

St. Joseph's College of Business Administration

STU
SJCBA

PGDM

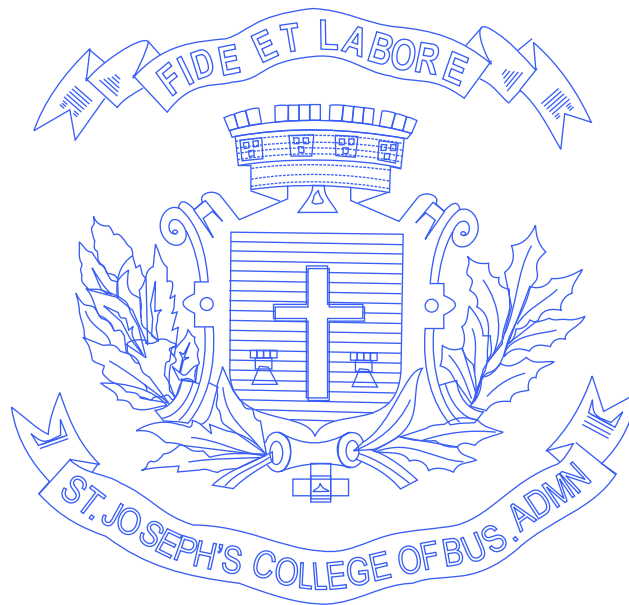
Post Graduate Diploma
in Management

PROSPE
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2012
Admissions



18, Residency Road
Bangalore 560025 - INDIA
Phone: 080-22127781/91
Mobile: +91 99454 00995
Email: admissions@sjcba.edu.in
www.sjcba.edu.in



The College Crest

Encircling the coat of arms, the Crest sports two scrolls, one above the crown, in which is inscribed the motto of the College in Latin - *Fide et Labore* meaning 'By Faith and Toil', and the other beneath palm leaves, with the name of the Institution. The shield at the centre bears a Cross which symbolises Christian faith, and the two bees on either side of the lower part of the cross depict tireless work. The palm leaves encasing the shield are the sign of victory, and the crown above, the crown of glory.

The College motto *Fide et Labore* is an invitation to our students to make a personal commitment to God, to fellow human beings and to intellectual pursuits. Success is the assured outcome of hard work.

Heritage

The JOSEPHITE tradition started in Bangalore with the opening of the St. Joseph's European High School by the Paris Foreign Mission Fathers in 1858. In 1884, St. Joseph's College was established. It has grown steadily and today has more than 8000 students enrolled at the Undergraduate and Post Graduate courses in Arts, Science, Commerce, Computer and Management disciplines in its four independent Colleges namely, St. Joseph's College (Arts & Science), St. Joseph's College of Commerce, St. Joseph's Evening College and St. Joseph's College of Business Administration (SJCBA). The Jesuit Fathers, however, came into the picture in 1937 when the Paris Foreign Mission handed over all Joseph's Institutions to them. These Institutions are now under the Management of the Bangalore Jesuit Educational Society[®]. SJCBA is the only Jesuit Business School in Bangalore.

St. Joseph's College of Business Administration has been conducting One Year Evening Management Courses since 1968. The Courses were a great help to the working executives and the Diploma awarded by the College was well accepted by the Corporates.

In November 1996 the College secured approval from AICTE, New Delhi, for a Two Year Full Time PGDM Programme.

In August 2007 SJCBA secured approval from the AICTE for offering the Executive PGDM and PGCM programmes. The first batch of Executive PGDM and Executive PGCM were launched on 20 August 2007.

The College is located in an independent campus in the heart of the city on F. M. Cariappa Road (Residency Road), Bangalore - 560 025.

Objectives

In keeping with the traditions of the Society of Jesus which runs Educational Institutions all over the world and in keeping with the spirit and the needs of the times in which we live, the College aims at the integral formation of its students helping them to become men and women of substance. Concretely, this means:

- Striving for excellence in learning, creative and practical thinking and co-operative leadership,
- Personalizing genuine ethical values, and,
- Becoming aware of the prevailing socio-economic conditions and committing oneself to the development of India.

Mission

SJCBA is the rallying point where the search for knowledge is informed by a sense of mission to the life of the community, where understanding is coupled with commitment, and excellence with sound virtue and where young global leaders are formed with the conviction that life is lived well only when it is lived joyfully in the service of others.

Minority Institution

SJCBA is a Christian Minority Institution enjoying the protection under Article 30 of the Indian Constitution. It was founded primarily for the education of Catholic students, and also of others without distinction of caste, creed and religion.

