



INSTITUTE OF MANAGEMENT AND TECHNOLOGY PUNNAPRA (IMT)

Under the Co-operative Academy of Professional Education (CAPE)
(Approved by AICTE, Affiliated to University of Kerala)

Vadackal P.O, Alappuzha, Pin – 688 003

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MBA PROGRAMME

(Full time two year course)

2023-2025 BATCH



1. Institute of Management and Technology (IMT) Punnapra

The overwhelming public response to its educational mission has inspired CAPE to present to the community its business school - The Institute of Management and Technology (IMT) at Punnapra. The institute is a dream project of CAPE's leadership and the vision is to establish a management institute of excellence with the objective of creating worldclass managers. Institute of Management and Technology (IMT) is the only Government controlled MBA college in Alappuzha district. The institute is affiliated to Kerala University and has obtained AICTE approval for the MBA programme.

2. Vision, Mission and Objectives of IMT Punnapra

The Institute of Management and Technology (IMT) announces a two year, full-time MBA programme. The MBA programme of IMT prepares the youth with knowledge, skill and strategic perspectives essential to business leadership anywhere in the world. The programme has been designed to provide a portfolio of strong functional skills as well as the ability to apply, adapt and integrate these skills to different management settings. While the curriculum provides a rigorous foundation in traditional management disciplines, the educational process, with its emphasis on new strategy and managerial skills, develops the capability for problem solving, decision making and leadership of complex organisations.

3. Constitution of the Governing Council - Co -Operative Academy of Professional Education (CAPE)

The Co-operative Academy of Professional Education (Kerala) was formed to establish Educational Institutions in various professional fields to provide facilities for education, training, research and development, consultancy and related services of International standards. It is promoted by the Co-operation Department of the Kerala State. The Society is being registered under the Travancore - Cochin Literary, Scientific and Charitable Societies Act, 1955 on the basis of the Memorandum of Association and the Rules as approved by the Government of Kerala.

The Hon'ble Chief Minister of Kerala is the Ex-officio Chairman of the Society. The Hon'ble Minister for Co-operation is the Ex-officio Vice Chairman of the Society and Chairman of its Board of Governors. The Governance of the CAPE is vested with a seven member Executive Committee headed by the Hon'ble Minister for Co-operation.

4. Names of important functionaries

Dr. Indukekha R., Assistant Professor, Director - in-charge

Post Graduate in Business Administration from Kerala University with specialization in Marketing and Finance. She acquired Ph.D from University of Kerala. She has 20 years of teaching experience.



5. Address and contact details

The Director

Institute of Management & Technology (IMT) Punnapra

Akshara Nagari, Vadackal P.O., Alappuzha – 688 003

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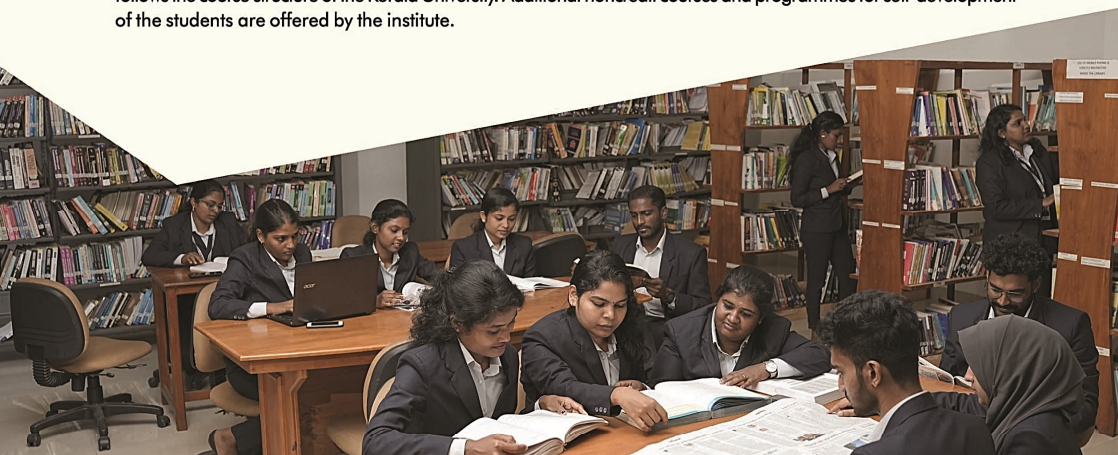
6. MBA Programme offered with no. of seats and specializations / electives.

