



# MBA@ITM

KANNUR UNIVERSITY 2 YEAR REGULAR PROGRAM



**CERTIFIED TRAINING PROGRAM**



**HCT SCHOLARSHIP**  
Spread over 4 semesters to meritorious students

**LARGEST GREEN CAMPUS**



**FREE INTERNATIONAL INDUSTRIAL VISIT**



**FIRST SELF FINANCING MBA COLLEGE**  
in Malabar Region



**STARTUP SUPPORT PROGRAMS**

**100% PLACEMENT ASSISTANCE**



**JCI MEMBER**



## INSTITUTE OF TECHNOLOGY MAYYIL

A P R E M I E R B - S C H O O L

RUN BY HIRA CHARITABLE TRUST



Recognized by Govt. of Kerala



Affiliated to Kannur University



Approved by AICTE - New Delhi

☎ 0460 2276786 | 8606 991 807

📍 P.O Pavannurmotta, Mayyil, Kannur, Kerala

**ADMISSION PROSPECTS**



Dear Student,

Institute of Technology Mayyil (ITM) is the first Institute established (2002) in North Malabar to facilitate MBA program with professional touch and industry linkage. Equipped with modern infrastructural and industrial facilities ITM create professionals with extra ordinary skills who are fit to take up any challenge in business and professional life.

Attitude decides the success and failure of each individual in personal and professional life. Creating positive attitude and building self confidence among aspiring MBAs is the task we address at ITM. We have a team of multitalented and dedicated faculty members to ensure overall development of each student. Hard and soft skill enhancing practical sessions, team building activities, game based teaching learning, role play are the methodology practiced at ITM. Equipping each student to scan for opportunity to excel in his/her talent area is the focus of ITM.

We welcome you to experience yourself as to what you are and what you can be after undergoing the two year full time MBA programme at ITM.

With greetings and wishes from ITM Group of Institutions.

**Prof. Muneer K K**  
Principal & Chairman



## WELCOME TO INSTITUTE OF TECHNOLOGY MAYYIL

Institute of Technology Mayyil (ITM MBA) is a Premier B-School in North Kerala established in the year 2002 offering two years full-time MBA program approved by AICTE, recognized by the Government of Kerala, and affiliated to Kannur University. We offer dual specializations in Marketing Management, Human Resources Management, Financial Management, and Healthcare Management.

The campus is spread over 25 acres of lush green land which also comprises ITM College of Arts and Science, and Mayyil Teacher Training Institute accommodating more than 2000 students.

We strongly believe that in order to bridge the gap between theory and practice, experiential learning is essential for MBA students thereby giving them plenty of opportunities for facing real-world situations and gaining true industrial exposure. Learning "Beyond the Classroom Walls" is the distinguishing feature at ITM MBA and hence we have developed 4 "Business" Initiatives including B-Talks, B-Connects, B-Starts & B-ignites. These pillars collectively encourage students to participate in Residential Camps, Industrial Visits and grab part-time job opportunities making them better equipped for the future. Our alumni have always made us proud with their achievements in the corporate world around the globe.

The Institute is committed to providing value-based management education to all students. We have taken efforts to get faculties who can impart a depth of expertise and breadth of wisdom, experience, and leadership. A team of highly qualified and experienced faculty drawn from premier institutions contributes their very best with single-minded focus on learning facilitation, innovative methodology, and careful grooming which provides the students ample opportunity to excel and rise above unevenness.

As stated in our vision statement, ITM MBA will continue to strive for Excellence in Management Education, Training, Research & Consultancy.

We wholeheartedly welcome young and vibrant students to the Institute of Technology Mayyil and assure an enriching experience that shall be cherished and one that will change the course of your career.

### VISION

To be the prime centre of excellence in management education with innovative teaching, learning & placement activities which makes the individuals self sufficient in life.

### MISSION

- To promote innovative learning and development methods.
- To make every student better by providing tailored mentoring solutions
- To develop critical and independent thinking of students to face the various challenges.
- To enhance employability skills of learners.
- To promote entrepreneurship with innovative ideas.
- To facilitate the emergence of management professionals for managing a dynamic business environment.





