

# POORNAPRAJNA INSTITUTE OF MANAGEMENT

(Promoted and Managed by Udupi Sri Admar Mutt Education Council)

UDUPI

Approved by AICTE, Recognised by Govt. of Karnataka and Affiliated to Mangalore University



## MBA

### (Master of Business Administration)



**PROSPECTUS**  
**2011-2012**

# Our Founder



## **His Holiness Sri Vibudhesha Theertha Swamiji**

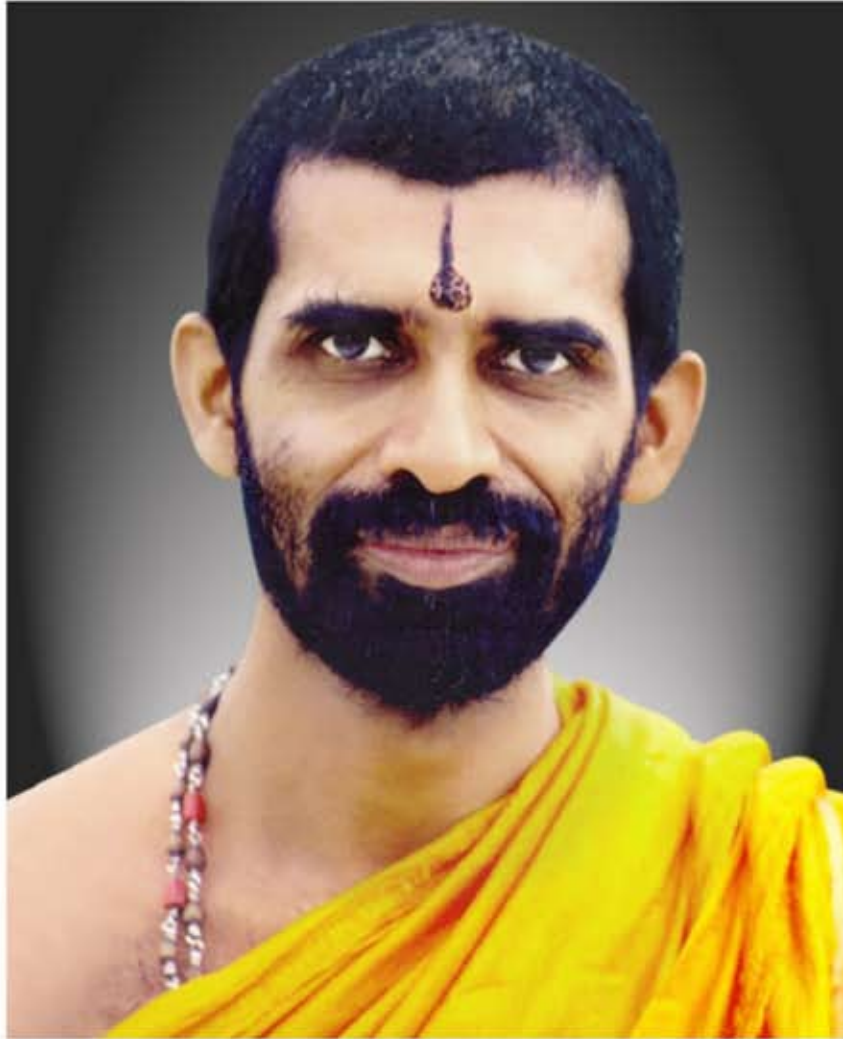
*Founder President,  
Udupi Sri Admar Mutt Education Council*

His Holiness Sri Vibudhesha Theertha Swamiji, who attained the lotus feet of Lord Sri Krishna on 15<sup>th</sup> of September 2009, was well known for his unique contributions in the field of Education.

His Holiness has established Poornaprajna Educational Institutions of eminence in different parts of our country for imparting secular as well as spiritual education of incomparable quality.

*Poornaprajna Institute of Management, Udupi  
is the Educational Institution founded by  
His Holiness Sri Vibudhesha Theertha Swamiji.*

# Our Inspiration



## **His Holiness Sri Vishwapriya Theertha Swamiji**

**President, Udupi Sri Admar Mutt Education Council**

**&**

**Chairman, Governing Council,  
Poornaprajna Institute of Management, Udupi**

His Holiness Sri Vishwapriya Theertha Swamiji is a Great Visionary  
& a renowned scholar in philosophical doctrines.

