



# VIMS<sup>®</sup>

VIVEKANANDA INSTITUTE OF MANAGEMENT STUDIES

**TANCET  
Counselling  
Code**

**700**



# VIVEKANANDA

Institute of Management Studies

***A stand alone B-School***

COIMBATORE

*Approved by AICTE*

*Permanently Affiliated to Anna University*

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

# MBA

2-year | Full Time

## Prospectus

[www.vimscbe.ac.in](http://www.vimscbe.ac.in)

# About VIMS

VIVEKANANDA INSTITUTE OF MANAGEMENT STUDIES (VIMS) promoted by a group of professionals in association with the parent organization M/s. Zawawi Powertech Engineering L.L.C., a renowned MNC, operating from Sultanate of Oman with 3500 employees. VIMS is run by Coimbatore Education Foundation, a highly reputed stand alone B-School approved by AICTE New Delhi and Permanently affiliated to Anna University, Chennai, with an avowed goal of achieving human excellence by means of Academic and Allied programs. VIMS is ranked No 1 among B Schools in Coimbatore by India Today and also ranked 76th among the Private B- Schools in India and 29th among South Indian B-Schools by Business World.

## Vision

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

## Mission

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

## Our Credentials

Achieved ISO 9001-2015 Certified for Quality Standards

Ranked by India Today as Top 1 Business School in Coimbatore

Ranked by Business World as Top 76<sup>th</sup> among the Private B-Schools in India & 29<sup>th</sup> among South Indian B-Schools



## Our USP

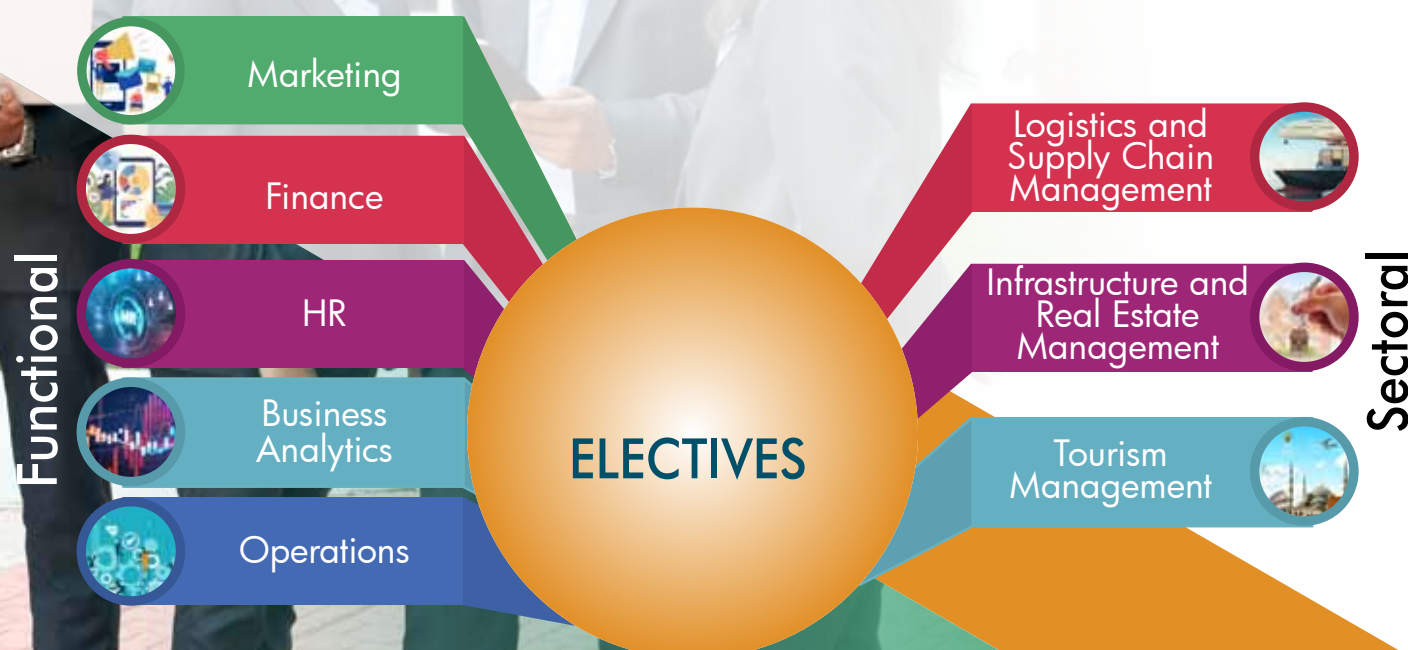
- Task based Experiential Learning
- Wide Choice of Value added and Skill Development Programs
- Industrial Experience through Empirical Micro Learning
- Assured Placements in reputed organizations (upto Rs.12 lakh per annum)
- Wide choice of electives
- Networking with experts
- International Exposure through Industrial Visit and Webinar
- Entrepreneurship Cell being very active through VIMS Venture

