

Revolutionising the Management Mantra



Jawaharlal Business School @ JCET

An ISO 9001-2008 Certified Institution
Approved by AICTE New Delhi and
Affiliated to APJ Abdul Kalam
Technological University



Tribute to
our beloved **Founder**
Chairman

“ With our eyes fixed on the future
but recognizing the values of education
we will achieve our destiny to be
the shining Group of Institutes
for the benefit of all mankind.”

With this being the aim, our honourable Chairman, Late.P.K.Das, constituted the Nehru College of Educational & Charitable Trust in the year 1968 to deliver world class quality in education and to impart training in a structured manner to the student community.

He was a Philanthropist and a man of great vision, stood as a paradigm for charity. It was not only his people but the whole society was benefitted by his charity & Trust. Through his initiatives, every year the Trust donates wheel chairs, tailoring machines and tricycles to the physically challenged, provide free education and medical treatment to the economically backward students and families. The Trust also constructs houses and give it free to the financially backward widows and also provides daily meals to the needy people. The Trust also adopts children from orphanages and gives them free education. It was so impressive that even in the last week of his life he was kind enough to encourage and award more than 1000 school children from 100 schools in and around Coimbatore.

Apart from being a Philanthropist, he was a visionary, philosopher, friend, guide, innovator and demonstrator for many of his admirers and a man of commitment to his mission and vision.

Though he is not with us today, he is and will be the guiding star in all our future progress. Our Chairman, wherever he is, shall find more peace than he ever had before.



" At the dawn of the millenium, the challenge for the youth is indeed tremendous. The new paradigm fosters infusion at the softer domain of human beings with techno-commercial skills."

Jawaharlal Nehru.

Nehru College of Educational and Charitable Trust

Nehru College of Educational and Charitable Trust, one among the pioneers in the field of Engineering Education and Training, commenced their contribution through Nehru College of Aeronautics and Applied Sciences at Coimbatore in 1968. The sponsors of the College have provided excellent infrastructural facility in this Institution comparable to the best in the country.

The Trust later on added Nehru Institute of Engineering and Technology, Coimbatore, Nehru Institute of Information Technology & Management, Coimbatore, Nehru Arts And Science College, Coimbatore, Nehru College of Management, Coimbatore, Nehru Institute of Management Studies, Coimbatore, Jawaharlal Institute of Technology, Coimbatore, Nehru College of Engineering and Research Centre, Pampady, Nehru School of Management, Pampady, Nehru College of Pharmacy, Pampady,

Jawaharlal College of Engineering and Technology, Lakkidi, Jawaharlal Aviation Institute, Lakkidi, P.K. Das Institute of Medical Sciences at Vaniyamkulam, Nehru College of Nursing at Vaniyamkulam, Nehru Academy of Law, Lakkidi, Nehru College of Architecture, Lakkidi and Nehru School of Architecture, Coimbatore.

These are now functioning with high standards under the affiliation of Calicut, KUHS, KTU, Anna, Alagappa and Bharathiyar Universities and with the approval of AICTE, PCI, INC, KNMC, MCI, BCI, COA and DGCA Govt.of India.

Message from
Principal



It gives me immense pleasure to welcome the enthusiastic young graduates to Jawaharlal Business School with an intention to impart quality management education, nurture talent, and hone skills to create visionary leaders and game changers.

Here your identity is metamorphosed through an exclusive process of all round education, layered between co-curricular and beyond-academic activities. We are highly focused to create an ethical and knowledge centric culture that values outstanding academic excellence, training and practice to take up the leadership roles in future.

Prof. (Dr) V.P.Sukumaran Nair
Principal -JCET



Message from
HOD

Aspiring to be a Leading Business School JBS has been undertaken a transformative path since last Few Years. We are dedicated to transform our student through a student friendly approach. We are committed to fostering a business education environment with world class infrastructure.

Our Seminars, workshops, and operation workout gives the students a chance to learn from experienced executives who are in the practical field. The faculty members who will guide the students through this JBS MBA programme have expertise in vital Business capabilities as well as deep broad based experience in academia.

