

## St Joseph's College of Business Administration

Established in 1968 by Jesuit fathers, who also run some of the prestigious Business schools in India such as XLRI Jamshedpur, XIMB Bhubaneswar, and LIBA Chennai, SJCBA is one of the pioneers in industry-oriented management education in the country. Backed by a lofty Josephite tradition of 150 years with a sterling brand equity based on excellence without boundaries and value based education, Josephites have been able to stand tall in the world of management studies

- **Rated A++ by Business India for three consecutive years 2006, 2007 & 2008**
- **Ranked 25<sup>th</sup> in all India ranking by MINT for 2008**
- **Best Academic Institution Award of 2005,2006 & 2008 by NHRD,Bangalore**

**The AICTE has conferred on the college, the rare distinction of equivalence of its PGDM with the MBA degree**

### INTRODUCTION TO THE PROGRAMS

These are unique Programs and are custom designed by us for people who wish to improve their managerial skills and become more effective leaders in their organizations.

We are running the Programs under the title “**Practicing Management for Practicing Managers**”. This is because of the practical management related input we have designed (apart from the theory) through the **practice school concept**. To achieve this, you will be required to complete a project in a top rated company, and complete assignments based on real life events happening there, as part of the requirements of completing the course.

The diploma/ certificate will be awarded by St Joseph's College of Business Administration, Bangalore (AICTE recognized), an autonomous body.

Because of its close industry links, the curriculum is designed to equip you with skills to handle the stresses and riddles faced by managers. It will also give you the required theoretical concepts through interactive sessions using different types of pedagogy. There will be high focus on project work and you will emerge at the end of the Program as a fully equipped manager ready to take on higher responsibilities.

### PROGRAM OBJECTIVES

- Instill state of the art management skills in participants
- Provide participants with the experience of solving real life organizational problems
- Produce a well rounded and humane professional

## COURSES OFFERED (Approved by AICTE)

<b>EXECUTIVE P G D M (15 Months)</b>			
<b>I Trimester</b>	<b>II Trimester</b>	<b>III Trimester</b>	<b>IV Trimester</b>
<ul style="list-style-type: none"> <li>• Principles of Management</li> <li>• Marketing Management</li> <li>• Managerial Economics</li> <li>• Business Ethics</li> <li>• Quantitative Techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Management</li> <li>• Human Resources Management</li> <li>• Business Laws</li> <li>• MIS</li> <li>• International Business</li> </ul>	<ul style="list-style-type: none"> <li>• TQM / Six Sigma/ ISO</li> <li>• Investments &amp; Financial Services</li> <li>• Performance Management</li> <li>• Strategic Management</li> <li>• Consumer Behaviour</li> </ul>	<ul style="list-style-type: none"> <li>• Project Management</li> <li>• Brand Management / Service Marketing</li> <li>• Portfolio Management / International Finance</li> <li>• Talent Acquisition</li> <li>• Production &amp; Operations Management</li> </ul>

**V Term:** Field / Organization based projects

<b>P G C M (12 months)</b>		
<b>I Trimester</b>	<b>II Trimester</b>	<b>III Trimester</b>
<ul style="list-style-type: none"> <li>• Principles of Management</li> <li>• Marketing Management</li> <li>• Managerial Economics</li> <li>• Business Ethics</li> <li>• Quantitative Techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Management</li> <li>• Human Resource Mgmt</li> <li>• Business Laws</li> <li>• MIS</li> </ul>	<ul style="list-style-type: none"> <li>• TQM / Six Sigma / ISO</li> <li>• Performance Management</li> <li>• Strategic Management</li> </ul>

**IV Term:** Field / Organization based projects

*Lectures/Assignments will be supplemented by Seminars/Workshops. There will be minimum of two Seminars/Workshops which will be coordinated by the students themselves.*

### ELIGIBILITY

#### **EXECUTIVE PGDM (Executive Post Graduate Diploma in Management)**

- Any recognized bachelor's degree in any discipline of minimum three years duration and a minimum of five years relevant managerial/ supervisory /industry experience.

#### **PGCM (Post Graduate Certificate in Management)**

- Candidates should have a bachelor's degree of minimum three years' duration to be eligible to apply.

## EVALUATION PROCEDURES

### The evaluation procedure consists of

- Assessment in each term
- Course wise evaluation
- Overall assessment at the end of the course
- Assessment of summer project report

A ten point grading system will be adopted for evaluating the student in each of the terms. The letter grades are awarded as below

### Computation of Cumulative Grade Point Average (CGPA)

Grades	Grade Point	% marks
A+	10	85+(Distinction)
A	9	80 - 85
A-	8	74 - 79
B+	7	68 - 73
B	6	62 - 67
B-	5	56 - 61
C+	4	50 - 55
C	3	44 - 49
C-	2	38 - 43
D	1	32 - 37
U	0	Less than 32
I	Incomplete	

### Negative points

Grade	Points
D	-1 point
U	-2 points

### Rules for Award of Diploma

Not more than a total of (-) 4 points for the entire course

### Project Work

Is compulsory & students have to undertake an organization based project work (after completion of *III term*( PGCM) & *IV term*( PGDM) relating to their functional area & present a report for evaluation.

