

**TANCET
Counselling
Code**

700

PROSPECTUS



MBA
2-Year Full Time



VIVEKANANDA
Institute of Management Studies

A stand alone B-School

Approved by AICTE, New Delhi
Permanently Affiliated to Anna University, Chennai

Set **V**ision
Strengthen **I**ntelligence
Shape **M**ind
Secure **S**uccess

About VIMS

Vivekananda Institute of Management Studies (VIMS) is promoted by a group of professionals in association with the parent organization M/s. Zawawi Powertech Engineering L.L.C., a renowned MNC, operating from Sultanate of Oman with 3500 employees. VIMS is run by Coimbatore Education Foundation, a highly reputed stand-alone B-School approved by AICTE, New Delhi and Permanently Affiliated to Anna University, Chennai with an avowed goal of achieving human excellence by means of Academic and Allied Programs.

Vision

To become a frontier B-School imparting Knowledge in Management, developing Research Skills and Creating globally competent leaders with social consciousness.

Mission

- ▶ Foster a learning environment with industry engagement for dissemination of management knowledge to transform young minds into technically proficient, socially committed and globally competent professionals and entrepreneurs.
- ▶ To inculcate professionalism in developing ethical Business Leaders, researchers and business consultants through critical thinking and innovation.

Our Credentials

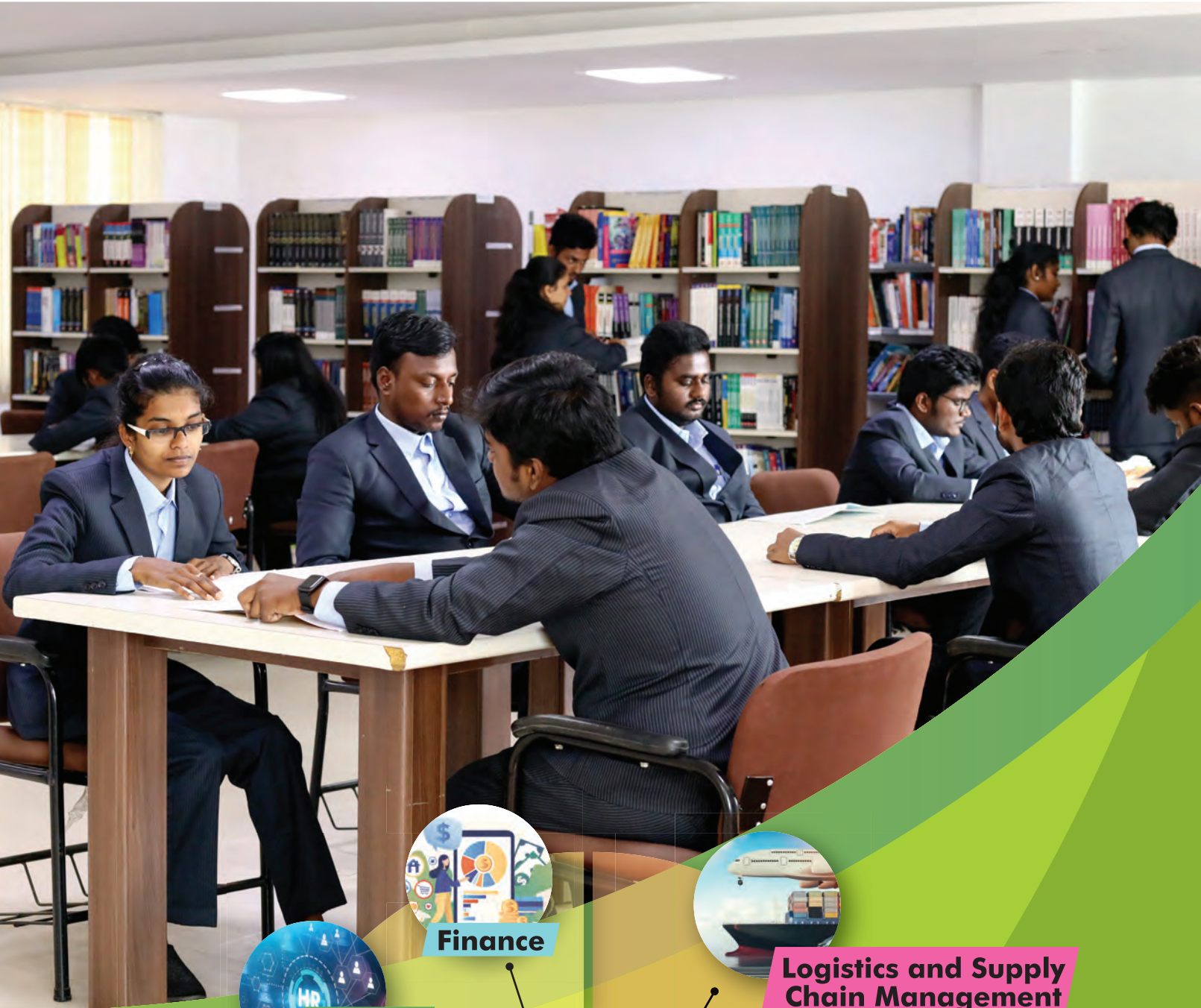


Our USP

- International Certificate Program on Business Analytics, Executive Communication and International Accounting Standards.
- Foreign Language courses
- International Industrial Visit with internship
- MoU Signed with International Institutions
- Internship with attractive remuneration (International/National)
- Out Bound Training
- Empirical Micro Learning
- Coaching on Competitive Exams
- Excellent placement record with salary package up to Rupees 12 lakhs per annum.
- International Virtual Learning
- Living and learning supported by modern well-furnished hostel
- Project Based Learning

Quality Policy