Prof : Muneer K K  
Chairman



Mr. Abdul Jabbar C  
Managing Trustee



Prof. (Dr.) B Chandrachoodan Nair  
Dean

**VICE CHAIRMAN**

Mr. Siddique P P

-----

**MANAGING TRUSTEE**

Mr. Abdul Jabbar C

-----

**TREASURER**

Mr. Muneer Menoth

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**EXECUTIVE  
COMMITTEE MEMBERS**

Mr. Abdul Gafoor K P

Mr. Assainar Master T V

Mr. Abdu Razak R

Mr. M P A Rahim

Mr. Moosan C V

Mr. Abdul Khader C K

Mr. Assainar M

**LET US TOGETHER SHAPE YOUR ASPIRATIONS**

ITM firmly believes that education should be for life, not for living. Education should serve not only to develop a intelligence and skills but also to broaden one's outlook and make a person useful to society and the world at large. At ITM discover the joy of learning!

## UNIQUE PROGRAMMES

Unlike the popular belief, the journey of an MBA graduate does not end with bagging a great job offer, rather it continues when the student enters the gates of the corporate organisation as a credible management professional. While MBA course work contains plenty of theoretical knowledge, it increasingly emphasises the development of skills to apply this knowledge in the real world. Global markets are rapidly changing, and students need to stay abreast with these changing realities. Through B-Talks, ITM MBA ensures that our students regularly interact with industry experts and gain practical knowledge and exposure. This also helps them stay attuned to current industry trends and requirements. We invite seasoned professionals and entrepreneurs to talk about the industry, emerging trends, new opportunities and career options. Our students make the most of these opportunities, closely interacting with guests and learning from their experiences.

However, there is more to being recruited by top companies than just being technically qualified for the position. This is where skill development comes in handy. B-ignites helps students identify their strengths and guides them in determining their desired professional profile through Residential Training Programmes, Workshops, Seminars, Resume Building and Interviews Preparation. All the above collectively plays a major role in equipping our students with the right skill set for the future.

That's not all... For all future entrepreneurs out there, B-Starts provide Entrepreneurial support and the basic fundamentals on how to start a business, from the ground up so budding entrepreneurs can learn how to dial in their ideas and pursue their own business ventures.

The association of students with ITM MBA does not stop post the MBA programme. They always carry the brand of the Institute and emerge as educated and responsible citizens, contributing towards the society and engaging in sustainable business practices.

### B-TALKS

Interaction with business magnets.



### B-STARTS

Start up support



### B-CONNECTS

Connect with industries.



### B-IGNITES

Skill oriented training





## B-TALKS

Interaction with business magnets.

One of the main highlights of ITM MBA is the opportunity to meet, greet, interact with and get inspired by top industry experts around the globe as they share their failures, success stories and wisdom to our dear students. Our aspiring managers have had online and offline meetings with some of the most renowned personalities in the business world.



**Dr. Christian Busch**  
DIRECTOR, CGA, UK



**Murakikrishnan B**  
HR BUSINESS PARTNER FORD MOTORS PVT. LTD



**Dr. Vivek Sharma**  
MANAGING DIRECTOR, PANASONIC



**Elizabeth Renee Shrivar**  
COO. IE UNIVERSITY, SPAIN



**Nidhin Nangoth**  
CORPORATE TRAINER  
& LIFE COACH



**Reem Khan**  
FOUNDER & CEO, DIJU  
STARTUP'S HEAD & BDO, TALROP



**Devanand Kolothodi**  
CEO ASTER MIMS  
HYDERABAD, TELENGANA



**JC SAJITH PALERI**  
TRAINER  
JCI INDIA NATIONAL TRAINER



**Jayachandran C**  
MANAGING PARTNER  
MASCOT INDUSTRIEST



**Reem Khan**  
TALROP



## B-CONNECTS

Connect with industries.

We believe learning should not be restricted to four walls. To bring immersive learning experience within the business students at ITM, we incorporate industrial visit as part of the curriculum. So step out into the real world and gain firsthand experience on how management concepts are put into action.





## B- IGNITES

Skill oriented Training

Sure, degrees and certificates can help you get your foot in the door and even land an entry-level role. But, from there, it is the skills you have acquired (soft and hard) that will determine whether you succeed or not. We provide need-based programs including Skill Development Training and seminars. Workshops. Industrial Visits. Residential Camps all of which promote continuous and lifelong learning.



## B- STARTS

Startup support

Starting a business can be hard. Not just the actual process of starting a business, but simply making the decisions to take that first step. If you're looking for that extra bit of motivation and support to start your own business, we are right here to help you realize your dreams!



