

TWO YEAR FULL TIME MBA

18 YEARS OF ACADEMIC EXCELLENCE

e-Brochure



CAMS
CONSPI ACADEMY OF
MANAGEMENT STUDIES

RECOGNISED BY COCHIN UNIVERSITY OF
SCIENCE AND TECHNOLOGY (CUSAT) & AICTE

CAMS

“LEARN LIVE LEAD”



FOUNDER
(Late) Adv. M. Jayachandran Nair

Adv. Jayachandran Nair, Great visionary was a post graduate in the field of mathematics and later graduated in Law. He was the leading lawyer at the Trivandrum BAR council and served in various capacities as to Legal Advisor to the University of Kerala, Public Sector Enterprises, Faculty Emeritus in Law, Special Prosecutor for Narcotics Control Bureau, Government of India and so many. His close association with academicians inspired in a Philanthropic endeavor. This inspiration gave the birth of Conspi Academy of Management Studies - to serve the humanity as a whole. His Soul is with us throughout all our endeavors.



VISION

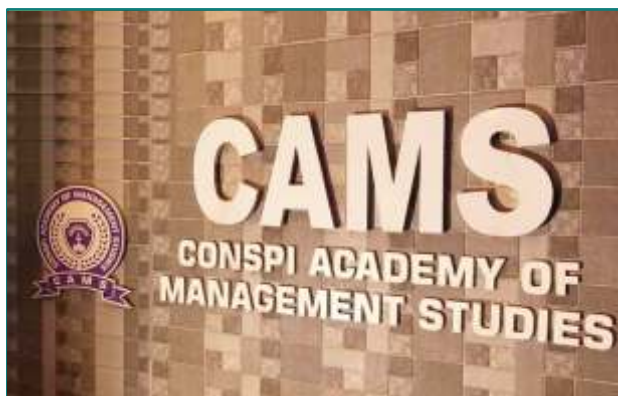
To ignite the minds of youth to realize their leadership and managerial capabilities and make contributions to the prosperity of the society and nation at large through the foundation of Indian ethos of management.

MISSION

- To nurture academic excellence
- To provide industrial exposure
- To foster values
- To create civic responsibility
- To build global competence

CORE VALUES

- **Commitment**
- **Accountability**
- **Integrity**
- **Excellence**
- **Dignity**



Driven by a shared philanthropic zeal of its founder members Consortium of National Self Financing Professional Institute (CONSPI) Trust, a public charitable trust established Conspi Academy of Management Studies (CAMS), a B School in order to promote and provide higher Management Education in country and in particular in the state of Kerala.

To achieve its objectives, CAMS was setup in 2004 offering full time MBA programme, approved by All India council for Technical Education (AICTE) and recognized by Cochin University of Science & Technology (CUSAT).

CAMS is ranked as one of the premier B School in the state. Students at CAMS are groomed to excel both in Academics and industry by integrating values, traditions and social responsibilities. CAMS strive to make the students globally competent with modern outlook.

We at CAMS are committed to accomplish the task of not only enhancing the student's academic qualifications and career prospectus but also in shaping their overall character and perception, in order to transform them in to much needed socially responsible business leaders of tomorrow.

**START YOUR
MBA**

MESSAGE

Warm Greetings!



Dr. Deepu Jayachandran Nair
Managing Trustee, CAMS

Conspi Academy of Management Studies was established by its founder with the belief that it would comprehensively fulfill the needs of quality education and specialized professional training of the new generation students to enable them to become competent business leaders of the 21st century.

Through our MBA programme we not only aim in enhancing the students' academic qualifications, we also encourage them in taking up internship in companies, projects, Industry visit and students' managed events including organizing business fairs and cultural festivals. We teach them to think beyond the syllabus and learn life lessons.

Once you commence your studies in CAMS, I assure that life at CAMS provides you a great learning experience and life skills beyond academics.

Come and experience the transformation process
Learn, Live & Lead



Dr. V. Sreedevi
Principal, CAMS

Conspi Academy of Management study is the reality of great visionary Adv. Jayachandran Nair. The recent pandemic made the whole world to re-think and reassess the strategies of higher education. This inspires creativity, transformation and renewal. We at CAMS strive to uphold academic integrity, accountability, sustaining open and transparent system and being sensitive to social responsibilities. This could be possible only through a collaborative and shared team work. "We want that education by which the character is formed, strength of mind is increased, intellect is expanded and by which one can stand on one's own feet" – Swami Vivekanandan.