Location

The College is located on F. M. Cariappa (Residency) Road in an independent campus with spacious classrooms, Library and a Computer Lab.

Computer Lab

A Computer Lab with networking is available for the use of the PGDM students. Broadband internet facility is also available, at all hours. In addition, College provides WIFI connectivity and the students can access the College servers from anywhere on campus.

Library

The Library contains more than 17,000 volumes. Journals and periodicals, both National and International, as well as digital collections are available to the students. The College has also subscribed to EBSCO, Emerald, PROWESS and Capitaline, which are well known online data bases to support the research work of students and faculty.

Hostel

A centrally located hostel facility is available to students.

National Memberships

XAMI: Xavier Association of Management Institutions

BMA: Bangalore Management Association

NIPM: National Institute of Personnel Management

International Memberships

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

IFCU: International Federation of Catholic Universities, Paris

PGDM Course Details

Key Information

- AICTE approved
- MBA equivalence for PGDM course granted by AICTE
- Dual specialization – Finance, Human Resources, Marketing and Operations
- Two years duration
- Intake of 120 students per year
- Trimester system; six terms over two years, 3 terms a year
- Six to eight courses per term
- Compulsory summer internship at the end of first year, during April & May
- The first year courses are all core courses
- Fourth term comprises of a few core courses and a few elective courses from each specialization
- Fifth and sixth terms comprise of elective courses
- Entrepreneurship Cell launched in 2010

Teaching Methodology

The main objective of the program is to train the students to be competent managers and to inculcate in them qualities required for effective leadership of organizations.

Accordingly different methods of teaching appropriate for each course are used

- Lecture sessions
- Group Projects and Exercises
- Case Studies
- Simulated Games
- Role -plays
- Audio Visual Presentations
- Individual Assignments
- Guest / Expert faculty
- Workshops

Students are encouraged to analyze, anticipate and innovate by using all resources at hand to prepare themselves for challenging professional careers

Evaluation

- The college uses the concept of Credit to define the weight of a course in the curriculum
- Courses may be classified as one, two or three credit courses depending on the expected workload for each course
- A ten point grading system will be adopted for evaluating the student in each term. A letter grade is awarded corresponding to the grade point and percentage marks achieved in each course
- The cumulative grade point average (CGPA) is the weighted average grade point of all the courses, the weights being in accordance with their respective number of credits
- A method of continuous evaluation is adopted via quizzes, assignments, mid-term examinations and end-term examinations
- Assessment of the summer project report.
- Details of computation of grade points, letter grades and CGPA will be given in the student handbook provided at the start of the new academic year
- Rules of promotion exist for each year, the details will be given the student handbook.

Course Structure

The first year courses are all core courses which anchor the student in an environment for learning the concepts in fundamental management areas.

Structure of the Programme

PGDM - I YEAR		
I TERM	II TERM	III TERM
<ul style="list-style-type: none"> ❖ Financial Accounting ❖ Business Ethics & Corporate Governance ❖ Managerial Economics ❖ Organizational Behavior ❖ Statistics for Managers ❖ Business Communication 	<ul style="list-style-type: none"> ❖ Management Accounting ❖ Corporate Finance I ❖ Human Resource Management ❖ Information Systems for Managers ❖ Macro Economics ❖ Marketing Management I ❖ Operations Research 	<ul style="list-style-type: none"> ❖ Corporate Finance II ❖ Business Laws ❖ Public Policy ❖ Marketing Management II ❖ Operations Management ❖ Organisational Structures, Process and Design ❖ Research Methodology

PGDM - II YEAR		
IV TERM	V TERM	VI TERM
<ul style="list-style-type: none"> ❖ Strategic Management ❖ Business Ethics & Life Issues ❖ Total Quality Management <p>Specialization Courses</p> <ul style="list-style-type: none"> ❖ Two courses each from your chosen area 	<p>Specialization Courses in your chosen areas</p> <ul style="list-style-type: none"> ❖ Finance ❖ Human Resources ❖ Marketing ❖ Operations 	

Courses in Areas of Specialization

Finance

<ul style="list-style-type: none"> ❖ Analysis of Financial Statements ❖ Merchant Banking & Financial Services ❖ Derivatives Management ❖ Direct and Indirect Tax Management ❖ Commercial Banking 	<ul style="list-style-type: none"> ❖ International Finance ❖ Mergers & Acquisitions ❖ Security Analysis & Portfolio Management ❖ Financial Modeling
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Human Resources

