

# MBA

@ SANTHIGIRI INSTITUTE  
OF MANAGEMENT

A STAND-ALONE B-SCHOOL MANAGED  
BY CMI FATHERS



*Moulding the  
Leaders of  
Tomorrow*





## **CMI Legacy**

Santhigiri Institute of Management (SIM) and its sister educational entities are owned and managed by CMI – Carmelites of Mary Immaculate Fathers. The CMIs drawing inspiration from their Founder Father St. Kuriakose Elias Chavara, a great visionary, reformer and religious leader, established educational institutions of excellence, imparting quality education at all levels across the country. Santhigiri ventured into the arena of higher education in 2002 with the establishment of Santhigiri College of Computer Sciences. The college offers variety of traditional and new generation courses at UG and PG levels.

## **Santhigiri Institute of Management (SIM)**

CMI Fathers in Muvattupuzha responded to the requirements of evergreen management education in our country with the establishment of Santhigiri Institute of Management (SIM) in 2016. Recognizing the pitfalls in management education, particularly the widening gap between theory and practice, SIM was decorated with unique and innovative practices in academics, training & development, administration, research, placement and consultancy. Located in its serene green hills, SIM offers 2-year full-time MBA programme approved by AICTE and affiliated to Mahatma Gandhi University to the aspirants at all levels of the society.

**Vision:** *Awakening to futuristic Management education with sustainable endeavours on Key Result Areas*

**Mission:** *Santhigiri mission is to transform young minds to holistic, inimitable management professionals with underlying elements of prudence, proficiencies and attitude with ethical standards and ecstasy.*

**Quality Policy:** *Our policy is to ensure holistic and inclusive management education to all aspirants through harnessing of finest resources and underlying professional and ethical procedures under the aegis of CMI spirituality*

## **Governing Council**

**Table 1.**

Sl. No.	Governing Council Members	Designation
1.	Fr. Mathew Manjakunnel CMI	Chairman
2.	Fr. Paul Parakattel CMI	Secretary
3.	Fr. Abin K. Tomy CMI	Executive Director, Santhigiri Institute of Management
4.	Fr. Shinto Kannukettiyil CMI	Administrator, Finance
5.	Fr. Bobby Antony CMI	Member
6.	Dr. Pradeep S.	Director, Santhigiri Institute of Management
7.	Fr. Biju Vettukallel CMI	Member
	Frequency of Governing Body	Twice in a Year





## Advisory Board

**Table 2.**

	Academic Council Members	Designation
1.	<b>Prof. S. Ganesan</b>	Chief Academic Consultant, Logistics Skill Council (LSC), Ministry of Skill Development, Govt. of India.
2.	<b>Prof. Dr. Saravanan Muthaiyah</b>	Full Professor, School of Business & Technology, IMU Malaysia
3.	<b>Prof. P.J. Mathews</b>	Academic Director, MAHRAT, Oman, Visiting Prof. Glasgow Caledonian University, Sultanate of Oman
4.	<b>Prof. Dr. Jain Mathew</b>	Professor & Dean, Department of Management, Christ University-Bangalore
5.	<b>Adv. CMI Shankar P. Panicker</b>	Advocate, Insolvency Professional, Panicker & Panicker Associates
6.	<b>Dr. Elizabeth Devasia</b>	Associate Professor, XIME, Kochi
7.	<b>Prof. Dr. Cynthia</b>	Associate Prof. & Dean, Department of Commerce & Management, Bangalore University
8.	<b>Fr. Abin K. Tomy CMI</b>	Executive Director, Santhigiri Institute of Management
9.	<b>Fr. Dr. Bobby Antony CMI</b>	Member
10.	<b>Dr. Pradeep S.</b>	Director, Santhigiri Institute of Management
	<b>Frequency of Advisory Board meeting</b>	<b>Once in a Semester</b>

## DETAILS OF IMPORTANT FUNCTIONARIES

**Table 3.**

Sl. No.	Name	Designation	Contact
1.	Fr. Abin K. Tomy CMI	Executive Director	+91 703 403 1314
2.	Dr. Pradeep S.	Director	+91 703 403 1310

## MBA @ SANTHIGIRI INSTITUTE OF MANAGEMENT

We provide 2-year full-time MBA programme approved by All India Council for Technical Education and affiliated to Mahatma Gandhi University, Kottayam.

### Eligibility:

Any degree from a recognized University with 50% marks in aggregate. Reservation rules are applicable as per Govt. rules.

