



VIMS[®]

VIVEKANANDA INSTITUTE OF MANAGEMENT STUDIES



MBA

Prospectus



“Education is the most powerful weapon
which you can use to change the world.”

Nelson Mandela

Contents

About VIMS	2
The Philosopher	4
The Mentor	5
The Leader	6
About Coimbatore	8
Governing Body Members	10-11
Advisory Committee	10-11
Faculty Profiles	12
Global Resource Centre	18
International Exposure	19
Visiting Faculty	20
VIMS – Campus to Corporate Connect	22
Academic Programme - Transformative Power of VIMS	24-25
Centres for Research Consultancy & Publication (CRCP)	31
Research Publication	32
Corporate Connect	34
Centre for Techno Management	35
Entrepreneurship Development Cell	36
Placement Cell - Giving Wings to Your Career Aspiration	38
Our Corporate Placement Partners	39
Profile of Students Placed	40
Mentoring and Counseling	51
Infrastructure	52
Outbound Training	54
Corporate Compliments	55
Alumini Approbation	56
Behavioral Code	60
Fitness and Yoga Centre	61
Outreach Activities	62
Admission Procedure	64





In pursuit of Excellence..

Vivekananda Institute of Management Studies is an outstanding stand alone B-School run by Coimbatore Education Foundation. The programme architecture of VIMS is designed to provide a holistic education in the field of management and to provide ample opportunities for the aspiring youth who want to pursue MBA.

VIMS strives to achieve an avowed goal of achieving human excellence by means of Academic and Allied programmes that cater to the demands of the industry. Approved by AICTE and affiliated to Anna University Chennai, VIMS commenced its operations in the Academic year 2012-13 in Coimbatore, Tamil Nadu state.

- Achieved ISO 9001 – 2015 Certified for its quality standards
- Top 20 Emerging B-Schools in India (Ranked by HER) in 2015
- Business World Ranked VIMS as one among the Top 100 Business Schools in India in December 2015
- Silicon India Ranked VIMS as one among the Top 50 Business School in India in March 2016
- Business Today Ranked VIMS as 169th among Best B-Schools in India in November 2020



Vision

To become a frontier B-School in the country and create a niche for itself in the Management Education and Research.

Mission

- To promote human excellence and for that purpose:
- To provide excellent intellectual and physical resources and a conducive learning environment;
- To create opportunities for knowledge generation, knowledge sharing and dissemination for the benefit of academia, industry and society;
- To cultivate and nurture professionalism blended with human values so that the personality of the student is molded in professional competence and ethics.

USP

- Empowering through professionalism
- Impacting through empiricism.

Quality Policy

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

The Philosopher



Mr. S. Periyasamy

Managing Director, Zawawi Powertech LLC,
Sultanate of Oman Muscat
Chairman, VIMS, Coimbatore

The world Economy is fast shrinking in terms of breaking barriers and isolation and at the same time world trade is expanding, thanks to Globalization. So much so opportunities to seek employment in global level and in MNCs are expanding and skill migration across Nations is taking place. As a result competency level of MBA graduates is assessed globally, which poses a challenge to the B schools in India. Re-engineering the MBA process, adding value to the content, delivery mode and honing the skills, such as soft skills and interpersonal skills, and adequate exposure to multiple cultures, new technologies and global perspectives, so that the MBA graduates can compete in the global environment. Top organizations around the world prefer to take such employees who are willing to take challenges, outperform themselves, dedicated and committed, creative and problem – solving mind set. As an overseas entrepreneur, I always prefer to invest on people, who in turn will invest their time and possess passion for performance.

Vivekananda Institute of Management Studies (VIMS) is taking all efforts to create an ideal ambiance and comprehensive programme mix to realize the professional aspirations of students.

I welcome the MBA aspirants to experience the professionalism practiced at VIMS.

The Mentor



Dr. C. Guna Sekaran

CEO & Professor
VIMS

VIMS has been continuously striving to achieve academic excellence. VIMS offers different specializations such as Marketing Management, Financial Management, Human Resource Management, Operations Management and Systems Management. The Institution inculcates academic with the right amount of practical exposure through continuous 'empirical micro learning industry internships' and 'live projects' in the final semester. It imbibes an evolving pedagogy that caters to the industry needs and goes beyond curriculum. Besides core faculty, a band of visiting faculties which include industry experts and university professors who complement the efforts in molding the students.

The students of VIMS are prompted to take part actively in industrial learning, experiential learning and empirical micro learning (EML). One of the crucial surplus of VIMS is its steady effort of creating approaches, which are quite different from other B-schools. Our students often organize HR and CEO interviews in different corporates where they interview the HRs and CEOs in a very professional manner. The faculty team is equipped with outcome based teaching and learning methodology, which develops the students to be performance driven.

The Leader



Dr. A.Valarmathi

Director
VIMS, Coimbatore

MBA education is highly dynamic, and as such Innovation in management studies creates a longlasting influence and produce breathtaking shifts in competitive positions. VIMS affirm to inculcate the spirit of innovation among the students from the initial days. Incorporating creativity in teaching and learning process and adopting techniques that are pursued by leading B-schools in the country is the supplementary element of VIMS. The students are enabled to foster their thinking capabilities and discover new innovations. As the institute commence 'outcome based learning', the effort and dedication of the teachers matters the most. Our faculty members solemnly choose to adopt methods like role play, industry scan, discovery learning and other self-directed method in the teaching learning process. These methods aid the students with a sheer interest of participating in the learning process and polish their ideas. Apart from concern for the progress of the students the institute also gives proportionate significance to enhance the knowledge of faculty members by conducting 'Faculty Development Programmes' oftentimes. The institute has a pleasant combination of senior and junior faculty members who are mature enough in understanding the young minds.



About Coimbatore



Coimbatore, also known as Kovai is a fast growing city in the Indian state of Tamil Nadu. Located on the banks of the Noyyal River surrounded by the Western Ghats, it is the second largest city in the state after Chennai and 16th largest urban agglomeration in India. It is one of the fastest growing tier-II cities in India and a major hub for textiles, industries, commerce, education, information technology, healthcare, poultry and manufacturing in South India. It is often referred to as the “Manchester of South India” due to its cotton production and textile industries.

Coimbatore is also referred to as the “Pump City” and it supplies nearly half of India’s requirements of motors and pumps. The city is one of the largest exporters of jewellery, wet grinders, poultry and auto components with “Coimbatore Wet Grinder” and “Kovai Cora Cotton” recognized as Geographical Indications by the Government of India.

Coimbatore was ranked the best emerging city in India by India Today in the 2014 annual Indian city survey. The city was ranked fourth among Indian cities in investment climate by Confederation of Indian Industry and 17th among the top global outsourcing cities. Coimbatore has been selected as one of the hundred Indian cities to be developed as a smart city under Prime Minister Narendra Modi’s flagship Smart Cities Mission. Coimbatore was rated as the safest city in India for women according to National Crime Records Bureau.

Coimbatore has a pleasant climate due to the presence of forests to the north-west and the cool winds blowing through the Palghat gap in the Western Ghats. The average literacy of the city was 82.43%.

Coimbatore houses more than 25,000 small, medium and large industries with the city's primary industries being engineering and textiles. TIDEL Park Coimbatore in ELCOT SEZ was the first special economic zone (SEZ) set up in 2006. In 2010, Coimbatore ranked 15th in the list of most competitive (by business environment) Indian cities. Coimbatore has trade associations such as CODISSIA, COINDIA and COJEWEL representing the industries in the city. Coimbatore is the second largest producer of software in the state, next to capital Chennai. TIDEL Park Coimbatore and other Information technology parks in the city has aided in the growth of IT and Business process outsourcing industries in the city. It is ranked at 17th among the top global outsourcing cities. Coimbatore is one of the top 10 cities in India which has large number of Start-ups.

Coimbatore has a well-developed transport infrastructure. The city is served by the Coimbatore International Airport at Peelamedu 13 kms from VIMS campus. Train service in Coimbatore upon the construction of the Podanur – Madras line connecting Kerala and the west coast with the rest of India. The major railway station is the Coimbatore Junction which is the second-largest income generating station in the Southern Railway zone after Chennai Central. It is one of the major train stations in South India and the second busiest and revenue yielding railway station in Tamil Nadu after Chennai Central.





Mr. P. Saravana Kumar, B.Tech., MBA.
Secretary
VIMS, Coimbatore
Member (Nominated by the Trust)



Dr. O.A. Balasubramaniam
B.Sc.,MBA.,MS.,Ph.D.,
Managing Director, Roots Cast Private Ltd,
RKG Industrial Estate, Ganapathy, Coimbatore.



Dr. A. Valarmathi, MBA, M.Phil, PGDCA, Ph.D., FDP (IIM-I)
Director, VIMS
Member – Secretary (Nominated by the Trust)



Dr. C. Guna Sekaran
B.E., M.I.E., M.B.A., M.I.S.T.E., Ph.D.
CEO & Professor
Vivekananda Institute of Management Studies

Advisory Committee

Mr. P. Saravana Kumar
B.Tech., MBA.
Secretary, VIMS
Coimbatore - 641 107

Chairman

Dr. Srini. R. Srinivasan
Associate Professor
Jamnalal Bajaj Institute of Management
Studies, Mumbai

Member

Prof. R. Chandrasekar, Ph.D.
Professor / Consultant, Former Director
S.P. Jain Center for Management
Dubai / Singapore

Member

Dr. C. Guna Sekaran,
B.E., M.I.E., M.B.A., M.I.S.T.E., Ph.D.
CEO & Professor
VIMS, Coimbatore

Member

Dr. Nithyanandan Devaraj, MBA.,Ph.D.
Executive Director - AMEX Alloys
Chairman - Shri Avinashiappar Trust

Member



Dr. L.S. Jayagopal, M.Tech., Ph.D., FIV
Professor (Rtd.)
Managing Director, Mithran Structural (P) Ltd., Coimbatore
Member (Nominated by the Trust)

Dr. T. Purusothaman, ME., Ph.D
Professor & Head
Government College of Technology, Coimbatore
Nominated by the Directorate of Technical Education



Dr. S. Umamaheswari, MFC, M.Com, MBA, M.Phil, Ph.D.
Associate Professor
Vivekananda Institute of Management Studies
Faculty Member (Nominated by the Director)



Mr. K. Durai, M. Sc.(Psy), Ph.D.
Senior Assistant Professor
Vivekananda Institute of Management Studies
Faculty Member (Nominated by the Director)

Mr. K. Annamalai, M.COP., PGDPM., ACS (Inter.),(Ph.D).
Investment Consultant, Managing Director
Annamalai Capital Services Pvt. Ltd.
Former President, Coimbatore Stock Exchange.

Member

Dr. S. Umamaheswari
MFC., M.Com., MBA.,Mphil., Ph.D
Associate Professor
Vivekananda Institute of Management Studies, Coimbatore

Member

Dr. K. Natesan, MA, BL, MBA, Ph.D
Vice - President, OSM & HR
Sakthi Finance Limited, Coimbatore - 641 018

Member

Dr. A. Valarmathi, MBA, M.Phil, PGDCA, Ph.D., FDP (IIM-I)
Vivekananda Institute of Management Studies
Coimbatore - 641 107

Director – Convener

Mr. R. Balakrishnan
HR Manager
JJ Coatings: Electro Coating & Powder Coating
Coimbatore - 641 107

Member

Senior Faculty



Dr. A. Valarmathi

MBA, M.Phil, PGDCA, Ph.D., FDP (IIM-I)
Director

Dr. A. Valarmathi started her career in an export oriented company and subsequently entered teaching. She obtained her Doctoral degree from Mother Teresa Women's University, Kodaikanal. and M.Phil. from Madurai Kamaraj University.

