA Ph.D

## FACULTY



Dr. Linda Mary Simon,  
M.Com, MBA Ph.D  
Professor (Permanent)



Dr. Abraham B. Meleth  
LLM, PGDM, PhD,  
(Dean & Professor)  
(Permanent)



Mrs. Jyothis Rachel Mathews  
M.Com, MBA, PhD (Pursuing)  
Associate Professor  
(Permanent)



Mr. Jerry Johny  
MBA, NET, M.com, PhD (Pursuing),  
Assistant Professor  
(Permanent)



Mrs. Savithri Rajan  
B.com, MBA  
Assistant Professor  
(Permanent)



Mr. Prejith V R  
MBA, M.com, CMA (Pursuing),  
Assistant Professor  
(Permanent)



Dr. JOMON JOSE  
M Phil, M.Com, MBA  
Professor  
(Permanent)



Mr. Venugopalan P K  
M.Sc Statistics  
Visiting Faculty



Mr. Baby P.V.  
M.com, MCA, CAIIB, CMA  
Guest Lecture



Prof. George Paul  
MBA  
Guest Lecture

## Hostel Facility

Institute has made arrangements for outstation candidates in separate hostels for boys & girls. Candidates willing to stay in the hostels shall fill in the request at the time of registration & hostel facility will be provided to them.

## Cafeteria

The mess at the institute is spacious and equipped with comfortable dining furniture. It provides hygienic and nutritious food to the students.

## Transport Facility

For the convenience of the non-resident students and staff members, the institute arranges the sufficient number of buses at nominal rates. These buses pick the students from most of the locations in Thrissur, Chavakad, Irinjalakuda and adjoining areas to institute & drop them back at the fixed time as per the schedule of the college.

## Out Bound Training

MBA in ELIMS goes beyond the curriculum and pedagogy of conventional classroom lectures. The outbound training program for the first year MBA students helps exhibit their own group dynamics. The students are put through an intense adventure. The students get to know each other and practically learn about teamwork.

## Admission Procedure & Eligibility

The total sanctioned intake is 60 seats. 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 49.99% is not eligible since it is less than 50%), is eligible for admission. However, SC/ST, SEBC and other eligible communities shall be given relaxation as per University rules.

The students should also qualify in either GMAT/KMAT/CAT. The minimum qualifying cut off marks are 10% for General Category, SEBC and 7.5% for SC/ST.

The admission procedure as per ASC directives is 80:10:10, Entrance test, Group Discussion and Interview respectively.

The calling of the applications and the mode of submission of the same shall only be through online. The refund policy shall be as per the AICTE approval process Hand Book 2023-24

**\* Admission procedure may change upon  
ASC/AICTE latest norms**



## Fee Structure

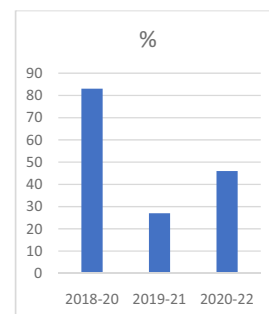
The total fee for the Academic year 2023-2024 Rs. 2,85,000/-

## Fee Includes

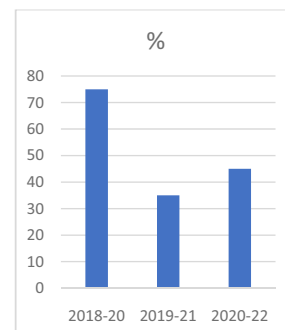
- Tuition Fee
- Admission Fee
- Skill Development Courses
- Training & Development
- University Examination Fee/ Other registration fee
- Industrial visit and one day tour
- Uniform Charges
- Placement
- Caution Deposit



Results of three previous years with pass percentage



Placement details of three previous years in percentage



### Details of Semester Fee benefits for 2023-24 batch

Semester Fee per sem Rs.65,000 (per semester)

An graduate with 80% and above Rs. 55,000  
(Concession of Rs. 10000 per sem)

Any graduate with 60% to 79.99% Rs. 60,000  
(Concession of Rs.5000 per sem)

*All fee payments through online mode*

### Industry interface programs

Eminent industrialists from MNC's frequently interact with our students as a part of our industry interface programmes. We offer one day internship for the students at various well known companies to make them familiar with various job profiles. Students have chances to attend training sessions from expert trainers. Seminars based on updated technologies and events are conducted often at Elims. Industrial visits are conducted in frequent manner at Elims.



For admission details &  
application form contact :



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**OF MANAGEMENT STUDIES**

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