Let us invoke blessings of Almighty as we march ahead and gear up to myriad mind is increased, the intellect is expanded, managerial, economic, societal and environmental challenges. This spirit should guide our intent and our actions into destiny of the institution.

CORE ATTRIBUTES

HIGHLIGHTS OF TEACHING – LEARNING PROCESS



- Foundation course/ Induction Programme
- Staff advisory system & Student counseling facility
- Members of Faculty are available beyond class hours
- The Language lab facility
- Entrepreneurship cell linked to MOE's Innovation cell [IIC]
- Various Industry oriented value added courses
- International Exposure.

- Learning by empowering , the entire campus activities managed through Students Committees.
- Outcome based learning methodology
- Case study methodology

THE PROGRAMME EDUCATION OBJECTIVES (PEO)

CAMS offers 2 year MBA (full time) programme based on the semester system recognized by Cochin University of Science and Technology (CUSAT) and Approved by AICTE.

The primary objectives of the programme is to

1. Administer adequate and interactive learning tools to equip the students to excel in careers in Industry / Entrepreneurship / Academics.
2. Upgrade the knowledge platform of the students through case based pedagogy in management problems areas and strategies
3. Develop leadership and analytical decision making competencies of students
4. Inculcate Ethics and value systems in the minds of the students .



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COURSE STRUCTURE

The MBA course curriculum is scheduled over two year. The core courses are covered in Four Semester, with the bulk of it covered in the first two semester of the MBA course.

These core courses enhance the ability to communicate, analyze solutions and take decisions using quantitative and qualitative factors and to develop a holistic view of the different fundamental areas and the business environment

During this period students take course in general management and major functional areas

In the Second year of MBA students take Elective / Optional courses to specialize in a maximum of two Functional areas

SPECIALIZATION OFFERED IN AREAS

- Finance
- Human Resources Management
- Marketing Management
- Operations and International Logistics
- International Business
- Production and Operations Management
- International Technology Management
- General Management Area



CURRICULAM

FULL-TIME MBA PROGRAMME

FIRST SEMESTER

Course Code	Name of course	CC/EC	Credit	Marks		Total Marks
				CES	ESE	
SMS 2101	Managerial Concept and Organizational Behaviour	CC	3	40	60	100
SMS 2102	Statistics of Managers	CC	3	40	60	100
SMS 2103	Managerial Economics	CC	3	40	60	100
SMS 2104	Business Communication	CC	3	40	60	100
SMS 2105	Financial Accounting	CC	3	40	60	100
SMS 2106	Business Environment	CC	3	40	60	100
SMS 2107	India Ethos and Business Ethics	CC	3	40	60	100
SMS 2108	IT for Business and Management	CC	3	40	60	100
	Managerial Skill Development - I	CC	3			

SECOND SEMESTER

Course Code	Name of course	CC/EC	Credit	Marks		Total Marks
				CES	ESE	
SMS 2201	Financial Management	CC	3	40	60	100
SMS 2202	Marketing Management	CC	3	40	60	100
SMS 2203	Operation Management	CC	3	40	60	100
SMS 2204	Human Resource Management	CC	3	40	60	100
SMS 2205	Management Accounting	CC	3	40	60	100
SMS 2206	Business Research Method	CC	3	40	60	100
SMS 2207	Legal Aspects of Business	CC	3	40	60	100
SMS 2208	Innovation and Entrepreneurship	CC	3	40	60	100
	Managerial Skill Development - II	CC	3			

THIRD SEMESTER

Course Code	Name of course	CC/EC	Credit	Marks		Total Marks
				CES	ESE	
SMS 2301	Management Science	CC	3	40	60	100
SMS 2302	Organizational structure. Design and Change	CC	3	40	60	100
SMS 2303	Business Analytics	CC	3	40	60	100
SMS 2304	Summer Project Work*	CC	4	40	60	100
SMS 2305	Elective 1	CC	3	40	60	100
SMS 2306	Elective 2	CC	3	40	60	100
SMS 2307	Elective 3	CC	3	40	60	100