Dr. S. Umamaheswari has 16 years of Academic and Industrial experiences. She has attended various Seminars, Conferences, workshops and Faculty Development Programs at renowned Institutes. She has authored a text book on Principles of Management and an online text book titled "Accounting for Management". She has published 14 articles in International Journals and she has presented 12 papers in National and International Seminars and Conferences. Her core strength includes SPSS, Online Marketing and Green Banking. Her area of interest is Financial Management, Accounting for Management and Financial institutions and services.

She has 20 Years of experience in teaching and industry and has 13 Years of research experience. She has guided 11 M.Phil scholars and is presently guiding 4 Ph.D. scholars in the area of Marketing and Finance in various Universities like Bharathiar University, Anna University, Karpagam University, Tamilnadu Open University and Periyar University. She has presented and published research articles in 15 International and National conferences and 26 publications in refereed Journals. She has published three books: "Impact of Advertisement on Jewel Purchase Decision," "Accounting for Management" and "Written Communication". She is also a reviewer for Inderscience Publishers Journal, International Journal of Internet Marketing and Advertising and Southern Management Association Journal. She is an active member of the Coimbatore Management Association. She has received the CMA-GRD best MANAGEMENT FACULTY AWARD in 2012. Her areas of interests are Marketing and Finance. She is the proud alumnus of Indian Institute of Management, Indore.



Dr. S. Umamaheswari

MFC, M.Com, MBA, M.Phil, Ph.D.,
Associate Professor & Head Finance



Dr. C. Guna Sekaran

B.E., M.I.E., M.B.A., M.I.S.T.E., Ph.D.
CEO & Professor, VIMS

Dr. C.Guna Sekaran carries more than 3 decades of experience and exposure in leading corporate, MNCs as well as renowned Edu. Universities.

Started his carrier as GET in 1986 and raised up to Vice President/Director level in distinguished Business conglomerates in India.

Performed very critical roles in Marketing and handling of legendary brands like Royal Enfield, Atlas, Texmo, Eureka etc and sculptured revolutionary concepts in the field of Marketing and Business Development.

In the field of Education performed pivotal roles in world class Universities like Xavier University New York, Amrita University Coimbatore etc.

Has 10 years of Research Exposure in analyzing and assessing the real time criticalities in the Industries and prescribed the best solutions to various business organizations.

Carving of optimized solutions to any kind of business issues has been his characteristic feature and passion throughout the carrier.

Always has zeal and ardor in sharing his invaluable experience with budding managers in the class room by perfect simulation of the business atmosphere through real time cases, which he has encountered.

Set a life Goal and taken an Oath to create "The Best Managers" with sufficient audacity of facing any kind of turbulent business issues, ambiguities and offer them to leading Indian Industries and business houses to exhibit their dexterity in any Management portfolio.



Mr. R. Selvaraj

M.SC. (Maths) MBA (Production), M.Phil.,
Associate Professor

Mr. R. Selvaraj is a distinction holder in Mathematics. He has specialized in production in MBA. He has 26 years of experience in teaching including 20 years for post graduate courses like MBA and MCA. His publications include the books with title "Quantitative Methods in Management" and "Management Science: Decision Modeling Approach." He has published over 20 articles in International, National Journals.

He has been delivering guest lecturers in various colleges and universities. He has rendered service in various posts like NSS Programme Officer, Placement Officer, and Head of the Department, Vice Principal and college committee member. He was the senate member of Bharathiar University consecutively for the two terms from 2000 to 2004.

Senior Faculty



Dr. Hema Bhalakrishnan

B.A., PGDBM, PGDCA, PGDMM, MBA, Ph.D.,

Associate Professor

Dr. Hema Bhalakrishnan has 14 years of teaching experience and 2 years of industry experience. Besides, she holds 4 years of research experience under UGC-Junior Research Fellowship and qualified UGC-NET. Her publications include 26 articles in leading International and National and Online journals. She has presented over 19 papers in various national and international seminars and conferences. To her credit, she has published 2 text books, one on "Organizational Behavior" and another on "Working Conditions of Contract Laborers in Engineering Industries – A Lead to Better Human Resources". She is an active member of editorial board of various international journals. Her areas of interests are Organizational Behavior, Human Resource Management, Managerial Behavior Effectiveness, Performance Management and Retail Marketing.

Mrs. S. Kalaivani has Completed her M.Phil in Management specialized in the area of Stress Management and completed her MBA in Periyar University in HR and Marketing Specialization. She has nearly 8 years of teaching experience. She is well known teaching methodology of bringing Visualization of theories and concepts for better teaching and learning process. She has presented many Research Papers in National and International Conferences also Participated in Workshop and FDP's organized by reputed Institutions. She has actively participating club activities of MMA and Coordinator Students welfare club taking care of Grievances Handling, Mentoring and Motivating. Her interest is to develop student's competencies to step into the competitive world. Her area of interest is Organizational Climate, Emotional Intelligence and Industrial Law.



Mrs. S. Kalaivani

BBA, MBA, M Phil

Assistant Professor



Dr. M. Parimalam

B.Sc, MBA, Ph.D
Assistant Professor

Dr. M. Parimalam has obtained her doctoral degree in management from Anna University in the area of Work-life Balance. She has nearly 6 years of teaching experience and specializes in experiential learning using innovative teaching methodologies. She has three years of corporate experience in HR potential development of graduates to meet the corporate requirements of Banking Sector. She herself has been engaging in social research for the welfare of Economically Backward Community. She has published 4 research articles in International Journal and 2 articles in National Journal. She has also presented many papers in National and International conferences in renowned institutions. Her area of interest is in the field of Human Resource Management and Organizational Behavior. Her current area of research includes Stress Management and Disruptive Technology.

Mrs. D. Vidhya completed her MBA specializing in Human Resource and Marketing from SNS College of Technology under Anna University. She has completed her M.Com., PGDCA., M.Phil., from Bharathiar University. She is pursuing her Ph.D in Management under Bharathiar University. She has 12 years of teaching experience. Has presented and published 23 papers in national and international conferences and Journals. She has also participated in 8 Faculty Development Programmes, seminars, organized by various institutions. Her areas of teaching interest include Marketing, Human Resource, Financial Accounting, Cost Accounting and Management Process.



Mrs. D. Vidhya

M.Com., MBA, PGDCA., M.Phil.,
Assistant Professor

Senior Faculty



Mrs. S.Jeevitha

B.B.M., M.B.A.

Assistant Professor

Mrs. S. Jeevitha is a passionate academician having more than 5 years of experience in Teaching, administration in educational Institutions. She also has 2.6 years of experience in industry working on different industrial projects. Her excellent creativity and innovative skills brought lots of innovation and creative methods of teaching in the field of Human Resource Management. She has the instinct to seek out new things and urge to inculcate skills to students through Teaching. Jeevitha is good in fostering analytical and logical skills to the students to enhance their analytical and critical thinking. She has conducted various events in intercollegiate and national level. She has also presented many papers in National and International conferences in renowned institutions.

Muhammed Shareef K , Student Counsellor of VIMS has vast industry experience in the area of Marketing and Welfare Management. He has over 12 years of professional experience in education sector. He is a Business Management Professional, proficient in implementing strategic as well as operational policies for a sustained and continuous growth of the organizations. He is also a highly result oriented performer. Earlier Mr Shareef worked as South Zonal Manager at International Institute of Business Studies, Bangalore.



Mr. K. Muhammed Shareef

BA (Economics), MBA

Student Counsellor

Training and Placement Cell (TPC)



Mr. K. Durai, Msc (Psychology), MBA
Faculty & Placement Coordinator, VIMS

Mr.K.Durai is an Academician by Profession, has obtained Master degrees in Business Administration (MBA) and in Psychology (M.Sc) and pursuing Ph.D in Management Studies. He has 20 years of experience in Higher Education in the field of Management. He is a Passionate Result Oriented Professional Trainer; Certified by Junior Chamber International (JCI) handled soft skill training for various segments namely Students, Corporate Employees, Entrepreneurs, and General Public. He mixes the latest training techniques to make strong impact on his training sessions. He has reached the employees of Fenner India Limited, Ramco Cements, and other business houses in SouthTamilnadu. He has imparted employability skill training programs for more than 40 educational institutions. His activity based training fulfills the expectations of the clients. He has also served as Pilot Faculty for Trainers Training Program on Public Speaking. He served as Business Consultant in FMCG Sector.

Learning Resource Centre

Mr. G. Chinnapparaj has as obtained his Post Graduate degree in Economics from School of Economics, Madurai Kamaraj University, Madurai, in the year 1994. He has completed his Post Graduate Degree in Library and Information Science in Madurai Kamaraj University, in the year 2001 and he has completed M.Phil in Library and Information Science in Vinayaka Mission University, Salem. He has 18 Years of experience in Library and Information Science and attended National and International seminars in the field Library and Information Science. He has designed a library software package LMS (Library Management System).



Mr. G. Chinnapparaj
M.A. Economics, M.L.I.Sc., M.Phil. D.C.A.,
Librarian

Global Resource Centre



Virtual learning is a great option for students and can be an effective way of learning. Taking virtual courses is quite different from taking courses in face-to-face classrooms, however, it's important for students to understand what habits they should have or ought to develop and what support systems they will need to succeed. Research shows that students who are well-prepared and well-supported for this new experience perform better in their courses.

VIMS has established a Global Resource Centre to support students and faculty to expose corporate dynamics both from international and domestic expertise. The centre has dedicated International and National level corporate and academic experts who have vast experience in various fields.



Mrs. Jeyapriya M Prathip











PGDBA., M.S.W., TESOL

Corporate Trainer

Jeyapriya Maheswaran is a TESOL certified professional EFL trainer with a passion on student learning and fifteen years of experience in training, content writing, creative curriculum planning and standardized testing. Have worked with more than 20 renowned educational institutions in India and abroad. Have been managing a successful skill development centre in Coimbatore for the past 6 years, which concentrates on kids and adult English training. She has been appointed as the Board of studies for the English department in PSG college of Arts and Science till the year 2023. She has trained more than 100 candidates in international proficiency tests like IELTS, TOEFL, PTE.. With a master's degree in management she has exemplary teaching skills to bring expertise and enthusiasm to the management students.

International Exposure

INTERNATIONAL INTERNSHIP* / PROJECT* / PLACEMENT* / TRAINING*

Company Name	Country / Region	Corporate Connect	
Axon Consultancy Sdn Bhd	Malaysia	Direct	
Core Team Global	KSA	Hi-Flyer Corporate Services	
Polytech Industries	UAE	Hi-Flyer Corporate Services	
Turkey Group	KSA	Hi-Flyer Corporate Services	
Al-Shirawi Group	UAE	Hi-Flyer Corporate Services	
Leminar Group	UAE	Hi-Flyer Corporate Services	
M & M Farms Malaysia	Malaysia	Direct	
Nutrihealths Asia Sdn. Bhd	Malaysia	Direct	 (http://www.nutrihealths.com)
Nutrihealths Marketing Pte. Ltd.	Singapore	Direct	
De' ALIF Chain of Restaurants & Retailers	Malaysia	Direct	
UNIsporter	Vienna Austria	Direct	

* Conditions Apply

International Academic Collaboration



VIMS and Nilai University Malaysia have similar interests and collaborated for its mutual benefits. This efforts brings out both institutions on Exchange on Best Practices, Faculty and Student Exchanges, Internship and Project collaborations, Joint Collaboration in Research and Publications, Reciprocal placement of students when possible, Joint Conferences and Workshops, Skill based courses that are left to the choice of the two parties, Joint Consultancy and Research Projects and etc.,

Foreign Industrial Visit

During the course duration, the students are taken to a foreign industrial visit to any of the countries like Malaysia, Singapore, Thailand and etc. to get international exposure through the Company visits, International guest lectures at foreign universities and colleges and interactions with industry experts during the visit.