Vivekananda Institute of Management Studies aims at achieving quality benchmarks in all dimensions of Management Education and ensuring stakeholders' satisfaction by means of a comprehensive and holistic approach, sustained efforts, innovative programmes and involvement of people at all levels.



Our Philosopher



Mr. Periyasamy

Chairman, VIMS
M/s. Zawawi Powertech Engineering L.L.C.,
Sultanate of Oman

Our Mentor



Dr. C. Guna Sekaran
CEO & Professor, VIMS

Our Leader



Dr. A. Valarmathi
Director, VIMS

Faculty

Senior Faculty

Dr. C. Guna Sekaran

B.E., M.I.E., M.B.A., M.I.S.T.E.,
Ph.D.

CEO & Professor

Dr. A. Valarmathi

M.B.A., M.Phil., PGDCA., Ph.D.,
FDP (IIM-I)

Director

Dr. S. Uma Maheswari

MFC., M.Com., M.B.A., M.Phil.,
Ph.D.,

Associate Professor & Head
Finance

Mr. R. Selvaraj, M.Sc., M.B.A.,

M.Phil., Ph.D., Associate
Professor

Dr. Hema Bhalakrishnan

B.A., PGDBM., PGDCA., PGDMM
M.B.A., Ph.D., Associate

Professor

Mr. K. Durai, M.B.A., M.Sc.

(Psych), Ph.D.,
Faculty & Placement
Coordinator

Mrs. S. Kalaivani

B.B.A., M.B.A., M.Phil., Assistant
Professor

Mr. G. Chinnapparaj

M.A., M.L.I.S., M.Phil., PGDCA.,
Librarian

Visiting Faculty

Mrs. Radhika Iyer

Dip in T & D (ISTD, New Delhi),
MPhil., Visiting Professor,
Bangalore

Dr. Srinivasan R Iyengar

Associate Professor
Jamnalal Bajaj Institute
of Management Studies,
Mumbai

Dr. Brijesh Awasthi

Professor (Data Analytics),
Indore

Prof. Shailendra Dasari

Professor IBS Business
School, Bangalore

Dr. Geetha Suresh

Associate Professor,
Department of Criminal
Justice, Stevenson, MD

Dr. V. Mohanasundaram

Professor, Member -
Advisor IQAC
PSG College of Arts and
Science Coimbatore

Dr. Anitha Ramachandran

Director, Adarsh Institute
of Management and
Information Technology,
Bangalore

Mr. Balasubramanian

Chairman -
Blumerq Investment Group
CEO & President of
Best IT Experts Inc

Industry Mentor

Mr. K. Ravi

CFO, Roots Industries India
Limited, Coimbatore

Dr. K. Natesan

Vice - President, OSM &
HR, Sakthi Finance Limited,
Coimbatore - 641 018

Mrs. Anitha Anand

Senior Project Manager,
STARBERRY – an UK based
IT Firm, Coimbatore

Dr. R. Krishnamurthi

Corporate Trainer –
NLP Practitioner KYKO
Psychometric Tool Thomas
International Certification,
Coimbatore