<ul style="list-style-type: none"> ❖ Compensation and Benefits Management ❖ Competency Mapping ❖ HR Accounting ❖ International HRM ❖ Labour Laws 	<ul style="list-style-type: none"> ❖ Organizational Development and Change Management. ❖ Performance Management ❖ Recruitment and Selection ❖ Training and Development
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Marketing

<ul style="list-style-type: none"> ❖ B2B Marketing ❖ Consumer Behavior ❖ Global Marketing ❖ Integrated Marketing Communication ❖ Marketing Research 	<ul style="list-style-type: none"> ❖ Product & Brand Management ❖ Retail Management ❖ e-Marketing ❖ Sales and Distribution ❖ Services Marketing
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Operations

<ul style="list-style-type: none"> ❖ Project Management ❖ Supply Chain Management ❖ Productivity ❖ Technology Management ❖ Materials Management 	<ul style="list-style-type: none"> ❖ Advanced Operations Research ❖ Capital Budgeting ❖ Decision Support Systems (ERP) ❖ Estimation & Costing
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Placements

We have an excellent record in placing our students on completion of the PGDM programme. Employers value the knowledge, skills and work ethic our students bring to their workforce. Some of the companies who have recruited our students during the past few years are listed below.

❖ Aon Specialist Services Pvt Ltd	❖ Irevna
❖ Axis Risk Consulting	❖ Kotak Mahindra Bank
❖ Cambridge Solutions	❖ Kotak Securities Ltd
❖ Caritor India Pvt Ltd	❖ Merittrac Assessment Company
❖ Axis Bank	❖ Metro Cash & Carry Ltd
❖ ANZ Bank	❖ MTR foods
❖ Bosch	❖ Naukri.Com
❖ Café Coffee Day	❖ Oracle Corporation
❖ Conzerv Systems Pvt Ltd	❖ PA Consulting Group
❖ Ernst & Young India SSL	❖ Quadrangle - IT Search
❖ Essilor India Pvt Ltd	❖ Quintiles Research Pvt Ltd
❖ Fortis Securities	❖ Reliance Retail
❖ HDFC Bank	❖ Spectrum Consultants (I) Pvt Ltd.,
❖ HDFC Chubb General Insurance	❖ Standard Chartered Bank
❖ ICICI Bank	❖ Tata Consultancy Services
❖ ICICI Prudential Life Insurance	❖ Tata Elxsi Ltd
❖ Indian Hotels	

Admission Procedure

Eligibility

Both men and women are eligible to apply. A Candidate applying for this programme must be:

- a) A Graduate or a Postgraduate Degree holder in any discipline from a recognized University with not less than 50% Aggregate Marks during each year of study.
- b) Candidates who have appeared for the Final Graduate Level examination and are awaiting results may also apply. Offers of admission to such candidates, if made, will be provisional and will be automatically cancelled in the event of failure in the examination or failing to obtain 50% marks in the aggregate.
- c) Candidates with work experience will be given preference.

Selection Process

Seats available: PGDM - 120

Admission to the course will be based on:

- a) Entrance Exam Scores
- b) English Essay writing
- c) Personal Interview
- d) Work Experience (preference will be given to those with work experience)
- e) Consistent high marks at 10th, 12th and degree levels.

Entrance Test: MAT

An applicant must appear for the Management Aptitude Test (MAT) conducted by the All India Management Association (AIMA) on all-India basis at different centers. Applicants must take the MAT test to be held on December 2011 and / or February 2012. For more details regarding MAT please visit Website: www.aima-ind.org.

Application, Registration & Selection

- Candidates may download the prospectus and application form from the college website (<http://www.sjcba.edu.in>) and pay the application fee at the time of submitting the completed application form.
or
- Application Forms and Prospectus for admission may be obtained from our College Office on payment of ₹ 800/-
or
- Send a registered letter with acknowledgment due requesting for the prospectus and application form, addressed to:

The Director,
St Joseph's College of Business Administration,
18 Residency Road,
Bangalore – 560 025,

with a demand draft of ₹ 800/- payable to: St. Joseph's College of Business Administration A/C No. 10977255535 payable in Bangalore.

Last date for submitting filled in applications:

Aptitude Test	Date	Last date to apply	Personal Interview
MAT 2011	Dec 2011	31 st January 2012	Feb 18-19, 2012
MAT 2012	Feb 2012	31 st March 2012	Apr 2 & 9, 2012
Others		31 st January 2012	Feb 18-19, 2012

Incomplete applications and applications received after the last dates will not be accepted. We do not take responsibility for any postal / courier delays.