The Yoga and Meditation will enhance the students capability to face any kind of external stress and make them more refined. As a whole we are committed to the transformation and success of our students both in the professional and personal life and we look forward to a bright future .

Dr.Vijayakumar.K
HOD & Professor



Our Motto

Achieving Prosperity
through Creativity,
Sustained Hard Work and
Intellectual Integrity

Quality Policy

We are committed to enhance customer satisfaction through developing competence of students. We continually improve our services and processes through systematic reviews of our performance.

Vision

“To be the ultimate destination
of all corporates
for excellence in their organizational
Building process.”

Mission

To inculcate the right attitude, skills,
knowledge and confidence
To tackle managerial situations with
fairness and compassion.

Organisational Profile

Jawaharlal Business School @ JCET is part of the Jawaharlal College of Engineering and Technology(JCET) , which is a constituent of the reputed Nehru Group of Institutions, (Tamil Nadu and Kerala). It offers 2 year full time MBA program (4 Semesters) Affiliated to APJ Abdul Kalam Technological University. It is located amidst the vibrant greenery of Lakkidi near Ottapalam, Palakkad, away from the busy city bringing nature in its exotic form. It is quite self contained within a sprawling campus with superior infrastructure for modern learning. We at Jawaharlal Business School believe and strive to achieve a holistic development of the individuals who will contribute in future not only as good managers but also as disciplined corporate citizens. In order to make students socially responsible and self -developed, a variety of extracurricular activities like social projects, spiritual and motivational talks and books are arranged. Our methodology of problem solving learning, punctuality and discipline make our students adapt to the corporate rigor from the day one. The college possesses veteran staff that is proverbial with industrial practices, providing students necessary guidance to solve real life business tribulations. In addition to the MBA degree, our students get opportunity to complete add-on courses in many new areas of management which equip them to seek better career opportunities. Alternate lifelines like Entrepreneurship is given equal importance in curricular and co-curricular activities. Entrepreneurship development programs are conducted every year in association with Govt. Of India, MSME for final year students to motivate them and inform about various assistance schemes offered for starting a business.

In line with our motto of “Moulding true Citizen”, JBS , over the years has tried to impart high quality management education through academic rigor as well as ample industry interface. The institute has maintained good results and placement record as a result of our hard working culture, supported by a dynamic management. Today JBS has attained the position of a much sought after Business school by students all over Kerala as well as nearby states. A number of leading corporate firms also have made JBS their preferred source for recruitment of young managers.





JBS believes and strives to achieve holistic development of the individual who will contribute in future not only as good managers but also as disciplined corporate citizens. The pedagogy is designed for proactive student interaction. The course delivery system is well composed of case analysis and presentation, group discussion, seminars, assignments, live industrial projects, quiz and so on. We consistently encourage our students to leverage the unparalleled resources of the Jawaharlal Business School, Nehru Group of Institution and Affiliated to APJ Abdul Kalam Technological University to add value to their University MBA. Since graduate students are from different streams bridge courses/orientation classes are arranged as required.

Staff with a wealth of industrial and commercial experience provides necessary skills to students in solving business problems in real life situations. The strong commercial orientation and academic rigor of the program means that the students are shaped to seek a wide range of business related careers both in the public and private sector. Further they can go for careers in Financial Markets, project management, consultancy, teaching profession, advertisement or, thinking beyond jobs, become entrepreneurs.

Positive attitude formation and skills development are given due weightage in our two year campus program. Experienced faculty mentor students to develop positive attitude towards job, society and life in general. Additional skills are imparted through language classes, interpersonal skills practice, and seamless interaction with technology.

Students undertake social projects like teaching at orphanages, visit to old age homes, planting trees etc to make them socially responsible corporate citizens. The total intake @ JBS for MBA programme is 60.

About MBA

Programme

@ JBS - 60 Seats





Eligibility :

Applicants must have any Degree recognized by APJ Abdul Kalam Technological University with not less than 50% in overall aggregate with a valid CAT/ CMAT/ KMATScore

ADMISSION PROCEDURE

Step 1 : Get prescribed application form of the college by remitting the cost of it in cash or through DD.

