

2023



KCT
BUSINESS SCHOOL

KCT BS
HANDBOOK
2023



BE THE SOLUTION
CHAMPION CHANGE
AGILITY & TRUST

Institutional Mission

Kumaraguru College of Technology (KCT) is committed to providing quality Education and Training in Engineering and Technology to prepare students for life and work equipping them to contribute to the technological, economic and social development of India. The College pursues excellence in providing training to develop a sense of professional responsibility, social and cultural awareness and set students on the path to leadership.

Vision

To be a school of excellence creating transformative educational experience shaping future leaders

Mission

Education focused on disciplinary knowledge, problem solving, leadership, interpersonal skills, and wellbeing. Develop managers with professionalism and ethics.

KCT Business School

Established in the year 2005, KCT Business School has evolved as one of the leading Business Schools in South India with a prominent presence in the nation. The Business School is an integral part of KCT of Kumaraguru Institutions which is a vibrant unit of the large conglomerate – The Sakthi group marking their presence in industries such as sugars, auto components, power, transport, soya, finance, windmill, dairy and education. KCT is an autonomous institution affiliated to Anna University, Chennai and approved by AICTE

KCT Business School endeavors to create real time business environment for learning which focuses on students to learn, practice, and hone their existing core competencies and learn new relevant skills to survive in the competitive business world. We provide numerous opportunities for students to network with people from different industry sectors. This helps them to sustain in an ever-changing disruptive world both personally & professionally and creates a growth mindset to adapt & sustain. The faculty members of KCT Business School are constantly encouraged to upgrade their knowledge and keep abreast in the digitized environment of education to deliver impactful learning to the students.

KCT Business School has launched MBA in Project Management during 2022-23 and proposes to launch MBA in Agri Business Management from 2024 onwards.



About KCT

Kumaraguru Institutions prides itself as an institution that is quick to adapt its learning delivery platform to rapidly evolving learning environments. Kumaraguru Institutions brings together technology, liberal arts, management, and agriculture under a single banner. The cultural ethos of the institution is rooted in its philosophy: character is life.

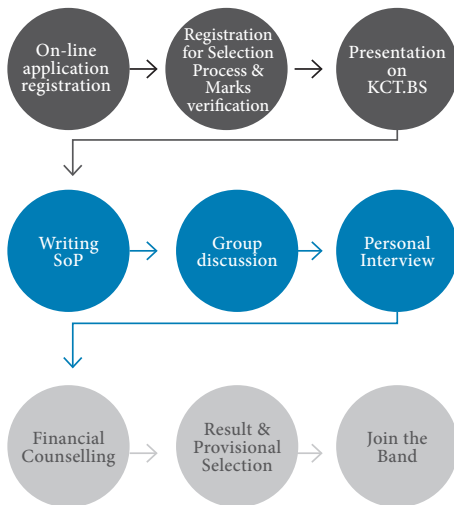
Kumaraguru College of Technology is an autonomous, self-financing engineering college, affiliated to Anna University. It was started in 1984, with the mission of providing aspiring students technical education, in a challenging learning environment. Over the last three decades, several new programmes have been introduced and the institution has emerged as a trusted destination for quality technical education and as a hub for research and innovation. The college is accredited by NAAC with A++ Grade.

The able guidance and patronage of Arutchelvar Dr. N. Mahalingam, Founder, Sakthi Group along with the efficient administration of Dr.B.K.Krishnaraj Vanavarayar, Chairman, the resourcefulness of Shri. Balasubramanian, Correspondent and the foresightedness of Shri. Shankar Vanavarayar, Joint Correspondent have equipped the college with excellent facilities such as spacious classrooms, seminar halls, well-equipped laboratories, excellent sporting amenities, dedicated high-speed internet connectivity (broadband) and well-qualified faculty. Six Academic Blocks house the different departments.

Currently the college, as an autonomous institution affiliated to Anna University, offers 14 under-graduate (B.E., B.Tech.) and 14 post-graduate (M.E., M.Tech., MCA, MBA) programs of study. All these programmes have the approval of the All-India Council for Technical Education (AICTE) and all the eligible UG programs have also been accredited by National Board of Accreditation (NBA). In addition, KCT has also been accredited by National Assessment and Accreditation Council (NAAC) with the highest grade A++. 12 academic departments have been recognized as research centers permitting research leading to Ph.D. degree by Anna University.

KCT. BS

Admission Selection Process



Eligibility

Any UG degree with minimum 60% marks

Mandatory MAT Score of 70 % & above or CAT 65 percentile

Selection Criteria

- Cumulative score of UG marks +MAT/ CAT scores + SoP, GD and Interview scores
- Preference for candidates with Engineering degree/Mathematics as either major or ancillary paper at degree level Students from Arts background to be increased by 40 %
- Working Professionals with 3+ yrs work experience to be given preference

Schedule

- Selection cycles will commence from the month of February every year.

How to Apply

- Online application
(Contact E-Mail: admissions@kctbs.ac.in)

Faculty Members



Dr. Mary Cherian

Head of the Department
& Professor

A very keen educator, a qualified and experienced marketing professional having 35 years of experience helping individuals and companies in marketing and institution building. She has offered her expertise on projects varying from estimating marketing potential to developing strategies for products and companies to guiding companies on their vision/ mission/ strategies and alignment of all these to achieve organizational goals. Her areas of interest include Service Marketing, Consumer Behaviour, Social Marketing/Entrepreneurship and Balanced Scorecards. She heads KCT Business School, and is responsible for driving the initiatives of the department in accreditations, new programs, quality enhancement and Industry Institute collaborations.

