MANIPAL UNIVERSITY
SCHOOL OF MANAGEMENT

PLACEMENT BROCHURE 2015 - 16
From The Director’s Desk

The School of Management (SOM) in Manipal University has been delivering quality management education since its inception, meeting the needs of industry for competent, result-driven and ethically responsible early-career managers. We have strived to be industry relevant through our meaningful engagement with industry and professional bodies. Our faculty’s research informs our curriculum development and teaching. I am proud to state that high quality learning and teaching in SOM have facilitated our students to gain well-regarded graduate attributes that would enable them to add value to your business processes and bottom line.

Dr. Raveendranath Nayak  
BE (Mysore), M Tech (Mysore), PhD (Swinburne),  
Director & Professor
About MANIPAL UNIVERSITY

In 1993, Manipal Academy of Higher Education was accorded a deemed university status under Section 3 of the UGC Act 1956, by the Ministry of Human Resource Development, Government of India. Today, Manipal University has 23 constituent institutions comprising medical, dental, engineering, architecture, nursing, allied health, pharmacy, management, communication, information science, hotel management, biotechnology, regenerative medicine etc. The university offers Bachelors', Masters' and Doctoral degrees in various specialties.

Manipal University has branch campuses in Bangalore, Malaysia, Dubai and Antigua in the Caribbean Island. Manipal University has an international academic collaboration for twinning programmes in engineering with universities in the US, UK, Australia and other countries.

Besides being an ISO 9001:2008 and ISO 14001: 2004 certified University, it is home to many top 10 ranked institutions of India. Manipal University has won the prestigious IMC Ramkrishna Bajaj National Quality Award and International Asia Pacific Quality Award

About the SCHOOL OF MANAGEMENT
(Formerly known as Manipal Institute of Management)
School of Management is a constituent Institute of Manipal University. The Institute has obtained ISO 9001: 2008 and ISO 14001:2004 Certification under TUV CERT Certification body of TUV Industries Service. The Institute offers Master of Business Administration (MBA) degree with specialization in functional areas such as Marketing, Finance, Human Resource Management, Operations Management, and it also offers MBA in Healthcare Management. The Institute is committed to provide quality management education, research and training relevant to industry and business organizations in the country. Dedicated faculty and staff, well-equipped library, state-of-the-art infrastructural support provide a conducive environment for management students at the Institute to build up their professional skills and shape their career paths.

Awards and Recognitions

<table>
<thead>
<tr>
<th>#</th>
<th>The Ranking Organization</th>
<th>Rank obtained</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Education Post Business School Survey, 2013.</td>
<td>Among the top 100 B-Schools of India.</td>
</tr>
<tr>
<td>2</td>
<td>The Week – Hamsa Business School Survey for 2013.</td>
<td>Among the top 25 B-Schools of South India and top 50 Private B-Schools in India.</td>
</tr>
<tr>
<td>4</td>
<td>‘YUVA’ The Magazine for Young India, July 2011.</td>
<td>Listed under A+++ category of B Schools and 4th rank for its infrastructure.</td>
</tr>
<tr>
<td>5</td>
<td>Business-School Survey for 2011 and 2012 of The Competition Success Review.</td>
<td>8th among 40 Emerging B-Schools of Excellence (2011) and among the Top 50 B-Schools of Excellence (2012).</td>
</tr>
<tr>
<td>6</td>
<td>The Week MaRS National Survey, Nov. 2011</td>
<td>19th Rank out of 20 top B-Schools in South Zone.</td>
</tr>
<tr>
<td>9</td>
<td>‘Competition Success Review’-GHRDC B-School Survey 2011’, Nov. 2011.</td>
<td>8th Rank among 40 emerging top B-Schools of Excellence in India.</td>
</tr>
<tr>
<td>10</td>
<td>Business Barons The Magazine for Leaders of Industry, Nov. 2011.</td>
<td>36th Rank in top 50 B-Schools in India.</td>
</tr>
<tr>
<td>11</td>
<td>ICMR-4Ps Business &amp; Marketing Survey, Nov. 2011.</td>
<td>Unique place in the top 100 Best B-Schools in the Country as 'India's Best B-School 2011.'</td>
</tr>
</tbody>
</table>
Our MBA Programme
School of Management offers two years full-time MBA and MBA Healthcare Programme which is spread over six terms. The MBA programme offers opportunities for dual specialization in the areas of Finance-Operations, Finance-HR, Marketing-Operations, Marketing-Finance and Marketing-HR.