Two reference letters:

If you are employed for more than one year submit reference letter from a) your immediate supervisor and b) employer.

In other cases, reference letters should be from your college teachers.

To be submitted in sealed envelopes.

A list of selected applicants will be put up on the College Notice Board and on our website giving details regarding the date for payment of fees and other formalities of admission. Selected and wait-listed applicants will also be put up on the college notice board and on our website & intimated by email.

Fees

Fees	Tuition Fees	Development Fund
First Year	₹ 2,50,000	₹ 25,000
Second Year	₹ 2,50,000	₹ 25,000

Other Expenses

Students are required to pay a sum of ₹ 30,000 per year towards the following

❖ Text Books (I Year)	❖ Computer services
❖ Program materials	❖ Convocation expenses
❖ Examination fees	❖ Alumni membership
❖ Internet facility	❖ Placement services
❖ Library Facility	❖ Internship

1. Students graduating from outside Karnataka, i.e., students who have passed the qualifying examination from a College or Institute outside Karnataka, will have to pay a special fee of ₹ 50,000 per year.
2. Students have to outfit themselves in the College Uniform, the cost of which will be about ₹ 5,000. The College will select a tailor to stitch the uniforms and directions will be provided.

Payment of Fees

Fees are payable by a Demand Draft drawn in favour of St. Joseph's College of Business Administration, A/c No. 10977255535 payable at Bangalore. Payment deadlines are as follows:

	Admissions Deposit	1 st installment (50% of Fees Due)	2 nd installment (Remaining 50%)
First year	₹ 30,000 within 48 hours of the selection list being announced. This amount is adjusted towards 1 st year fees.	Balance of 50% first year fees (tuition plus additional fees) within 15 days of the issue of the admission letter	By 31 st August 2012
Second Year		13 th March 2013	By 31 st August 2013

Caution: Please note that all fees are payable only at the College office which will issue a valid receipt

Scholarships

Catholic Students - Merit cum Means Scholarship

- ❖ Up to 10 Scholarships will be made available
- ❖ Scholarship will be by way of waiver of up to 25 to 50 percent of the First year tuition fees.
- ❖ In case of exceptional merit - such as in the case of Rank student but of poor means - we would even consider full tuition fee waiver and also support by way of hostel facility
- ❖ Scholarships will also be available in the second year based on performance in the first year

To be eligible to apply for the scholarship:

- ❖ The student should have scored more than 70 percent marks in the qualifying examination (excluding languages) and should be among the top quartile of the class at the end of the first term.
- ❖ The gross family income should be less than ₹ 3,60,000 per year.
- ❖ Scholarship applications will be issued at the end of the first trimester.

General Merit Scholarship

To be eligible under this category, you must have

- ❖ Up to 10 scholarships will be made available
- ❖ The student should have scored more than 80 percent marks (70 Percent for BE, B.Tech. or Postgraduate with first class in graduation) in the qualifying examination (excluding languages) and should be among the top quartile of the class at the end of the first term.
- ❖ Scholarship will be by way of a fee waiver of up to 25 to 50 percent of tuition fees of the I year
- ❖ Applications will be issued at the end of the first trimester.
- ❖ Scholarships will also be available in the second year based on performance in the first year

Administration

Rector: Rev. Vijay Kumar Prabhu, S.J,

Director: Rev. Dr. S. Peter, S.J.

Dean: Prof. Edwin Castelino

Core Faculty

Rev. Dr. S. Peter, SJ. M.Com, M.Phil., Ph.D. General Management	Prof. Edwin Castelino M.Sc., PGDM (IIM-Ahmedabad) Finance
Dr. Tony Thampi Kayala, CSC B.sc., MBA, Ph.D Human Resources	Prof. Rashmi Nakra MBA, CAIIB Human Resources.
Prof. Suresh Herur BE, PGDIE (NITIE), FICWA Finance	Mr. V J Lawrence BE, MS, PGDOM, M.I.E Operations & HR
Mr. V. Venkateshraj B.Sc., BE (IISC), MBA Finance	Mr. V.K. Anand BE, MBA MIS
Ms. Aparna Vemulapalli B.Com, AICWA, MBA Finance	Ms. Binny Cherian M.A. (Eco), PGDBA Economics
Mr. Irshad Nazeer B.Com, PGDBF, MBA, M. Phil. Human Resource	Ms. Shivali Miglani B.Sc. (Hons), PGDBA, M.Sc. (Finance) Finance
Ms. Madhavi Rao B. Tech., MBA, PGDOM Marketing	Mr. Avil Terrance Saldanha BE, PGDM, DIM Marketing
Mr. Sancharan Roy BE, MBA Operations	Ms. Namita Singh B.Com, MBA HR & Marketing

