



MBA

21th Batch

An Educational Institution with Difference

More than **2** DECADE
in management education



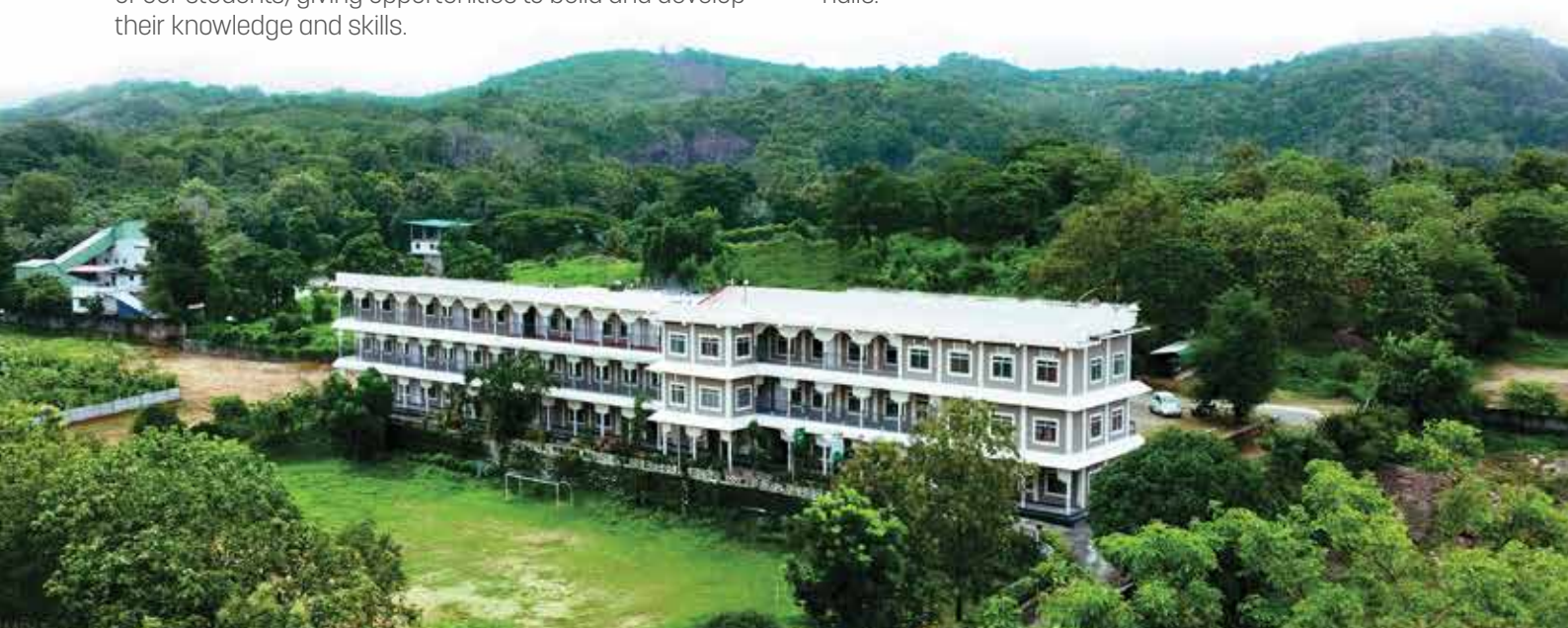
ELIMS AT A GLANCE

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



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.

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

BOARD OF GOVERNORS

Mr. E.K. Kurian (Chairman)

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

Dr. V M Xaviour

Former President Thrissur Management Association

Er. Vinod Manjila

Chairman. Manilas 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.

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.

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.