### Courses Offered & Sanctioned Strength

**2-Year full-time MBA with sanctioned strength of 90 seats**



### CORE OBJECTIVES OF THE PROGRAMME

01. To develop young MBA aspirants into professional managers who can contribute to the growth of business and industry in India and abroad.
02. To develop astute leaders with a strong ethical background who can efficiently and effectively manage business amidst environmental turbulences.
03. To nurture entrepreneurial skills among young generation and make them effective change agents.
04. To contribute towards better management practices in the country by offering quality management education.
05. To facilitate the Institutions to contribute towards the management of non-corporate sectors and social enterprises with main focus on local and regional level.

**PROGRAMME OUTCOMES – MASTER OF BUSINESS ADMINISTRATION**  
**2 Year Full Time MBA**  
**Table 4.**

PO Number	Programme Outcome	Code	KSA	Taxonomy
<b>PO 1</b>	Application oriented Knowledge in Domain and Business Environment	AKDBE	K	Apply
<b>PO 2</b>	Critical Thinking, Business Analysis, Problem Solving, Innovative Solutions and Technical Skills	CBPIT	S	Apply
<b>PO 3</b>	Career Readiness with Industry Interface & Entrepreneurial Skills	CRIE	S	Apply
<b>PO 4</b>	Self-Learning, Lifelong Learning	SLLL	S	Apply
<b>PO 5</b>	Physical & Emotional Well Being	PEWB	S	Apply
<b>PO 6</b>	Effective Communication	EC	S	Apply
<b>PO 7</b>	Astute Leadership, Synergy & Professional Skills	ALSPS	S	Apply
<b>PO 8</b>	Research Aptitude & Inquisitiveness	RAI	S	Analyse
<b>PO 9</b>	Ethical Standards, Universal Human Values, Spiritual & Moral Maturity	EUSM	A	Understand
<b>PO 10</b>	Gender Sensitivity	GS	A	Apply
<b>PO 11</b>	Global Exposure & Cross-Cultural Sensitivity	GBCCS	A	Understand
<b>PO 12</b>	Social Responsiveness & Nation Building	SRN	A	Understand

**KSA – Knowledge, Skills, Attitude**

### SIM Experiential & Outcome based Learning

The academic process at SIM is truly experiential based on unique standard operating procedure. The course blueprints submitted by Faculty Members is scrutinized at two levels and the progress of the course is reviewed by the Academic Council. SIM ensures that practical elements for experiential learning is delivered across the curriculum.



Through the unique Mentoring for Life and Managerial (MLM) Skills at Santhigiri Institute of Management, students will be sensitized about their performance at different levels of academics and extra-curricular activities.

The curriculum comprises of courses at four levels:

- Foundation Courses (No Credits)
- Full Credit Core Courses
- Full Credit Elective Courses
- Courses of Independent Study (Micro Credentials @ SIM)

### Foundation Programme

**Table 5.**  
**Foundation Programme in First Semester**

Course Code	Course Title
MB FC0101	Introduction to Management
MB FC0102	Quantitative Foundation
MB FC0103	Fundamentals of Economics
MB FC0104	Fundamentals of Accountancy
MB FC0105	Introduction to Case Method
MB FC0106	Introduction to Research & Projects
MB FC0107	General Orientation Programme (GOP)

### Core courses

**Table 6.**  
**Semester I - Core Courses**

Course Code	Course Title	Continual Evaluation (Marks)	University Evaluation (Marks)	No. of Credits
MB010101	Management Concepts & Organizational Behaviour	40	60	4
MB010102	Business Communication	40	60	4
MB010103	Managerial Economics	40	60	4
MB010104	Accounting for Management	40	60	4
MB010105	Quantitative Methods	40	60	4
MB010106	Legal Environment of Business	40	60	4
MB010107	Environment Management	40	60	4
MB010108	Course Viva I		50	2

**Table 7.**  
**Semester II - Core Courses**

Course Code	Course Title	Continual Evaluation (Marks)	University Evaluation (Marks)	No. of Credits
MB010201	Financial Management	40	60	3
MB010202	Marketing Management	40	60	3
MB010203	Human Resources Management	40	60	3
MB010204	Operations Management	40	60	3
MB010205	Management Science	40	60	3





MB010206	Management Information Systems & Cyber Security	40	60	3
MB010207	Business Research methods	40	60	4
MB010208	Entrepreneurship Development	40	60	4
MB010209	Course Viva II		50	2

**Table 8.**  
**Semester III – Core Courses**

Course Code	Course Title	Continual Evaluation (Marks)	University Evaluation (Marks)	No. of Credits
MB010301	Big Data & Business Analytics	40	60	4
MB010302	Business Ethics & Corporate Governance	40	60	4
MB010303	Course Viva III		50	2

**Table 9.**  
**Semester IV – Core Courses**

Course Code	Course Title	Continual Evaluation (Marks)	University Evaluation (Marks)	No. of Credits
MB010401	Strategic Management	40	60	4
MB010402	Course Viva IV		100	2

### Elective Courses

The following areas of specialisation are offered by the University in the third and fourth semesters.