Visiting Faculty

Academic



Dr. Manju Shree, Professor
Debre Tabor University
Ethiopia

Dr. V. Mohanasundaram
Professor, Member - Advisor IQAC
PSG College of Arts and Science
Coimbatore

Mrs. Radhika Iyer
B.Sc. (Phy), MBA (Mktg), MPM,
Dip in T&D (ISTD, New Delhi), MPhil.,
Visiting Professor, Bangalore

Mrs. Elizabeth John, MSW., B.Ed., (PhD), S.E.T.,
Advanced Course in Counselling
Life Care Counselling Centre (Reg. Charitable Trust,
No. - IV/89/2016), Kottayam



Industry

Mr. K. Ravi
CFO, Roots Industries India Limited
Coimbatore

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, Cbe.

Mr. G. Somasundaram
Senior Manager – HR
Gokaldas Exports Ltd, Bengaluru.

Mr. K. Annamalai
Director, D.J. Stocks & Shares P. Ltd.
Coimbatore

Dr. K. Natesan
Vice - President, OSM & HR
Sakthi Finance Limited, Coimbatore - 641 018

Mr. R. Mohanasundharam
Managing Director
Amirtha Dairy Pvt Ltd., Erode

Mr. T.C. Dinamani
Advisor to Chairman
Kovai Medical Center and Hospital (KMCH),
Coimbatore

Mr. Raveendran John Bosco
CEO, Turning Point Business Solution
Chennai

Pradeep Nayak Sridhar
Unit Manager – Advisory Desk
Kavy Stock Broking Limited, Hyderabad



Mr. G.A. Kalyanamoorthy
Operations manager and Vice President
SDV International Logistics Limited and
Coimbatore Customs House & Steamer
Agents Association, Coimbatore.

Mr. P.V. Jyothi Ganesan
Deputy General Manager
Customer Quality & Six Sigma
ZF Wind Power Coimbatore Pvt.Ltd., Cbe.

Virtual Learning

Overseas Faculty

Mr. Yashidevan Saththasivan

Database Service Engineer, T-Systems, Malaysia.

Mr. Ivan Teh

Technical & Marketing Manager

Pen Power Sdn Bhd, Penang, Malaysia.

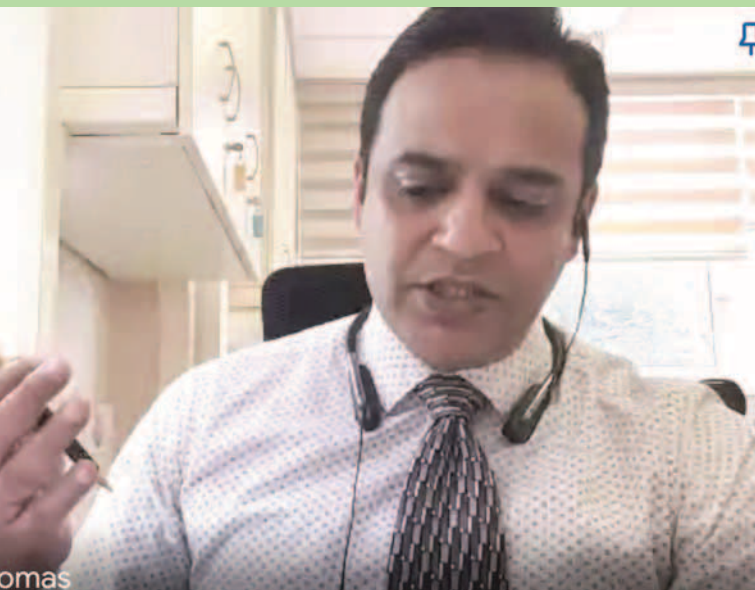
Mr. Mohan Kalimuthu

IT Infrastructure Manager (Asia Region)

Intel Corporation, Penang, Malaysia.

Mr. G. Raaj Kumar

COO, Malaysian Integrated Business College, Malaysia



Foreign Visiting Faculty

Dr. Arivalan

Director, Praxis Skills Training and Consultancy. Sdn. Bhd.,
(Formerly known as Praxis Synergy Training and Consultancy), Malaysia.

Dr. Geetha Suresh

Associate Professor, Department of Criminal Justice
1525 Greenspring Road, Stevenson, MD, 21153.

Dr. N. Kavitha

Associate Professor, Department of Management
College of Business and Economics
Mekelle University, Mekelle, Ethiopia.

Dr. R. Easwaramoorthy

Professor, Management Dept., AMITY University, Singapore.

Mr. Sakthivel Shanmugam

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

Mr. Sujesh Karipalli

Vice President – Private Banking
ICICE International Banking Group, UAE.

Mr. Harish Sakthi

CEO, Global Corp Logistics LLC, Oman.

VIMS – Campus to Corporate Connect



The Corporate Catalyst “**CAMBISTA**”

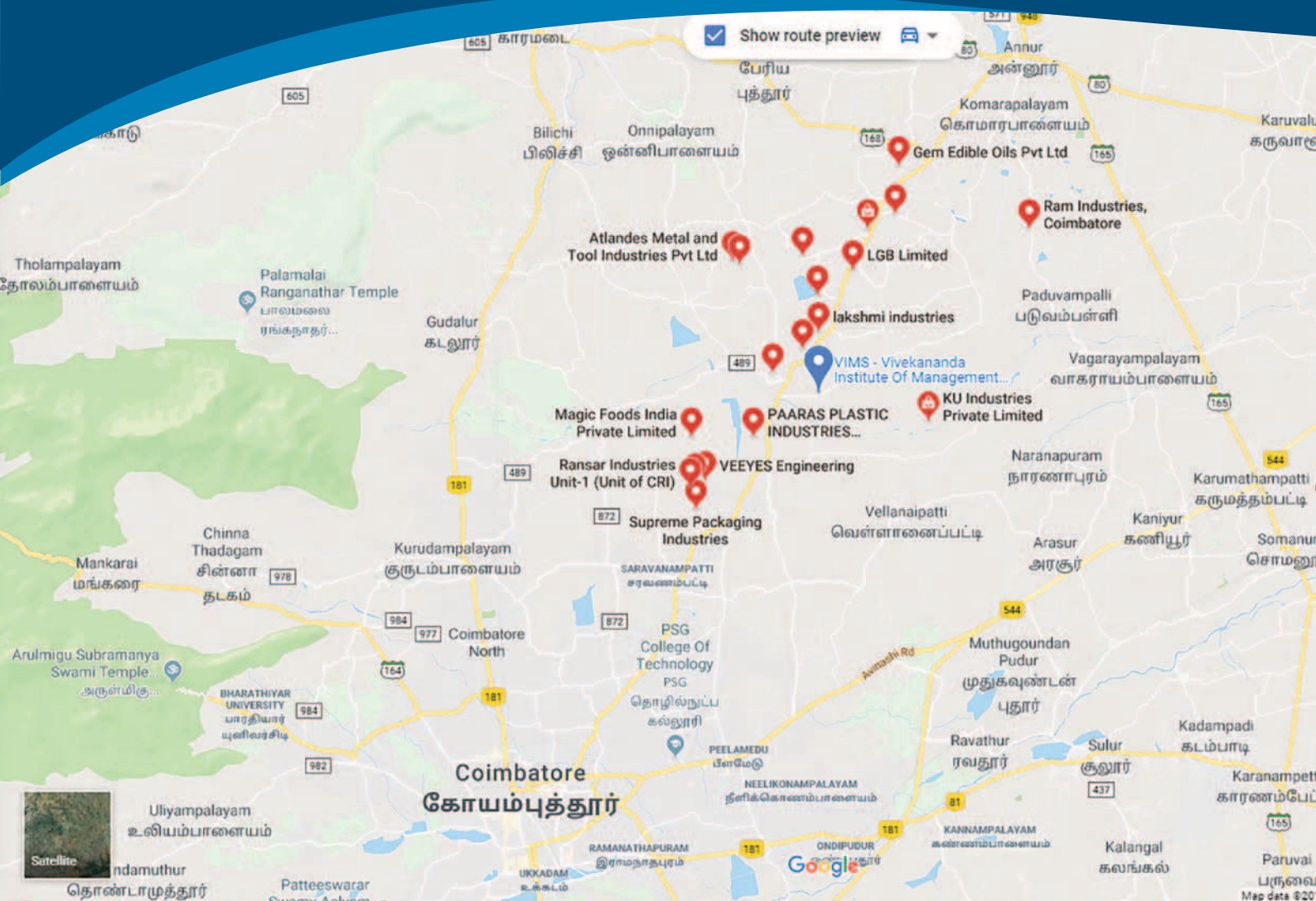
CAMBISTA is the umbrella student association of VIMS, which is to enrich with skills and knowledge beyond regular curriculum through niche centres, cells and clubs; namely

1. **Executive Business Club**
2. **Hi-Tech Club**
3. **ED Cell**
4. **Counselling Cell**
5. **Student Welfare Cell**
6. **CRCP**

The students are regularly get facilitated to ensure their Professional skills, Leadership Competencies and Personality Development for being positive and creative through the following events

1. **Corporate Hi-Tea Party**
2. **Corporate CSR**
3. **Corporate Artifact**
4. **Indian Business Tycoons**
5. **Live Business Plans**
6. **CEO Meets**
7. **HR Conclave**

VIMS – Location





Transformative Power of VIMS

Academic Programme

VIMS conducts a Full-time MBA Programme with the time span of two years (Four Semesters). The Programme is approved by AICTE New Delhi and affiliated to the Anna University, Chennai. The choice of electives by each student in the programme complements their career objectives. After completing the first year, customization of MBA curriculum is possible by choosing electives that establish depth in a particular area, or make obvious an enjoyable perspective of business principles that encompasses several functions. It is a 100 credit programme. Regular Out-bound Training Programmes, Conferences and Industrial Visits are organized as a part of the MBA package. In order to gain practical exposure, the students undergo a Summer Internship for 4 weeks as well as a project for 6 months.

MBA Electives

- Human Resource Management
- Marketing Management
- Financial Management
- Operations Management (includes Logistics & SCM)
- Systems Management (includes ERP)

Sectoral Specialization in

1. Logistics and Supply Chain Management
2. Infrastructure and Real Estate Management



MBA SYLLABUS

Choice based credit system

MBA Syllabus

YEAR 1	SEM 1	Principles of Management
		Accounting for Management
		Economic Analysis for Business
		Legal Aspects of Business
		Organizational Behaviour
		Statistics for Management
		Total Quality Management
		Spoken and Written Communication
	SEM 2	Applied Operations Research
		Business Research Methods
		Financial Management
		Human Resource Management
		Information Management
		Operations Management
		Marketing Management
		Data Analysis and Business Modeling

YEAR 2	SEM 3	International Business Management
		Strategic Management
		Elective I
		Elective II
		Elective III
		Elective IV
		Elective V
		Elective VI
		Summer Training
	SEM 4	Project Work





Electives Offered in MBA

Stream / Specialization: Marketing Management

Brand Management
Consumer Behavior
Customer Relationship Management
Integrated Marketing Communication
Retail Marketing
Services Marketing
Social Marketing

Stream / Specialization: Financial Management

Banking Financial Services Management
Corporate Finance
Derivatives Management
Merchant Banking and Financial Services
Security Analysis and Portfolio Management
Strategic Investment and Financing Decisions

Sectoral Specialization in

Logistics and Supply Chain Management
Infrastructure and Real Estate Management

Stream/Specialization: Human Resource Management

Entrepreneurship Development
Industrial Relations and Labor Welfare
Labor Legislations
Managerial Behavior and Effectiveness
Organizational Theory, Design & Development
Strategic Human Resource Management

Stream / Specialization : Systems Management

Advanced Database Management System
Data mining for Business Intelligence
E-Business Management
Software Project Management and Quality
Enterprise Resource Planning

Stream / Specialization: Operations Management

Logistics Management
Materials Management
Product Design
Project Management
Services Operations Management
Supply Chain Management



VALUE ADDED COURSES

Value Added Courses

Orientation Course

- Bridge Course in Mathematics and Accountancy
- Training in Communicative English
- Personality Enhancement Training
- Leadership and Team Building

Professional Certification Courses

- Certificate in Human Resource Generalist
- ERP - SAP Certification Training
- Certificate in Logistic and Supply Chain Management
- Certificate in Six Sigma Green Belt Professional
- Diploma in GST– Beginner, Intermediate, Expert, Business Management
- Certificate in Digital Marketing Professional
- Certificate in Recruitment Professional – Domestic/USA
- BSE Certification Course
- Certificate in Hospitality Management

Intellectual Properties

VIMS strongly believes in enhancing the students' knowledge through experience sharing. A variety of programmes such as International Conferences, Symposiums, Webinars, Skill Development Programmes Video Documented Interactive Meeting with company CEO's and peer presentation of Empirical Micro Learning experience, are conducted systematically to trigger the learning appetite of students. Besides, Faculty Development Programmes, Faculty Forum meetings case writing and such other academic networks help the faculty to keep track of the trends and developments in the field of Management. VIMS has been successfully publishing a professional bi-annual journal namely, VICHAARA AN INTERNATIONAL JOURNAL OF MANAGEMENT, which is an intellectual contribution in the fields of management.