(University Nominee)

Yet to be nominated

Sri. Sukumar N. Oomen

Rtd. IA.S 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.ANTONY VINOD GEORGE (Principal)

Elijah Institute of Management Studies
PO. 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,

Elijah Institute of Management Studies is one of the oldest Private Sector B-Schools in Kerala with the 21st Batch of MBA Students currently being part of its pride. Over the time the Institute has totally upgraded with next level infrastructure, activity-oriented, live-campus curriculum and skill-based learning style which are the need of the hour for the corporate world. Our students are well trained with all the skill sets the Corporates look in and the value education provided in ELIMS helps our students to reframe themselves with right attitude which enables them to be placed in best Corporates and light up the entrepreneurial spirit. The institute has the best faculty members with substantial experience in teaching and industrial experience in premier institutes of India and abroad, consultancy and research experiences in premier institutes and companies. Housed in a sprawling, landscaped eco-friendly campus with meticulously planned infrastructure, the institute guarantees a completely self-contained environment for a peaceful and serious academic pursuit. Being part of ELIMS is bringing change to life, because, ELIMS focuses on 'Emerging Leaders with International Management Skills'. Welcome to ELIMS!

Best regards

PROF. ANTONY VINOD GEORGE
Principal

THE ELIMS ADVANTAGE

- ▶ Standalone B-School with 60 seats offering specialisation to select from Finance, Human Resource, Marketing, Systems and International Business
- ▶ Wi-fi campus with well-equipped library
- ▶ Unique placement support with continuous training on Aptitude, Soft skills and Attitude redefining
- ▶ In-depth orientation programme to transform students to tomorrow's managers
- ▶ Continuous interaction with experts to get updated with happenings in commerce and industries
- ▶ Scholarship under ELIMS-District Collector's Scholarship Scheme
- ▶ Professional academic curriculum matching to the best B-Schools in India
- ▶ High emphasis on value-based education
- ▶ Well experienced faculty members with International, industry exposure and academic excellence
- ▶ 100% Live campus with activity based, training-oriented sessions which equip students to be self-motivated towards achievement of their goals.

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.



ACTIVITIES AND EVENTS



1. VIHAAN

The formal function of ELIMS to welcome the new batch of students with their parents. Vihaan, has been designed to benefit the students to adapt to the management domain with ease. The programs also aim to install the true spirit and culture of the institution, enabling them to seamlessly experience the new phase of life.



2. ORIENTATION PROGRAM

The starting point of transforming the incoming students to get immersed themselves into learning culture of management and make them ready to kick-start their MBA curriculum. It is a wonderful program for the students those who come from different educational background, to learn & get introduce subjects of Accounting, Quantitative Techniques, Communicative English, Business etiquettes & grooming standards in Management



3. INDUCTION PROGRAM

It engages the new students as soon as they come into the institution; regular classes start only after that. At the start of the induction, new students learn about the institutional policies, processes, practices, culture and values, and their mentor groups are formed. The induction program comprised of interesting activities like management games, talent hunt, social sensitization, team building activities, corporate guest lectures, and campus orientation sessions. Its purpose is to make the students feel comfortable in their new environment.



4. FRESHERS' DAY | TALENTS DAY

Fresher' Day | Talent Day is a program jointly organized by the seniors and juniors for showcasing & recognizing the talents of freshers and to create a initial bond in between each other's. This has been a regular event in almost every college. The most important thing in a freshers' party is to enjoy moments of togetherness and make them feel good about being a part of your college.



5. OUTBOUND TRAINING PROGRAM

Outbound training programs through a variety of outdoor activities enable students to face testing situations as individuals and teams. This will help them see the significance of communicate, leadership, teamwork, planning and delegation. Many reflect on outbound training as one of the best platforms for personality development, confidence building and team building. The debriefing sessions at the end of each activity helps in reflection, retention and internalizing of concepts.