Working as Professor in KCT Business School, Coimbatore Dr. Kannan teaches Operations Management, Supply Chain Management, Production Planning and Control, Business Process Reengineering and into teaching for the past 21 years. He has graduated from PSG College of Technology, Coimbatore with BE in Mechanical Engineering and MBA. He has completed Doctorate from Madurai Kamaraj University, Madurai in the year 2013. He has presented many papers in International and National conferences and organized many seminars and workshops. His subject areas of interest are Supply Chain Management and Production Planning and Control.



Dr. V. Kannan

Professor
Specialisation-Operations



Dr. K. R. Senthilvelkumar

Professor

Specialization- Marketing

Dr. K.R.Senthilvelkumar has 26 years of professional experience that includes 8 years in industry with the last role being Deputy Manager at TREC-STEP and 18 years in the academic field with reputed institutions such as XIME, Bangalore; GRD Institutions, Coimbatore; Jansons School of Business, Coimbatore and Indian Institute of Plantation Management, Bengaluru. He is a Mechanical Engineering Graduate from Government College of Technology, Coimbatore with an MBA Degree from College of Engineering, Anna University, Chennai and a Ph.D. in Management from BIM, Bharathidasan University, Tiruchirappalli. He has authored several articles related to marketing management which are published in reputed newspapers, magazines and academic journals. He has a passion for teaching and enjoys interactions with young minds in and outside class rooms. He finds inspiration in people from all walks of life and of all age groups. He considers each day a godsend and an opportunity to learn something new. This mindset has always helped him move on in life amidst various challenges.

Dr. Sangeetha is a Graduate in Business Management (PSGR Krishnammal College for Women), Post Graduate in Business Administration from GRG SMS and M.Phil (Management) from Madurai Kamaraj University. To her credit, she has qualified the National Eligibility Test in the year 2005 and earned her PhD from in Anna University Chennai in the research domain Microfinance. She has presented many empirical papers in international and national level conferences in reputed institutes like IIM Ahmedabad, IIM Bangalore, BITS Pilani, ITM Business School Mumbai and Pondicherry University to name few. She has received 6 Best paper Awards from reputed Institutes. She has published many articles in renowned journals of international and national repute. She has received the Certificate of Excellence for the publication made by her. She has attended many research based Faculty Development Programmes in renowned institutes like IIMs, IIT Madras etc. She has successfully completed a management funded project in the area of Microfinance. She has been certified for Microfinance by Indian Institute of Banking and Finance. She had been session facilitator for many FDP and MDP programmes. Her interest vests in handling courses like Economics, Financial Services, Strategic Management, Merchant Banking, Banking services, Financial Management, Insurance and Risk Management, Mutual funds Management, International business management and Security Analysis & Portfolio Management. She has taken major administrative activities. She got involved in accreditation like NAAC, NIRF etc. She has 19+ years experience in teaching. She serves as a Faculty in KCT Business School since 2006.



Dr. S. Sangeetha

Associate Professor

Specialisation-Finance



Dr. P. Thamaraiselvi

Associate Professor

Specialization- Human Resource

Dr. Thamaraiselvi P holds a passion in teaching and research. She is a doctorate in HR with 2 decades of academic and industry experience in the field of Marketing with sound knowledge in Marketing and Organizational Behavior. She is a certified trainer in OB tools and Techniques. She has organized training programs for students and faculty and worked as facilitator and resource creator for FDPs and MDPs. Has held head position in academics for 4 long years. Her research interest vests in psychology-based market researches. She has presented her research work in national and international conferences and published in Scopus and WOS-indexed journals.

Dr. Deepa Manickam, has got 21 years of work experience of which 7 years are from Industry. Her industrial experience includes working with HDFC and Multinational Corporations like Bharathi Airtel, Blend Financial Services, and VWR. She has completed her Master's in Business Administration from GRG School of Management Studies, and her M.Phil from Bharathiar University and she won the UGC JRF scholarship for pursuing her doctoral degree and her Masters in Social Work from Periyar University, Salem. Apart from academics she is the General Manager – Admissions & Planning KCT. She has published more than 20 papers in National journals and 17 papers in International Journals and presented papers in both National and International conferences. She has her research papers published in Scopus Indexed journals. She had been the facilitator for various training programs. She has conducted training program for Central Industrial Security forces, Self-help groups, Agri Entrepreneurs, Anganwadi workers & Postal employees. She has been the guest speaker for various colleges in Tamil Nadu. Her Subject areas of interest are Organizational Behaviour, Organizational Development, Human Resource Management, Recruitment and Selection, Learning and Development, Employee Engagement. She has Authored a Book titled “A Study on the Career Expectation of Millennials and Their Employee Engagement in Banks”, ISBN No: 9788194517399, Harshwardhan Publication Pvt Ltd. She along with 7 other elite academic fraternity have registered and received a Patent under Patent Act 1970 and the Patent rule 2003, sec 10, rule 13, a Patent on A sales Proceeds Management system with Automated Machine, and sales proceeds Management Method. Patent Registration Number: 202241005012



Dr. M. Deepa
Assistant Professor
Specialisation - Human
Resource

Associate Professor in KCT Business School, Kumarguru College of Technology, Coimbatore Dr. Poongodi handles Consumer Behaviour, Marketing Metrics and Analytics, Data Analysis, Managerial Economics, Research Methods and Business Avenues in Organic Agriculture courses. She has been into teaching for 20 years. She holds a BSc (Agri) degree from Tamil Nadu Agricultural University, Coimbatore and graduated in 1998. She has post-graduated from Bharathiar School of Management and Entrepreneurship Development (BSMED), Bharathiar University specializing in Marketing and Systems in 2001. She has completed doctorate from Bharathiar University, Coimbatore in 2013 and holds an International Diploma in Agribusiness and post-harvest management from GIMI, Israel in 2016. She has published books on Business Statistics, Rural Management – Marketing Perspectives and Managerial skills for Agri Entrepreneurs. She also has reviewed books for Rural Management programs of MGNCRE, Hyderabad. She has presented several papers in International and National conferences and organized capacity building programs, development programs and workshops. She is an avid researcher, and her areas of interest are Consumer Behaviour, Technology Adoption, Rural Economics, Natural Fibres, Heritage and GI products. She is the coordinator from KCTBS for Capacity Building Programmes for Agri incubates at TNAU.