Admission procedure

I. MBA Programme
Admission for the MBA programme is open to all candidates who have acquired a Bachelor's degree of a minimum of three years' duration from a recognized university with a minimum of 50 per cent aggregate marks. The selection for the MBA Regular course is through a valid test score in any of the All India Management tests like MAT/CMAT/CAT/XAT/GMAT, followed by group discussions and admission interviews at the Institute.

II. MBA Healthcare Programme
Admission for the MBA Healthcare programme is open to all candidates who have acquired a Bachelor's degree of a minimum of three years' duration from a recognized university with a minimum of 50 per cent aggregate marks.

Curriculum
The curriculum is designed to prepare students for the emerging realities of the global market. Periodical revision of curriculum is undertaken to meet the changing requirements of the industry, trade and commerce and also to ensure that every student passing out of the Institute is found to be an asset for the business world.

Administration of the Programme

Assessment
The progress of participants in each course shall be assessed through a system of continuous assessment carried out internally by the faculty followed by an end-term examination (administered by the University). The end term examination would carry a assessment weightage of 40%. The continuous assessment would carry a assessment weightage of 60% and consists of a mix of components such as assignments, case presentations, quizzes, group presentations etc., with no single component carrying a weightage of more than 15%. Appearing in the term-end examination is mandatory for completing a course.

Based on their performance, participants shall be awarded letter grades in each course. The letter grades and the points assigned to each course are as below.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>10</td>
</tr>
<tr>
<td>A</td>
<td>9</td>
</tr>
<tr>
<td>B</td>
<td>8</td>
</tr>
<tr>
<td>C</td>
<td>7</td>
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<td>D</td>
<td>6</td>
</tr>
<tr>
<td>E</td>
<td>5</td>
</tr>
<tr>
<td>F</td>
<td>0</td>
</tr>
</tbody>
</table>

The cumulative grade point average (CGPA) for the programme shall be calculated as follows:
\[ \frac{\sum (\text{Points obtained in a course} \times \text{Credits assigned to the course})}{105} \]

Summer Internship / Project (SIP)
Students are required to undertake a compulsory summer internship / project (SIP) with an organization after the end of the first year and produce a completion certificate from the organisation and also submit a report to the SIP co-ordinator.
The first year MBA Regular program consists of 22 core courses comprising functional areas of management and a capstone course in strategic management.


Core courses in Term III: Operations Management II, Business Research Methods, Marketing II, Legal Aspects of Business, Strategic Management, Management Information Systems, Corporate Finance

Second Year
The second year course includes term IV, V and VI. In Term IV and V, the students can choose thirteen elective courses.

Elective Courses
The following are the approved electives in different areas of specialisation -

Finance Management:
Commercial Banking; Mergers Acquisitions and Corporate Restructuring; Security Analysis and Portfolio Management; Financial Reporting, Audit and Control; Corporate Taxation; Financial Services; International Financial Management; Risk Management and Insurance; Financial Derivatives.

Marketing Management:
Sales and Distribution Management; Consumer Behaviour; Retailing; Internet Marketing; Services Marketing; Customer Relationship Management; Integrated Marketing Communication; Product and Brand Management; Business to Business Marketing; Rural Marketing.

Human Resource Management:
Performance Management; Personal growth and Inter-personal Effectiveness; Employment Relations Laws; Organizational Development; Organizational Change; Industrial Relations; Training and Development; International Human Resource Management; Compensation Management; Strategic Human Resources Management; Competency Mapping; Talent Management.

Operations Management:
Total Quality Management; Operations Strategy; Logistics and Supply Chain Management; International Purchasing Management; Service Operations Management; Project Management.

The first year MBA Healthcare program consists of 15 core courses:

Core courses in Term I: The Indian Healthcare Industry, Organizational Behaviour I, Managing Human Resources in Healthcare, Managerial Epidemiology, Healthcare Economics.


Second Year
The second year course includes term IV, V and VI. In Terms IV and V students can choose ten elective courses of study.