Step 2 : The School will conduct a Group Discussion and Interviews and based on their performance of group discussion & interview and qualifying examination(Entrance Exam -CAT/CMAT/KMAT)candidates will be shortlisted for Selection. (This may change as per Affiliated to APJ Abdul Kalam Technological University rules framed from time to time for MBA Admission).The weightage of Entrance Test, G.D. & P.I.is80:10:10.

Step3 : Candidates who are short-listed will be intimated by post about their selection. They have to complete other formalities including remittance of fees, etc, within the stipulated time.

Step 4 : Compliance of the above will make a candidate eligible for admission to the school.

Step5 : When the application is accepted by the college, the candidates should remit the prescribed fees to the college and the admission will be confirmed after verification of the originals of the following documents

- a)
 1. SSLC Book and Mark sheet or 10th standard mark list and certificate.
 2. 10+2/ equivalent certificate and mark sheet
 3. UG certificate and mark sheets
 4. Transfer certificate
 5. Conduct certificate
 6. Community certificate (If applicable)
 7. Medical fitness certificate from a registered practitioner
 8. Entrance rank certificate and entrance marks card
 9. Migration certificate (If applicable)
 10. NRI status certificate (If applicable)
- b)
 1. Four numbers of passport size colour photographs
 2. Two numbers of stamp size colour photographs.
 3. Copy of fee receipt paid for the admission

Note : College reserves the right to modify, amend, delete or to incorporate any rules and regulations as and when deem fit.

Note :

Admission process

Proper interview and selection of ambitious candidates who meet the admission criteria. Free entrance test coaching or aptitude coaching during the admission season. Contacting UG colleges to inform about CAT/CMAT / KMAT.

Rules and Regulations

Any student admitted to Jawaharlal Business School @ JCET, Palakkad is bound by the rules and regulations listed in the Academic Calendar of JCET. Any violation of any such rules by any student will be viewed seriously and appropriate disciplinary action will be taken.

a. The college has the right to cancel the admission made if any of the certificates submitted is found to be false or tampered with or the qualification of the candidate admitted is not approved by the University.

b. Cancellation or Discontinuation of admissions - as per norms.



ADD ONCOURSES

In order to equip the students for their corporate entry, JBS provides several add-on Courses and certifications to our students in various relevant and industry opportunity areas. These courses are designed and conducted by experts from both industry and academia and the certificates issued to students are an added asset along with their MBA degree. Some of the focus areas for add-on courses are,

- ✓ Digital marketing
- ✓ Airline & Airport Management
- ✓ Logistics and supply chain management
- ✓ Innovation, Entrepreneurship and venture development [IEV]
- ✓ Hospital management course in association with our P.K Das Institute of medical sciences

FEE STRUCTURE

The details of fees and other charges for M.B.A that he/she has to incur/pay to complete the course is as under :

	I	II	III	IV
Tuition Fee	60000	60000	60000	60000
Caution Deposit	5000			
Smart Card	500			
Registration Fees	500			
University Affiliation Fee	1700			
Sports	300		300	
Library Fee	500		500	
Cyber Club Membership	500		500	
Students Insurance	100		100	
Application Fee	500			
Student development Fee	2500	2500	2500	2500
Professional Association Fee(NIPM,TMA For First Year & Second Year)	800		800	
Placement Training		2500	2500	
Alumni Fee				500
Total	72900	65000	67200	63000

CLUBS@JBS

Life transforming learning experience...

Mission

Learning every aspects of academic and social life through real life experiences and thereby enhancing the personal as well as professional growth.

Objectives

- To create professional awareness with respect to various functional aspects of an organization through real life experiences.
- To provide a platform for the fine arts among the students to nurture different talents like painting, sculpture, music, poetry, dance, photography, film making etc.
- To establish social commitment through harmonious relation with the society.
- To promote sportsman spirit of the students through active involvement in various games.
- To provide for entrepreneurial development to make a self-sufficient generation.