Empirical Micro Learning (EML)

In pursuit of industry institute interaction that caters to the industrial needs, VIMS provides holistic exposure to students that enable them to equip themselves with the practical aspects of the industry. Through MOU tie ups with various organizations, the institution organizes industry visits, and helps in bringing industry institution interaction in the campus. An initiative called Empirical Micro Learning at the institute encourages students to visit the industry and learn by their own experiences. Students are assigned to visit sector based companies of their interest and take up periodical training by monthly to keep them exposed the current happenings of the sectors. The Field Training Programme enables the students to grasp the field realities and practical problems and to develop the attributes and skills required by the industry. A practical corporate scan and report presentation is also engaged with a faculty and corporate guide. Empirical Micro Learning is not part of the curriculum but an extended effort by the students to gain the field exposure, enabling the students to take up projects at the industry through Empirical Micro Learning had resulted in many students finding jobs before completion of their project.



Case Studies

An Epitome of Entrepreneurial Success Live Case Documentation

- A Success Story of High Performance Enterprise **Barani Hydraulics India Private Ltd, Coimbatore**
- A Right Blend of Business and Corporate Social Responsibility. **P.N. Lashmanan, Right Castings India, Coimbatore.**
- A Genius in the Making – Success Story of the “Napkin Man” **Muruganantham**
- Success Story - Wonderpreneur **Iakoka Subrmaniam** - A Jewel In The Crown
- Wellness as a way of Business: Using Technology to Create India's Most Successful Diagnostics Business - A Success Story of **Dr. A. Velumani, CEO, Thyrocare**
- A Success Story of an Innovative Leader: **Steve Jobs** Innovative Thinking Led Apple Inc a Great Success
- **Ammarun Visvanathan:** An Entrepreneur With Creative Contentment



Video Documentary

Curriculum driven daily learning tasks and self determined learning tasks are practiced in day to day teaching and learning activities.

- An Interview with a Corporate HRs and CEOs - Video Documentary by students.
- Management Concept Learning Video Documentary
- Professional Skill Development Video Documentary
- Enterprise Resource Planning Live Case Analysis Video Documentary
- HRM Case Analysis Video Documentary
- Simulation Learning documentary through live Business scenarios (Recent works on Enterprise Resource Planning on Mercedes Benz, Nestle, Wal-Mart, BMW, Cisco, Coke, Agilent and etc..)

VIMS Youtube Channel: <https://www.youtube.com/channel/UCBw47hHhvtf5kyHRHT2c8hw>

Centre for Research Consultancy & Publication (CRCP)

The research capabilities of Higher Education Institutions need to be strengthened, more so in B – Schools. VIMS has set up a Centre for Research Consultancy and Publication, with a view to promoting research and publications as well as facilitating research scholars to avail the guidance and consultancy service under one roof.



Functions / Services

The value added facility namely Centre for Research Consultancy and Publication aims at providing the following services:

- Preliminary consultation for preparing research design.
- Preparing data collection tools.
- Suggesting analytical tools and methods.
- Interpretation and report writing.
- Support for publication of research findings in journals.
- Setting a research forum with peer presence, co-researchers and members.
- Undertaking research and consultancy projects assigned by corporate and other bodies. The service will be made available 24/7 basis.

Facilities Available

The centre strives to advance expert research guidance under the platform of following facilities:

- Computers – 120 Computers and 1 server in a separate room.
- E. Resources – EBSCO and J – gate.
- Softwares – Visual P/s (VPLS) Model, AMOS, SPSS.

Organization

Centre for Research Consultancy and Publication is proposed to be operated and supported by the entire team of VIMS to provide expert advice in the area of scholastic and industry research.

The CRCP team comprises:

Patron	Dr. C. Guna Sekaran, CEO & Professor, VIMS
Facilitator	Dr. A. Valarmathi, Director, VIMS
Coordinator	Dr. S. Umamaheshwari Associate Professor, VIMS
Members	Dr. M. Parimalam, Assistant Professor, VIMS Mr. K. Durai, Senior Assistant Professor, VIMS Mrs. S. Kalaivani, Assistant Professor and Ms. M. Vaishnavi, Assistant Professor

Services of the external experts will be made available depending on the need, area of specialization and the analytical tool applied. Based on the requirement, monthly research colloquium will be organized, which will be a platform for presentation, discussion and expert advice on the research projects on a stage by stage basis.



Research Publication

International Journal

VICHAARA An International Journal of Management, ISSN online version (ISSN NO: 2347 4726) and ISSN print version (ISSN No: 2347 4076) is a bi-annual double blind and peer-reviewed journal promoted by Vivekananda Institute of Management Studies. Vichaara is a medium for academicians to share the current developments and perspectives on research stratagem, business/ management diplomacy and paradigms of Business, Management and allied Social Sciences.

The journal invites robust papers that contribute to the area of research in business management and related disciplines. Every issue of the journal carries a mix of Business Research, Contemporary Management Case Studies, Book Reviews, Management Practices, and Revisiting Native Wisdom.

International Conference

VIMS periodically organizes International Conferences and Workshops in association with renowned academic and industrial bodies from different parts of the world. These efforts are to expose students with the contemporary management practices around the globe. The recent ones are:

1. A One Day International Conference on “Contemporary Management Practices” was organised in association with the Indian Chamber of Commerce and Industry (ICCI) Coimbatore and Olympia College Malaysia as the Industry and Academic Partners respectively. The Programme was initiated with an aim to benefit the Faculty Members and Research Scholars in Management and Commerce Disciplines as well as Corporate Executives on the modern management practices.
2. A Two Day International Workshop on Supply Chain & Logistics: Best Practices for Global Shipping Compliances was organised in association with Global Corp Logistics LLC, Oman.





Symposium and Seminars

VIMS organizes Symposiums and Seminars to create awareness on the emerging leadership and strategic trends among the students and faculty members. This initiative brings out major transformation in students leadership and managerial abilities, a few such recent events are:

1. A Symposium on Servant Leadership
2. A National Seminar on Business Strategy in the Global Environment
3. A Workshop on ERP Best Practices in the Global Business Environment

Compendium of Research

VIMS brings out a periodical Compendium of business research in respect to bring out live business research works with the guidance of industrial and academic mentors. Business Research Compendium presents a right mix of conceptual and empirical issues. In the Business Research segment the research papers exhibit a strong empirical grounding and cotemporary relevance of these concepts in business management for different companies in India. The area of research papers include general management, human resource management, marketing and customer relationship management, operations, finance and share trading with reference to service, manufacturing, trading, retailing and e-tailing, healthcare and hospitality sectors. The joint effort of academicians and corporate experts in the relevant field involving the professional post graduate students from management discipline certainly brings out synergized business troughs, critical analysis and creative suggestions for the business decision makers to refer in their relevant. It also evolves a management philosophy by synthesizing and creating values and practices prevailing in the organizational and social plane. In precise, this effort brings out practical and valuable lessons in the management discipline and also refreshing thoughts with factual research findings in the arena of contemporary management.



Corporate Connect

VIMS has forged a very close and consistent industry institute interaction by a mix of programs to promote experiential and field learning. Students are encouraged to undergo Empirical Micro-learning, a self-learning exercise in companies in the week ends (Saturday)

Industries visit is a regular feature. Students have visited many industries which include:

- Lakshmi Machine Works (L.M.W.), Coimbatore
- "The Hindu", Coimbatore
- Sakthi Auto Components Ltd., Pallegoundanpalayam, Coimbatore
- Darmona Estate & Tea Industry, Ooty
- ITC Limited Packaging & Printing Division, Chennai
- Salzer Electronics, Coimbatore
- Roots Industries India Limited, Coimbatore

As an Industry Institute Initiative, MOUs have been signed with industries for sharing of experience. VIMS signed up MOUs with the following companies:

- Globals Technologies, Bangalore
- Bajaj Allianz, Coimbatore
- COINDIA, Coimbatore
- My deals247.com, Bangalore
- Mogambo.biz
- The Masters Key, Training Institute, Coimbatore

Institutional Membership

VIMS has networked with the leading Management Associations such as:



Coimbatore Management Association



Coimbatore Productivity Council



MTC Global



All India Management Association



Association of
Indian Management Schools



The Indian Chamber of
Commerce and Industry, Coimbatore



Life Care Counselling Centre, Kottayam

MDPS customized to industry needs are being conducted. So far the following such programs have been conducted:

- In Lakshmi Cermics , Coimbatore: MDP on Sales Promotion
- In Kurunji Hospital, Coimbatore: MDP on Service Effectiveness
- In Suzlon Energy Limited, Coimbatore: MDPs on Presentation Skill, Soft Skill ,Public Speaking, Leadership skill and managerial Styles etc.,



Centre for Techno Management

VIMS Techno-Management Centre is a specialized unit to promote techno-components, tools, analytics and methods used for effective decision making and management. The centre has partnered with renowned technology management solution providers, such as IVY IBM Business Partner, AIHR Netherlands and etc.

The Centre has a two pronged agenda: First to give enough exposure to students on technology relevant to current management and second the industry relevant certificate programmes.

"..... You need to have both technology and business both tightly integrated in your offerings" - Mr Chandrasekaran, Executive Vice-Chairman, Cognizant India (The Hindu 29 January 2019)

Industry Certification Courses provided on demand:

- IBM Business Analytics
- Digital Marketing
- SAP HCM Power user Program
- (HRIS/ESS / Payroll course & One year Practical Cloud Access Free)
- CII - SCM Professional
- Certificate in Six Sigma
- SPSS Research Tools Training
- IBM Business Analytics / PPTS Business Analytics
- IAMAI Digital Marketing
- Certified Recruitment Professional US / Domestic
- Certified Payroll Management Professional
- Certified Statutory Management Professional
- Sig Sigma (Six Sigma Green Belt - Executive Certification)
- NSE Certification
- CII - SCM Professional
- ERPTally
- SAP ERP
- RAI Certification

This effort is to facilitate the students and faculty members to understand the impact of technological advancements on business process such as: integrated planning, enterprise resource planning, business design, optimization, operation and control of technological products, processes and services to create competitive advantage in their current and future business affiliations.

Industry Partners



Entrepreneurship Development Cell

The prime adage is to create a platform for entrepreneur aspirants, explain the provisions to explore their ideas, making them aware of moral and financial suppliers available in the market and to create entrepreneur to the society and satisfy needs of the market and fulfilling the dreams of aspirants

Objectives of ED Cell:

The main purpose of this cell is to train and motivate the students to become Job Creators rather than Job Seekers.