SEMESTER 1	
Course Code	Title of the course
MBMBA01C01	Management Theory and Practice
MBMBA01C02	Economics For Managers
MBMBA01C03	Communication For Managers
MBMBA01C04	Accounting For Managers
MBMBA01C05	Indian Business Environment
MBMBA01C06	Quantitative Techniques For Management
MBMBA01C07	Business Ethics and Corporate Governance

SEMESTER 2	
Course Code	Title of the course
MBMBA02C08	financial Management
MBMBA02C09	Marketing Management
MBMBA02C10	Operations Research
MBMBA02C11	Organizational Behavior
MBMBA02C12	Human Resource Management
MBMBA02C13	Production and Operations Management
MBMBA02C14	Research Methodology

SEMESTER 3	
Course Code	Title of the course
MBMBA03C15	Organisational Study
MBMBA03C16	Logistics and Supply Chain Management
MBMBA03C17	Business Law
MBMBA03C18	Information System and Technology
MBMBA03E.....	Elective

SEMESTER 4	
Course Code	Title of the course
MBMBA04C19	Strategic Management
MBMBA04C20	Entrepreneurship and Startups
MBMBA04C21	Major Project
MBMBA04C22	comprehensive Viva Voce
MBMBA04E.....	Elective

ELECTIVES

**MARKETING**

Consumer Behaviour  
Sales and Distribution Management  
Marketing Research  
International Marketing  
Retail Management  
Advertising and Brand Management  
Rural and Social Marketing  
Services Marketing

**FINANCE**

Security Analysis and Portfolio Management  
Financial Markets and Institutions  
Insurance and Risk Management  
Cost Systems and Control  
Corporate Tax Planning  
International Financial Management  
Financial Derivatives  
Mergers, Acquisitions and Corporate Restructuring

**HUMAN RESOURCES**

Team Building in Organisations  
Training and Development: Systems & Practices  
Performance Management  
Compensation Management  
Strategic and International Human Resource Management  
Organisational Development  
Industrial Relations and Labour Laws  
Behaviour Testing and Counseling

**HEALTHCARE MANAGEMENT**

Health Care Management  
Health and Development  
Health Care Economics  
Hospital Administration  
Hospital Planning and Engineering  
Patient Behaviour and Care  
Health Care and Insurance  
Legal Issues in Hospital Management

**TOURISM AND HOSPITALITY MANAGEMENT**

Tourism Principles and Practices  
Tourism Products of India  
Hospitality Management  
Marketing for Hospitality and Tourism  
Destination Planning and Development  
Travel Agency and Tour Operations Management  
Ethical, Legal and Regulatory Aspects of Tourism Business  
International Hospitality Law

**PEDAGOGY**



## CORE FACULTY



**Prof.Muneer K.K**  
M.Com, MPhil, NET, JRF  
Principal



**Prof.(Dr.) B Chandrachoodan Nair**  
BSc (Engg.), MBA, Ph.D  
Dean



**Anil Kumar N.K**  
MSc.Computer Science  
Asst Professor



**Savin Satheesh**  
MCom, NET  
Asst Professor



**Sandeep M.V**  
MBA  
Asst Professor



**Dr.Divya Sudhakar**  
PhD. NET, MBA  
Asst Professor



**Kamal Suresh**  
M.Com, MPhil, NET, JRF  
Asst Professor



**Hiba Hassan Kunhi**  
M. Com, NET  
Asst Professor



**SANA T.M**  
M.Com Finance  
Asst Professor



**Muhammed Faise C V N**  
MBA  
Asst Professor

## ADJUNCT FACULTIES

**VINOD VENUGOPALAN NAIR**  
REGIONAL HEAD. CENLUM WORKSKILLS  
INDIA PVT LTD.. TRIVANDRUM

**SAMEER P.T.**  
CEO. BADR AL SAMAA GROUP OF HOSPITALS

## VISITING FACULTIES

**SREEHARI M**  
GLOBAL SENIOR CONSULTANT  
MERCEDES-BENZ RESEARCH AND  
DEVELOPMENT INDIA (MBRDI)

**VIKAS K**  
SECRETARY.  
THE KANNUR CO-OPERATIVE HOSPITAL SOCIETY LTD

**ADV.RAJITHA P K**  
FACULTY.ICAI KANNUR

**SHAMEER ALI**  
MANAGER NORTH KERALA. TATA SKY LTD.

**C.A.SURESH NAMBOOTHIRI**  
ACA

**HAREESH THRIVIKRAMAN**  
COO. NIMS HOSPITALS

**SHONITH AGUSTINE**  
STATE PLACEMENT HEAD. CENTUM WSI

**T.P.MUHAMMED**  
CHAIRMAN, MALABAR GROUP

## INFRASTRUCTURE

The aesthetically designed institute offers world class infrastructure equipped with modern technologies that supports interactive and effective learning.