Various club activities are organized by students of JBS which gives them opportunity to exhibit leadership, social orientation, event management skills etc. Finance club, Entrepreneurship club, HR club and Marketing club meet and organize activities to enhance knowledge and skills in respective areas.

Hostels

One of the most picturesque campuses in the State of Kerala, proudly boast of a range of excellent accommodation facilities, good food and courteous catering. The picturesque location shall linger nostalgically in the minds of anybody staying in this beautiful area. Endowed with an enchanting and breath taking topography, lush green natural vegetation, virgin land, pollution free atmosphere with salubrious climate, this is a sought after place for healthy life, clear thinking and for pleasant learning pursuits. Located close to the academic area and need only a short walk. Twin sharing bedrooms are well equipped and furnished. They are provided with good bathrooms and neat toilets. Security guards are put on duty for 24 hours.

Ragging free campus

We are committed to students and parents to provide a friendly and disciplined ambience in our campus, conducive for students. Statutory measures to prevent ragging are compiled with and no such incidents have so far reported from the campus or hostels. There is a high level monitoring committee chaired by Principal, HoDs and faculty members to keep vigil always. Round the clock safety of students is taken care of in campus as well as hostels.

Transportation

For the convenience of the students studying under Nehru Group of Institutions there are college buses plying to Thrissur, Palakkad and Malappuram districts. in different routes. More than 40 buses are plying for this purpose.

GLIMPSES OF EVENTS



MBA STAFF LIST



Dr. Vijayakumar K
HOD & Professor



Dr. Radhakrishnan
Emeritus Professor



Ms. Sreejamol K.S
Asst. Professor



Ms. Suma R.
Asst. Professor



Mr. Shibin Raj
Asst. Professor



Mr. Mubasheer
Asst. Professor



Classrooms

Modern, state of the art , air conditioned classrooms provide a multi-media learning atmosphere. Amphitheatre style seating, audio systems and lectern, LCD projector and Wi-Fi facilities are provided in classrooms, which are always kept neat and clean.

Library

Separate MBA library with more than 8000 book titles is provided near the classroom. In addition, a bigger reference library is also available in the campus. Important national and international journals are available in the library, with sufficient reading space for 60 students, all news papers and computer terminals for internet access. Individual subscription for one business newspaper is given to students and there is news analysis by students, twice in a week.

Auditorium / Seminar Hall

JBS has access to three AC conference halls with audio/LCD/Digital board facilities to hold guest lectures, seminars and management meets. In addition a well-equipped Assembly hall is provided for student presentations.

INDUSTRY INSTITUTE INTERFACE

Some of the Eminent personalities who interacted with students of JBS

- Mr.RaviSanjit, General Manager, ICICI Bank, Cochin
- Dr. Siju Thomas Thottappilly
- Dr.K.N.GopakumaranKartha, MD, Prinicpal, PKDIMS, Vaniyamkulam
- Dr.Vijayakumar, Investor Strategist, Geojit BNP Paribas
- Mr.George Mathew, Business Standard North Kerala Market Development Officer
- Mr.C.K.Suresh, Founder ATMA Foundation
- Mr. VenugopalRayirath, Senior Associate of LKW
- Dr. Elangovan, Kerala Agricultural University
- Mr. P.T. George, Chairman, ISTD Kochi Chapter
- Dr. Benny Joseph (CEO, Jubilee Mission Medical College & Research Institute, Thrissur)
- Dr.V.M.Xaviour (Hon.Secretary, TMA& Additional Co-ordinator, Dr. John Matthai Centre, Thrissur)
- Mr. Vijayakumar.A.V (Co-ordinator, NIPM Kerala Chapter
- Mrs. Jayasudha (Member NIPM Kerala Chapter
- Mr.AnishAravind (Hon.Addl.Secretary, NIPM Kerala Chapter & Principal Consultant, S S Consulting, Kochi)
- Mr. Varghese James Cheeran (Managing Director, Cheerans Group of Companies)

45th ANNUAL NATIONAL CONVENTION (ISTD NATCON 15)

- Mr. Justice P.Sathasivam H.E. Governor of Kerala & Former Chief Justice of India
- Sri. YogeshKumar Upadhyay Head - Human Resource Management & Administration, Automotive Research Association of India, Pune & National President, ISTD Chairman
- Sri.T V SubhaRao National Vice President ISTD
- ShriShyamSrinivasan Managing Director & CEO, The Federal BankLtd.
- Ms. J Sabita Vice President, Steria India Ltd, Chennai.
- Sri.C S Anilkumar Vice President & Head HR, Reliance Retail.