- To inculcate the entrepreneurial culture into their minds.
- To conduct Entrepreneurship Awareness Camps, Entrepreneurship Development Programs, and Faculty Development programs for our college as well as students from neighboring institutions.
- To assist them in starting industries of their own right from Product Identification, Market Survey, tools for market research, preparation of Project Reports, assist them in getting Technical feasibility Report



Events conducted by EDC: A Glimpse

Entrepreneur Development Cell has conducted a "One day entrepreneur event". Five teams comprising five students each were loaned an equal investment and were asked to generate surplus within a stipulated period of 10 hours. Those teams sold products like T-shirts, Handcrafts, Vegetables and Computer related services. This task molded the students into better risk takers, and also gave them their first feel of business acumen.

- Business Concepts Presentations, Dr.K.Suresh kumar, Director, PSG-STEP, Coimbatore was the Chief Guest
- Business Plan-Proposal Contest was conducted around 60 Students of VIMS and other college students participated and got benefited
- Mentoring session on " Idea Generation and Financial Suppliers "was organized and conducted in association with Native Angle Networks, who understood the characteristics and limitations of the entrepreneurial ecosystem in Tier II and III regions in India and devised a unique investment facilitation model to support the early stage ideas rising from these regions.



Entrepreneurship Development Cell

The prime motto of the ED Cell of VIMS is to create a platform for entrepreneur aspirants, 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 of youth in India.

Mission

The main purpose of the ED cell is to train, motivate and focus on developing entrepreneurial spirit of the students.

- To inculcate the entrepreneurial culture in the minds of youth and to identify innovative business ideas.
- To conduct Entrepreneurship Awareness Camps and Entrepreneurship Development Programs, for the students of VIMS as well as the student youth in neighborhood.
- To facilitate the process of starting enterprises of their own, right from Business Identification, Market Survey and preparation of Project Reports.

Vision

Transforming the entrepreneurial aspirants of youth in India to become successful entrepreneurs.

VIMS ED Cell is associated with:



Progressive Plans:

1. Establishing full-fledged ED Cell with the support of External Agencies.
2. Establishing archives for investment projects and provide technical guidance.
3. Setting up Business Incubation Centre.

Regular Events:

1. "Young Entrepreneurs Conclave" (YECON).
2. "Idea Box" – Business Plan Contest.
3. "Own Boss" – One Day Entrepreneur.
4. Social Media Advertising: Awareness Program for Startups.
5. Business Quiz Competition.
6. Guest Lecture on New Business Model.

Organization Structure of EDC

Patron: Dr. C.Guna Sekaran, B.E., M.I.E., M.B.A., M.I.S.T.E., Ph.D.
CEO, VIMS

Chief advisor: Dr. A. Valarmathi, Director, VIMS

Advisory Committee

1. Mr. S. Anburajan, Chairman, TANSTIA-FNF-SERVICE CENTRE, Chennai
2. Dr. K. Suresh Kumar, Executive Director, PSG- STEP, Coimbatore
3. Mrs. Sudha Purushotaman, Vice President, Women Business Enterprises Development Association (WOBEDA), Coimbatore
4. Mr. N. Naveen, Cofounder, EduTech Startup Company

Faculty Coordinator

Dr. S. Umamaheswari, Associate Professor, VIMS

Student Coordinators

1. Abrar Ahmed A S
2. Keerthana Murali K
3. Naveena Shree K
4. Gladson Moses P

Placement Cell

Giving Wings to Your Career Aspiration

Vision

To enable the students to become employable and provide ample career opportunities

Mission

Ignite, Enlighten and Empower the young minds.

The placement cell has designed comprehensive program which envisages, entry point profiling of students, skills mapping and focused skill enhancement training to bridge the gap between industry expectation and competence of students.

Salient Features

- Students will be categorized at the time of admission on the basis of UG specialization such as Accountancy, Computer, Others etc.
- The companies will conduct a skill set mapping test to know who would be their prospective employees.
- The companies will impart required skill training in different domain areas to the prospective candidates to make them employable.



Our Corporate Placement Partners

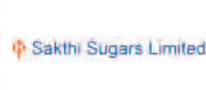
FMCG



Services



Manufacturing



Banking and Finance



Logistics



HR



There is a separate cell for organizing training and placement activities. The Placement cell has designed comprehensive program which envisages, entry point profiling of students, skills mapping and focused skill enhancement training to bridge the gap between industry expectation and competence of students.



K.E. Madhumathi
Equity Advisor, Karvy Stock
Broking Limited, Hyderabad



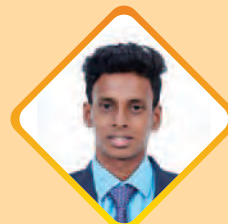
D. Neethu Kumari
Equity Advisor, Karvy Stock
Broking Limited, Hyderabad



P. Sanjeevi
Equity Advisor, Karvy Stock
Broking Limited, Hyderabad



G. Santhosh Balaji
Equity Advisor, Karvy Stock
Broking Limited, Hyderabad



S. Sriram
Equity Advisor, Karvy Stock
Broking Limited, Hyderabad



A. Ahamed Rashid
Business Executive
Microbiological Laboratory



R. Gobi
Accounts Executive
Microbiological Laboratory



V. Gopinath
Business Executive
Microbiological Laboratory



A. Natrayan
Business Executive
Microbiological Laboratory



M. Vignesh
Business Executive
Microbiological Laboratory



P. Vignesh
Business Executive
Microbiological Laboratory



K. Soundarya Devi
Business Development Executive
Texila Educational and
Management Services (P) Ltd



M. Bawin
Marketing Executive
ITC Ltd.



Boopathiraja N
Marketing Executive
ITC Ltd.



Gowtham R
Marketing Executive
ITC Ltd.



Mathan Kumar. C
Marketing Executive
ITC Ltd.



Thirumoorthi.R
Marketing Executive
ITC Ltd.



S. Surya
Business Development Executive
HCL, Chennai



R. Elanchizeyan
Logistics Trainee
Pricol, Coimbatore



Sheekhashini. V.G
HR Executive
Lucas - TVS Ltd, Chennai



Shriharikumar. V
Asst. Accounts Manager
Cosmos Industries Pvt. Ltd.,
Mysore



L. Elango
Forex Officer, Karvy Stock
Broking Limited, Hyderabad



Y.G. Lokesh
Equity Advisor, Karvy Stock
Broking Limited, Hyderabad



P. Sasidharen
Equity Advisor, Karvy Stock
Broking Limited, Hyderabad



Arun Kumar. A
Equity Advisor, Karvy Stock
Broking Limited, Hyderabad



V. Karthickkannan
Equity Advisor, Karvy Stock
Broking Limited, Hyderabad



S.E. Rahul
Financial Advisor, Karvy Stock
Broking Limited, Hyderabad



R. Deepak Kumar
Area Sales Manager
Amirthaa Milk Dairy



G. Shanmugavadivel
Area Sales Manager
Amirthaa Milk Dairy



M. Sivakumar
Area Sales Manager
Amirthaa Milk Dairy



V. Sathish Kumar
Area Sales Manager
Amirthaa Milk Dairy



K. Vignesh Kumar
Area Sales Manager
Amirthaa Milk Dairy



P. Jeevanandham
Marketing Executive
Mintly



P. Thamaraiselvan
Project Trainee, Maxtrix Retail
Sales Online Private Limited



V. Mahesh Kumar
HR Executive, Theni Anantham Silks
and Readymades Pvt Limited



B. Viswanath
HR Executive, Theni Anantham
Silks and Readymades Pvt Limited



R. Akalya
Relationship Manager
Annamalai Capital Services (P) Ltd



A. Rohini
Relationship Manager
Annamalai Capital Services (P) Ltd



T. Sudha
HR Trainee, Veelson Energy System
Private Limited



Naveen Kumar. C
Senior HR Executive
Roots Industries India Ltd



Nagaraj .V

SAP Finance Accountant
Mahindra Business SAP Services



Chandru. D

US IT Recruiter
Sensiple Software Solutions



A. Arun Kumar
Business Development Manager
Face Focus Academy



Lokeshh. Y. G
Business Development Manager
Face Focus Academy



Prasanth Arokia Vivek .W
Business Development Manager
Face Focus Academy



Asmitha. S.K

Banking Process, Barclays
Securities (India) Private Limited



Ayisha. S

Senior Process Associate
Infosys



Banupriya. K

Organisation Process Associate
RR Donnelley



Bharath. S

Finance and Accounting Process
Infosys



Boopathi. P

Assistant Manager
Future Generali Insurance



Clement. A

Student Facilitator and Analyst
(SFA), Gre Edge



Deepana. R

HR Manager
Omeghaa Staffing Solutions



Deepika. D

Management Executive
India Infoline Ltd.



Divya. P

Bbranch Head
CGSIGMA



Hemalatha. N

Deputy Manager
Idbi Federal Life Insurance Co Ltd



Javakarprasanth. N.R
Production Planning Engineer &
Vendor Developer
Statex Engineering Pvt Ltd



Kannan. B

Finance and Accounting Process
Infosys



Kavinraj. M

HR Recruiter
Forte Solutions Pvt. Ltd.



Kirubakaran. E

Deputy Manager
IDBI Federal Life Insurance Co Ltd



Loganathan. M

Relationship Executive
Bajaj Capital



Madhu Balan.K
Management Executive
India Infoline Ltd



Mahesh. A
Accounts Executive
Le-Meridian



Manoj Kumar. K
Customer Support Executive
Personiv Business Solutions



Manoj Prabhakaran. S
Sap Finance Accountant
Magna International Inc.



Manonmani. S
Finance Associate
Muthoot Finance Ltd.



Mithun Kumar. M
Customer Care Executive
Paytm



Nagarajan. N
Probationary Officer, Prompt Multistate
Co-op. Housing Society Ltd.



Nandhini. V
Market Research Analyst
Owler India Pvt. Ltd.



Naveenkumar. G
HR Executive
Edu Fly Global



Prakash. T
HR Executive
Personiv Business Solutions



Praneshraj. R
Management Executive, Statestreet
HCL Services (India) Private Limited



Prasanth. S
Credit Manager – Loan Division
Axis Bank



Premnath. R
HR Manager, CG Sigma



Ramya
Associate Operations
Relativity Management Solutions



Revathi. S
Management Executive, Statestreet
HCL Services (India) Private Limited



Saravanan. G
Process Associate
Capgemini Business Services



Sasikumar. B
Probationary Officer, Prompt
Multistate Co-op. Housing Society Ltd.



Silambarasan. M
Business Process Executive
PPTS [India] Pvt. Ltd.



Sindhu. M
Finance Associate
Muthoot Finance Ltd.



Sridhar. V
Medical Editor
RND Softech Pvt. Ltd.



Thamilselvan. G
Sales Manager
Suguna Foods Pvt Ltd



Vanitha. V
Finance and Accounting Process
Infosys



Vignesh. K
Finance Associate
Muthoot Finance Ltd



Vignesh Kumar. S
Purchase Associate
KPR Mills Limited



Vinodini. S
Business Development Manager
GRE Edge



Vinudeepthi. M.S
Hr Executive
KGISL



Yuvabharathi. G
Management Executive
India Infoline Ltd.