## METHODS OF INSTRUCTION

The objective of the Programs is to equip the students with the skills necessary to move up the organization and to inculcate in them the qualities now required of a cutting edge manager. Accordingly, different methods of teaching appropriate to each course will be used. Apart from the lecture sessions, group exercises, case studies, simulated games, seminars and audio and audio visual presentations will be used. The USP of these Programs is 'The Practical Manager'

Students will be encouraged to analyze, anticipate and innovate and the focus will be on giving them concept clarity relating to the management tools they will use later on in their professional careers.

## FACULTY

Faculty for all the Programs will be senior academic faculty and executives from industry who have sound academic credentials. They will bring to the Programs their knowledge of current management practices, which will be of relevance to the students. They will work in tandem with the College's faculty, who are academically well qualified and have both academic and industry experience.

## SELECTION PROCEDURE

This will consist of Group Discussions and personal interviews.

## PROGRAM FEES

Executive PGDM Program – Rs. 1,40,000/-	Admission	Rs. 80000 /-
	II Installment	Rs. 60000/- by Oct. 15 <sup>th</sup>
PG Certificate Programs – Rs. 60,000/-	Admission	Rs. 40,000/-
	II Installment	Rs. 20000/- by Oct.15 <sup>th</sup>

**LIBRARY:** The Library contains more than 13,500 volumes, journals and periodicals, online databases, Data & Video CDs

**COMPUTER LAB:** A Computer Lab with networking is available to the students; High speed Internet with WiFi facility can be accessed at all times within the campus.

## MEMBERSHIPS

### National

**XAMI** : Xavier Association of Management Institutions

**BMA** : Bangalore Management Association

**NIPM** : National Institute of Personnel Management

### International

**IAJBS** : International Association of Jesuit Business Schools, Milwaukee, USA

**IFCU** : International Federation of Catholic Universities, Paris

## APPLICATION, REGISTRATION AND SELECTION

Application Forms and Prospectus for admission may be obtained from our College Office on payment of Rs. 750/-

A list of selected applicants will be put up on the College Notice Board giving details regarding the date for payment of fees and other formalities of admission. Selected and wait – listed applicants will also be intimated by post/ e-mail.

## **WORK HOURS**

### ***OFFICE***

Monday to Saturday : 12.00 noon to 6.00 p.m.

### ***LIBRARY & COMPUTER LAB***

Monday to Saturday : 12.00 noon to 8.00 p.m.

## **PERCEIVED BENEFITS**

### **For the Company (if they are sponsoring)**

- These Programs are to be viewed as a building block to becoming a learning organization
- It will assist the company in building a knowledge pool within the organization
- The company will be rewarded with the presence of responsible employees to help address organizational challenges

### **For the Participant**

- The Programs will provide him/her exposure to real life organizational issues in different companies
- It will help them understand their own strengths and weaknesses and how to deploy these
- It will help them understand the personal values and norms expected by the industry

## **VENUE**

The Programs will be held at the St Joseph's College of Business Administration, Residency Road, Bangalore 560 025.

## **TIMINGS**

Monday to Friday – 6.15 pm to 8.45 pm, Saturdays – 10.00 am to 1. 00 pm

## **ADMINISTRATION**

**Rector** : Rev. Dr. Terence Farias, S.J,  
**Director** : Rev. Dr. Aveline R D'Souza, S.J.  
**Dean** : Dr. Dolphy Abraham  
**Program Coordinator** : Mr. V J Lawrence

### CORE FACULTY

<b>Rev. Dr. Aveline R D'Souza, SJ.</b> M.Com., LL.B., Ph.D. - General Management	<b>Dr Dolphy Abraham</b> M Com, PhD - Marketing
<b>Mr. S Vaidyanathan</b> B Tech (IIT –Madras) - Finance	<b>Prof Rashmi Nakra</b> MBA,CAIIB - Human Resources
<b>Prof. Suresh Herur</b> BE, PGDIE (NITIE), FICWA - Finance & Gen. Mgmt	<b>Prof. Raymond Saldanha</b> B'Com, PGDM (Hons)– IR&W,XLRI
<b>Mr. V J Lawrence</b> BE, MS, PGDOM, MIE, MISTE –Operations & HR	<b>Dr. Tony Thampi Kayala, CSC</b> B.Sc., B.Ph & B.Th., MBA, Ph.D - HR
<b>Mr. Venkateshraj</b> B.Sc., BE (IISc.), MBA - Finance	<b>MS. Vidya Balasubramanyam</b> B.Sc., MBA - Marketing
<b>Dr Preeti Krishnan</b> PhD – Marketing	<b>Ms Aparna Vemulapalli</b> B.Com, ICWA,MBA - Finance
<b>Ms. Rajani Suresh</b> BA, LLB, LL.M - Business Law	<b>Ms Payal Chakraborty</b> B.M Sc, MBA - HR
<b>Ms Tabitha Thomas</b> B.Com., MBA – Marketing	<b>Ms Binny Cherian</b> B.A., B.Ed., M.A Economics
<b>Mr. Irshad Nazeer</b> B Com,MBA,M Phil – HR & Mktg	