6. MENTORING

Professional mentoring at ELIMS helps in the transformation of business graduates into responsible business professionals. Student mentors may help students with academic, personal, and professional issues, as well as give emotional support when needed. Mentorships provide students with essential skills such as networking, research and internship opportunities, and a unique perspective from someone with greater experience or knowledge in your profession



7. MORNING ASSEMBLY & NEWSPAPER ANALYSIS

Morning assembly is the time when the whole students gathers in one place. It is a beautiful way to start our morning with a prayer and News analysis conducted on a daily basis in economic, political and social areas help the students' awareness of the present business and political scenario. This helps keep them to keep abreast of the latest developments in the corporate world. Being B-School apart from news listed companies are introduced to student community. Together personalities from business ,business items etc. are also part of morning assembly. To have a fresh start for the day, thought of the day is also included



8. ELEGANZA

Eleganza is the inter collegiate management fest which offer a platform for students to identify avenues in management areas that have potential for 'tomorrow's world'. Spanning a whole day, this competition requires teams to conceptualize and implement their skills and talents over the four events. Each year Eleganza used to attract a large student population to campus. Focusing on management events including Best manager, Best management team, Best HR, Finance, Marketing Team, business plan and also important events football, spot dance, photography are also included in Eleganza



9. INDUSTRIAL INTERACTION

Industry -Academia interface is an important element in MBA Curriculum. Their life stories and learning will certain be a moral for our students. Corporate heads from Indian and Multi-National Corporations interact with the students and enlighten them on the tried and tested avenues of modern business.



10. CLUBS

The various clubs are HR, Marketing, Finance and Entrepreneurs Development Club. Each student club offers activities like management games, Quiz competitions, industry interactions and training programs. Student Clubs are a vital part of the MBA Community experience that support the B - school's mission to educate leaders who make a difference in the world.



11. TEAM ACTIVITES

It is important to have growth and refinement on skills and attitude as well for management students. Club activities will be more focused on knowledge basis. The students are divided into 4 team in the names of famous management games. Each team will organize 'minimanagement' meets internally and other teams will participate. All management events will be part of team activities. this will give students to exposure and students can identify their strength and weakness and this can help them to refine themselves to the level of skills and attitude essential for modern corporate world



12. INDUSTRIAL VISITS

Business is to be experienced in order to catch the better part. ELIMS promotes industrial visit and interactions with experts at the places where they work. Every semester twice the students will be taken to well-known companies to give them proper ideas on operation elements, finance part, marketing aspects, HR policies and practical sessions on all functional elements of management

ACTIVITIES AND EVENTS



13. INTERSHIPS

The students are encouraged to do internships in reputed companies. This will give the students better exposure to business world. The students will spend time in those corporates in short (up to two weeks) or long term (up to two months) based on the time allowed by corporate.



14. RURAL CAMPS

It is very important for students to do society for the society in which they are part of. Rural camps are co-living camp where the ELIMS students will spend two-three days in an utmost rural area where the public require social awareness on various matters including education, wellness and cleanliness. The students will make rural populations aware of the selected theme by to get data, do activities that can imagine hygiene etc.



15. CSR ACTIVITIES OF ELIMS

ELIMS will conduct any sort of activities which will help the society in its way forward. This includes Traffic awareness, campaign against alcohol, cigarette smoking, forestation, rain water harvesting, education for poor children, helping local schools in upgrading the level etc. Blood donation Camp, hair donation camp, cloth collection etc. can also be organize



16. UNION BUDGET ANALYSIS

Elims envisages the need to understand budget. As affecting the whole economy budget analysis by experts the students will analyses the budget based on teams. There are many things to learn from a budget analysis, a yearly event normally collaborated with leading economists and financial experts. Students also will be given a chance to express their views and interact with experts.



17. PANTHEON

The Annual Sports Day plays a crucial role in shaping the overall personality of students. It teaches them essential life skills such as discipline, leadership, and team spirit. It also provides a platform for students to step out of their academic routine and engage in physical activities, which is vital for their mental and physical well. It's a chance for students to shine outside the classroom. This event's prime objective is to equip the students in non-academic arena, which is essential for the students to showcase and explore their talents.