V. Shriharikumar
Equity Advisor, Karvy Stock
Broking Limited, Hyderabad



P. Sanjeevi
Equity Advisor, Karvy Stock
Broking Limited, Hyderabad



G. Martina Mary
Business Development Executive
Texila Educational and
Management Services (P) Ltd



V. ShriHarikumar
Senior Analyst
HCL State Street



A. Arunkumar
Assistant Branch Manager
Share Khan Limited



V. Karthick Kannan
Assistant Branch Manager
Share Khan Limited



Y.G. Lokeshh
Senior Analyst
HCL State Street



K. Vignesh Kumar
Business Development Executive
Y.K.K India Private Limited



B. Viswanath
Assistant HR Manager
Yamaha Motor Company



R. Akalya
Senior Analyst
HCL State Street



R. Abinaya
Senior Analyst
HCL State Street



P. Sanjeevi
Senior Analyst
HCL State Street



G. Deril
Assistant HR Officer
AAA Hotels & Resorts, Maldives

MBA 2017 – 2019 Batch Students Placed



Arthi Stanly. S.K
Business Executive
Microbiological Laboratory



Amal. V.M
Business Executive
Microbiological Laboratory



Krishnadas. K
Business Executive
Microbiological Laboratory



Krishnaprasad. N.P
Business Executive
Microbiological Laboratory



Nibin Benny
Business Executive
Microbiological Laboratory



Prabhakaran. D
Business Executive
Microbiological Laboratory



Rijo Varghese
Business Executive
Microbiological Laboratory



Shyam Kumar. M
Business Executive
Microbiological Laboratory



Thanveer Basha. T
Business Executive
Microbiological Laboratory



Velmurugan. V
Business Executive
Microbiological Laboratory



Venkat Raman. B
Business Executive
Microbiological Laboratory



Vishnu. M
Business Executive
Microbiological Laboratory



Abhijith. A (96)
Business Executive
Microbiological Laboratory



Subash. S
Business Executive
Microbiological Laboratory



Muhammed Nidhal. A.K
Business Executive
Microbiological Laboratory



Irudhaya Rojers. X
Business Executive
Microbiological Laboratory



Rahul. P.R
Business Executive
Microbiological Laboratory



Antony Micheal Sathish
Business Executive
Microbiological Laboratory



Muhammed Shamlan. K.K
Business Executive
Microbiological Laboratory



Krishnendu. O
Business Development
Microbiological Laboratory

MBA 2017 – 2019 Batch Students Placed



Monisha. K
Equity Advisor
Karvy Stock broking Ltd



Nidhina. P.R
Equity Advisor
Karvy Stock Broking Ltd



Sreejith. S
Equity Advisor
Karvy Stock Broking Ltd



Jothimani. P
Equity Advisor
Karvy Stock broking Ltd



Navinkumar. L
HR Executive
LGB Forge Ltd



Uthayakumar S
Relationship Manager – Loyalty
HDFC Standard Life Insurance



Chitra. P
Relationship Manager – Loyalty
HDFC Standard Life Insurance



Karthik. P
Business Analyst
Sun Info Systems



Thangamani. S
Business Analyst
Sun Info Systems



Divya. E
Business Analyst
Sun Info Systems



Sulochana. K
Business Analyst
Sun Info Systems



Venkat Raman. K
Management Trainee
Financial Express



Anandh. P
Marketing Executive
Ramraj Cotton



Prithvirajan. S
Management Trainee
Bollare Logistics



Tamilselvan. B
Management Trainee
Seaman Freight Solutions



Nallasivan. G
Sales Executive
Share Khan



Albert. B
Management Trainee
Waves Group



Nidhina. P.R
HR Executive
Lulu Mall



Muhammed Nidhal. A.K
HR Executive
Hucon Solutions



Haritha Kattungal
HR Executive
Super Concepts

MBA 2017 – 2019 Batch Students Placed



Sasikala. R
HR Executive
Super Concepts



Salmanul Faris. C.U
Executive Sales
Property Connekt.com



Athira S Udayan
HR Associates
Orisys India Consultancy



Lija Shaji
HR Associates
Orisys India Consultancy



Shamnad P
Accounts Executive
Le-meridian



Abhijith. A
Business Development Executive
YKK India Pvt Ltd.



Prabhu. K
Management Trainee
Amirtaa Milk Dairy



Jibin. V
Financial Advisor
India money.com



Rency Dominic
HR Executive
CMC Hospital



Manikandan. S
Business Development Executives
Auro



Irudhayarojers. X
Executive Sales
Shriram Finance



Abhijith. A
Management Trainee- Finance
Maiwand Technologix



Arun Kumar. A
Management Trainee - Finance
Maiwand Technologix



Sruthimol. V
Management Trainee - Finance
Maiwand Technologix



Karthik. P
Management Trainee - Finance
Maiwand Technologix



Sreejith. S
Management Trainee - Finance
Maiwand Technologix



Kowshika. N
Admin Officer
Jupiter Garments Accessories



Krishnendu. O
HR Executive
Venpa Staffing Services



Nidhina. P.R
Executive – HR Recruiter
Venpa Staffing Services



Monisha. K
Executive – HR Recruiter
Venpa Staffing Services

MBA 2018 – 2020 Batch Students Placed



Vinothini. L
HR Officer
Norsting Textiles Pvt Ltd.



Madhubala. M
Admin Officer
Norsting Textiles Pvt Ltd.



Sathya. K
Manager – Operations
Norsting Textiles Pvt Ltd.



Achu Sona Issac
Business Executive
Microbiological Laboratory



Alisha Ann Alex
Business Executive
Microbiological Laboratory



Diana. C
Business Executive
Microbiological Laboratory



Dheva Vani
Business Development Executive
Microbiological Laboratory



Swedha Das
Business Development Executive
Microbiological Laboratory



Mohamed Siyad
Business Development Executive
Microbiological Laboratory



Navaneetha Krishnan
Business Executive
Microbiological Laboratory



Sivaprasad T
Business Executive
Micro Biological laboratory



Sakthivel P
Business Executive
Micro Biological laboratory



Sriram Kumar A
Business Executive
Microbiological Laboratory



Surya Raju R S
Business Executive
Microbiological Laboratory



Prasanth N
Business Executive
Microbiological Laboratory



Lal Krishna P
Business Executive
Microbiological Laboratory



Aravind Krishnaa N
Business Executive
Microbiological Laboratory



Arjun Ramesh
Business Executive
Microbiological Laboratory



Arjun P V
Business Executive
Microbiological Laboratory



Abijith J
Business Executive
Microbiological Laboratory

MBA 2018 – 2020 Batch Students Placed



Kavi Archanaa C
Business Executive
Microbiological Laboratory



Ajin John
Business Executive
Microbiological Laboratory



Pranavu
Business Executive
Microbiological Laboratory



Akshay A K
Business Executive
Microbiological Laboratory



Selva Prakash. S
Officer Sales
Bajaj Finserv Limited



Sivaprakasam C
Officer Sales
Bajaj Finserv Limited



Surya S
Officer Sales
Bajaj Finserv Limited



Balakrishnan
Officer Sales
Bajaj Finserv Limited



Dinesh Raj
Officer Sales
Bajaj Finserv Limited



Muruganantham S
Officer Sales
Bajaj Finserv Limited



Sabari Jithi. T
HR Trainee
Ramraj Cotton



Nadella Prasanna Paul
HR Trainee
Ramraj Cotton



Diana. C
Analyst – Data Management
Total Logistix Inc



Nirosha
Analyst – Data Management
Total Logistix Inc



Sherin Samuel
Analyst – Data Management
Total Logistix Inc



Ganashyam. P
Property Advisor
Pinclick Properties Mgt Pvt Ltd



Navaneetha Krishnan
Property Advisor
Pinclick Properties Mgt Pvt Ltd



Gokul J
Property Advisor
Pinclick Properties Mgt Pvt Ltd



Muhammed Swalih. K
Property Advisor
Pinclick Properties Mgt Pvt Ltd



Rama Moorthi M
Property Advisor
Pinclick Properties Mgt Pvt Ltd



Sheik Shahul Hameed
Property Advisor
Pinclick Properties Mgt Pvt Ltd



Ashir Sahal
Property Advisor
Pinclick Properties Mgt Pvt Ltd



Rahavi
Management Trainee
Annamali Capital Services Pvt Ltd



Abijith J
Property Advisor
Pinclick Properties Mgt Pvt Ltd.



Sri Ram Kumar
Property Advisor
Pinclick Properties Mgt Pvt Ltd.

MBA 2018 – 2020 Batch Students Placed



Vidhya Sagar
Management Trainee
Annamalai Capital Services Pvt Ltd



Jagadeesan
Property Advisor
Pinclick Properties Mgt Pvt Ltd.



Prasanth
Property Advisor
Pinclick Properties Mgt Pvt Ltd.



Arjun Ramesh
Property Advisor
Pinclick Properties Mgt Pvt Ltd.



Soorya Raju S
Property Advisor
Pinclick Properties Mgt Pvt Ltd.



Ganashyam
Business Development Executive
Fortune Marketing Pvt Ltd



Vishali
Management Trainee
Annamalai Capital Service Pvt Ltd



Kaviarachana
Branch Associate
Yes Bank



Sabari Jithi. T
HR Trainee
Systel Energy Pvt Limited



Balakrishnan
Development Executive
Marketing Pvt Ltd



Ranjith
Officer Sales
Kavy Forde Search Pvt Limited



Keerthana
Business Management Fortune
Kaynes Technology India Pvt. Ltd



Akash K
Junior Executive Logistics
Veekey Rubber Industries Pvt Ltd



Vishmaya
Management Trainee
Edumax International



Ajith Kumar
Marketing Executive
QStores Fire Brigade



Anuja R
Management Trainee
Bajaj Finserv Limited



Gowri Manikandan
Sales Executive
Ayush Food Products



Abijith J
Business Development Executive
Cygnus Software Inc



Achu Sona Isaac
Business Development Executive
Cygnus Software Inc



Haritha Purusothaman
Business Development Executive
Cygnus Software Inc



Sharon Jose
Business Development Executive
Cygnus Software Inc



Siva Prasad
Business Development Executive
Cygnus Software Inc



Pranavu
Business Development Executive
Cygnus Software Inc



Sooraj C
Business Development Executive
Cygnus Software Inc

Mentoring and Counseling

VIMS Counseling Cell offers and facilitates opportunities to students and staff towards their personal development. Personal Counseling focuses on developing students' self confidence when they were down and emotionally affected. These efforts help them overcome not only their emotional and learning difficulties and also to develop their personal and social skills.

The mentoring class is conducted for the students to enhance their skills in the area of communication, interpersonal, and general awareness. For this purpose each mentor (faculty member) is assigned a small group of students and they will have a scheduled meeting. The mentor will closely interact with the mentees and give feedback to them on their activities, which will

help them to improve their skill-sets. The mentoring activity encourages the students to be more active and participative by instilling the confidence in them. Apart from that if students need more attention in any academic subjects, they are given special attention through remedial classes.

Professional Counseling

VIMS has gone a step ahead in 2017 to bring out professional Counseling Centre to improve student learning atmosphere better to overcome students emotional set back and it has signed MOU with Life Care Counseling Center, Kottayam.

Industry Mentors

We have a panel of executives who are extending honorary service as mentors to our students

Mr. Harish Sakthi, CEO

Global Corp Logistics LLC, Oman.

Mr. Sakthivel Shanmugam

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

Mr. Sujesh Karipalli

Vice President – Private Banking
ICICE International Banking Group, UAE.

Dr. R. Krishnamurthi

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

Mr. G. Somasundaram

Senior Manager – HR, Gokaldas Exports Ltd, Bengaluru.

Mr. K. Annamalai

Director, D.J.Stocks & Shares P. Ltd, Coimbatore.

Dr. K. Selvarajan, MBBS., MS., M.Ch

Paediatric Laparoscopic Surgeon &
Paediatric Urologist, Coimbatore

Mr. K. Natesan

Vice President – OSM & HR
Sakthi Finance Limited
62, Dr. Nanjappa Road, Coimbatore

Pradeep Nayak Sridhar

Unit Manager – Advisory Desk
Karvy Stock Broking Limited.

G.A. Kalyanamoorthy

Operations manager and Vice President
SDV International Logistics Limited and Coimbatore
Customs House & Steamer Agents Association,
Coimbatore.