His Holiness is a charming orator who can captivate audience with his  
intellectual discourses on religious themes.

*The Visionary Savant*

*His Holiness Sri Vishwapriya Theertha Swamiji  
is the source of inspiration for all activities in the Institute.*

# Our Vision

Education encompasses the development of the integrated personality of the youth through the proper training of their intellect, spirit, mind and body. Quality empowerment of the youth in various streams of knowledge has been the vision of the parent body. The main perception of Udupi Sri Admar Mutt Education Council (AMEC) is to provide value added and skill based quality education.

## Educational Institutions Promoted and Managed by Udupi Sri Admar Mutt Education Council

### UDUPI DISTRICT

- 1 SBVP Higher Primary School, Padubidri
- 2 Poornaprajna Kannada Medium High School, Admar
- 3 Poornaprajna College, Udupi
- 4 Poornaprajna Evening College, Udupi
- 5 Padubidri Ganapathi High School, Padubidri
- 6 Poornaprajna Pre-University College, Admar
- 7 Poornaprajna Pre-University College, Udupi
- 8 **Poornaprajna Institute of Management, Udupi**
- 9 Poornaprajna English Medium High School, Admar

### CHIKMAGALUR DISTRICT

- 10 Poornaprajna English Nursery and Primary School, Aldur
- 11 Poornaprajna High School, Sangameshwarpet
- 12 Poornaprajna Nursery and Primary School, Sangameshwarpet

### HASSAN DISTRICT

- 13 Rotary Nursery and Poornaprajna Primary and High School, Belur

### SHIMOGA DISTRICT

- 14 Poornaprajna Education Centre-Nursery School-Bhadravathi
- 15 Poornaprajna Education Centre-Primary School-Bhadravathi
- 16 Poornaprajna Education Centre-High School-Bhadravathi

### MUMBAI

- 17 Poornaprajna Education Centre, Dahisar (East), Mumbai
- 18 Poornaprajna Nursery, Primary & High School, (English Medium)  
Poornaprajna Nursery, Primary & High School, (Gujrati Medium)  
at Dahisar (East)
- 19 Poornaprajna Nursery School (Marathi Medium) and  
Marathi Primary School at Dahisar (East)
- 20 Poornaprajna Marathi Secondary School at Dahisar (East)

### NEW DELHI

- 21 Poornaprajna Public School, Vasanth Kunj, New Delhi

### BANGALORE

- 22 Poornaprajna Pre-Primary and Primary School,  
Sadashivanagar, Bangalore
- 23 Poornaprajna High School, Sadashivanagar, Bangalore
- 24 Poornaprajna Education Centre, Yelahanka, Primary School
- 25 Poornaprajna Education Centre, Indiranagar, Bangalore
- 26 Widia Poornaprajna School, Tumkur Road, Dasarahalli
- 27 Poornaprajna Education Centre, Yelahanka, High School
- 28 Sri Krishnanagar English Medium Primary School, Bangalore
- 29 Sri Krishnanagar English Medium High School, Bangalore
- 30 Poornaprajna Institute of Faculty Improvement, Tumkur Road,  
Dasarahalli

## Research Institution Promoted and Managed by Admar Mutt Education Foundation, Bangalore

- 31 Poornaprajna Institute of Scientific Research, Bidalur, Bangalore

## Members of Udupi Sri Admar Mutt Education Council

Name	Designation
<b>H. H. Sri Vishwapriya Theertha Swamiji</b> Peethadhipathi of Sri Admar Mutt, Udupi	President
<b>Sri S. Ramanathan</b> I.A.S. (Retd.), Bangalore	Hon Vice President
<b>Dr. K. Srihari</b> Retd. Professor, U.A.S., Bangalore	Hon Secretary
<b>Sri M. Ashok Kumar</b> Chartered Accountant, Bangalore	Hon Treasurer
<b>Air Vice Marshal M. J. Vittal</b> Retd. Air Force Officer, Bangalore	Member
<b>Sri N. B. Bhat</b> Advocate, High Court of Karnataka, Bangalore	Member
<b>Sri Ashok Haranahalli</b> Advocate General, Govt. of Karnataka, Bangalore	Member
<b>Sri S. V. Manjunath</b> Former MLC	Member
<b>Sri B. R. Prabhakar, I.A.S.</b> Retd. Chief Secretary, Govt. of Karnataka, Bangalore	Member
<b>Sri S. K. Bhat</b> Engineering Consultant, Bangalore	Member
<b>Sri H. L. Suresh</b> Chairman, Axenes India Pvt. Ltd., New Delhi.	Member
<b>Sri K. Subramanya</b> Associate Editor, Deccan Herald, Bangalore	Member