18. ARTS DAY

ELIMS celebrates arts day every year. Students from both batches express their cultural interests and aptitude during arts day. This will help the organization to ensure vibrant student community with creative ideas. The purpose of the Celebration of the Arts Day is to highlight our students' creative ambition and drive and to give them a chance to showcase their hard work and inspiration



19. ARPPU (Onam Celebration)

Onam is not just a festival; it's a celebration of unity, culture, and the joy of togetherness. It's a time when people come together to honor their traditions and share happiness. One of the highlights of the Onam celebration was the grand Onam Sadhya, a traditional feast served on banana leaves. The students and staff members enjoyed the delicious feast together, creating a sense of unity and camaraderie.



20 SANTA SUII

Christmas is the festival which inspires the spirit of sharing and caring. It is the special season set aside to celebrate the birth of Jesus Christ. Christmas is essentially a reminder of why we should stick to the deepest parts of our humanity. Students also created a festive mood by singing carols and dancing to the lively beats. It immerses ourselves in the festive cheer, spreading love, joy, and goodwill during this wonderful time.



22. COURSE COMPLETION CEREMONY

The Course completion Ceremony is the celebration of our student's achievement where students, friends and parents are all invited to participate in this event. During the Ceremony, students will receive the transcript of their internal records. The course completion ceremony will begin with the official welcome speech, followed by the presentation of awards to graduating students. It will conclude with an occasional address and congratulatory speech.



21.COMMEMORATIVE DAY

ELIMS students celebrate all commemorative days and following in particular - Women's day March 8, Environment day June 5, Book reading week, Human Rights day Dec 10, etc. The days will be celebrated by respective clubs and team.

SCHOLARSHIP SCHEME



ELIMS Trust is planning to start a scholarship scheme from the academic year 2024-2025 which will cater to all the three colleges under the trust. A total amount of Rs. 10,00,000.00 (Rs. Ten Lakhs) is planned to give away as scholarship on 'Merit-cum-means' basis. The student's who are eligible will have to be students of any of the ELIMS group of institutions and must be residing within the boundaries of Thrissur District.



ELIMS has been constantly trying to have better relationships with industries. MOUs are signed with various renowned companies every year. The objective of this MOU is to establish a collaborative relationship between the Institution and the Industry Partner for mutual benefit. Both parties recognize the importance of bridging the gap between academia and industry to enhance the quality of education and prepare students for the challenges of the professional world.

INFRASTRUCTURE FACILITIES



COMPUTER LAB

The Computer Centre is equipped with computing facility with Dual Core computers connected through the Local Area Network. All students have free access to the laptops to do their work any time of the day. These facilities are an integral part of the curriculum. Students are expected to use computers in their day-to-day study in order to meet the challenges of modern learning and to keep pace with global scenario. Students are provided training on MS Office



CLASSROOMS

Elijah Institute of management studies (ELIMS) is equipped infrastructural facilities, which combines the best of technology with modern facilities. The campus is Wi-Fi enabled. The institute has airy, well-ventilated classrooms with spacious and comfortable seating facilities. All modern audio-visual teaching aids like Audio Visual Aids, Intelligent Interactive Panels, LCD Projector, and TV, are employed while taking classes to make the classes more productive, informative and interesting.



AC CONFERENCE HALL

The AC conference room provides an excellent setting for business meetings, conferences, presentations and corporate retreats. The conference room is technologically equipped with data, video and networking capability. It is well-furnished, and air conditioned designed for academic meetings as well as for presentations and interviews.



GREEN CAMPUS

Elijah Institute of management studies (ELIMS) believes in learning from nature and sustaining it for posterity. The eco-friendly campus helps in inculcating a love for the color green Through Its Such Gree Campus



LIBRARY

The Elijah Institute of management studies (ELIMS) Library is well equipped with the latest books, journals, subscriptions and e-books. While offering a host of books related to the subjects being taught. The Library has a wide repository of books, journals, CDs, newspapers, a-resources, previous years question papers etc. Currently, the number of books now in stock is 6823 in addition to 17 journals and 16 periodicals, 5 newspapers. Special services such as Information Notification, photocopying facility, Reservation of books. The library provides open access to students through their class hours.