Visiting Faculty

Mr. T. Sivanandam B.E., M. Tech (IIT-M) (Industrial Engineering)	Mr. Mohan Kuruvilla MBA (Marketing)
Dr. H Nagaraj Senior Faculty St Joseph's Evening College	Mr Peter Yorke CEO Yorke Communications Pvt. Limited
Ms. Shobha Anand Oriental Insurance Co. Insurance and Risk Management	Mr. Anisus K. Verghese MBA Marketing Communications
Mr. Joy Alex Senior Faculty St. Joseph's Evening College	Mr. S. P. Srinivasan Chartered Accountant Mergers and Acquisitions

Mr. Shiva Prakash B.Com, MBA Advertising and Promotion	Mr. K. Subramanian IBM India Compensation & Benefits
Mr. Venugopal S. B.E. MBA (Management Consultant) Supply Chain Management	Mr. Daniel Pacheco B.Com, MBA
Mr.V B Padmanabhan BSc, LLB, ICWA, CAIIB, PGDCA Accounting	Dr T R Shanmugam BE, MBA, Ph.D Marketing
Mr. Shiva Vaid Strategy Consultant Business Strategy	

Governing Council

Name & Designation	Status
Rev. Fr. Francis Serrao, S.J <i>Provincial, Karnataka Jesuit Province</i>	Chairman
Rev. Fr. Vijay Kumar Prabhu, S.J. <i>Rector, St. Joseph's College</i>	Vice Chairman
Rev. Dr. S. Peter, S.J. <i>Director, SJCA</i>	Secretary
Rev. Fr. Archie Fernandes, S.J. <i>Secretary & Treasurer Bangalore Jesuit Educational Society</i>	Member
Mr. T. P. G. Nambiar <i>Group Chairman, BPL Limited</i>	Member
Mr. T V Mohandas Pai <i>Former Director & Head HR Infosys Technologies Ltd.</i>	Member
Dr. V B Coutinho <i>Former Vice Chancellor Gulbarga University</i>	Member
Mr. F T R Colaso, IPS <i>Rtd. DGP of Karnataka,</i>	Member
Mr. Aloysius P Fernandez <i>Director, Myrada</i>	Member
Prof. Patrick D'Souza <i>Advocate</i>	Member
Mr. Nirmal Bhardwaj <i>Founder - CEO Resurgent Business Pvt Ltd.</i>	Member
Prof. Edwin Castelino <i>Dean, SJCA</i>	Member
Regional Officer, AICTE <i>South Western Regional Office</i>	Member
Nominee AICTE <i>South Western Regional Office</i>	Member

Staff

Mr. S Prabhu	Librarian
Ms. Clancy Mohan	Office Senior
Mr. John Rego	Office Assistant
Ms. Geetha M.	Lab Assistant
Mr. Shivakumar TC	Library Assistant
Ms. Anne Sujthra	Receptionist
Mr. Paul Kumar	Attendant
Mr. Ranga Swamy	Attendant
Mr. Ramachandraiah	Attendant
Mr. Arogya Swamy	Attendant
Ms. Jayalaxmi	Attendant
Mr. Jagan M	Attendant
Mr. Umesh E	Attendant
Mr. Madlemuthu	Attendant

Work Hours

ACADEMIC WORK

Monday to Friday : 8.30 a.m. to 5.30 p.m.

Saturday : 8.30 a.m. to 1.30 p.m.

OFFICE

Monday to Friday : 9.00 a.m. to 5.00 p.m.

Saturday : 9.00 a.m. to 1.00 p.m.

LIBRARY & COMPUTER LAB

Monday to Friday : 8.00 a.m. to 8.00 p.m.

Saturday : 8.00 a.m. to 5.30 p.m.

Josephite Institutions in Bangalore

- ❖ St. Joseph's College
- ❖ St. Joseph's P.U. College
- ❖ St. Joseph's College of Commerce
- ❖ St. Joseph's Evening College
- ❖ St. Joseph's P.U. Evening College
- ❖ St. Joseph's Boy's High School
- ❖ St. Joseph's Indian High School
- ❖ Loyola High School
- ❖ St. Joseph's College of Business Administration



ST. JOSEPH - PATRON

Joseph is described in the Bible as the "just and faithful man". A man of profound faith in God and in himself, he took care of Jesus and Mary by hard work as a village carpenter. He is offered as a model of faith and toil to our students.