Mr. Charly Anbarasu

HR Manager, Heptagon Technologies Pvt Ltd, India

Mr. M. Loganathan

Assistant Manager, Axis Bank, Tirupur

Mr. C. Naveen Kumar

HR Manager, Roots Industries India Pvt Ltd, Coimbatore

Mr. Y.G. Lokesh

Equity Advisor, Karvy Stock Broking Ltd., Hyderabad

Infrastructure



Library

A fully air conditioned library with 1850 sq.ft. area for stacking and reading is available. It has a collection of 5,000 books and 30 journals and magazines – National and International. Besides subscription has been made to E-Journals namely EBSCO and J.Gates. Automation software has been installed. A digital library with 10 systems is available supported with accessories

Computer Lab

A State of the art air conditioned computer lab has 120 systems and internet connectivity with 4 mbps (1:1) speed supported by IBM server and 40 KVA UPS for uninterrupted power supply, firewall and antivirus security arrangements. A stand by generator with 63 KVA capacity and another with 3 KVA have been installed for alternate power supply. Legal softwares of all important varieties in the system as well as application area have been installed.



Class Rooms

Every class room is spacious and fully air conditioned with Gallery type seating arrangements. LCD projectors, smart boards and speakers have been provided to enable interactive and participate teaching-learning ambiance.



The Institute is equipped with excellent infrastructure and state of the art facilities. It has a built up area of 50,000 sq.ft. with centralized air conditioning facilities. The campus is provided with an ideal ambience for knowledge promotion and skill development.

Seminar Hall

An air-conditioned seminar hall with comfortable gallery type seating arrangements to accommodate 200 persons fitted with LCD projector, smart board and public address systems is available in the campus.



Movie Time

Movie time Infrastructure is developed at VIMS to facilitated the budding Management students to provide audio visual effects in the teaching and learning practices. Regularly, Movies played related to management concepts for MBA students and aspirants. This provides them valuable life and business lessons. VIMS includes a mix of movies related to business management concepts, leadership, sales & marketing, human resources, ethics, networking, office politics, entrepreneurship, investing, communication skills, mergers & acquisitions, team dynamics, business success & failure, finance and much more to get amazing insights and are super fun to watch at the same time.

Separate Hostel for Boys & Girls

Vivekananda Institute of Management Studies also provides well furnished separate hostels for men and women, bus facility and a modern cafeteria.



Outbound Training

In outbound course, students are made to go through various outdoor activities where they will be required to face challenging situations as individuals and teams. This will help them to see the importance of communication, leadership, teamwork, planning and delegation. Outbound training is one of the best platforms for personality development, confidence building and team building. Practical knowledge paves a way for better learning.

Effectiveness of Outbound Training

- Helps in improving the teamwork abilities.
- Leadership qualities get enhanced
- Help in resolving intragroup or personal conflicts
- Nourishes the interpersonal skills
- Nurtures the personal and intragroup relations
- Improves the Communication Skills
- Better partnerships and alliances

Outbound Events - A Glimpse

- A Three Day Outbound Training was organized at NALS Manjacombai Campus, Nilgiris. NALS Outdoors India Private Limited, trained the students on building diverse skills, through various adventurous programs. [2013-2015]
- A Two day Outbound Training was organized at Karl kubel Institute for development, Anaikatti. Around 80 students participated in the program. [2013-2015]
- A Two day Outbound Training was organized at Nilgiri Bio-sphere, Anaikatti. Around 73 students participated got benefited. [2015-2016]
- A One day Outbound Training was organized at Kovai Kuttrallam. Around 50 students participated in various Management Games and Activities conducted at Kovai Kuttrallam which provided them enjoyment as well as a unique outdoor-experiential education to advance their skills. [2015-2017]
- A Two day Outbound Training was organized at **Turning Point Venture (P) Limited, Coimbatore** in which 40 students participated in various Management and leadership activities and gained experiential learning exposure. [2016-2018]



Corporate Compliments

Mr. Sivakumar Kandasamy
MD, Zylog Systems (ZSC-INC)
New Jercey, USA

Very much impressed about the energy and interest shown by the management and faculty in making impact in the management studies.

Mr. N. Vishwanathan
Managing partner & CEO
Ammarun Foundries, Coimbatore, 35

I found that all facilities are available at VMS. I hope the management and faculty members will take the students to a higher level so that in future they can need corporate environment.

Mr. Y.E. Sridhar
Manager HR
Cognizant tech solution

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

Mr. P. Muthuvelappan
Sr. VP – HR, Sakthi sugars Ltd, Coimbatore

VMS is a nice institute and the campus is well maintain with good infrastructure and facilities. The faculty and students are highly motivated and enthusiastic.

Dr. Nithyanandan Devaraaj
President / Country Head
Bradken India Pvt. Ltd
Coimbatore - 641201

VMS is doing a good job. I wish the institute should sustain and grow

Mr. P.S. Ramachandran
DGM – HCL Technologies

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 companies, Coimbatore

My hearty appreciation to the management and faculty for preparing the students for their disciplined behavior and imparting decision making skills.

Mr. Rajiv Singh, CEO – Broking Business
Karvy Stock Broking Ltd

With our placement drive in your campus, we have acquired the most suitable talent for our company. 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 it to achieve even greater heights for many more years to come.

Once again, I sincerely appreciate your integrity, collaboration and support for the entire event.

P V Jyothi Ganesan
DGM - Quality Excellence
ZF Windpower Coimbatore Ltd, Coimbatore

The Infrastructure is very good and the management approach is very friendly. Excellent Campus for MBA

Hi Everyone

VIMS has inducted a team of well qualified and experienced faculty members in different areas of specialization with industry exposure. As a member of Vimsian family I am privileged to say about my experiential learning which I had at VIMS and through that professional expertise and guidance which I got from the renowned Secretary sir, dynamic director madam and all other professors who groomed me well with regards to my professional career and as a result I have step ahead both in my career and personal life. Before doing my MBA I was working as a Customer Support Executive in Velan Info Services India Pvt Ltd and after completing MBA now I got placed as Sr. Customer Support Executive in Infosys and subsequently I am promoted to the level of Assistant Manager (Quality team) to handle a team of 10 Quality Analysts.

Mrs. S. Ayisha

MBA, Assistant Manager Quality Team, Infosys

Dear All

As a Vimsian, The support and guidance which we got from management towards studies, placements was excellent and it has proved the world that VIMS as a stand-alone B-School is very assertive in grooming the students towards studies and to have a very good professional career in life .I should say joining VIMS proved a turning point in my life.

Mr. D. Chandru

US IT Recruiter, Sensiple Software Solutions

Alumini Approbation

Dear All,

VIMS have given me an opportunity to be a professional. I got a great exposure to be familiar with industries through the EML programme, frequent industrial visit and Internship Program. VIMS concentrate more on practical knowledge, concepts case studies, and group activities, which lead me to success..

M. Loganathan

Assistant Manager, Axis Bank

Dear All,

Vivekananda Institute of Management studies is a very good Institute for quality education and training. It provides great platform for growth and development. Thanks to all faculty for support and guidance given throughout. It's my pleasure to be part of VIMS.

A. Mahesh

Accounts Executive, LeMeridian

Dear All,

VIMS helped me a lot to develop all my skills by giving me a chance to participate in various events which has increased my confidence level to achieve my goal..

M. Murugan

Hai Everybody

I would like to say VIMS is the best college because it made a turning point in my life. Before joining this college I did not have confidence to enter the job market. But my entire perception changed after joining this precious institution. Thanks to the Management for giving me the opportunity to study in this college. All staff members are very friendly in this environment and they guided me a lot to develop my personality. VIMS have the best infrastructure like corporate environment it teaches us how to behave in corporate sector. Placement activities are very good in this college. If you want a tuning point in your life, I suggest you to join VIMS the best b-school.

C. Naveen Kumar

Sr. HR Executive, Roots India Limited

Dear All,

VIMS have given me a corporate exposure during the MBA programme which helps me prove myself in the corporate world to set successful career.

V. Nandhini

Market Research Analyst, Owler India Pvt.Ltd

Hai Everyone,

It is my pleasure to share about my wonderful experience at Vims. I feel I am blessed to be a VIMS Student. We learnt all management concepts and theories with practical exposure and it is very helpful in my working environment. I am very thankful to all who contributed for my success. Here the Management, Director and Professors are very student centric and met all requirements and groomed us with great care. My special thanks to Mr. K. Vijayalayan CEO who guided me a lot for my successful placement. The students who join at VIMS will have successful future.

R. Priya

Assistant HR Manager, MyDeals247.com

Hai All

It is my pleasure to share about my wonderful experience at VIMS. This is M.Vignesh, We learnt all management concepts and theories with practical exposure and it is very helpful in my working environment. I am very thankful to all who contributed for my success. Here the Management, Director and Professors are very student centric and met all requirements and supported us with a great care. My special thanks the faculty team who guided me a lot for my successful campus placement. The students who join at VIMS will have successful future.

M. Vignesh

Business Executive, Micro Laboratories, Kottayam, Kerala

Hi Students-friends and future VIMSANS

This is the place where performance is rewarded and one can get the pay package goes up to Rs. 60,000 per month in just one year interval, which is going to happen to me as well. It is all because of VIMS that gave me the opportunity to get selected through the "Campus Interview". Wonderful life, knowledge, experience and attractive placement in reputed companies await those who sincerely pursue. I am very proud to say now I am working in INFOSYS a well reputed company, all credit goes to VIMS.

V. Vanitha

Assistant Finance and Accounting Processor, Infosys

Hai all,

I am very proud to share about my successful experience at Vivekananda Institute of Management Studies. Basically I am from rural area where I completed my schooling and graduation. I am hesitant to speak in front of others and I am not fluent in English also. But VIMS made a tremendous change in me. After joining MBA in this college I had undergone so many training for my entire personality development. Here the Management, Director and Professors are very student friendly and attended to all the development needs immediately. My special thanks to Mr. K.Vijayalayan CEO who guided me a lot for my successful placement.

S. Vinodini

Business Development Executive, GRE EDGE

Hi,

It's my pleasure to tell that I was a student of VIMS for the past 2 years. I have learnt many things through my college. Each and every one in VIMS has given their support to shape and build my career, that's the reason for my success. I personally would like to thank the Secretary, the Director, the CEO and especially all the Faculties for their encouragement and support. I proudly would like to say that I was a part of VIMS and anybody who undergoes MBA @ VIMS can be very successful in life. I am excited to start my career as an HR Executive at KGISL.

M.S. Vinudeepthi

HR Executive, KGISL

Dear All,

My Journey in Vivekananda Institute of management studies is always a memorable one. VIMS have given me a place to grow professionally. Apart from academics, VIMS encourages students to participate in conferences, intercollegiate meet, Ed-cell activities and many other activities through which I can learn many management concepts which helps to face the competitive world.

Y.G. Lokeshh

Equity Advisor, Karvy Stock Broking Ltd., Hyderabad

Dear All

As a member of VIMSIAN family I am privileged to share my experience at VIMS. I was guided towards a correct path by my renowned secretary, dynamic director and all other experienced professors. I was given trainings in all aspects through video documentaries, HR documentaries and concept documentaries. I was able to create network with corporate people through various events like HI-Tea Party and VIMSMART. Other trainings on how to attend and perform interviews was given at a very earlier stage which helped us to clear our Karvy interview. At present I'm in a good designation at Karvy where I also have good career growth opportunities. VIMS being a well known B-School in this region provide excellent training to the students.

P. Sasidharan

Equity Advisor, Karvy Stock Broking Ltd, Hyderabad

Dear All

It is always a great pleasure for me to share my experience at VIMS. The trainings, activities, assignments that I undergone was very useful at every part of my academics and at the same time helped to groom myself and make myself ready for a corporate culture. I was engaged with lot of social activities that improved my skills towards organizing corporate social responsibility activities in my work environment. VIMS always treat their students as future Managers, Professionals and Entrepreneurs. I wish the same could happen for my juniors too in the upcoming years.