### Class Room

The college has air-conditioned and Wi-Fi enabled classrooms creating the right atmosphere for long hours of learning. Lectures are delivered using latest & modern teaching aids.

### Conference Hall

The Conference Hall at ITM MBA is air conditioned and equipped with the most modern audio visual facilities and can accommodate more than 200 people. It is well furnished and hosts various events including formal functions, training programs and various Inter College Competitions.

### Library

ITM MBA possesses one of the finest management libraries in Kerala equipped with 10,000 book titles. The library has subscription to both national and international journals including Harvard Business Review.



### Computer Lab

State of the art computer lab equipped with latest licensed software, operating systems and other peripherals which facilitate budding managers in acquiring the desired technical skills.

### Hostel

Accommodation facility is available for girls and boys. Every room has facility for safe storage of the belongings, study table and chair.

### Cafeteria

The Institute provides canteen facilities within the campus. Every effort is made to see that hygiene is maintained. The cafeteria becomes a piece of attraction for relaxation as well as for snacks offering an exclusive variety of Malabar delicacies.

### Fitness Centre

The Institute provides canteen facilities within the campus. Every effort is made to see that hygiene is maintained. The cafeteria becomes a piece of attraction for relaxation as well as for snacks offering an exclusive variety of Malabar delicacies.

## Students Activities

For better human potentiality all-round development is given prime importance. This could be initiated through various constructive and well-disciplined programs which will go the extra mile to their "personality of becoming a better human being. Spreading and making the World we live with prosperity and peace. Giving equal importance to extracurricular activities we have designed separate associations. Association of Management Thinkers and Actors (AMTA), Arts Club, Social Club. Sports Club. RITM and KARMA important among them

### Innovation Club

The Innovation Club at ITM MBA college is a registered body under The Institution's Innovation Council (IIC), a wing of the Ministry of Education, Indian Government. This club encourages students to develop innovative solutions to real-world problems, fostering a culture of creativity and entrepreneurship. The IIC's mission is to promote innovation and entrepreneurship in higher education institutions, and the Innovation Club at ITM MBA college is a testament to this commitment. The college has a dedicated space for innovations with other streams of ITM Group contributing to it to further impact productivity and brainstorm ideas.

### SPORTS CLUB

Sports activities help the students to keep themselves vibrant and physically fit to take up challenges anytime beyond academic activities. Other students leave their imprint on the realm of sports by winning several university-level sports activities.

### Trading Club

The Trading Club at ITM MBA college is a student-led organization that provides sessions on stock trading and investments, led by top officials from the finance industry. The club aims to equip students with the knowledge and skills necessary to make informed investment decisions and navigate the complex world of finance. Through regular meetings, workshops, and guest lectures, the club offers students a unique opportunity to learn from industry experts and gain practical experience in trading and investment analysis. The Trading Club at ITM MBA college is an excellent resource for students who are interested in pursuing careers in finance or simply looking to improve their financial literacy.

### Entrepreneurship Club

The Entrepreneurship Club at ITM MBA college is an initiative by the Industries and commerce department of the Government of Kerala, aimed at fostering an entrepreneurial mindset among students. The club provides a platform for students to learn about entrepreneurship, network with industry experts, and develop their own business ideas. Through workshops, guest lectures, and mentorship programs, the club supports students in their journey towards becoming successful entrepreneurs. The Entrepreneurship Club at ITM MBA college is a valuable resource for students who are interested in starting their own businesses and making a positive impact on the economy of India.

### RITM – Film Club

The reel of ITM (RITM) is floated by the management students of this organization. The mission of this club this to familiarize with the world's classic movies and documents. The art of documentary production. The ethics and culture of the films. The production and telecasting of advertisements, etc are being discussed in this club.

### Arts Club

Cultural activities are the best means to reflect the values and beliefs of a community. ITM MBA Arts Club is a cultural platform for the students.



## KARMA

KARMA is an open forum that helps students develop their talents and skills in the realm of organization. KARMA mainly aims to organize various seminars and conferences to instill professionalism and academic responsibility among students, to interact with the outside world.