**Table 10.**  
**List of Elective Areas**

Sl. No.	Elective Area
1.	Finance
2.	Marketing
3.	Human Resources Management
4.	Operations

### Criteria for Electives

A candidate is expected to select two functional areas subject to the following criteria:

- His / Her own choice based on preference, skills and aptitude
- The availability of Faculty Members specialised in different functional areas in the affiliated colleges and required infrastructure.
- Job market realities and opportunities in a functional area

The final decision pertaining to offer of specialisation choice shall be by the Director of the affiliated college. (As per M.G. University Regulations, 2019)



## MICRO CREDENTIALS @ SANTHIGIRI INSTITUTE OF MANAGEMENT

**Table 11.**

MS OFFICE & ADVANCED EXCEL FOR MANAGERS	GATEWAY TO LOGISTICS AND SUPPLY CHAIN MANAGEMENT
BUSINESS ANALYTICS	BUSINESS ENGLISH
DESIGN THINKING	BASICS OF TABLEAU
GLOBAL ECONOMICS	GREEN ACCOUNTING
YOGA FOR MIND POWER	SEBI NISM COURSES
INTRODUCTION TO EMPLOYEE COUNSELING	TALENT ACQUISITION AND MANAGEMENT
DIGITAL AND SOCIAL MEDIA MARKETING	LIFE SKILLS

(Relevant New Generation Courses will be selected by the Management and the list is not comprehensive. Selected courses from the above list will be offered subject to the policies and requirements)

## FEE STRUCTURE

**Table 12.**

Description of Item	Amount
Tuition Fees (Per Semester)	<b>75,000</b>
Examination & Other Fees – University	<b>As per University directives</b>

\* **Fee payment only through online - College Bank Account**

## Admission Procedure

The short-listed candidates based on entrance score shall submit an online application through the link provided in the website of Santhigiri Institute of Management [www.santhigiribschool.com](http://www.santhigiribschool.com)

The selection of eligible candidates to the 2-year full-time MBA programme is divided into three phases.

- ❖ The candidates will be short-listed on the basis of the entrance test approved by AICTE, Admissions Supervisory Committee (ASC-Kerala) and affiliated Mahatma Gandhi University, Kottayam, Kerala.
- ❖ The short-listed candidates will be called for a Group Discussion in the second phase.
- ❖ The final stage is personal interview

The parameters for MBA Admissions are shown in Table 13.

**Table 13.**

Sl. No.	Component	Weightage
<b>1.</b>	Entrance Score	80%
<b>2.</b>	Group Discussion	10%
<b>3.</b>	Personal Interview	10%

**Refund Policy: As per AICTE norms**



**INFRASTRUCTURE**

**Table 14.**

<b>MBA Class Rooms</b>	Wi-fi enabled, Air-conditioned Class Rooms with Multimedia facilities and Smart Interactive Board
<b>Conference hall</b>	Wi-fi enabled, Air-conditioned Seminar Hall with Audio-Visual gadgets
<b>Library</b>	Text Books including e-books, Journals, Periodicals and Newspapers
<b>Computer Centre</b>	Equipped with elaborate Network of Computers with Internet
<b>Hostels</b>	Wi-fi enabled Hostel Facilities available
<b>Cafeteria</b>	Food & Refreshments available in the college cafeteria
<b>Sports &amp; Games</b>	Indoor Stadium & Gym
<b>ATM</b>	ATM Facility of South Indian Bank

**LIST OF PERMANENT TEACHERS**

**Fr. Abin K. Tomy CMI – MBA, M.A (Theology) – Executive Director**

**Table 15.**

Sl. No.	Name of the Faculty Member	Designation	Qualifications	Area of Expertise	Date of Joining
1.	Fr. Abin K. Tomy CMI	Assistant Professor	MA, MBA	Finance	27.05.2023
2.	Dr. Pradeep S.	Director	MBA, M. Phil, PGDTRM, Ph.D.	Marketing & Economics	12.04.2021
3.	Dr. Jins George	Associate Professor	MBA, MSW, Ph.D. UGC-NET	HRM & OB Operations	10.08.2020
4.	Dr. Jyothi P.T.	Associate Professor	MBA, Ph.D.	Finance	16.01.2024
5.	Fr. Jibu Joseph	Assistant Professor	MBA, M. Phil	Finance, HRM, General Management	20-01.2022
6.	Mr. Nelson Mathew	Asst. Prof. & Training Placement Officer	MBA, PGDBM	Marketing & Training	01.07.2021
7.	Fr. Dr. Boby Antony CMI	Assistant Professor	MBA, MCA, Ph.D.	Information Technology & Business Analytics	
8.	Ms. Rosmin Sunny	Assistant Professor	M. Com, B. Ed.	Accountancy & Finance	13.02.2023
9.	Karthika P. Saji	Assistant Professor	MBA	Operations & Marketing	15.02.2024
10.	Mr. Sunil Joseph (On Research Leave)	Adjunct Faculty	MBA	Banking & Organisational Behaviour	25.09.2017