A. Arunkumar

Equity Advisor, Karvy Stock Broking Ltd., Hyderabad

Dear All

Being an alumni of VIMS I really feel happy to share my experience at VIMS. VIMS have a good team of expertise to mould the students. Every year students will be taken for industrial visits to various companies that come under different sectors to give the best real time practical knowledge on companies, their work nature and culture. Guest lecturers will be conducted frequently and the guest will be sharing their experiences in their career and personal life to motivate the students. VIMS give its students the maximum exposure about the industry practices by inviting corporate people frequently.

K. Vignesh Kumar

Area Sales Manager, Amirthaa Dairy India Pvt. Ltd



Behavioral Code

Inside the campus students are expected to follow the below disciplines:

Smartcards: Students should wear their smartcards daily.

Dress code: Formal Pants and Shirts for boys with Tie and formal Shoes and dignified Salwar with black cut shoes for girls (Full sleeve shirt with cuff button and tucked in with Tie and formal Shoes. Cotton pants, jeans and cargoes are not permitted).

On Saturdays casual dress code is permitted

Dress code for formal occasions: Uniform Blazer, Formal Shoes with Smartcards (both Boys and Girls)

Daily Activity Schedule - Happy Learning Hours:

Days	Activity
Monday	Group Discussion & Business Line Review
Tuesday	Business Quiz
Wednesday	Placement Training
Thursday	Placement Training
Friday	Bridge Course

Saturday schedule: Full day Soft Skill Practical Training / Communicative English / Empirical Micro Learning / Association Activities / Guest lectures



Sound Mind in Sound Body



Fitness Centre: A Healthy Body bears a Healthy Mind

For Students to stay Fit and Healthy, our campus is outfitted with Fitness centre facilities. It has Treadmill, Exercise Bikes and more of the latest fitness equipment. For Boys and Girls, different time schedule is followed and it is kept open in the Morning and Evening scheduled hours.

Yoga Centre:

Yoga gives more emphasis for body and mind alignment. Performing of asanas with perfection to body and mind alignment will help the users to realize and achieve goal of harmonious balance of their mind and their physical bodies. The practices of asana, pranayama and dhyana (Meditation) which are the progressive paths of yoga, not only keep your health in perfect state, but also keep the candle of inner light and life shining holistically. Yoga asanas help to ensure an even distribution of bio-energy, or life-force, which brings the mind to a state of calm. Asanas balance the respiratory, circulatory, nervous, hormonal, digestive, excretory and reproductive systems perfectly. The equilibrium in the body then brings mental peace and enhances the intellectual clarity.

Yoga is a form of fitness and activity that can be made suitable for any age group. Therefore students also can greatly benefit from the skill of yoga. Yoga can have great importance for students.

The benefits of yoga for students can be manifold. Yoga makes students limber and flexible, helping them remain fit. Some particular asanas like sun salutations or surya namaskars increase the blood flow to the brain, helping the brain to function better. Regularly practicing poses also helps students to concentrate better and train the body to do things instinctively. Breathing exercises in yoga or pranayama are also very helpful to students. Regulated breathing is great to remove stress and tension from their minds. Controlled breathing also brings in the ability to concentrate and focus, a much needed skill for students. Thus, VIMS is equipped with a yoga centre to practice yoga that would bring a tremendous effect on character and makes one morally strong.





Youth Development and Leadership

Youth development is a process that prepares a young person to meet the challenges of adolescence and adulthood and achieve his or her full potential. Youth development is promoted through activities and experiences that help youth develop social, ethical, emotional, physical, and cognitive competencies. Youth leadership is part of the youth development process and supports the young person in developing:

- (a) The ability to analyze his or her own strengths and weaknesses, set personal and vocational goals, and have the self-esteem, confidence, motivation, and abilities to carry them out (including the ability to establish support networks in order to fully participate in community life and effect positive social change); and
- (b) The ability to guide or direct others on a course of action, influence the opinions and behaviors of others, and serve as a role model.

Conditions that promote healthy youth development are supported through programs and activities in Institution and communities. Youth development researchers and practitioners emphasize that effective programs and interventions recognize youths' strengths and seek to promote positive development rather than addressing risks in isolation. Youth who are constructively involved in learning and doing and who are connected to positive adults and peers are less likely to engage in risky or self-defeating behaviors.

VIMS promotes strong youth development activities to:

- Develop trust among youth
- Enable Self Determined Learning through friendly learning lounge and resources
- Instil codes of behaviour
- Develop positive and innovative mindset
- Train to be socially relevant and responsible

Cause related advocacy

Environment activities

VIMS promotes nature saving activities through regular programmes, a few are as follows:

- Go Green Activity - Tree Plantation
- Earth Hour Activity - To create nature preserving awareness
- Social Media Promotion - “Save me Friend” - Nature Saving social media page
- Peace of Mind-Peace of World - Social Media Page

Social Service

Every September a Free Eye Check-up Camp is organized for the benefit of Students, Faculty members and General Public in association with Eye Foundations.



Every February a Medical check-up camp is organized for the benefit of Students Faculty members and General Public in association with the leading health care centres.

Students visit orphanages regularly which are located in the outskirts of the Coimbatore city which is taking care of the abandoned children, elderly people and mentally retarded. These activities help the students to recognize the importance of supporting the needy group in the society, and it develops mindset towards social responsibility. Eventually, the student could also learn about the Corporate Social Responsibility which is very relevant for their career and social living.

Many Awareness programmes were organized and conducted with a view to create awareness among the public: A Glimpse of events...

- “Need of Helmet and Side Mirror in Two Wheelers” - Awareness Campaign
- Road Safety Awareness Campaign
- Rally on International Literacy Day



Admission Procedure

Graduates of any discipline from Engineering as well as Arts, Science and Commerce branches, who fulfil the eligibility norms prescribed by Anna University, can apply for admission. Those who are appearing for final semester examination are also eligible to apply subject to the above norms.

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) 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. (a) 10+2+3/4 years pattern (or)
- (b) 10+3 years Diploma +3 years pattern (or)
- c) B.E. / B.Tech. / B.Arch. / B.Pharm. (or)
- d) AMIE with 2 years regular full time Teaching experience / Industrial experience in the relevant field after passing all the subjects.
 - Candidates admitted through lateral entry in degree courses are not eligible except, B.E. / B.Tech. degree courses.
 - Candidates with B.E. / B.Tech. / Bachelor's degree / M.Sc. degree obtained through week end courses and B.E. / B.Tech. through distance mode are not eligible.
 - Candidates appeared for Final year/semester Examination of the said qualifying degree course in April/May may also apply for admission.

and

- Candidates must have appeared for TANCET (Tamil Nadu Common Entrance Test) for M.B.A. conducted by Anna University (OR) contact us for other relevant eligibility process.

The above eligibility criteria is subject to change by Anna University, please check with us for the updated eligibility criteria.

Application Form and Prospectus

Application form and prospectus can be obtained in person or by post by sending DD for Rs. 1000/- (Rupee One Thousand Only) drawn in favour of Director, Vivekananda Institute of Management Studies, payable at Coimbatore.

Applications received are reviewed for basic eligibility, academic performance and other evidence of the candidate's suitability to his or her admission to the programme. The admission committee response within 7 working days of receipt of application and dispatches

A confirmed offer letter

or

A request for an additional written test and / or personal interview, oral presentation, in case of admission committee feels that it needs additional information on the applicant

or

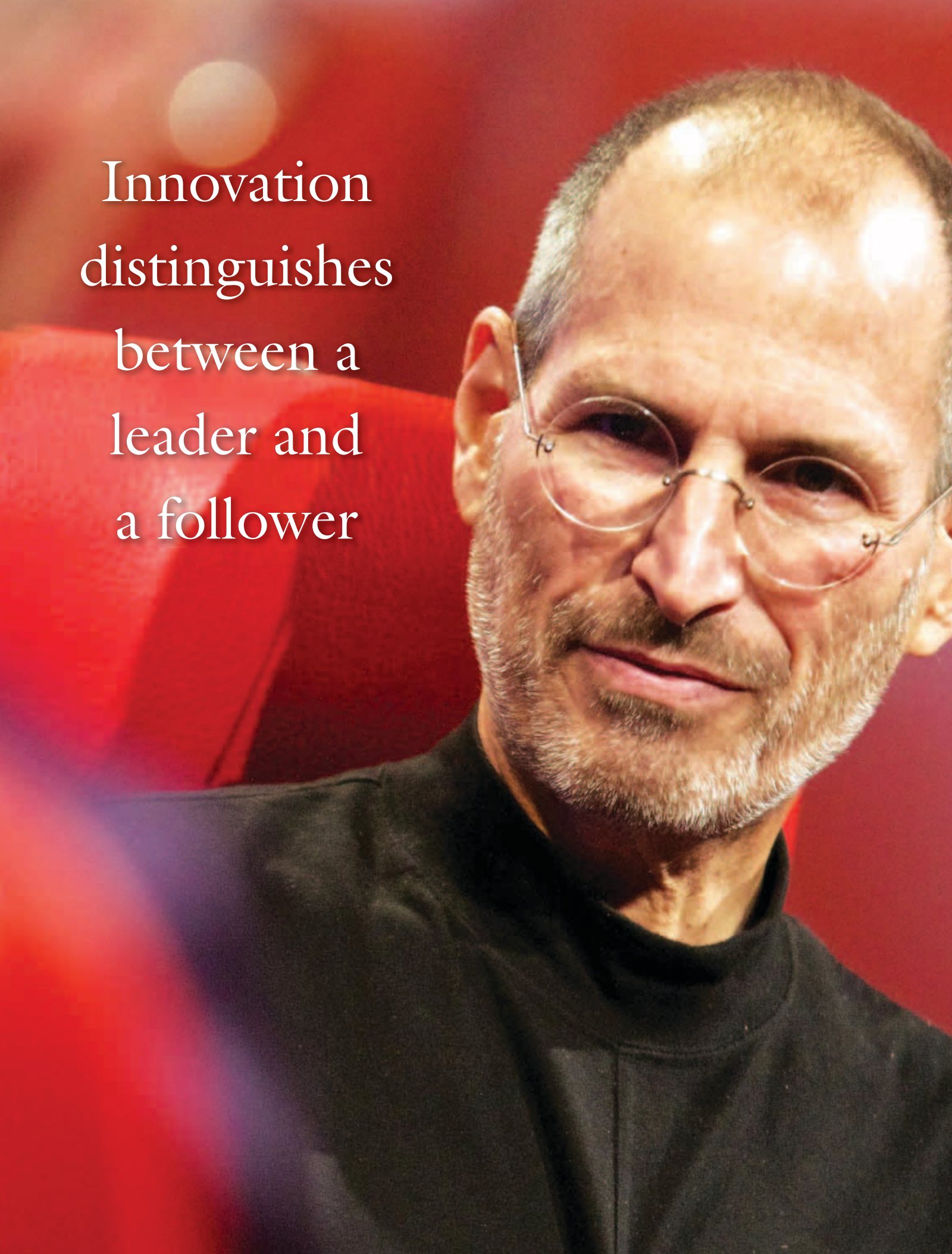
A note of regret, in case of admission is declined.

All decisions are communicated via e-mail. Please check your email which is provided in the application form.

For Admission Contact:

Vivekananda Institute of Management Studies
Coimbatore - 641 107
Mobile: 77083 63333, 99761 23030 , 96593 75554
09061566663 (Exclusive Kerala)
Email : vims@vimscoe.ac.in

Innovation
distinguishes
between a
leader and
a follower



Counselling Code: 700



VIVEKANANDA

INSTITUTE OF MANAGEMENT STUDIES

APPROVED BY AICTE AND AFFILIATED TO ANNA UNIVERSITY

(A Stand Alone B-School)

Karuvalur Road, Kovilpalayam, S.S. Kulam Post, Coimbatore - 641 107

Mobile: 77083 63333, 99761 23030 , 96593 75554

09061566663 (Exclusive Kerala)

Email: vims@vimsce.ac.in; Website: www.vimsce.ac.in; Facebook: www.facebook.com/vims.cbe