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## Health Club

The Health Club at ITM MBA college is a well-equipped facility that includes a gymnasium and first aid center for students. The gymnasium offers state-of-the-art equipment and a variety of exercise programs to help students maintain their physical fitness and overall well-being. The first aid facility is staffed with professionals who provide immediate care to students in case of any medical emergencies. The Health Club is committed to promoting a healthy lifestyle and ensuring the safety of all students at ITM MBA college.

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## Greenclub – Environmental Club

This club is born with a vision to make the college campus green and Eco-Friendly and educate the students about the importance of sustainable development. Outside of the campus also.



## KANNUR UNIVERSITY RANK HOLDERS OF ITM

### 1<sup>ST</sup> RANK

Ajomon Joseph (2002-04)  
Reema Kunhimangalam (2004-06)  
Sukanya M. P. (2006-08)  
Dhanesh Prabhakaran (2007-09)  
Vrinda K V. (2011-13)  
Pretty Johnson (2012-14)

### 2<sup>ND</sup> RANK

Archana S. Prakash (2004-06)  
Preethi Padmanabhan (2006-08)  
Veena Balakrishnan (2008-10)  
Sruthi P.P. (2009-11)  
Amrutha S. (2010-12)  
Faisal Kareem (2013-15)



**Vismaya T K**

1<sup>st</sup> Position  
Kannur University (2021-23 batch)

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**Rahna Valsan**

4<sup>th</sup> Position  
Kannur University (2021-23 batch)

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## ELIGIBILITY

- 50% aggregate marks in the degree examination in any stream with a 10+2+3 pattern from any University approved by Kannur University.
- Candidate belonging SC/ST and other Backward Communities (OBC) are eligible for a concession in the minimum marks as per the Government regulations.
- A Valid KMAT – Kerala/CAT/CMAT Score

## ADMISSION PROCEDURE

- Application to be submitted through online only.
- The rank list is prepared on the basis of entrance test, group discussion and interview.
- The proposition of weightage is 80:10:10 respectively as per the ASC directives.
- Rs 1,500/- to be paid for online application.
- Once admissions has closed there will be no refunds

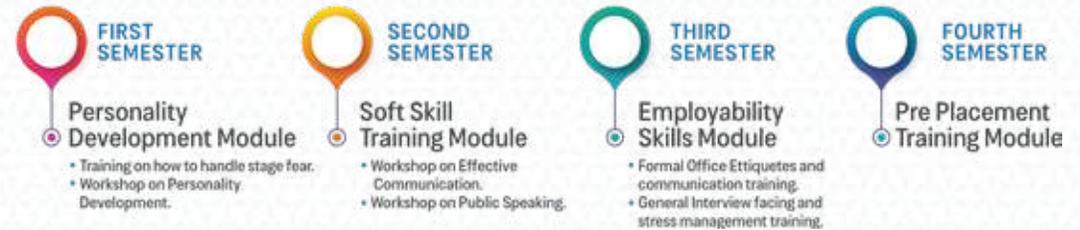
## FEE STRUCTURE

Particulars	1 <sup>st</sup> sem	2 <sup>nd</sup> sem	3 <sup>rd</sup> sem	4 <sup>th</sup> sem
Tuition Fee	62,500	62,500	62,500	62,500
Fee for Soft Skill, Out Bound Training, Communication skill etc.	5,000	5,000	5,000	5,000
University Affiliation Fees & others	2,500	2,500	2,500	2,500

### TOTAL = Rs.70,000 ( Per Semester)

Transportation, Hostel, Admission Fee, Uniform, Industrial Visit, Caution Deposit, Softskill etc to be met by the students.

## ROAD MAP TO SUCCESS



## VOICE OF ALUMNI



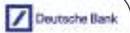
**Sameer P T**  
 CEO, Badar Al Samma Group



" I owe my success in professional life to the learning imparted by my mentors at the Institute of Technology Mayyil . Apart from the regular class room teaching, group activities which enhanced our skills, coupled with value based teaching made us through professionals."



**Roshin PP**  
 AVP-Deutsche Bank, Bangalore



I am immensely grateful for my journey at ITM Business School, as it laid the solid foundation for my career in investment banking. The exceptional faculty members provided invaluable insights and guidance, nurturing my skills and knowledge in the field. The state-of-the-art infrastructure facilitated immersive learning experiences, preparing me for the dynamic challenges of the financial industry.

