KMCT .org
GROUP OF INSTITUTIONS

KMCT SCHOOL OF BUSINESS MANAGEMENT

Approved by AICTE and affiliated to APJ Abdul Kalam Technological University

"Your Journey to Exceptional Leadership Begins Here"



Chairman's Message



Dear Students and Parents,

A warm welcome to KMCT School of Business Management, Kuttippuram.

In today's world, where industries are evolving rapidly and leadership matters more than ever, an MBA isn't just a qualification anymore — it's a smart move to lead the industry. At KMCT School of Business Management, Kuttippuram, we offer an environment where learning meets real-world relevance, and students are encouraged to think beyond textbooks.

Our experienced faculty, modern facilities, and strong industry connections work together to provide you with the right platform to grow — personally, academically, and professionally. Whether you are starting fresh or aiming to elevate your career, this institution is the right place to shape your journey.

We don't just prepare students for jobs; we prepare them to lead, to innovate, and to make a difference. If you're ready to take that next step, we're here to walk with you.

Step in with a dream, step out with direction.

Warm regards,

Dr. Navas K.M.
Chairman
KMCT Group of Institutions

Message from the Director & Executive Trustee



"It gives me great joy to welcome you to KMCT School of Business Management, Kuttippuram.

If you're still wondering whether an MBA is worth pursuing, let me assure you—it absolutely is. Today, an MBA is not limited to commerce or business graduates. Whether you come from a background in healthcare, engineering, arts, or any other field, this program helps you build the confidence, skills, and direction needed to grow in your career and lead in your area of expertise.

It's heartening to see how widely accepted MBA has become—not just because of the degree itself, but because of what it brings to the table: strategic thinking, leadership, problem-solving, and a broader understanding of how the world works.

KMCT School of Business Management at Kuttippuram was founded with a clear vision—to make quality business education accessible to everyone. We strongly believe that barriers, whether geographical, financial, or otherwise, should not come in the way of a student's ambition. At the same time, we make no compromises in the quality of education we offer. Our institution is equipped with excellent facilities, dedicated faculty members, and strong industry connections to ensure that you are prepared for the real world.

This journey with us will give you the space to explore, the support to grow, and the courage to lead."

Warm wishes,

Dr. Ayisha Nazreen
Director & Executive Trustee
KMCT Group of Institutions

HOD's Message



Cultivating Excellence Through Innovation, Integrity, and Learning.

Prof. Shiyas K. J. is an accomplished academician and researcher with over 17 years of teaching and administrative experience in leading management institutions and industry. He is currently pursuing his Ph.D. in Management at Kerala University of Fisheries and Ocean Studies (KUFOS), Kochi, specializing in group dynamics.

He holds an MBA in Human Resource Management and Marketing from Calicut University and B.Sc. from Bangalore University. Over the course of his career, he has served in key academic and leadership roles, including Dean–Academics, NAAC/IQAC Coordinator, and NBA Accreditation Coordinator, significantly contributing to institutional development and quality enhancement.

His teaching and research expertise span across Organizational Behaviour, Human Resource Management, Strategic Management, and Entrepreneurship. He has published articles in reputed international journals and actively participated in FDPs and academic collaborations.

A passionate educator and mentor committed to bridging theoretical knowledge with practical application. Focused on inspiring students and faculty to achieve excellence and preparing future leaders to navigate and succeed in a complex global business environment.

Warm regards,

Prof. SHIYAS K. J.
Head of the Department (HOD), BBA & MBA
KMCT School of Business Management (KSBM), Kuttippuram

Why Choose KMCT School of Business Management?



Highly Qualified Faculty with extensive academic and industry experience.

- **Practical-Oriented Teaching** methods for real-world applications.
- **Individual Mentoring Programmes** to guide and support every student.
- **Top-notch MBA Programme** with excellent career guidance and placement support.