## Specialized Knowledge through Value Added Courses

- Business Analytics
- Learning Six Sigma: Quality control Methodology
- POWER BI
- NCFM- Financial Market- Beginner Module
- NISM - Securities Operations and Risk Management
- Advanced Excel
- Foreign Languages
- Merchandising Skills
- Data Analytics using Python and Tableau
- Design Thinking
- Digital Marketing
- Strategies in Managing Disaster
- Emotional and Social Intelligence
- Financial Analytics using Spreadsheets
- Management of Mutual Fund
- Multivariate Analysis using SPSS& AMOS
- Practical Psychology
- Returns Management in Logistics
- Tally Prime & GST Filing
- Venture Finance

## 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 Faculty

## The Philosopher



**Mr. S. Periyasamy**  
Chairman, VIMS

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

## The Mentor



**Mr. P. Saravanakumar**  
Secretary, VIMS

## The Leader



**Dr. A. Valarmathi**  
Director, VIMS

## Senior Faculty

**Dr. A. Valarmathi**  
M.B.A., M.Phil., PGDCA., Ph.D., FDP (IIM-I)  
Director

**Dr. S. Umamaheswari**  
MFC., M.Com., M.B.A., M.Phil., Ph.D.  
Professor

**Dr. K. Durai**, M.B.A., M.Sc. (Psych), Ph.D.  
Associate Professor

**Dr. P. Kowsalya**, M.B.A., Ph.D.  
Associate Professor

**Dr. A.V. Hariharan**, M.B.A., M. Phil., Ph.D.  
Associate Professor

**Mrs. S. Kalaivani**, B.B.A., M.B.A., M.Phil.  
Assistant Professor

**Mr. K. Saravanan**, B.Com., M.B.A., Ph.D.  
Assistant Professor

**Mr. G. Chinnapparaj**  
M.A., M.L.I.S., M.Phil., PGDCA.  
Librarian

## Visiting Faculty

**Mrs. RadhikaIyer**  
Dip in T&D (ISTD, New Delhi), MPhil.  
Bangalore

**Dr. Srinivasan R Iyengar**  
Director  
Jamnalal Bajaj Institute of  
Management Studies  
Mumbai

**Dr. Brijesh Awasthi**  
Professor (Data Analytics)  
Indore

**Prof. Shailendra Dasari**  
Professor, IBS Business School  
Bangalore

**Dr. S. Yavanarani**  
Associate Professor  
CMS Business School  
Jain University, Bangalore

**Dr. Anitha Ramachandran**  
Director  
Adarsh Institute of  
Management and  
Information Technology  
Bangalore

**Mr. Subramanian**  
Rtd. Assistant General  
Manager  
Airports Authority of India  
Coimbatore

**Mr. Karthikeyan R**  
Sr. Director  
Capgemini Engineering  
Coimbatore

**Dr. Hema Bhalakrishnan**  
B.A., PGDBM., PGDCA.  
PGDMM, M.B.A., Ph.D.

## Industry Mentor

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

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

**Mrs. Anitha Anand**  
Senior Project Manager  
STARBERRY – an UK based  
IT Firm, Coimbatore

**Dr. Nithyanandan Devaraj**  
Executive Director  
AMEX Alloys & Chairman  
Shri Avinashiappara Trust

**Mr. P. Arumugan**  
Chief Executive, EKKI Pumps  
Deccan Pumps Pvt. Ltd  
Coimbatore

**Mr. G. Sridhar**  
Head HR, Gilbarco Veedor  
Root India Limited

**Dr. Y.A. Sridhar**  
Associate Director - HR  
Cognizant Technology  
Solutions (CTS)

**Mr. Madhu Haridas**  
Country Head  
Global Corp Logistics WLL  
Bahrain

**Mr. G. Thomas**  
Head HR  
ST. John Globalcorp Logistics  
Tuticorin.

**Mr. S. Stanely Moses**  
Founder and MD  
Data Pattern, Canada

**Mr. Srinivasan Mahalingam**  
Director, HR & Admin  
Velan Valves India (P) Limited

**Mr. V. Balaji**  
Director - Marketing  
Repose Mattress Pvt Limited

## Foreign Faculty

**Dr. R. Easwaramoorthy**  
Professor, Management Dept.  
AMITY University  
Singapore

**Mr. SujeshKaripalli**  
Vice President – Private  
Banking, ICICE International  
Banking Group, UAE

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

**Dr. K. Sankar Ganesh**  
Professor & Dean Faculty  
of Management, Sharda  
University, Uzbekistan

**Dr. C. Loganathan**  
Associate Professor  
Business studies Department  
Ibri College of Technology  
Ibri, Oman

**Dr. Pujari Krishnaiah**  
Professor, Bulehore University  
Ethiopia

**Dr. S. Porkodi**  
Faculty, University of  
Technology and Applied  
Sciences, Muscat  
Sultanate of Oman



# Industry Connect for Real time Learning

- Empirical Micro Learning
- Internship with Remuneration
- Field Survey
- Networking with Industry Experts
- Industry Analysis
- Project Work
- Expert Talk
- Industrial Visit