GOVERNING COUNCIL

Adv. Dr. P. Krishnadas

Managing Trustee, Nehru College of Educational and Charitable Trust,
Kuniamuthur, Coimbatore

Chairman

Dr. P. Krishnakumar

CEO and Secretary, Nehru College of Educational and Charitable Trust,
Kuniamuthur, Coimbatore

Member

Dr.P.Thulasi

Trustee, PK Das Institute of Medical Sciences, Vaniyamkulam

Member

Regional Officer, AICTE, Bangalore

Nominee

Member, AICTE

Registrar, APJ Abdul Kalam Technological University

University Nominee

Member

Director of Technical Education, Government of Kerala

Nominee

Member, DTE

Mr. Sanjit Ravi

Asst. General Manager, ICICI Bank, Kerala

Member

Mr. P.T George

Vice President, Head- HR, V-Guard Industries, Kerala.

Member

Dr.V. P. Sukumaran Nair

Principal, Jawaharlal College of Engineering and Technology (JCET)

Lakkidi, Palakkad

Secretary

Dr. Vijayakumar K

HOD - Jawaharlal Business School

Lakkidi, Palakkad

Member

Advisory Panel

JBS has the advisory panel comprising of reputed and experienced academicians and personnel from Industry for advisory inputs :

Prof. K. C. Sodani

Vice Chancellor, Maharshi Dayanand University and
Saraswati University, Ajmer, Rajasthan

Prof. Arun K.Chaudhri

Indian Statistical Institute, Kolkata

Prof. Mrithunjaya T. S.

Former Head of Department

Indian Institute of Science, Bangalore

Dr. V. P. Sukumaran Nair

Principal, Jawaharlal College of

Engineering & Technology (JCET), Lakkidi, Palakkad

Dr. Vijayakumar K

HOD - Jawaharlal Business School

Lakkidi, Palakkad

Important Functionaries

Adv. Dr. P. Krishnadas

Managing Trustee,
Nehru College of Educational and Charitable Trust,
Kuniamuthur, Coimbatore

Dr. P. Krishnakumar

CEO and Secretary,
Nehru College of Educational and Charitable Trust,
Kuniamuthur, Coimbatore

Dr.V. P. Sukumaran Nair

Principal,
Jawaharlal College of Engineering
and Technology (JCET) Lakkidi,
Palakkad

Dr. Vijayakumar K

HOD - Jawaharlal Business School

Lakkidi, Palakkad

NEHRU CORPORATE PLACEMENTS AND INDUSTRY RELATIONS (NCPIR)

MOTTO :

CREATE , CONSTRUCT, COMPENSATE



Nehru Group of Institutions believes that overall development of the individual is the ultimate goal of education. Nehru Corporate Placements and Industry Relations (NCPIR) plays a vital role in NGI as this act as an interface between students and the corporate. A team of professional drawn from various industry backgrounds work on building the relationship in the industries to enable multiple level engagements such as Placements, Training, Alliances, Projects etc. This department concentrates in bringing top brands in Manufacturing, Information Technology, Automobiles, Banking, Financial Services, Insurance, Retail, Media, and ITES etc.

NCPIR continuously interacts with corporate and students for their final placements. Over 150 reputed National and Multinational companies visit NGI to recruit the students' year on year. NCPIR initiates and conducts Faculty Development Programme and Executive Development Programme. It provides Incubation Centre for necessary infrastructure and knowledge facility for budding entrepreneurs. It also initiates Corporate Consultancy with Industry and Academics. NCPIR also has full-fledged software development facility within the department. Through rigorous training programmes the management assures that our students will be able to synchronize all their learning and will be able to face all the challenges in future.