**LIST OF VISITING FACULTIES**

**Table 16.**

Sl. No.	Name of Visiting Faculty	Designation
1.	Prof. Dr. Saravanan Muthaiyah	Full Professor –School of Business & Technology, IMU, Malaysia
2.	Prof. S. Ganesan	Chief Academic Consultant, Logistics Skill Council (LSC), Ministry of Skill Development, Govt. of India.
3.	Prof. P.J. Mathews	Academic Director, MAHRAT, Oman, Visiting Prof. Glasgow Caledonian University, Sultanate of Oman
4.	Adv. CMI Shankar P. Panicker	Advocate, Insolvency Professional, Panicker & Panicker Associates
5.	Ms. Nirmala Lilly	Vice-President, Kerala Management Association & CEO, Infinity Hospitality Services
6.	Dr. Elizabeth Devasia	Associate Professor, XIME, Kochi

**PLACEMENT RECORD**

**Table 17.**

Batch No.	Number of Students	Number of Placed Students	Percentage
I 2016 -18	09	09	100%
II 2017-19	09	07	78%
III 2018-20	12	11	91%
IV 2019-21	15	14	93%
V 2020-22	35	35	100%
VI 2021-23	49	46	94%

**PREVIOUS RESULT**

**Table 18.**

Batch No.	Number of Students	Percentage
I 2016 -18	09	100%
II 2017-19	09	78%
III 2018-20	12	75%
IV 2019-21	15	86.6%
V 2020-22	35	97%
V 2021-23	49	100%

**SANTHIGIRI INDUSTRY INSTITUTE INTERFACE PROGRAMME (SITP – 3i)**

Santhigiri Institute of Management envisaged SITP (Santhigiri Innovative & Transformational Programme) for the holistic development of MBA students. As part of our training and development endeavours, Santhigiri B-School established proximate connectivity with the industry through the unstinted network with the tycoons. All MBA aspirants are required to select 3 industries / sectors and our B-School diligently put efforts to connect the candidate with their dream industry / sector for internships and projects.

- ❖ Industry Interface Programmes (SITP – III) with students' participation
- ❖ Network with Kerala Management Association
- ❖ Outcome based Evaluation of all Programmes



### TRAINING AND PLACEMENT POLICY & STRATEGIES

The training and development modules of Santhigiri B-School has been fine-tuned with the dynamics of industry requirements. The training and development deliverables are scheduled in the regular time table to ensure the continual progress of MBA aspirants.

**Table 19.**

Semester	SITP Modules	Resource
I	Align with Santhigiri – General Orientation & Foundation Course Personality Mapping Individual SWOT Analysis Know your English Outbound Training Selection of Industries / Sectors by MBA students SITP 3i Presentations	Internal & External Resource
II	Specialization Orientation Programme SITP 3i Presentations	Internal & External Resource
I – III	Placement Training Fine-tune Your Aptitude Skills Group Discussion Present Yourself – Resume Writing, Application	Faculty Mentors & External Resource
IV	Santhigiri B-School Executive Finishing Programme	External Resource

### COLLABORATIONS

SIM has entered into collaborations with National and International Universities, Institutions and Management Associations & Bodies for value added MBA programme. We have foreign collaboration with Multimedia University in Malaysia. The collaboration covers all major verticals.

- To design and conduct value added certificate programmes (short-term courses) for SIM by Resource Persons of MMU in various functional and technical areas of business management, and mutually agreed subject areas in both India and Malaysia.
- To facilitate research projects in Malaysia & India for students and faculty members;
- To jointly organize seminars, conferences and other value added programmes;
- To conduct Faculty Development Programmes (“FDPs”) for faculty members of Santhigiri Group of Institutions
- Any other programmes mutually agreed upon by both parties





APPLY ONLINE FOR  
ADMISSION

# MBA

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ADMISSIONS BASED ON MERIT ONLY

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INSTITUTE OF MANAGEMENT



Santhigiri Institute of Management  
Vazhithala P.O, Thodupuzha, Kerala-685583



+91 703 403 1312, +91 703 444 4723



sim\_office@santhigiricollege.com



santhigiribschool



Santhigiri Institute of Management