◀ Expert Talk



◀ Hi Tea Party



Industrial Visit ▶



◀ Memorandum of Understanding



Empirical Micro Learning ▶





# INTERNATIONAL EXPOSURE

- International Industrial Visit
- Interaction with International Experts
- International Languages
- International Virtual Learning





# Professional Skills Development

- Out Bound Training
- Corporate Hi-tea
- Mentoring and Counselling
- Skill Training by Industry Experts

*Out Bound Training*



*Skill Training by Industry Experts*



*Skill Training by Industry Experts*



*Mentoring and Counselling*



*Out Bound Training*





# 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.



**Mr. Shyamraj. V**  
*Digital Marketer*

The Event management programs and industry connect tasks at VIMS facilitated me in building my business network. Participation in promotional activities for different business organizations enhanced my Business ideas.



**Mr. Kowsikraja**  
*Partner, Digidilates*

VIMS supported me in finding out my entrepreneurship interest. The programs conducted at VIMS facilitated in identifying the business idea, Marketing Techniques and networking for business development. The Value Added Course on Digital marketing and the connectivity to the industry experts made to start my venture.



**Mr. Soorya Raju**  
*Proprietor, Dhanam Silks*

The individual care taken by VIMS is remarkable. Even though I came from a business family, VIMS gave me ideas in promoting my family business. One day entrepreneur program, meeting with entrepreneurs, Business plan contests, and awareness programs on sourcing of finance and on line promotions supported me in developing my business.



**Mr. Vinoth. M**  
*Proprietor, Melo Clicks*

The Entrepreneurship cell very active through VIMS VENTURE and arena for converting skills into business. The participation in NEC activities helped me in developing overall business knowledge.



# Vibrant life @ VIMS

Sports arena

Library

Music club

Cultural Fest

Seminar Hall

Hi-tech Gymnasium

Yoga Studio

Games

Festivity

Home Stay Hostels





**M. Loganathan**  
Deputy Manager  
AXIS Bank

The best thing happened to me at VIMS during two years of MBA was that I learned a lot about myself and shaped my personality by building confidence, positive attitude and leadership skills. I have experienced the transformation from an ordinary student to extraordinary corporate personality.

**M. Neethimohan**

Executive HR, St John Frieght Systems Limited a Globalcorp Logistics Company.

"I am glad and thankful to VIMS Management for encouraging us to be more independent in thinking and acting on our own. The professors are highly dedicated experts in their fields who share the wealth of their enormous experience, reality and wisdom. They are talented, committed and genuinely caring."

## Alumni Approbation

**Ms. Nirosha.T**

Data Analyst, Total Logistixs  
Coimbatore

I was so elated when I got placed at Total Logistixs to kick start my career during my final year MBA program at VIMS. I was able to move to the industry with immense knowledge, confidence, maturity and industry readiness and able to cope up with immense pressure of performing industry standards. I salute the entire VIMS family for their enormous support and care.

**K. Naveena Shree**

Business Analyst

KG Information Systems Pvt Limited

"It was an extraordinary experience studying at Vivekananda Institute of Management Studies, Coimbatore where development of domain skills and instillation of social values are two fundamentals. The environment with learning culture, state of art infrastructure and supportive faculty prepares the students to catch up their dream career."

"I have been associated with VIMS for the past three years for campus recruitment. I am surprised with the passion, professionalism and commitment of the faculty and students at VIMS. The students are well groomed to meet the industrial requirements and are found to be industry ready by the practices of VIMS."

**Mr. S. Stanly Moses**

Founder and MD., Data Pattern, Canada

VIMS students are talented in their respective field, strong and intelligent leaders. We are happy to be associated with VIMS in providing job opportunities, internship and skill training. I am confident that students joining any organization will be an asset for them.

**Mr. G. Thomas**

Head HR, ST. John Globalcorp Logistics, Tuticorin

VIMS has a unique education system that facilitates more industrial exposure and the activity based learning enhances the engagement of students in active learning. The environment provides freedom and enhances creativity. We feel happy about the Student's Quality and Commitment.

**Mr. Srinivasan Mahalingam**

Director, HR & Admin, Velan Valves India (p) Limited.

I am quite impressed with the Industry Institute Interaction of VIMS. It is good to see the initiatives such as Empirical Micro Learning, Conclaves, Experts Meet, Mentoring by Corporate Experts, engaging the students in Value Added programs suggested by industry experts, skill training in respective field and others which are carried out through signing MoUs with multiple business establishments from different industries.

**Dr. Y. A. Sridhar**

Associate Director-HR, Cognizant Technology Solutions (CTS).

## Corporate Complements





## Admission Procedure

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

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

## Eligibility

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





*For Admission Contact:*

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Coimbatore - 641 107

Mobile: 9659375554, 8870000790, 9976123030

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Facebook: [www.facebook.com/vims.cbe](https://www.facebook.com/vims.cbe)

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# **Campus to Corporate Connect**

[www.vimsobe.ac.in](http://www.vimsobe.ac.in)