Dr. B. Poongodi

Associate Professor
Specialisation -
Marketing

Dr. Mohanamani has completed her MBA and Ph.D., from Bharathiar University. She has qualified in UGC – National Eligibility Test (NET) in December 2010. She handles courses related to Accounting, Financial Management, International Finance, Wealth Management, Mutual Funds. She is a full time faculty at KCT. Business School.



Dr. Mohanamani.P
Assistant Professor
Specialisation - Finance



Dr. A. Latha

Assistant Professor
Specialisation-Marketing

Dr. Latha is an assistant professor in KCT Business School, Kumaraguru College of Technology Coimbatore. She handles Marketing Management, Brand Management, Digital Marketing, Data Analysis and Research Methods. She has 17 years of experience in academics & worked in service sector for 2 years. She has completed her doctorate program from Bharathiar University, Coimbatore.

She also has co-authored & published a book titled "Business statistics using Excel and presented published more than 17+ research papers and case studies in National and International conference. She also has served as a resource person for the series of sessions organized by TNAU – DABD for Agripreneurs and facilitated many sessions in the field of marketing for industry participants and academicians. She has also conducted soft skill training program for the various levels of employees at India Post between 2013 & 2018.

Mr.K.Senthamarai Kannan holds a Master's Degree in Business Administration with specialization in Marketing. He has got over 15 years of Industrial experience in various capacities like Divisional Manager, Senior Manager, Branch Manager in reputed NBFCs and IT Education Software Industries. He has also had close to 15 years of experience in the talent management industry with close connectivity with HR Managers, Academic Heads and other service providers including Placement Officers of other institutions



Dr. K Senthamarai Kannan

Assistant Professor (SRG)
Specialization-Marketing



Dr. Vivek Raj S N

Assistant Professor
Specialisation-Analytics

Mr.Vivek Raj S N specializes in Analytics discipline and has experience both in academic and corporate environment. He is highly meritorious and has displayed distinctive performance not only in curricular but also in co-curricular activities. He believes in continuous learning and has been doing a lot of professional certifications throughout his illustrious career. He has received many awards and achievements from various institutions and is a National level Topper in five courses conducted by various IIT's in NPTEL platform. He has been presented with best student in co-curricular category and all-rounder award during his undergraduation. He has also qualified in UGC-NET eligibility test for Assistant Professor. He has published in many reputed journals including Scopus indexed articles and has also presented in conferences.

Mr. Binu is one of the 2600+ CFP certificants in India, who cleared the Challenge Status Pathway in the first attempt. He is a very passionate financial planner and a fintech consultant. His areas of interest are personal financial planning, wealth management, security analysis & portfolio management, cryptocurrency and NFT. He is the Principal Officer and Additional Director of a Wealth Management company in Delhi. He is also an Indian Representative of a Crypto Trading Bot company based in New York. He is a consultant to many wealth management companies in India. He is also a fintech consultant for many IT companies in Cochin, Bangalore and UAE. He worked for leading business schools like SCMS, DCSMAT, etc., He also worked for UST Global, Cochin, on a project of fund data management. He was associated with ICICI Prudential Asset Management Company as an Investment Advisor. He is qualified with MBA in Finance, CFP (Certified by Financial Planning Standards Board, USA), NISM VA, NISM X A and NISM XB.



V S Binu (CFPCM)

Assistant Professor
Specialisation-Finance



Dr K Vignesh has 18+ years of experience in Academic verticals like Placements, Teaching, and Administration. He is a skilled professional and expert in Corporate and Industry Relations. He has completed post-Graduation at Bishop Heber College and his Doctorate in Computer Science in the area of Wireless Sensor Networks at Manonmaniam Sundaranar University. Has held a head position in Corporate and Industry Relations for 10+ years in Tier 1 T-School and B-School.

Dr. Vignesh

Head- Corporate and Industry Relations & Assistant Professor
Specialisation-Finance

Dr. Paul is an organizational behavior and human resource specialist. She has completed her full-time Ph.D. in Management from Bharathiar University, India. She has authored & reviewed papers for top-tier journals, indexed in SSCI, CABS, Scopus, & ABDC. She has been ranked among India's top 70 researchers and South Asia's 110 researchers for publications in ABDC and CABS-indexed journals by P-Ranking, Germany in 2023. She has received research fellowships & best paper award from institutions like UGC & JIMS, Delhi. Dr. Paul has completed certification from prominent institutions like IIM-K, the University of Virginia, & the University of South Florida. She is a highly sought-after resource person for workshops/FDPs on Research Methodology, Academic Publishing, and Data Analysis using IBM SPSS, AMOS, PROCESS & Warp PLS.



Dr. Maria Tresita Paul V.