  Affordable Tuition Fees making quality education accessible.
- **Exciting Foreign Trip** for global exposure.
- **Simulation Lab** to create real-time practical experience for the students.
- **Leadership Development Programme** runs throughout the programme. It Focuses on developing leadership skills among the students
- **Industry-Academia Connect**, focusing on leaders and managers from industry, academia, and other sectors, will interact with students, helping them develop practical acumen and wisdom.
- **Value Added Certifications** to enhance the employability quotient of the Management Trainees.



Dual Specializations Offered :

- Marketing
- Finance
- Human Resources (HR)
- Operations

Facilities



Library

Our modern library houses a wide range of educational resources, including books, journals, e-resources, and more—catering specifically to business and management studies. It is designed to support our students and faculty



Computer Lab

In today's fast-paced technological world, IT literacy is essential. Our computer lab provides students and faculty with ample computers and high-speed internet to support research, skill development, and innovation.



Bus Facilities

Our college ensures smooth, accessible, and reliable transportation with extensive coverage across Malappuram, Thrissur, and Palakkad districts within a 70 km radius. This facilitates seamless commuting for classes, internships, and extracurricular activities.



Hostel Facilities

KMCT hostel rooms are comfortably furnished, providing a true home away from home. Separate blocks are provided for girls and boys, with each block maintaining a fixed capacity for accommodation.

INTRODUCTION

KMCT Group of Institutions has evolved from merely offering graduate and postgraduate programs to becoming a notable group of professional colleges over two decades.

It all started with the great vision of Dr. K. Moidu and a few spirited academics who realized that education and healthcare were vital elements in a growing society, and that it was necessary to efficiently manage both for the upliftment of society through younger generations. This vision led to the creation of KMCT Group of Institutions in Kozhikode in 1999.

It soon became evident that having a vision was not enough; effective governance and a strong commitment to quality education were critical to making a lasting impact.

From the very start, the founders introduced the concept of faculty governance and quality education: all members of the faculty play an important role in administering the diverse academic and non-academic activities of the institutes. The empowerment of the faculty has been the propelling force behind the high quality of the learning experience at KMCT. The two-year,full-time Master of Business Administration (MBA) programme is designed to help participantsimbibe a holistic approach to solving business and management problems. The programme participants are envisaged to develop analytical and creative thinking abilities and build leadership skills for managing and leading in a dynamic and innovative global environment.

Programme	Dual Specialisations
MBA – 2 Years Program	Finance Marketing Human Resource Operations

KMCT School of Business Management's MBA program primarily aims to provide individuals with ample opportunities to learn time-tested management principles and current best practices. Continuous and active interaction with the industry also provides exposure to evolving next-generation practices. The structure of the MBA programme is blended with core courses and elective courses spread over four semesters in two years. The first two semesters comprise common subjects, and the third and fourth semesters consist of elective courses designed to enhance participants' knowledge across the areas of their choice. In addition to these, there will be value-added programs /courses are included to enable participants to broaden their horizons as they prepare to become thought leaders for an economically and ecologically sustainable society. The elective courses are offered in the second year, giving participants the opportunity to concentrate on their areas of interest. The endeavour is for the graduates of KMCT School of Business Management to be equipped with substantial knowledge in those domains.

ADMISSION ELIGIBILITY FOR MBA

Candidates seeking admission to the MBA programme from KMCT School of Business Management, affiliated with KTU, must hold any one of a bachelor's degree in Engineering / Technology / Business Administration / Arts / Science / Commerce with 50% marks in aggregate.

- For SC/ST students a pass in bachelor's degree is sufficient for eligibility.
- Final year Bachelor's degree students who are on the verge of completing their degree are also eligible, provided they submit their original degree certificate and mark lists of all qualifying examinations at the time of admission.

KMAT/CMAT/CAT Score

Admission to the MBA programme is based on the performance in a three-step selection process. All eligible candidates must have a valid entrance examination score approved by the Government of Kerala. The different entrance examinations are

(a) KMAT by the Admission Supervisory Committee

(b) CMAT by the All-India Council for Technical Education (AICTE)

(c) CAT by IIM.