The total number of seats shall be 60. Reservation, as per CAPE and government norms as detailed given below.

Sl. No.	Class/ Category	Percentage of seats	No. of seats allotted to MBA Programme
I	State Merit (General Category)	64%	38
II	Socially and Educationally Backward Classes (SEBC)	26%	
	a. Ezhava (9%)		5
	b. Muslim (8%)		5
	c. Other Backward Hindu (5%)		3
	d. Latin Catholic other than Anglo Indian (2%)		1
	e. Other Backward Christian (1%)		1
	f. Kudumbi (1%)		1
III	Scheduled Caste & Scheduled Tribe	10%	
	a. Scheduled Caste (8%)		5
	b. Scheduled Tribe (2%)		1
	TOTAL	100%	60 seats

7. Course Structure

In the first year, the students are given ample exposure to basic management subjects, which later branches into specializations of their choice during the second year. Spread over four semesters, the curriculum is designed to give students a comprehensive understanding of the management disciplines such as Marketing, Finance, Human Resources, Operations, Systems and International Business. For the core curriculum and elective courses, the institute follows the course structure of the Kerala University. Additional noncredit courses and programmes for self-development of the students are offered by the institute.





I SEMESTER

MGT 511	PRINCIPLES & PRACTICES OF MANAGEMENT
MGT 512	ORGANISATIONAL BEHAVIOUR
MGT 513	DOMESTIC BUSINESS ENVIRONMENT AND VALUE BASED MANAGEMENT
MGT 514	ACCOUNTING FOR MANAGERS
MGT 515	MANAGERIAL ECONOMICS
MGT 516	QUANTITATIVE TECHNIQUES.
MGT 517	ENVIRONMENTAL MANAGEMENT

II SEMESTER

MGT 521	EXECUTIVE BUSINESS COMMUNICATION
MGT 522	MARKETING MANAGEMENT
MGT 523	OPERATIONS RESEARCH
MGT 524	BUSINESS LAW
MGT 525	PRODUCTION AND OPERATIONS MANAGEMENT
MGT 526	RESEARCH METHODOLOGY
MGT 527	FINANCIAL MANAGEMENT
MGT 528	HUMAN RESOURCES MANAGEMENT

Core Papers

MGT 531	INNOVATION MANAGEMENT & ENTREPRENEURSHIP
MGT 532	DATA ANALYTICS
MGT 533	INFORMATION SYSTEMS AND CYBER SECURITY
ELECTIVE	1
ELECTIVE	2
ELECTIVE	3
ELECTIVE	4
ELECTIVE	5

III SEMESTER

IV SEMESTER

Core Paper

MGT 541	STRATEGIC MANAGEMENT
ELECTIVE	6
ELECTIVE	7
ELECTIVE	8



Elective Streams

Marketing Management
Financial Management
Human Resource Management
Operations Management
Systems Management
Logistics & Supply Chain Management
Travel and Tourism Management

8. Fee structure

The tuition fee for the course shall Rs. 1,00,000 per year (Rs 50,000 per Semester) and the total fee for the two year programme shall be Rs. 2,25,000. (Including University fees and other special Fees). At the time of admission, full fees for the first semester has to be paid. There shall be no refund of fees if the student leaves the course after commencement of classes.



Fees Structure

Fee Particulars	1st semester	2nd semester	3rd semester	4th semester	Grand Total
Tuition fee	50,000	50,000	50,000	50,000	2,00,000
Other Fees					
1. Admission fee	500				500
2. Library fee	2500		3000		5500
3. Caution Deposit	3500				3500
4. University Affiliation Fee	5500				5500
5. Placement fee	4000				4000
6. Students Activity fund	3000				3000
7. Bus Contribution fund	3000				3000
Total other fees (1 to 7)	22000				
Total fees	72000	50000	53000	50000	225000

* Reservation Candidates can avail 25% tuition fee concession

8. Details of Faculty members



Dr. Indukekha R.

Post Graduate in Business Administration from Kerala University with specialization in Marketing and Finance. She acquired Ph.D from University of Kerala. She has 20 years of teaching experience.



Dr. Deepa K. S

Post Graduate in Business Administration with Marketing and HRM as specialization is a holder of PhD in Human Resource Management at Bharathiar University, Coimbatore - A study on Employee Turnover in IT industry and the Retention strategies with special reference to Techno Park, Kerala. Total 19 years 4 months of teaching experience.