Assistant Professor
Specialisation-Human Resource



Mr. Narayanan

Professor of Practice
Specialization-Project Management

V.V.Narayanan (VVN as he is popularly called) is a Human Resources professional with close to 36 years of experience in the Corporate sector having worked in Oil & Gas, FMCG and Textile industries in 4 large companies in Chennai, Mumbai and Bangalore. He has been in Leadership roles during the last 12 years and was also part of country leadership teams. During his tenure, he has managed large HR teams both in India and abroad and was able to create significant business impact for HR as a function in the companies that he has worked for. In his last role, he was leading a team of 70 HR professionals in India and Sri Lanka which he was managing headquartered in Bangalore and under his leadership the Company was certified as a "Great Place to work" both in India and Sri Lanka.

Venkatesh Ramaswamy is a Project Management professional with over 35+ years of active work experience in the corporate sector. He has worked in several well reputed organizations throughout his professional career that deal with Banking & Financial Services, Manufacturing, Product Development, and technology solutions. As a working professional with in-depth expertise in project management techniques, he has served in top leadership roles throughout his career wherein he has managed large size global teams and projects worth multi-million dollars. Notably, some of his clientele through the years includes leading global banks such as Citibank, World Bank, Reserve Bank of India, State Bank of India and other prominent Investment Banking firms. From an educational background, he has a Masters in Commerce, Banking & Accountancy and is a Certified Quality Analyst (USA). He also has extensive knowledge and experience in the areas of mentoring and coaching of varied project management techniques including quality and delivery management at various levels of an organization, from executive to subordinate training. By bringing a unique practical perspective, he aims to highlight the distinctions between theory and practice through his academic courses by equipping his students with the ability to solve real-world business problems and in-turn building the next generation of elite project managers.



Dr. Venkatesh Ramaswamy

Professor
Specialization- Project Management

Programs Offered

KCT Business School offers Three Master Programs and a Doctoral Program-

- MBA Master of Business Administration (2 year Full Time)
- MBA in Innovation, Entrepreneurship & Venture Development (2 year Full Time)
- MBA in Project Management (2 year Full Time)
- Ph.D in Management (Full Time & Part Time)

Core Values

The core values will define the foundation to achieve our vision and faculty & students are encouraged to use these values at every opportunity

Be the Solution: Brings in new ideas and solutions that push our thinking into new territory.

Champion Change: Identifies and implements external best practice, new ideas and plans that will prepare our organization for the future.

Agility: Successfully lead organizations in a world that's increasingly complex and uncertain.

Trust: Earns credibility and trust, influencing employees, members, and stakeholders to support organization

Program Educational Objectives

Within a few years of obtaining a master's degree in Business Administration from KCT Business School, the recent graduate shall

1. Demonstrate managerial abilities to improve business performance by driving client centric culture in the organisation.
2. Exhibit high level of competencies required to manage multiple business sectors across the globe.
3. Demonstrate ability to implement best corporate governance practices as a true leader by maintaining social values and business ethics.
4. Exhibit entrepreneurial and lifelong learning qualities for achieving continuous success in business.

Rules and Regulations

- College works from Monday to Saturday.
- Campus Working hours: 8:30 am to 4:40 pm (Tea Break: 10:30 am to 10:45 am | Lunch Break: 12:45 pm to 1:40 pm)
- Dress Code: Boys – Formal shirts, pants with shirts tucked in. Girls – Salwar Kameez / Chudidhar with neatly pinned dupatta. Lab uniforms and shoes are mandatory during regular lab classes.
- Students should follow the rules and regulations instituted by Anna University, Chennai and KCT.
- The hostel students should follow the hostel rules and regulations.
- Students are expected to behave in an exceptional way, to truly take pride in who they are, to treat others with dignity, and to uphold the college's reputation.
- Students should maintain discipline. Any incidence of reported student indiscipline will be investigated by a disciplinary committee that the principal has constituted, and it will provide decisions for an appropriate course of action.
- Students must avail leave only after getting prior permission from their faculty mentor. Conveying messages over the Telephone / E-mail will have to be approved by HoD.
- RAGGING is strictly prohibited. Any student who, directly or indirectly, engages in, supports, encourages, or promotes "RAGGING" on or off campus is subject to a fine of up to Rs. 25,000 and a term of imprisonment that may last up to 3 years. Furthermore, he or she will be expelled from the institution, and such students will not be allowed to enrol in any other institutions.

On Campus

- Students' vehicles should only be parked in the designated parking space after obtaining the required authorization from the security officer.
- Students should use the facilities in campus without causing any damage. If any damage is caused, action will be taken to correct and recover the cost, in addition to disciplinary proceedings, if applicable.
- Students must always wear their ID Cards when inside the campus.
- Smoking, possessing or using narcotics, tobacco products, or alcohol on campus, or being caught drinking will result in expulsion from the institution.
- Celebrations of any kind without prior written permission from the Management are prohibited in the campus. Violation of the above will be viewed seriously.

Classroom Manners

- Students are expected to behave professionally and courteously.
- When in class session, students should refrain from using their mobile devices for anything but academic purposes. The faculty facilitating the class, however, can encourage students to explore or read from the mobile for academic purposes.
- Students are expected to be seated in the lecture hall five minutes prior to the commencement of the class.
- Students must wear the lab uniform provided by the institution during their laboratory hours.

Attendance Requirements

1. Ideally every student is expected to attend all the classes and secure 100% attendance. However, in order to facilitate the participation in sports and other extra-curricular, co-curricular activities and also for medical/personal reasons, a student has to earn atleast 75% of the classes in every course, to become eligible for appearing for End Semester Examinations.
2. If a student lacks attendance in 4 or more courses offered in a particular semester, he/she will be detained in that semester and hence cannot proceed to the next semester. He/she shall seek re-admission as per the norms of the affiliating University/DOTE (Directorate of Technical Education).