• Shortlisted students based on Entrance score will be called for Group Discussion (GD) & Personal Interview (PI).

Group Discussion

This aims to assess the candidates' attitude, interpersonal skills, communication skills and leadership skills.

Personal Interview

Group discussion is followed by a personal interview with a panel of experts to assess the communication skills, personality traits and overall suitability for a managerial career.

INTELLECTUAL CAPITAL



Prof. SHIYAS K. J

Head of the Department (HOD), BBA & MBA

Prof. Shiyas K. J. is an accomplished academician and researcher with over 17 years of teaching and administrative experience in leading management institutions and industry. He is currently pursuing his Ph.D. in Management at Kerala University of Fisheries and Ocean Studies (KUFOS), Kochi, specializing in group dynamics.He holds an MBA in Human Resource Management and Marketing from Calicut University and B.Sc.from Bangalore University. Over the course of his career, he has served in key academic and leadership roles, including Dean–Academics, NAAC/IQAC Coordinator, and NBA Accreditation Coordinator, significantly contributing to institutional development and quality enhancement. His teaching and research expertise span across Organizational Behaviour, Human Resource Management, Strategic Management, and Entrepreneurship. He has published articles in reputed international journals and actively participated in FDPs and academic collaborations.

A passionate educator and mentor committed to bridging theoretical knowledge with practical application. Focused on inspiring students and faculty to achieve excellence and preparing future leaders to navigate and succeed in a complex global business environment.



Dr. Sreenu G Das

Assistant Professor

Dr. Sreenu G Das, a name synonymous with dedication and commitment, is a respected academician and researcher with a robust background in management. She earned her PhD in Management from CET School of Management, Kerala University, submitting in 2022 and receiving the degree on June 9, 2023. Dr. Sreenu holds an MPhil in Management from Kerala University, an MBA from MG University, Kottayam, and an MCom from Annamalai University. Withover a decade of experience in academia and industry, Dr. Sreenu worked for 3.5 years as a Financial Associate at RR Donnelley, Technopark, and served as Office Staff at Dr. Ambedkar Cultural and Educational Society. She has been actively involved ineducational initiatives, including directing a 10-day summer camp for Blossom Educare in 2023. Her research on financial inclusion has been published widely in national and international journals, and she has presented her work at various conferences, showcasing her dedication to advancing knowledge in management and financial inclusion



Mr. Hemakumar V

Assistant Professor

Mr. Hemakumar V is a seasoned professional with three decades of extensive experience in the Kerala State Electricity Board Limited, where he has honed his expertise in the energy sector. His academic foundation in commerce and business management complements his practical experience,enabling him to navigate complex business challenges effectively. He started his career as a Lecturer in Commerce at VHSC, Koonathara, Shornur. He has participated in various industry workshops and seminars, sharing insights on energy management and strategic planning. He earned his MCom from the University of Calicut and holds an MBA from Sikkim Manipal University of Science and Technology. Throughout his career at KSEB, Hemakumar has held various leadership and managerial roles, contributing significantly to the organisation's strategic development and operational efficiency. His deep understanding of the energy sector and strong analytical and decision-making skills has positioned him as a critical player in driving initiatives that enhance service delivery and customer satisfaction. He led numerous successful projects aimed at improving electricity distribution and service quality. He played a crucial role in implementing sustainable practices within the organisation, contributing to KSEB's commitment to environmental stewardship. Hemakumar was also actively involved in training and mentoring young professionals in the energy sector, helping to foster the next generation of leader



Ms. Pramitha Mary Paul

Assistant Professor

Ms. Pramitha Mary Paul has 2 years of experience in teaching, training, and mentoring students at Holy Cross Institute of Management and Technology,Kozhikode. She is a postgraduate in Commerce with a specialisation in finance. She holds a bachelor's degree in education from Tamil Nadu Teachers Education University and NPTEL certification in Learner Psychology. Moreover, she holds a diploma in Indian and foreign accounting. She has attended national seminars and workshops held at various colleges nationwide. She is a dedicated,resourceful, goal-driven professional educator committed to every student's social and academic development. Her forte includes business finance, accounting, and capital markets.