Dr. Nithyanandan Devaraaj

Executive Director – AMEX
Alloys & Chairman – Shri
Avinashiappar Trust

V. Chandra Sekharan

MBA, M.Com, MS (Counselling),
CAIIB Senior Manager
(Rtd), Syndicate Bank &
Principal(Rtd), Syndicate
Bank Staff Training College

N. S. Annadurai

General Manager –
Marketing, Suguna Group
of Companies

Mr. P. Arumugam

Chief Executive, EKKI
Pumps, Deccan Pumps Pvt.
Ltd, Coimbatore

Mr. C.S. Seshadri

Chief Operating Officer,
Indel Corporation Private
Limited, Coimbatore

Foreign Faculty

Dr. R. Easwaramoorthy

Professor, Management
Dept.
AMITY University,
Singapore.

Mr. Sujesh Karipalli

Vice President – Private
Banking
ICICE International
Banking Group, UAE

Mr. Sakthivel Shanmugam

Team Head – Direct Sales,
(Dubai, Sharjah and
Northern Emirates),
Bancassurance (Wealth
Management),
National Bank of Abu
Dhabi, UAE.

Dr. Manju Shree

Professor
Debre Tabor University,
Ethiopia

Dr. C. Loganathan

Associate Professor
Business studies
Department,
Ibri College of Technology,
Ibri, Oman.

Dr. Pujari Krishnaiah,

Professor, Bulehore
University, Ethiopia

Dr. S. Porkodi

Faculty, University of
Technology and Applied
Sciences, Muscat,
Sultanate of Oman

Teaching Pedagogy

- ▶ Outcome Based Teaching and Learning (OBTL)
- ▶ Project Based Learning
- ▶ Case Study Discussion
- ▶ Experiential Learning
- ▶ Concept to Corporate
- ▶ Simulations
- ▶ Sectoral Insights
- ▶ Corporate Insights
- ▶ Management Concept Documentary

Learning @ VIMS



Value Added Certification Courses

- ▶ International Industrial Visit
- ▶ Business Analytics Course (IBM Certified)
- ▶ Communicative English
- ▶ N S E Certification Courses
- ▶ Digital Marketing
- ▶ Hospital Management
- ▶ Hotel Management
- ▶ Logistics Management
- ▶ ERP
- ▶ Advanced Excel
- ▶ Tally (ERP) with GST
- ▶ Special Coaching for Bank & Service Commission Examination

On Preference

- ▶ Event Management
- ▶ Six Sigma
- ▶ Airport/ Airlines Management
- ▶ Agri Business Management
- ▶ Pharma Management
- ▶ IFRS Course Certified by ACCA London



Professional Skills Development

- ▶ Out Bound training
- ▶ Corporate Hi Tea
- ▶ Mentoring and Counselling
- ▶ Skill training by Industry experts

Industry Practical

- ▶ Empirical Micro Learning
- ▶ Internship with remuneration
- ▶ Project Work



International Exposure

- ▶ International certification on Business Analytics, Executive Communication and International Accounting Standards.
- ▶ International Internship and Placement
- ▶ International Languages (Japanese, French and German)
- ▶ International Virtual Learning.

**Wide Choice of
Value-Added
Certificate Programmes**



Task Based Learning



**International Exposure
through Internship and
Experts Meet**

Why MBA



**Highly experienced
faculty team with
Industrial
Exposure**



**Opportunity to learn
foreign languages**



**Home stay hostel with
hygienic food**



Placement in reputed
organization with salary
package upto
Rs.12 Lakhs per annum



Industrial Experience
through
Empirical Micro
Learning



Exclusive EDC
promotes establishing
Start-Ups and
providing guidelines
for funding

@VIMS?



Outbound
Training



Cultural fest



Leadership Programme

Entrepreneurship Development Cell

The prime motto of the ED Cell of VIMS is to create a platform for aspirants of entrepreneurship, identify the prospects and to explore new ideas, making them aware of the opportunities available in the market and satisfy needs of the market and thereby fulfilling the entrepreneurial aspirations among youth in India.