JBS has got a separate placement wing called JBS Placement Cell headed by a senior faculty and a committee consisting of faculties and student members. The placement Cell design and conduct training programme suitable for students, to equip

them to face job interviews. The cell conducts training through external trainers as well as in-house. Personality and attitude training, CV writing, Group Discussion Techniques and Interview Skills Enhancement are some of the workshops conducted by the cell to improve the skills of the students. The cell also interacts with corporate as well as NCPIR to bring recruiters to the campus and also sending students to companies for interview. JBS continues to maintain its good placement record with more firms making offers spanning across all verticals. Many of the firms made a record number of offers, the highest over several years, reaffirming the status of the college as a premier institution of global repute.

The recruiters were impressed by the academic excellence and rigor of the curriculum and diverse talent pool available at JBS. Several recruiters from across verticals like HDFC, ICICI, BLOOMBERG, V ODA F ONE, KPMG, UAE-XCHANGE, IBM, MATHRUBHUMI, SIB, LEAP etc. appreciated the talents of students at JBS. These companies represented almost all sectors of the business world: Banking, Financial services, Insurance, FMCG, Retail, Telecommunication, Consulting, Media and Advertising were the major verticals. These companies offered roles across all business functions like Finance, Marketing and Sales, Media and Advertising, Operations, Consulting, HR, Strategy, IT etc.

Placement Details

LIST OF STUDENTS PLACED (2015 - 2017) BATCH	
Name of student	Company
SACHU C R	NEWAGE SYSTEM SOLUTIONS
SHABEERALI TM	ICICI SECURITIES
DEEPESH. K	KPMG
RAHUL P	KPMG
ANOOP C	ICICI PRUDENTIAL
ASHOK T	ICICI PRUDENTIAL
DEEPESH K	ICICI PRUDENTIAL
NIYAS T	ICICI PRUDENTIAL
SHANTHI UNNI	ICICI PRUDENTIAL
SHUAIBA K	ICICI PRUDENTIAL
SANJITH K P	ICICI PRUDENTIAL
SURYA KIRAN S	ICICI PRUDENTIAL
AFSAL NAVAS	ESAF
ANOOP C	ESAF
LIST OF STUDENTS PLACED (2016 - 2018) BATCH	
Name of student	Company
S.ANIL NAIR	ACCENTA EDUCATION
RAHUL RAVI	ACCENTA EDUCATION
MOHAMED SAMSD	ICICI
SNOOP VS	ICICI
MOHAMED ANEES	ICICI
JISHNU K	ICICI
SURYA SREE M.	EXIDE LIFE INSURANCE
SAIRA SUSEN	OCEAN GROUP
SUBHA LAKSHMI T.S	OCEAN GROUP

Major Recruiters





Jawaharlal Business School @ JCET

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'Jawahar Gardens', Lakkidi, Mangalam - 679 301 Palakkad (Dt.), Kerala

Ph : +91 466 2344800, 2405070 Fax : +91 466 2231550

Mob: 9605771555 E-Mail: jcetncerc@gmail.com

Web : www.jawaharlalcolleges.com

CORPORATE OFFICE (KERALA) :

Nila Gardens, Pampady, Thiruvilwamala,
Thrissur - 680 588 Kerala.

Ph : +91 4884 284000 (100 lines), 281670, 282070

E-mail: admissions@ncerc.ac.in, office@ncerc.ac.in

Web: www.jawaharlalcolleges.com

CORPORATE OFFICE (TAMILNADU):

Nehru College Campus, Palakkad Main Road,
Kuniamuthur, Coimbatore - 641008.

Ph : +91 422 2252671, 2252672, 2252673

E-mail : admissions@nehrucolleges.com

www.nehrucolleges.com



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OF INSTITUTIONS**

TAMILNADU • KERALA

Moulding True Citizens

ISO 14001 - 2004 CERTIFIED INSTITUTIONS