Ms. Fiza Muhammad Ali Thundiyil

Assistant Professor

Fiza Muhammad Ali Thundiyil is an Assistant Professor specialising in Human Resources and Operations Management. She holds an MBA from APJ Abdul Kalam Technological University and a BBA in Finance from Calicut University. Known for her interpersonal skills and people management expertise, Fiza emphasises human resources, psychology, and soft skills in her teaching. She is certified in and soft skills in her teaching. She is certified in Human Behaviour Human Behaviour (NPTEL) and Stock Market Operations and is committed to fostering student growth in communication, leadership, and psychological insight. Her inclusive approach supports students' academic and professional success, equipping them with essential soft skills for their careers.



Mr. Sujin Oommen Philip

Assistant Professor

Mr. Sujin Oommen Philip is a distinguished professional with over 4.5 years of teaching experience and strong industry expertise. He served as the Director of Toir Business Solutions Pvt. Ltd, a multinational firm operating in Kochi, Dubai, and Qatar, where he provides strategic leadership and drives business expansion. An accomplished Guest Lecturer and Corporate Trainer Sujin have delivered impactful Lecturer and Corporate Trainer Sujin have delivered impactful sessions at sessions at premier institutions including IIM Raipur, IIM Amritsar, Christ University, Pune, Rajagiri Business School, Kochi and Symbiosis University, Bangalore. He holds an MBA in Finance and Human Resource Management from APJ Abdul Kalam Technological University, Kerala, and is known for his expertise in business analytics, strategy, and employability development.

As a Business Consultant and Startup Coach, Sujin is sought after for his insights on innovation, strategic growth, and operational excellence. He serves as a Asst Professor Faculty at UC College, Aluva, Holy Grace Business School, Thrissur and School of Indian Legal Thoughts, Mahatma Gandhi University, Kottayam, enriching academic learning with real-world experience. His accolades include the "Next Gen Entrepreneur Award 2024" by Branding Stories and the "Young Teacher of the Year Award 2022" by Kiteskraft Productions. A published case study author and AIMA Young India Paper Presentation award winner, Sujin continues to inspire as an International Career Coach, Corporate Trainer, and Motivational Speaker, bridging the gap between academia and industry with vision and passion.



Mr. Sarath Rajan

Assistant Professor

Mr. Sarath Rajan holds a Master of Business Administration (MBA) with specialization in Finance and Marketing. He brings a unique blend of industry and academic experience to the classroom, enabling students to connect theoretical concepts with real-world business practices.He began his professional career in the banking sector, working as an Auditor at HDFC Bank, where he gained valuable experience in financial analysis, compliance, and internal auditing processes. Following this, he expanded his professional exposure internationally by working in Dubai for nearly four years as a Marketing Manager, where he was involved in strategic marketing initiatives, market development, and business growth in a competitive global environment.

Currently, Mr. Sarath Rajan serves as an Assistant Professor at KMCT Institute of Technology and Management (KMCT ITM). With his strong industry background, he actively focuses on bridging the gap between academic learning and industry practices. He regularly provides industry exposure sessions, practical insights, and case-based discussions to help students understand contemporary business challenges and opportunities.



Ms. Dhrisya Srthumadhavan

Assistant Professor

Postgraduate in Business Administration with dual specialization in Operations Management and Human Resource Management. She has 1 year of extensive teaching experience and has actively enhanced her knowledge through various Faculty Development Programs, seminars, and conferences at both national and international levels. Her areas of specialization include Quantitative Techniques for Managers, Business Statistics, Operations Management, Human Resource Management, Women Entrepreneurship Development Planning, and Organizational Behaviour. She has presented papers at notable

platforms such as the International Conference on ICBG Realm Management in Bhagavat Geeta, the National Conference on HR Conclave, and the International Conference on Women Entrepreneurship and Business Management. She has also participated in the Grand Finale of the Best Manager Contest organized by the Global Institute of Integral Management Studies and the Shaping of Young Minds Program conducted by the All India Management Association. Prior to her academic career, she gained professional experience as a Business Development Associate at Grantley Ed-Tech, Bangalore.