Thanks to ITM's rigorous curriculum and supportive environment, I have been able to excel in my career, reaching the position of Assistant Vice President at Deutsche Bank. I owe a significant portion of my success to the comprehensive education and mentorship I received at ITM Business School. I am proud to be an alumnus of such a prestigious institution and am grateful for the role it played in shaping my professional journey.



**Abidh C.P**  
 Anti Money Laundering Expert  
 Ministry of Economy UAE



As an alumna of ITM, I am honored to share my heartfelt testimonial about the invaluable experience I gained during my time there. Attending the MBA program at ITM was transformative, thanks to exceptional faculty who inspired critical thinking and challenged us to question conventional wisdom. The diverse student body fostered a collaborative learning environment, preparing me for the globalized business landscape. Through experiential learning opportunities like case studies and internships, I gained practical insights and developed essential skills for success. Moreover, ITM's emphasis on ethical leadership and corporate social responsibility has deeply influenced my approach to business. Grateful for the enriching experiences and lifelong friendships, I carry the lessons learned at ITM with me as I continue to make meaningful contributions to society.



**Sunil Kumar**  
 GM-KVR GROUP



I successfully completed my MBA in Finance and Marketing from ITM College, Mayil in 2005. Pursuing an MBA at ITM was a transformative experience.

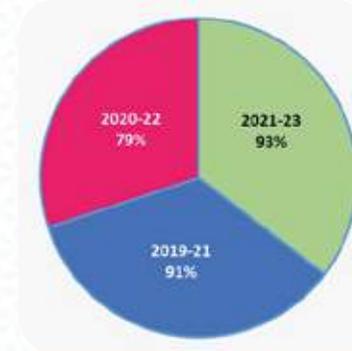
The curriculum not only broadened my knowledge but also fostered the development of essential leadership, analytical, and decision-making skills. This enhanced skill set, coupled with increased confidence, has significantly influenced my career progression.

ITM's academic rigor, combined with the unwavering support of experienced faculty, played a pivotal role in shaping my success. I extend my sincere gratitude to all the faculty and support staff for providing an uncompromising learning experience.

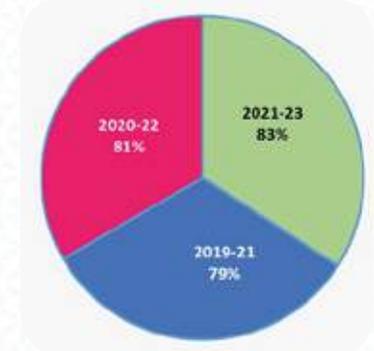
## Our World Wide Alumni Network



Result



Placement



## Our Leading Recruiting Companies



Training & Placement Officer  
**Mr. Akbar Shafeeq Shahul Hameed**  
Email : [placements@itmgroup.in](mailto:placements@itmgroup.in)  
Ph : 8606 991 811



Placement Coordinator  
**Mr. Kamal Suresh**  
Email : [placements@itmgroup.in](mailto:placements@itmgroup.in)

## LIFE @ ITM

Here learning is blended with fun where a number of extra-curricular activities starting from sports to cultural events are being celebrated. Students are inspired to participate in these activities in line with their interests. These events are managed by the students themselves giving them the chance to possess active expertise in handling such events.



**AUDACIOUS**  
NATIONAL LEVEL MANAGEMENT FEST



**MALAYSIA**  
FREE INTERNATIONAL INDUSTRIAL VISIT



**WORKSHOP**  
ON EFFECTIVE PUBLIC SPEAKING



**ITM FEST 2K24**  
INAUGURATED BY NADIR SHAH- FILM ARTIST



**ED CLUB LEADERS MEETING**



**GRADUATION CEREMONY**



**RESIDENTIAL TRAINING PROGRAMME**



**STUDENTS AT INTERNATIONAL  
EDUCATIONAL EXPO**



**PAPER PRESENTATION**



**PLACEMENT DRIVE**



**NATIONAL TRIP**



**INDUSTRIAL VISIT**



## **INSTITUTE OF TECHNOLOGY MAYYIL**

**A PREMIER B-SCHOOL**

Run by Hira Charitable Trust

☎ 0460 2276786  
8606 991 807

📍 P.O Pavannurmotta,  
Mayyil, Kannur, Kerala

**FOR ADMISSION**



**8606 991 000**