### VISITING FACULTY

<b>Mr. T. Sivanandam</b> BE, M.Tech. (IIT Madras)	<b>Dr. T R Shanmugham</b> BE, MBA, M. Phil, PhD
<b>Mr. M H Sharieff</b> BE Mech, MBA Marketing	<b>Mr. Rajeev</b> MBA, Marketing
<b>Mr. VB Padmanabhan</b> B.Sc. LLB, ICWA, PGDCA, CAIIB	<b>Mr. B Sunil</b> Masters in Biotechnology, M Phil
<b>Mr. Tathagat Varma</b> M.Sc (CS) - Project Management	<b>Mr. Anisu K Verghese</b> MBA, Integrated Corporate Communications
<b>Mr. M N Ravindranath</b> B.Sc., PGDBA, LLB	<b>Mr. Joy Alex</b> MA – Managerial Economics

### STAFF

<b>Mr S Prabhu</b>	Librarian
<b>Ms Clancy Mohan</b>	Office in Charge
<b>Mr John Rego</b>	Office Assistant
<b>Ms Jayanthi</b>	Receptionist
<b>Mr .Rangaswamy</b>	Attendant
<b>Mr Arogya Swamy</b>	Attendant
<b>MR. Nagaraj Naik</b>	Attendant

## **JOSEPHITE INSTITUTIONS IN BANGALORE**

- St Joseph's College
- St Joseph's PU College
- St Joseph's College of Commerce
- St Joseph's Evening College
- St Joseph's PU Evening College
- St Joseph's Boys High School
- St Joseph's Indian High School
- Loyola High School
- St Joseph's Academy of Information Technology
- St Joseph's College of Business Administration

## **DRESS CODE**

### **Men**

- Formal trousers & shirts(inserted)
- Simple & neat jeans with neat length shirts
- Formal shoes

### **Women**

- Salwar Kameez/Sari/Business suit
- Formal trousers & shirts
- Simple jeans with decent length shirts
- Hairdo : Neatly trimmed & if long tied in one lock

### **Inappropriate attire for both men & women**

- Tight jeans, faded or soiled cargo jeans, ground sweeping jeans, body hugging attire,shorts,skirts
- Tight fitting, short & low cut blouses, dresses or skirts
- T Shirts, Sleeveless & see through dresses
- Hiking boots, over the knee boots
- Jewellery in visible body piercing other than one pair of ear rings for women

## **USE OF MOBILE PHONES**

The use of mobile phone is strictly prohibited within the college premises. Mobiles may however be used in the quadrangle & canteen. Mobile phones found in use or in active mode inside the building are liable to be confiscated and would be returned only on the completion of the course. Students are advised to switch off mobiles before entering the premises

## SUMMING UP

In brief, some of the unique features of the Executive PGDM & PGCM Programs which are designed specially for you will be:

- **CUSTOMIZED CURRICULUM**

The core courses provide a rigorous general management education and will be designed to broaden participants' knowledge, experience and skills to become better managers. The Practice School concept will provide students with exposure to real life organizational problems in different companies.

- **FACULTY**

Faculty members have a reputation as outstanding educators coupled with industry experience. They take immense pride in teaching and designing management education Programs.

- **OUTSTANDING AND DIVERSE STUDENTS**

Participants study within functionally, academically and culturally diverse teams. The knowledge gained during lectures is further explored by sharing real-world experience with other team members, with diverse backgrounds.

- **NETWORKING**

Participants establish a strong network of high achieving professionals. At the end of the Program, students will become alumni of a well-known and respected institution.

- **INTERACTIVE TECHNOLOGY**

A flexible format combining face-to-face classroom learning with advanced interactive technologies provides students with a unique opportunity to study without putting their career on hold.

- **LOCATION**

SJCBA is very accessible allowing little travel time due to its central location in the heart of Bangalore.

- **BRAND RECOGNITION**

The Programs are delivered by an institution with a reputation for unequalled academic excellence.

- **FLEXIBILITY**

The Programs allow participants to continue their career while studying towards their diploma.

### **Address**

St Josephs College of Business Administration

No 18, Residency Road

Bangalore 560025

Phone 080-22127781 / 91

[admissions@sjcba.edu.in](mailto:admissions@sjcba.edu.in)

[www.sjcba.edu.in](http://www.sjcba.edu.in)