Examination Rules

1. Candidates found guilty of malpractice shall face an enquiry by the appropriate committee constituted by the Principal.
2. Candidates should maintain discipline and decorum during the examinations.
3. A committee constituted to investigate the nature of the malpractice and to book the student for the breach will also decide on the punishment, which will be determined in accordance with the regulations of the Controller of Examinations office/Anna University.

Discipline System

1. Students who are found to be involved in the disciplinary matter(s) shall be suspended pending investigation. Students staying in hostels can be summoned to leave.
2. The disciplinary committee is permitted by the Principal to enquire if necessary. Following an investigation, the disciplinary committee submits a report to the Principal for action.
3. The student may be subjected to one or more of the following, based on the recommendations in the report.
 - Expelled from the college
 - Expelled from the hostel
 - Suspended for a period of time
4. The following are strictly prohibited (Zero-tolerance policy shall be adopted)
 - Smoking, Consumption of alcoholic drinks/drugs, Gambling, Intimidation or violence, Wilful damage of property, Shouting and using abusive language, Multilevel Marketing or any type of business or fundraising.

Identity Card

1. The ID card must always be worn while on campus, at events sponsored by the University, or when representing the College at events off campus, and in common places that include seminar rooms, libraries, and auditoriums.
2. Any faculty/staff of the institution has the authority to ask the student to show their ID card at any time while on campus.
3. If a student loses the ID, she/he must write an email stating the reason to the class advisor. The class advisor will forward the same to the Head of OSA. The cost of ID card will be deducted from the Stores deposit of the student.
4. The ID card shall be used to purchase materials from the student stores/kiosks. The cost will be deducted from the Stores deposit of the student.

Information Technology (IT) – Policy

The IT Policy document provides a brief synopsis of the key obligations of students using the Institution's IT facilities. All students must be familiar with the guidelines therein and abide by the institution's IT Policy.

- Use Institution-owned IT systems, User-owned systems and infrastructure only for the purposes relating to your study, research, or academic activities.
- Ensure all official software installed in your device are up to date.
- Be informed that all your activities over the system and network are monitored, continuously.
- Users should not engage in any illegal, unlawful, or unethical activities over the systems and other resources owned by the institution.
- Ensure no pirated or unauthorized software is installed / used on the resources owned by the institution. Installation of / access to any third-party software essential for work must be preceded by written consent by the DTS team and approvals as mandated.
- Users to make sure that ONLY the institution email id provided to them by the institution is used in all the official communications. Usage of personal email id for official purposes and / or wrong purposes will constitute wilful disobedience and be liable for action.
- Be vigilant to phishing emails, do not respond to them and report to the concerned authorities.
- No system or account passwords should be shared with anyone under any circumstances.
- Users are expected to use Email, Microsoft Teams as the only channels of official communication.
- Users must not use or disclose any confidential information, intellectual property or Data belonging to the Institution, without prior written approvals from the Head of the Department / Institution or as mandated.
- Users have a responsibility to promptly report the illegal, unethical, or unauthorized disclosure of Institution's confidential Information, intellectual property, or Data to Technology Services.
- User is responsible for the physical security of the system inside the campus.
- The Institution reserves the right to audit all information / supporting assets/review logs in the event of suspicious activity or as a part of maintenance work.
- The Institution will have the right to amend, review and modify, the Policy at its discretion.
- If you have any doubts / queries, please contact **office.dts@kct.ac.in**.



Hostel Rules

1. All residents are required to maintain standards of attire, manners and behavior.
2. All residents shall always carry their valid Identity Cards issued to them by the college and produce it whenever demanded by the authorities. Without ID card, residents will not be permitted to enter into the hostels.
3. The rooms, common areas and surroundings of the hostel should be kept clean and hygienic. Walls shall not be defaced.
4. Rooms are allotted to each student on his/her personal responsibility. He/she should see to the upkeep of the room, hostel and its environment. Any damage to property will be required to be replaced / repaired and the cost will be recovered from them.
5. Students shall bring to the notice of the Caretakers/Resident Tutors of any pending maintenance work (Civil, Carpentry, Electrical, and Sanitation) to be carried out in rooms, corridors, toilets or other areas in hostel premises.
6. Students should co-operate in carrying out maintenance work and vacate their rooms completely when the Hostel administration requires the rooms for this purpose. On such occasions, the management will provide alternate arrangement.
7. The resident shall not move any furniture from its proper allotted place and also not damage them in anyway.
8. Ragging of students admitted to the college is totally banned. Any violation of this by the students will be dealt with very severely as per the college norms and guidelines issued from time to time by the competent authorities.
9. Freshers should report incidents of ragging immediately. Those who do not do so even when being witnesses or victims, will be considered to be part of this practice, and will also be punished accordingly.
10. Room services are strictly prohibited. However, for students who are sick, food may be served in room after taking permission from Hostel Officer and making relevant entries into the Register to be maintained in the Mess.
11. Residents should not participate in any anti-national, anti-social or undesirable activity in or outside the campus.
12. The use of electrical appliances such as immersion heaters, electric stove / heaters, Iron Box are not allowed in the rooms. Such appliances, if found will be confiscated and a fine will also be imposed.
13. The use of audio systems which may cause inconvenience to other occupants is not allowed.
14. When the students go out of their room, they should switch off all the electrical / electronic appliances, and keep their room locked.
15. The residents of the hostels must use the bio-metric device to register their entry and exit into/from the hostel.
16. All residents of hostels must be back in the hostel before the time limit of 7.00 pm for girls and 9.00 pm for boys. However, prior written permission from the HOD concerned of the student and approved by the Deputy Head, Hostel may be considered for late entry for valid reasons (Academic-related, Sports, Placement, etc).
17. Late-comers into the hostel, will be dealt with as follows:

If the resident is late to the hostel, for

- First time, a message will be sent to their respective class advisor/ward counselor to counsel and to their parents as information only.
 - Second time, a message will be sent to student counselor to counsel the resident and to their parents as information.
 - Third time, respective HOD will enquire, counsel and ring up their parents for clarifications.
 - Fourth time, parent should meet the Principal/HOD and a constituted committee for final decision on the continuity of the resident in the hostel.
18. The students are not allowed to be in the hostel during class hours unless permitted by the Hostel Officer after informing the Head of the Department of the student.
 19. Birthday celebrations are not permitted inside the hostel. However, it may be allowed in specified location after getting permission from the Hostel Officer and giving an undertaking that they will celebrate peacefully and without littering the premises.

20. Residents shall not play outdoor games inside their rooms or in areas around the hostels which is not designated as playground.
21. Residents proceeding on leave on any working day must submit an application form duly approved by the Head of the Department of the student with signature and office seal to the Hostel Officer.
22. First year girl students will be allowed to go home during holidays, only if they are accompanied by their parents or local guardian. However, this can be relaxed if the parent gives an undertaking accordingly.
23. Hostel residents are not expected to have vehicles inside the campus. For genuine reasons Principal may grant permission to have their vehicles based on request from parents. Such students are to fill a Vehicle Registration Form and submit it to Assistant Manager – Security.
24. Residents should not indulge in practices / activities, which may endanger their own personal safety as well as that of others.
25. Residents will be personally responsible for the safety of their belongings. They are advised to keep under lock all valuable items such as Laptop, Mobile Phone, etc. and lock the room even when they are out for a short period.
26. Any case of theft should be reported promptly to the Assistant Manager - Security through Hostel Officer. They should not try to deal the matter themselves. Whoever tries to deal it themselves and thereby creating trouble will also face disciplinary action.
27. Students should not arrange any function or meeting within the hostel or outside or within the campus without specific permission of the Hostel Officer, Hostel.
28. Residents are required to be in their respective rooms during the roll call (attendance) from 09.00 pm onwards every day. Absenteeism will result in informing their parents accordingly.
29. Residents shall maintain silence from 10.00 pm to 6.00 am which shall enable students to prepare for their academic requirements and to get good sleep.
30. If students create law and order problems outside the campus, they are answerable to the police on their own and should not involve the college name. In such cases, they will also be answerable to Hostel/College administration as per the college norms and appropriate action will be initiated against them.
31. Residents should comply with routine announced room checks and surprise checks that may be required to be conducted from time to time. Students will be rewarded for maintaining their rooms neatly.
32. Any student who is found to be indulging in undesirable activities such as ragging, physical assault, damage to property, causing inconvenience to other inmates, playing inside the hostel premises, non-compliance of any of the rules, or violation of any other rule defined in the hostel manual will be reported to the disciplinary committee.
33. Any student found to have used any or in possession of narcotic substance including Tobacco products, Alcohol, Drugs and the like, will be proceeded against legally under the Narcotic Drugs and Psychotropic Substances Act (NDPS Act) and will also be expelled from the hostel and college.
34. Any breach of the conduct rules or any act of indiscipline will invite an enquiry that will be conducted by the Enquiry Committee. The Hostel Administration will implement the recommendation of the Enquiry Committee. Depending on the seriousness of the case, the administration reserves the right to take direct disciplinary action, amounting to even expulsion at short notice from the hostel.



MESS TIMINGS

	Weekdays	Sundays
Breakfast	07.00 am - 08.20 am	07.30 am - 09.00 am
Lunch	12.30 pm – 01.40 pm	12.30 pm - 02.00 pm
Snacks	04.30 pm- 05.15 pm	04.30 pm- 05.15 pm
Dinner	07.00 pm - 08.30 pm	07.00 pm - 08.30 pm



Program Structure

The KCT.BS MBA curriculum, takes the student through an intellectual 'journey' - a series of experiences that will result in them learning what is intended for them. The curriculum is designed to be inclusive and flexible to cater to the diverse needs of the students. The curriculum has also been developed to be contextually relevant and is up to date, relevant, interesting, and stimulating for students.

Program Structure	
Semester 1	Core (C)
Semester II	Core (C)
	Functional Core (FC)
	Functional Optional (FO)
	Open Elective (OE)
Semester III	Core (C)
	Functional Optional (FO)
	Open Elective (OE)
	Project (PJ)
Semester IV	Core (C)
	Functional Optional (FO)
	Open Elective (OE)
	Project (PJ)

Semester I

Course Type	Course Title	Credits
Core	Managerial Economics	3
	Accounting for Management	3
	Data Analysis - 1	2
	Principles & Practices of Management	2
	Human Resource Management	4
	Business Research Methods	3
	Financial Management	4
	Marketing Management	4
Operations Management	4	

Semester II

Course Type	Course Title	Credits
Core	Entrepreneurship Mindset & Methods	2
	Organisational Behaviour	2
	Data Analysis Tool	3
	Business Communication	2
	Functional Core	12
	Minor Elective	4

Semester III

Course Type	Course Title	Credits
Project	Internship	2
	Research Project - 1	3
Core	Strategic Management	4
	Sustainable Development	2
	Capstone Simulation	2
	Functional Core	24
	Functional Optional	24
	Minor Elective	10

Semester IV

Course Type	Course Title	Credits
Project	Research Project -II	3
	Social Immersion Project	6
Core	Business Ethics	3
	Legal Aspects of Business	4
	International Business Management	4
	Functional Optional	24
	Minor Elective	10

Blended Mode of Learning

The COVID19 pandemic has re-defined our perception of what is normal and has created greater challenges. It is not only the time to rethink the system but also the opportunity to visualize how it can evolve in tandem with our changing world. In this context, introducing integrated and experiential learning, with a greater emphasis on technology has become imperative. Hence comes the scope for a new blended learning format.