HOSTEL FACILITY

The College has hostel for girls within its campus and boys outside the campus to accommodate students who come from the different parts of state. The Hostels provide accommodation to round about hundred students across the semesters.



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, Edappal and adjoining areas to institute & drop them back at the fixed time as per the schedule of the college



CAFETERIA

Students can catch up with their friends at the coffee shop or enjoy a wholesome meal at the cafeteria. The mess at the institute is spacious and equipped with comfortable dining furniture. It provide hygienic and nutritious food to the students

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

- 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 & INTERNSHIP



PRINCIPAL



PROF. ANTONY VINOD GEORGE
MCom, MBA, UGC Net,
Ph.D (Pursuing)

OUR FACULTY



PROF. ANTONY VINOD GEORGE
MCom, MBA, UGC Net,
Ph.D (Pursuing)
(Principal, Associate Professor)
(Permanent)



Dr. Abraham B. Meleth
LLM, PGDM, PhD,
(Dean of Studies)
(Permanent)



DR. C.K FRANCIS
MCom, Ph.D
Director, Professor
(Permanent)



Mrs. SONY ANN THOMAS
MCom, UGC Net
Assistant Professor
(Permanent)



Mrs. PRIYA P
BA Economics, MBA
Assistant Professor
(Permanent)



Mrs. ASHNA MATHEWS P
BSC MATHS, MBA
Assistant Professor
(Permanent)



Mr. SANAL V G
Assistant Professor
(Professor On Contract)



Dr. C. T. PAUL
Ma Economics Ph.D
Visiting Faculty



Dr. ROSE PIUS
MCom, Ph.D
Visiting Faculty



Mr. Venugopelan P K
M.Sc Statistics
Visiting Faculty

Admission Procedure & Eligibility

Eligibility: Any degree of the University of Calicut (including degree Programmes of the 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. Programmes 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 or equivalent grade in aggregate, including the marks of the languages, if any. OBC and SC/ST students are allowed relaxation in marks as per rules (i.e., 5% relaxation for OBC & Other Eligible Communities and a mere pass for SC/ST).

Applicant must obtain a valid score in any one of the following management aptitude test:

a) KMAT conducted by CEE, Govt. of Kerala, 2024 only b) CMAT of AICTE, 2024 only c) IIM-CAT, 2023 only.

Candidate should have completed the Bachelors Degree of minimum three years duration in the field of Arts, Science, Engineering, Commerce, Management or equivalent to satisfy the eligibility criteria for the course.

Qualifying Marks entrance exam: The General category candidates/SEBC candidates who secure cut off marks of 10% and SC/ST/PD category candidates on securing a cut off mark of 7.5 % will be eligible for admission to MBA Program.

Admission Procedure: The admission to the MBA program at Elims is on the basis of the score in the entrance examination, Group Discussion and Interview, as per ASC directives and university order

The calling of applications and the mode of submission of the same shall only be through online.

The refund fee policy shall be as per the AICTE approval process hand book 2024-27 & university order



For admission details & application form contact:



Approved BY AICTE & Affiliated to University of Calicut

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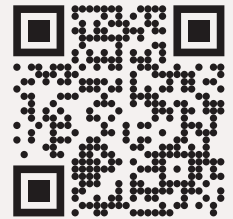
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📷 instagram.com/elimsmba

Scan QR Code
Googel Map



Near by Vimala College
Govt. Engineering College
Police Academy
7km From Thrissur Round

OUR SISTER CONCERNS



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ELIMS
COLLEGE OF PHARMACY

Approved by Pharmacy Council of India (PCI)
Affiliated to Kerala University of Health Sciences (KUHS)

www.elimspharmacycollege.in