Ms. Hafeesa K P

Assistant Professor

Hafeesa K P is an emerging academic professional with a strong foundation in Finance and Analytics. She holds an MBA in Finance and Analytics from Mahatma Gandhi University Campus and a BBA in Finance from Calicut University. She has also qualified the UGC NET demonstrating her academic excellence and eligibility for teaching at the collegiate level.

She has served as a Resource Person for the session "Decoding Union Budget 2026" at KMCT Kuttippuram, where she presented a critical and analytical review of the Union Budget, highlighting its economic implications, strengths, and structural concerns. This experience reflects her subject expertise, presentation skills, and ability to simplify complex financial concepts for learners.

Passionate about teaching, mentoring, and continuous learning, she aims to contribute to student development through clarity-driven instruction, strong communication, and an approachable teaching style. Her commitment to professionalism and academic growth makes her well-prepared for a successful career in academia and the corporate sector.



Ms. Rilsha A.R

Assistant Professor

Ms. Rilsha A.R is an academic professional with specialization in Human Resource Management and OperationsHer professional exposure has strengthened her skills in workflow improvement, staff welfare programs, and data-driven decision-making.

In addition to her core specialization, she has exposure to marketing, training, and government-led development projects, enriching her interdisciplinary perspective. Ms. Rilsha is a dedicated educator committed to fostering students' academic and professional growth through practical learning, industry-oriented insights, and an engaging classroom environment.

KMCT SCHOOL OF BUSINESS MANAGEMENT MBA ADVANTAGES



A Unique Focus on Leadership

Our Leadership Development Programme runs throughout the programme. It focuses on developing leadership skills among the Management trainees



Foreign Campus Visit

A foreign campus visit with a seminar will be arranged for students Joining our institute as part of the Global Intellectual Development Programme.



Career Guidance and Placement Support

Proper training, mentoring and guidance will be provided to all students to make the right decisions for setting and achieving their appropriate career goals. We will bring good companies onboard for placements.



Exciting Scholarships for Meritorious students

Students with more than 7.0 CGPA upon graduation, candidates with good CAT scores and candidates with a minimum of two years' work experience will be considered for internal scholarships.



Industry-Academia Connect

Leaders and managers from industry, academia, and other sectors will interact with students, helping them develop practical acumen and wisdom.



Tailor-made courses designed to align with the recent trends in management.



Contemporary pedagogy and eminent faculty members.



Practical oriented teaching & learning.



World-class library with E-Journals from online databases.



Simulation lab to create real-time practical experience for the student



Holistic environment for teaching and learning

IMPORTANT INFORMATION

- Admission is strictly based on merit and per the eligibility criteria set by the University, Admission Committee and Government of Kerala.
- Candidates shall apply directly online to KMCT School of Business Management for admission
- Candidates are admitted based on merit from the KMCT School of Business Management rank list based on their academic eligibility.
- Selected candidates shall be admitted at the appointed time and date to the college after paying the tuition fee and other fees to be paid, failing which the offer of admission will be cancelled.

KMCT SCHOOL OF BUSINESS MANAGEMENT LEARNING EXPERIENCE



PEDAGOGY



KMCT School of Business Management's pedagogy combines different techniques to ensure better learning outcomes. Students are encouraged to practice collaborative and peer learning, which also enables them to enhance their interpersonal skills, making them competent and industry-ready. We have an excellent mentoring system to make this programme collaborative

FLIPPED CLASSROOM



The flipped classroom is a pedagogical approach in which direct instruction moves from the group learning space to the individual learning space, and the resulting group space is transformed into a dynamic, interactive learning environment where the educator guides students as they apply concepts and engage creatively in the subject matter.