• KOED - Digital Learning System for the Future

Kumaraguru Institutions launched Project Germinate, a comprehensive integrated platform that focuses on re-designing online learning. It was a phased shift from the conventional method of teaching/learning to the new-normal online learning system.

- Lecture/ Tutorial
- Experiential Learning
- Projects Based Learning
- Field Work
- Self Study
- Capstone Simulation



Student Code of Conduct

1. Academic Honesty

All students must be honest and forthright in their academic studies. To falsify the results of one's research, to steal the words or ideas of another, to cheat on an assignment, or to allow or assist another to commit these acts corrupts the educational process. Students are expected to do their own work and neither give nor receive unauthorized assistance.

2. Acts of Intolerance

- Unlawful or unauthorized possession, use, distribution, dispensing, delivery, sale or consumption of any alcoholic beverage.
- Unlawful or unauthorized possession, distribution, delivery, dispensing, manufacture or sale of any drug; unlawful possession of any drug with intent to distribute, deliver, dispense, or sell any drug; or being unlawfully under the influence of any drug.
- Smoking in any campus facility
- Physically abusing or threatening to physically abuse any person.
- Any act occurring on campus which intentionally disturbs the peace and quiet of any person or group of persons
- Destroying, damaging, misusing, theft or defacing any facility or property, or any private property on-campus is prohibited
- Providing false or misleading information.
- Misbehavior in the classroom in such a way that the educational experiences of other students and/or the instructor's course objectives are disrupted are subject to disciplinary action, including possible exclusion from a course or program
- Misuse of mobile phones, internet, cyber stalking, and sexual harassment

Policies

1. Academic Progress

- Students are required to show academic progress and based on performance, they will be segregated in batch for academic classes or training
- Student fee (Academic & Examination) will be notified and paid through the KITE Portal.
- Academic fee will be paid annually.

2. Class Attendance

- You are required to be in the campus on all working days. Absence should be communicated to the class advisors.
- Students are required to be in the class on time for each session.
- A minimum of 75% overall attendance (all courses together) is required failing which, the student will not be permitted to go to the subsequent semester. They are required to repeat the incomplete semester in the next academic year.
- Students are required to be present for all the programs/ events organized by KCT.BS.
- Fall in attendance will be communicated to parents.

3. Continuous Assessment

- Students are required to be present and take up the exams with good preparation. Several assignments and projects will also be given for assessment which will add to the internal marks.
- The test marks and semester marks will be communicated to the parents.

4. Grooming and Etiquette

- Students are required to be well groomed and be presentable in the campus.
- On all weekdays, students are required to be in formal attire.
- Students are required to carry their ID card with them when they are in campus.
- Students are required to speak in English while in campus.

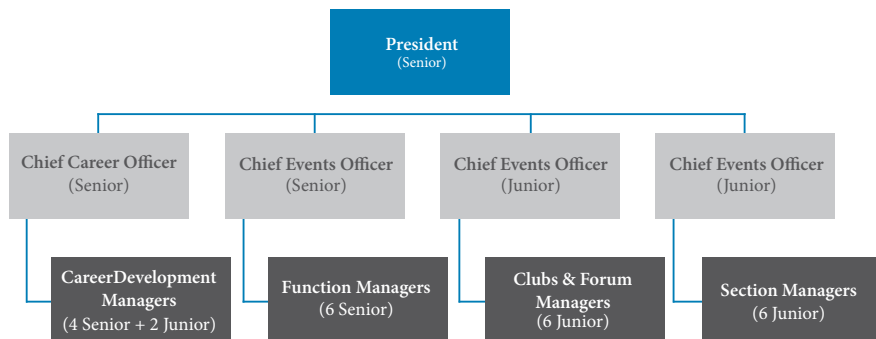
5. Working Days & Hours

- Institution will work on all working days as per the academic schedule.
- Institution is closed on Sundays, Public Holidays and on 2nd & 4th Saturdays. However, if any special programs or classes are conducted on such days, students are required to be present.
- The first session commences at 8.30 am and the last session ends at 4.30 pm. When there are programs, events, meetings, the closing hour shall be extended.

Student Association

Student Association is an integral part of KCT.BS campus life: they represent students and provide services which enhance campus life. When students become involved in non-academic interests at KCT.BS they develop a network of friends besides broadening their outlook to life. The SA work towards making an impact on all the stakeholders of KCT.BS through the students.

Vision: Build a vibrant student community to broaden their horizons, reach their full potential, and change the world around them.



Student Hive Activities

Honeybees are fascinating creatures. The way they work together is so complete, in fact, that it really helps to think of a honeybee colony as a single organism. Similarly the student body of KCT. BS works as a single unit to improve student quality of life through hive activities, to support our pursuit of excellence. The sports, talent & knowledge hive league activities enhances student self-belief, and enables students to work autonomously. Students enjoy the learning relationship with others and feel competent to achieve their personal objectives and develop social and cultural tolerance.

K -Hive (Knowledge Hive)

The Knowledge Hive is a platform to discuss the current happenings in the Industry, both nationally & internationally - Business & Industry Trends (BITS). The hive activity also conducts debates and group discussions on these relevant topics, which is a steppingstone for placement. These activities are closely related to the Career Development Centre. The Knowledge hive also invites Alumni to share their inputs on recruitment drives and their experiences in the corporate world.