Elective Courses
Term IV and Term V: Electives
Hospital Infrastructure Management, Medical Records Management, Quality Management in Healthcare, Healthcare Accreditation, Health Insurance, Activity Based Costing for Healthcare Organization, Health Education, Health Policies in India, Management of National Health Programmes & Projects, Industrial Relations in Healthcare, Health Informatics

In Term VI, the students of MBA Regular & MBA Healthcare should undertake a course of independent study/project under the guidance of a faculty member. This would carry three credits and the evaluation would be entirely internal. The CIS/ project would not involve class contact, but students would need to work closely with their guides. Towards the end of term VI, they would be required to make a final presentation and/or submit a report for evaluation.
List of Faculty Members
Dr. Raveendranath Nayak, BE, M Tech, PhD (Swinburne)
Dr. KVM Varambally, MA, Ph.D
Dr. Rajasekharan Pillai K, MA, M.Phil, Ph.D,MBA
Dr. V K Ranjith, MBA, FDPM (IIM-A), Ph.D
Dr. S Lakshminarayanan, MA, MBA, Ph.D
Prof. K Raveendra Rao, BE, MBA
Dr. Pallavi Upadhyaya, MCM, Ph.D
Prof. Suhan Mendon, MBA, M.Com, M.Phil
Dr. Yogesh Pai P, BE, MBA, M.Phil, Ph.D
Prof. Nandan Prabhu, M.Com
Dr. Smitha Nayak, MBA, Ph.D
Prof. Kavitha TC, MBA, PGDMM
Dr. Swathi K S, BAMS, MBA
Dr. Savitha, MA, MBA, Ph.D
Prof. Navin Kumar, LLB, MBA, M.Com
Dr. Sagarika, BHMS, MHA
Prof. Suraj Francis Noronha, MBA, MA
Prof. Ashish Viswanath Prakash, B.Tech, MBA
Prof. Chetana Maddodi, MCA, MBA

List of Visiting Faculty Members:
CA. Muralidhar Kini, FCA, DISA, DIRM
CA. Bharatesh Ballal, FCA, DISA, CS
CA. Jayalakshmi
CA. Ganesh Y
CA. Pradeep Jogi
HR-FINANCE

Jagadish N, B.COM
DOB: 28/03/1992
SIP Title: Challenges faced by educational startups
Org: VV Technologies, Turnkur
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Elvira Pearl Pinto, BBM
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Megha Madhusudhan M, B.COM
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SIP Title: Study on Accounting Services at Goldman Sachs
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Karthik K R, B.COM
DOB: 10/09/1993
SIP Title: General Study on TKM labour relations division
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Kavya J Shetty, BBM
DOB: 20/08/1993
SIP Title: Benefits and Welfare facilities Administration.
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Pavitra Kademani, BBM
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SIP Title: Study on Employee Engagement and Impact on turnover of current and separated Employees
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Anudeepa Acharya, BCA
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Chethana, B.COM
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Tini Canuet Dcosta, B.COM
DOB: 19/11/1993
SIP Title: A Study of financial Performance: A comparative Analysis of Five Branches of Bantwal Catholic Credit Co-operative Society
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MARKETING-FINANCE

Atit Umesh Bangera, BBM
DOB: 21/03/1991
SIP Title: A Study on Customer Perception
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Helan Lashika, BBA (CA)
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SIP Title: Work life Balance of the Employees
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Allan Foster D'Silva, B.COM
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SIP Title: Recruitment and selection process
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Nambratha C N, B.COM
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SIP Title: Employee Engagement Activity on organization commitment– A Tool to enhance/ improve morale and motivation
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Piyush Kumar Dubey, B.COM
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Priyanka, BBM  
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Prathik D Talapady, BBM  
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Tausif Hasan Ibrahim, BMS  
DOB: 28/07/1992  
SIP Title: Study on Potential of Customer Engagement through mobile platform in offline Retail  
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Pavan Kumar Shetty, BMS  
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SIP Title: An Analysis of Market share plant perception and dealers loyalty  
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Yathin Raj M R, B.COM  
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SIP Title: Study on Financial statement using Financial Ratios of Mahindra Finance Org: Mahindra And Mahindra Financial service limited  
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Ph: 9901839398