Dr. Prasanth M.K

Post Graduate in Commerce and Business Administration with specialization in Finance and Marketing is a holder of PhD in the area of Retail Management. He has also PG Diploma in International Business and Co-operative Management. Total experience 16 years of which 12 years in teaching and 4 years in industry.



Mr. Harikrishnan R.

BTEch in Electronics & Communication from Amrita University, Amritapuri Campus and acquired PGDM – Marketing from Christ University Bangalore and MBA – International Business from Applied Science University, FHWS Campus Schweinfurt Germany. 4 years Industry experience as Assistant Manager in sales and Marketing and 6 years of teaching experience.



Dr. Santhakumar V.S.

The Kerala University of Fisheries and Ocean Studies (KUFOS) has granted Dr Santhakumar VS a PhD in Human Capital Management. He holds an MBA in Human Resources from IGNOU and an M.Com. from Annamalai University. He also received a PG Diploma in HR, Finance, Operations, and Marketing from IGNOU. He has 7 years of managerial experience in an industrial establishment in Thiruvananthapuram under the SSI unit and also completed the Industrial and Entrepreneurship Training Programme of the Directorate of Industries and Commerce in Thiruvananthapuram.

He has taken part in several faculty development programmes, student curriculum development programmes, international and national conferences, and seminars. He also attended the Kerala MBA Syllabus Modernization Workshop in 2016.



Mrs. Aiswarya P.

Mrs. Aiswarya P. did her MBA in finance and HR from Kerala university and she is pursuing M com finance and taxation from Mg university. Have 5 years of teaching experience and 2 years of Industrial experience

10. Academic and physical infrastructure

The institute has been provided with excellent infrastructure and beautiful campus. The campus life shall pivot around the air conditioned class rooms, library, the computer lab. There is a computer lab with 12 hour Wi-Fi internet access facilities. The ever expanding library carries 10 Indian and 3 International titles on various management subjects and subscribes to leading professional journals. The institute also provide LCD, Star board and Collar mike with speaker system.

11. Student facilities

The institute consists of seminar hall, cafeteria, sick room, separate gents and ladies room and also 4 numbers of well furnished rest rooms. Institution also provided

- Assistance for availing educational loans
- College bus facility
- Facility for outdoor games

12. MBA results of three previous years with pass percentage

Batch	Pass percentage	Rank/Distinction	First class	Second class
2017-2019	98%	Nil	52	0
2018-2020	97%	Nil	55	0
2019-2021	96%	1	42	0



13. Placement details

CAPE has constituted a centralized placement cell whereby Nine Engineering Colleges and Institute of Management and Technology (IMT) Punnapra are part of this endeavor. IMT placement cell is providing all the help to the students to get them placed in prestigious institutions.

Placement details for the last three years

Academic Year	No. of students placed	Percentage
2019-2020	33	73%
2020-2021	39	71%
2021-2022	40	69%

14. Industry - Institute interaction programmes

- Industrial visits.
- Invited talk from industries
- Participation in conferences and seminars organized by various corporate bodies.
- Interaction between various clubs and industries
- Summer internship and main projects.
- Annual Management Fest



15. Admission Procedure

Candidates can apply for admission online through (www.imtpunnapra.org). The candidates have to download a copy of the duly submitted application form from the site after online registration.

Admission to the MBA programme shall be based on the total score obtained by the candidate in the KMAT/CMAT/CAT, Group discussion and Interview.

Components	Points
1. KMAT/CAT/CMAT only	80
2. Group Discussion	10
3. Interview	10
Total	100

16. Eligibility

Graduates in any discipline with a minimum of 50% (40% for SC / ST, 48% for SEBC) marks are eligible to apply.



College Highlights & Achievements

- National study tour
- Emphasis on soft skills Training
- Comprehensive Placement training
- Intensive corporate interactions
- Highly qualified, experienced core faculty and distinguished visiting faculty from premier institutions and industry
- State of the art facilities for lab & Digital library (National and International journals)
- Training and Consultancy division
- Industry - Institute interaction programmes
- Wi-Fi campus with 12 hours
- The Institute with excellent infrastructure - air conditioned class rooms, library, computer labs and seminar halls
- Consistently excellent academic Track Record at Kerala University examinations.
- Students and Faculty community actively engaged in CSR programmes.
- Well networked Alumni Community.



Contact Details:
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