VIMS supported me in development of new strategies and strengthening my confidence in developing my business through number of programs.

Mr. P. Navaneetha Krishnan
Partner, Rainbow Events and Management

VIMS transformed me into a professional from a student, where I have learned new strategies to stay strong in my business life. I learned to work as team than group and to mingle with colleagues than clicks. I extend my heartfelt gratitude to all my faculty of VIMS as they are the reasons for who I am today.

Ms. A. Gokulapriya
Managing Director
Sivasakthi Textiles



I gained knowledge on business analytics through the course offered as value addition in associated with industry which is helping me in doing on line business.

Mr. P. Karthik
Proprietor,
Elixir Home Foods



My idea turned into business by the constant encouragement, Support in designing strategies and developing my business skills. I express my gratitude to VIMS for its contribution in my life.

Mr. M. Sivakumar
Managing Director
Natural Foods and
Healthy Products
Enterprises,
Munnar



I am privileged to say about my experiential learning which I had at VIMS and through corporate insights from professional experts who frequently visit the institution.

Mrs. S. Ayisha

Assistant Manager Quality Team, Infosys

VIMS has given me an opportunity to become a professional. I got a great exposure to be familiar with industries through EML program, frequent industrial visits and internship program with attractive remuneration. VIMS concentrate more on practical knowledge, case studies and group activities which lead me to success.

Mr. M. Loganathan

Deputy Manager, AXIS Bank

VIMS is a very good institute for quality education and training. It provides great platform for growth and development which helps me to prove myself in the corporate world to set successful career.

Mr. A. Mahesh

Accounts Executive, Le Meridian

Alumni Approbation

I am very proud to share about my successful experience at VIMS where I was given a place to grow professionally. Apart from Academic, VIMS encourages students to participate in conferences, inter collegiate meets, Entrepreneurship Development Cell activities and many other activities through which I learnt many management concepts helping me to face the competitive world.

Mr. Bharath

Business Development Executive, Byjus



Corporate Complements

There is a good ambience and very good infrastructure for learning. I appreciate the college inviting visiting faculty from industry to interact with students.

Dr. Kavidasan

Director HR,
Roots Group of companies,
Coimbatore

With our placement drive in your campus, we have acquired the most suitable talent for our company. Empirical Micro Learning and Industry Oriented Certification programs are the highlights in this institution. Both of these initiatives are mutually beneficial and also helping industry at large, as professional and efficient youths are joining the global workforce. I am glad with this successful partnership and wish VIMS to achieve even greater heights for many more years to come.

Ms. Priyadharashini, HR Manager

Total Logistixs, Coimbatore

VIMS has inducted a team of well qualified and experienced faculty members in different areas of specialization with industry exposure. The commitment of Vimsians towards their career is appreciable.

Amrita Das

Vice President, State Street HCL

There is excellent team work and commitment from the entire team. It is an enriching experience I had in the campus. My hearty wishes to all.

Mr. P. V. Jyothi Ganesan,

DGM- Quality Excellence,
ZF Wind power Coimbatore Ltd,
Coimbatore

Infrastructure

Seminar Hall



Movie Room



Computer Laboratory



Library



Board Room



Smart Classrooms



Sports arena



Hi-tech Gymnasium



Yoga Studio



Home-stay Hostels



Our Major Recruiters



Admission Procedure

Graduates of any discipline from Engineering as well as Arts, Science and Commerce branches, who fulfill the eligibility norms prescribed by Anna University, can apply for admission.

Selection of candidates will be based on merit, considering the scores obtained in TANCET/CET/MAT/CAT/Other Entrance Tests approved by Government of India or Government of Tamilnadu, as well as the Performance in Group Discussion and Personal Interview.

Eligibility

A pass in a recognised Bachelor's degree of minimum 3 years duration and obtained at least 50 % (45 % in case of candidates belonging to reserved category) at the qualifying examination. 10+2+3/4 years pattern.

Campus to Corporate Connect



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Counselling
Code**

700



**For Admission Contact:
VIVEKANANDA
INSTITUTE OF MANAGEMENT STUDIES**

(A Stand Alone B-School)

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Coimbatore - 641 107, Tamil Nadu, INDIA

Mobile : 91+7708263333 / 9659375554 / 9976123030

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Facebook : www.facebook.com/vims.cbe