Vyshakh K Raj, BBM  
DOB: 12 Jun 1991  
SIP Title: Potentiality of packaging pre-press solution developed by Manipal Digital Systems in UK, US and European markets Org: MDS, Manipal  
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Akshatha M K, BBM  
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SIP Title: Report on Risk and Cost of Construction  
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Swathi, BBM  
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SIP Title: A Study on budgeting and ratio analysis.  
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Varun B, B.COM
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SIP Title: Financial Statement Analysis
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Rachitha, B.COM
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SIP Title: The Study on Direct Cost of Cardiology, Dialysis & Cardiothoracic Procedure
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SIP Title: Performance of Arogya card
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Sowjanya Sadananda, B.COM
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Sreeraj K Nair, BBM
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SIP Title: Non Performing Asset of District Co-operative Bank
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SIP Title: Prospecting for Indian Market for New Media Services-Competition and other Market Insights with special reference to BFSI Sector
Org: Manipal Digital Systems, Manipal
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SIP Title: Working Capital Management  
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SIP Title: Ratio Analysis Of Housing & Finance  
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Relitsa Margaret Lobo, B.COM  
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SIP Title: Perception of Customers towards Arogyavani  
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Devangshu Das, BHM  
DOB: 16/06/1990  
SIP Title: An Investigation on Consumer Purchase Behaviour towards centralized Solar Lighting systems, involving different service models.  
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Work Experience: 3 years  
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Arjun A Mandalappa, BBM  
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SIP Title: Demand Fluctuation & Effectiveness of discounts & Special offers during off season  
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Surjeeth Chand T S, BBM  
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MARKETING-HR

Abhishek D, B.COM  
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SIP Title: Report on Summer Internship Program on My Deals 247 of E-commerce Pvt Ltd  
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Gopi Reddy K, B.TECH  
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MARKETING-HR
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Suhas S K, BCA
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Dylan Dominic, LLB
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SIP Title: Nurses’ attrition at Kasturba Hospital - Causes and consequences
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SIP Title: Study on Cost Cutting & Revenue Generation
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SIP Title: Why Mutual Funds are not prefered, Myths and Facts
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Abhith Gopalakrishna, BMS
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SIP Title: Basel III Implications on Indian Economy
Org: Deloitte Touche Tohmatsu Ltd, Mumbai
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SIP Title: Use of lean approach for process improvement at BMH Pharmacy
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SIP Title: Study to determine the market potential of the Institutional product range of a Piramal Nutrition solutions division of Piramal Enterprises Ltd & Retinol from the cosmetic range
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OPERATIONS-MARKETING

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SIP Title: Need Gap Analysis on Audi Automobiles Comparative to other Luxury Car Brands
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SIP Title: Supply-chain Management in manufacturing Industry.  
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SIP Title: The Study to assess the effectiveness of distribution channel of Reckitt Benckiser India Ltd in North Karnataka Region  
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SIP Title: A Study on Rainbow Pipes with the help of Porters Model.  
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SIP Title: ERP initiation and training techniques (a pharmaceutical perspective)  
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Lang.known: English, Hindi, Tamil, Telugu, Kannada
<table>
<thead>
<tr>
<th>Name</th>
<th>DOB</th>
<th>SIP Title</th>
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<th>Email ID</th>
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<tbody>
<tr>
<td>Dr. Fazil Kunhammed</td>
<td>19-12-1987</td>
<td>Analysis of the discharge procedure under various insurance schemes</td>
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<td>Deena Grace Abigail</td>
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<td>Engagement of CSO’s in Strengthening routine immunization: Experiences &amp; Challenges</td>
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<td>Vineeta Jeneefar Menezes</td>
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<td>Financial growth of Star Health and Allied Health Insurance Company.</td>
<td>Star Health Insurance</td>
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<td>Monitoring and Analysis of Waiting Time in the Outpatient Departments of a Tertiary Care Hospital</td>
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</tbody>
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• Ranbaxy Labs
• Biocon
• Ernest & Young
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• Itech Solutions
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• Amazon
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• Optimal Strategix
• Wipro
• TVS
• Octavo Solutions
• Megma Visuals
• Decathlon
• Canara Bank
• Delta Printing Press, Dubai
• Goldman Sachs Services Pvt Ltd
• Healthcare & Global Enterprise
• Johnson & Johnson Ltd
• Daikin Airconditioning India Pvt Ltd
• Building Control Solutions Pvt Ltd
• Robosoft Technologies
• Reliance General Insurance
• Oracle
• EMWare
• Acme Consultancy
• Adsyndicate
• Pepsi
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