BLENDED CLASSROOM



Blended learning is an approach to education that combines online educational materials and opportunities for interaction online with traditional place-based classroom methods. It requires the physical presence of both teacher and student, with some elements of student control over time, path, or place.

WORKSHOP



Workshops on different domains are conducted regularly to equip the students with the necessary skills as the industry demands



CONCEPTUAL LEARNING

Introducing students to managerial concepts, theories, and frameworks of management and business through case discussions, lectures, and seminars. Faculty will introduce students to recent trends in management by providing all business updates, recent revolutionary business projects, etc.



PROFESSIONAL MODELLING

KMCT School of Business Management offers a variety of activities, games, simulations, and exercises to develop a positive attitude blended with confidence to solve any challenges and problems they have to address in their real-life situations at work. Our two-year programme strongly intends to develop leadership, communication, and analytical skills and help them become team players with excellent sportsmanship. We teach them to manage success and train them to overcome and manage failures.



CORPORATE COMPETENCY

Students are made industry-ready through continuous interaction with industry professionals. Summer internships, industry visits, and industry interactions give students hands-on experience of organizational functions and rare insights into real-time managerial issues.



CONTINUOUS EVALUATION

Students are regularly evaluated on different parameters to check their progress throughout a semester. Class participation, short quizzes, announced tests, assignments, projects, etc. form part of this evaluation process.



EXPERIENTIAL LEARNING

Experiential learning is the application of theory and academic content to real-world experiences, either within the classroom, within the community, or the workplace, which advances program or course-based learning outcomes specifically focused on employability skills.

EVENTS

1.INDUCTION PROGRAMME BY MR. SANJU P CHERIAN

KMCT School of Business Management successfully conducted an induction programme for the students of the 2024 batch. The session was led by renowned corporate trainer, Mr. Sanju P Cherian, focusing on essential skills required for professional and personal growth.



2.INDUCTION TRAINING FOR MBA STUDENTS

An induction training program was conducted on September 26th and 27th, 2024, at KMCT Institute of Technology and Management for MBA and MCA students. Led by renowned corporate trainer Mr. Mohammed Ikan, the program aimed at equipping students with essential soft skills required for academic and professional success



3. MASTERING STOCK TRADING - A COMPREHENSIVE WORKSHOP FOR BEGINNERS AND INTERMEDIATE TRADERS





The KMCT School of Business Management successfully hosted a comprehensive workshop on "Mastering Stock Trading" on December 06, 2024. The workshop, conducted by esteemed stock trading expert Mr. Sebin Joseph, aimed to equip beginners and intermediate traders with essential knowledge and strategies for effective stock market trading.



4. INDUSTRIAL VISIT

The MBA students of KMCT School of Business Management, Kuttippuram had the opportunity to visit NeST Digital Pvt. Ltd.,Kakkanad on 3rd December , 2024. The visit was aimed at providing students with practical insights into corporate operations, digital transformation, and business process management.



5. LEADERSHIP TALK BY RAHUL EASWAR

KMCT School of Business Management, Kuttippuram, inaugurated its new Leadership Talk Series on 18th December 2024 with a session on the topic "21st Century Managers." The inaugural speaker was Mr. Rahul Easwar, the Chief Innovation Officer of Lifology, renowned author, TEDx speaker, and distinguished alumnus of LSE (London School of Economics) and IIM Ahmedabad. The event marked an inspiring beginning for the series, bringing valuable insights into the evolving role of managers in the modern era.

6. PANEL DISCUSSION ON THE TOPIC "Decoding Union Budget"



A panel discussion on the topic 'Decoding Union Budget 2025' was held at KMCT School of Business Management, Kuttippuram. The panel members are Mr. Biju Nair (Former Director, Cognizant), Dr. Bijith George Abraham (Senior Assistant Professor, XIME Kochi) and Dr. D Legio Meril (Assistant Professor, St. Xaviers College, Thumba)

KMCT School of Business Management

A Business School with a difference



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