## Members of the Governing Council, Poornaprajna Institute of Management, Udupi

Name	Designation
<b>H. H. Sri Vishwapriya Theertha Swamiji</b> Peethadhipathi of Sri Admar Mutt, Udupi	Chairman
<b>Prof. Rajmohan</b> Former Principal, Poornaprajna College, Udupi	Vice-Chairman
<b>Dr. G. S. Chandrashekhar</b> Medical Director, Adarsha Hospital, Udupi	Secretary
<b>Prof. K. R. Hande</b> Educationist and Former Principal, Dr. TMA Pai College of Education, Udupi	Treasurer
<b>Prof. Venugopal Mulleria</b> Principal, Poornaprajna Pre-University College, Udupi	Member
<b>Dr. M. R. Hegde</b> Director, Poornaprajna Institute of Management, Udupi	Member

## From the Director's Desk



Poornaprajna Institute of Management (PIM) has been established with twin specific goals: to impart professional knowledge and essential skills in management studies on one hand and on the other, to shape the personality of the nation's young ones by tending to their physical, mental and spiritual development. As such, PIM is imparting quality education in management studies with specializations in functional areas such as Finance, Marketing, HR and Operation & Systems.

Further, the Institute has a meaningful partnership with industries, linkages with community, tie-ups with premier institutions, and rapport with the experts in the field in order to achieve holistic development of the students of this Institute.

In the present competitive world, where it is 'Survival of the Fittest', the 'Future Managers' have to be fully equipped with contemporary concepts and professional skills warranted by modern business environment. In Poornaprajna Institute of Management, all the students of MBA are trained with earnest care in order to imbibe in them the desired level of professional competency and also ethical, social and moral values.

The physical amenities at PIM are excellent and they provide a congenial environment for advanced learning. The rich blend of core faculty with academic rigour and a number of visiting faculty with years of industrial experience, provide here a unique learning environment.

**Dr. M. R. Hegde**, Director

# Admission to MBA Programme

Candidates who have passed a Bachelor's Degree examination of a recognized University securing a minimum of 50% marks are eligible for admission to the course. Candidates from other Universities should obtain an eligibility certificate issued by Mangalore University.

Candidates intending to get admission to the Institute's MBA programme (2011-12) will have to appear for the Common Entrance Test (CET) conducted by KPPGCA /PGCET (i.e. K-MAT/VTU). For details, refer Websites : [www.kmatindia.com](http://www.kmatindia.com) / [www.vtu.ac.in](http://www.vtu.ac.in)

Candidates will also have to apply directly to Poornaprajna Institute of Management. Those who have appeared for final year degree examinations in April/May, 2011 are also eligible to apply. For further details, contact the Director, Poornaprajna Institute of Management, Poornaprajna Campus, Udupi 576 101 (Phone: 0820-2531401/2531402/9880352026).



# Course Content

The two year MBA programme is spread over 4 semesters with course work and industry experience. The curricula of the programme are carefully designed to provide the students with the conceptual knowledge, specialized skills, positive attitudes and the required insights into the present business world. Pedagogy of the programme includes Classroom Lectures, Group Discussions, Case study Method, Role Play, Assignments, Seminar Presentations, Dissertations, Term Papers, Project Work, Course Papers and Industrial Visits.

## Programme Structure

### **I SEMESTER**

- 101 Principles and Practice of Management
- 102 Accounting for Managers
- 103 Economics for Managers
- 104 Indian Business Environment
- 105 Quantitative Analysis

### **II SEMESTER**

- 201 Organizational Behavior & Communication
- 202 Marketing Management
- 203 Production & Operations Management
- 204 Management Information System and Computer Applications
- 205 Research and Quantitative Methods

### **III SEMESTER**

- 301 Management Accounting
- 302 Operations Research
- 303 Human Resource Management
- 304 Elective Paper I
- 305 Elective Paper II

### **IV SEMESTER**

- 401 Strategic Management
- 402 International Businesses Environment
- 403 Entrepreneurship Development & Small Business
- 404 Elective Paper III
- 405 Elective Paper IV
- 406 Project Paper