T-Hive (Talent Hive)

The Talent Hive of KCT Business School conducts various programs providing an opportunity to help talented individuals form and develop their potential and their critical thinking. The Hive conducts cultural programs, showcasing the different inherent talents of the students. Programs are organized for the freshers to break the ice. Rhythm is a signature program where, students from both the years participate in various programs. Our students are also members in KCT drama, dance, music, humour & literature club.

S- Hive (Sports Hive)

Sports plays an important role in educating students as it teaches tolerance, patience, and tips to handle pressure. It also teaches the value of team spirit and proficiency to share victory and defeat. The Sports hive of KCT Business School organizes and conducts various sporting events to build leadership & team spirit amongst the students. KCT. BS students are also an integral part of the various sports team in KCT and bring in many laurels to the institution.

Student Academic Forums

Forums go beyond classrooms. Forum activities at BS involves active learning based on constructivism. These problem-based learning helps in understanding concepts and encourages them to learn. Academic forum activities allow students to directly take on board the concepts and understand what is happening, or how to do something. It allows immersing oneself in a subject in order to learn and facilitates

- Building real world skills
- Transfer of learning
- Enhancement of practical skills- Communication, Analytical, & Problem Solving

Finance Forum

Works at developing the student's interest in Finance and all finance related activities. The forum facilitates space for sharing knowledge on finance through related debates, auctions, online trading, sensex analysis, panel discussion on the budget.

HR Forum

Encourages students to come up with innovative ideas in communication, leadership and interpersonal skills. It facilitates learning of teamwork, coordination, decision making, time management & motivation. Activities of HR forum includes Psychometric test, Team Building activities, Role Plays & HR Simulation

Marketing Forum

Aims to build the marketing passion of the student. It creates awareness about the nuances of marketing technique and tools through activity based learning & develop core competency in preferred areas of marketing through Real Time selling, New Product Launch & Hands on negotiation

Operations Forum

Works with an objective to develop the interest of student towards operations. The forum aims to invoke interest among the student community in various areas of operation management through Simulation Games, Industry visits & Service Facility Plan games

Analytics Forum

Facilitates sharing information on the recent developments in the Analytics field. It also helps to gain additional knowledge on how to access different tools to aid the different management processes through events like technical quiz & Analytical games

Entrepreneurship Forum

Aims to promote entrepreneurship amongst the students through Entrepreneur Talks, Makers Markets - a small opportunity to sharpen their entrepreneurial skill of selling by bringing in the products which they made themselves and a visit to a student's family-owned business and preparation of the Business Plan.

Mentorship

Mentoring at KCT is envisaged to enable professional socialization and personal support to facilitate success. It foresees holistic development of the student and helps him /her set a goal of clarity and enable him/her to achieve.

With the advent of technology, students today are exposed to new information and ideas constantly. Sometimes this could be an overdose of information and they battle with ideas, not knowing what to do next or how to do it. Having to make good decisions is very critical to success. And it is a skill that comes with having high clarity. Mentors at KCT are well versed in this and help students fine tune their path.

A mentor at KCT will wear several hats over the course of his/her students' professional development – he/she is a skill consultant who sharpens his/her mentee's intellectual and professional skills, a career consultant who helps the mentee see a diverse view of his/her career. The guidance goes beyond this and the mentor stays as a pillar of strength for the students and they have proved their mentorship to nurture the students for a class apart.

Counseling

Counseling for personal well-being is yet another active forum in KCT where the student guidance process takes place in a one-to-one, and confidential environment. The counselor, who is highly empathetic assists the students in the areas of their need. Students find the discussions with the counsellor very useful as the sessions take care of the interests of the students and motivates them accordingly. They are guided on different perspectives and with a non-judgmental attitude, thus leading them to find a solution on their own.

To provide a conducive environment for women staff and students and to protect and safeguard their rights and to bring about growth, development, and to empower them. "Internal Complaints and Women Empowerment Committee" has been constituted at Kumaraguru College of Technology, Coimbatore. This cell basically monitors all aspects pertaining to girl students and women staff members of the Institution.

The following are the major activities of this committee:

- Redressal of issues of Sexual harassment for the Women Employee and girls Students in the College if any.
- To conduct gender sensitization programme for the Prevention and Prohibition of gender-based violence.
- Organizing programmes which bring about attitudinal and other changes for effective participation of women from all levels.
- It undertakes, promotes and coordinates both fundamental and applied research on women and development.
- Develops and promotes (in collaboration with other agencies) educational training and action programmes for women, especially under-privileged women.
- Organizing various activities such as lectures, seminars, movies, panel discussions, elocution, role plays, games etc., promoting gender equality, gender amity and women empowerment.



Career Empowerment & Entrepreneurship Development Centre

Objectives:

- To provide curated content for the top performers of BS
- To provide a platform for them to develop/ strengthen their skills & capabilities
- To help them get into the best placement and internship opportunities
- To enable hands-on learning over and beyond the curriculum
- Upskilling the students and making them industry ready

Honours Track

A Track to upskill the students who possess strong academic and co-curricular performance in the past and present

Analytics Track

A Track to provide additional skilling elements and components to the students who are analytically strong and good in fundamentals of data science

Research Track

A Track to enable students with research aspirations and are keen to get into careers more oriented to research and doctoral programs

Innovations Track

A Track that creates a congenial environment to inculcate the habit of innovation to achieve competitive advantage through innovative ideas and process enhancements.



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