## ELECTIVES

3M1 Marketing Research & Consumer Behavior  
3M2 Promotion & Distribution Management  
3F1 Strategic Financial Management & Policy  
3F2 Security Analysis & Portfolio Management  
3H1 Human Resource Development  
3H2 Industrial Relations  
3PS1 Production and Materials Management  
3PS2 Object Oriented Programming

4M3 International Marketing Management  
4M4 Service Marketing  
4F3 Financial Services Management  
4F4 International Financial Management  
4H3 Global Human Resource Management  
4H4 Labour Laws  
4PS3 Software Project Management  
4PS4 Rational Data Based Management

- Marketing : 3M1, 3M2, 4M3, 4M4
- Finance : 3F1, 3F2, 4F3, 4F4
- HRM : 3H1,3H2, 4H3, 4H4
- Operation & Systems : 3PS1, 3PS2, 4PS3, 4PS4

Note: A Student shall take any one elective of which two papers each will be offered in III Semester and IV Semester.



# Specific Objectives of Poornaprajna Institute of Management

- To impart necessary conceptual knowledge and contemporary skills demanded by the present business and corporate world
- To empower the students to face future professional challenges
- To facilitate the all-round development of the would-be-business-leaders catering to the needs of the society in managing business and industrial enterprises
- To nurture creativity in the youth through quality management education
- To shape the students into socially responsible professionals with sound moral and ethical values



# Infrastructure & Facilities

- Spacious Building in an Eco-friendly environment in heart of Udupi city
- In-campus residential facility for students
- Well furnished classrooms and GD rooms with LCD projectors
- Qualified and experienced faculty from Industry and Academia
- Well equipped and centrally Air-Conditioned Computer Lab,with LAN and Internet facility
- Well stacked Library with standard titles, journals, news papers, CD-ROMs, etc.
- Additional computer & other management skill inputs to enhance students' capacity, competency and leadership qualities
- Full fledged Placement Cell for high quality campus recruitment



# Initiatives

The core objective of Poornaprajna Institute of Management is to provide advanced professional education and skill in Management Studies. The sanctioned intake for the two-year MBA programme is 60.

Apart from 5 hours of teaching every day for covering the syllabi prescribed by Mangalore University, two classes of one hour each are engaged everyday from Monday to Friday to impart essential skills like Computer Skill, Communication Skill and variety of Management Skills such as Group Discussion, Role Play, Word Fusion, Product Launch, Art of Creativity, Thematic Apperception etc. A "Two-hour Special Guest Lecture Session" is arranged every month by eminent personalities from academia and industry. At the end of second semester, the students have a compulsory Industrial Training Programme for a period of one month. All students of the Institute study dual specialization papers in their third and fourth semesters in addition to the papers prescribed by the University.

**The Students of 2008-2010 batch of MBA secured 100% result in their University Examinations held in May, 2010. They brought laurels to the Institute securing all the 4 ranks (the 1<sup>st</sup>, the 2<sup>nd</sup>, the 3<sup>rd</sup> and the 4<sup>th</sup>) awarded by Mangalore University for MBA students.**

## Placement

The Institute has a full fledged Placement Co-ordination Cell dedicated to advising students on career options, providing up-to-date employment information, developing job search techniques and co-coordinating "On-Campus Recruitment". The cell ensures smooth recruitment activities at the Institute for worthy placement of the students. The cell also carries out various activities that help harnessing the skills in students according to the changing requirements of the Corporate World.

## Our Recruiters:

THOMSON REUTERS

ERNEST & YOUNG

LARSEN & TOUBRO

ANZ

NORTHERN TRUST BANK

SOUTH INDIAN BANK

THE FEDERAL BANK

MPHASIS

ACCENTURE

XCHANGING

SRI RAM INVESTMENTS

T. LABS

RURAL SHORES

SIEMANS

BIG BAZAR

INDIA BULLS

ICICI BANK

HDFC BANK

AXIS BANK

MPL

IGATE

4XP

VIJAYA BANK

TESCO

BRAD CORPORATION

INDIA INFOLINE

RELIANCE MONEY

BIRLA SUNLIFE

POTENTIAL TECHNOLOGIES

HDFC STANDARD INSURANCE

SUPREME PHARMA

STERLING LAB

TCS

VYSYA BANK

AFRICAN AGRO (NIGERIA)

DEUTSCHE BANK

KURLON

EUREKA FORBES

WIPRO

INFOSIS

J.P. MORGANS

Gammon India Ltd.



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