FOURTH SEMESTER

Course Code	Name of course	CC/EC	Credit	Marks		Total Marks
				CES	ESE	
SMS 2401	Corporate Governance and Strategic Management	CC	3	40	60	100
SMS 2402	Environment Management	CC	3	40	60	100
SMS 2403	Elective 5	CC	3	40	60	100
SMS 2404	Elective 6	CC	4	40	60	100
SMS 2405	Elective 7	CC	3	40	60	100
SMS 2406	Comprehensive Viva-Voce	CC	3	40	60	100

CC- Core Course
EC Elective Course
NC Non Credit

CES Continues Evaluation System
ESE End Semester Examination



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LEAD”

FACULTY- THE MENTORS

Faculty at cams is leaders in their own fields. They are committed to update their knowledge through research and publications. Innovative teaching is their passion hence strives to improve upon management practices.

PRINCIPAL



Dr. V. Sreedevi M.com, MBA, Ph.D Finance

Research interest: Finance and CSR

Dr.V Sreedevi has been active in the education industry since her inception as lecturer in 1993. She has held offices of various capacities and has spearheaded research in the field of management during her 27 years of educational service. She published and presented papers in National and International referred journals/ conferences. She produced various Ph.D degrees.

FACULTY



Ashok kumar R

Associate Professor

MBA, Ph.D [Pursuing]

Managing director Business plus magazine, a leading business magazine in Malayalam. Worked as Area manager in Serum Institute India Ltd. Had twenty two years of experience in home appliance industry as distributor handling national brands like Hitachi, IFB, Panasonic, Morphy Richards, Eureka Forbes etc.



JIJU GEORGE ABRAHAM Associate Professor

MBA, Ph.D[Pursuing]

Research Interest: Marketing Management

Managing Partner of D' Precious Homes & Villas.Partner at Aditya Business Corporation. Managing Partner of METRO . This company deals with the retail sales of IFB Industries Ltd. Associate editor of Business plus magazine.



Mr. Anand R. Nair

Assistant Professor & Management Trainer
MBA

Area of Specialization: Human Resource Management

Research Interest: Human resource

He has over 10 years of experience both in teaching as well as industry.



Mr. Sarath S.R

Assistant Professor & Administrative Officer
M.Com (Finance)

Area of Specialization: Finance and Taxation

Research Interest: Finance

He has over 12 years of experience both in teaching as well as industry.



Mrs. Sridevi J

Assistant Professor & Placement Officer
MBA

Area of Specialization: Finance and Marketing

Research Interest: Finance

She has over 10 years of experience both in teaching as well as industry.



Mrs. Sathya V

Assistant Professor,MBA, M.Phil Ph.D

Area of Specialization: Finance and Human Resource Management.

Research Interest: Finance

She has over 6 years of experience both in teaching as well as industry and published papers in national and international journals



Mr. Dinu Raj.S

Assistant Professor (B.Tech, M.Tech, MBA)

Area of Specialization: Operations and Marketing Management.

He has more than 4 years of experience in teaching and industry/research and published papers in national and international journals.



Mrs. Priyadarshini.Y. A

Assistant Professor (MBA, Ph.D [Pursuing])

Area of Specialization: Finance and Human Resource Management.

Research Interest: Finance

She has over 10 years of experience both in teaching as well as industry. She is pursuing her research in Noorul Islam University.



Mr.Gokul J.S

Assistant Professor & Placement Officer (MBA)

Area of Specialization:

Logistics & Supplychain anagement

He has over 3 years of experience in industry.



Mr.Govind J.S

Assistant Professor (M.Com)

Area of Specialization: Finance

Research interest: Finance and Taxation



Mrs. Megha B. C

Assistant Professor (MBA)

Area of Specialization: Finance, Logistics & Operations Management

Research interest: Finance and Logistics

TRAINING AND PLACEMENTS

The T & P cell ensures that all eligible students are given an opportunity to mark their presence in the industry. The training programmes are provided based on training needs analysis conducted among the students. CAMS has also shown keen interest in including value added courses which provides certifications to the students on completion of the courses.

Our objective is to provide immense knowledge & Training to our students to meet the Global standards and in placing them in MNC's.

Training and placement cell help students explore placement opportunities by:

- Realistic case studies /workshops /interaction in class sessions.
- Industry- Institute Interface where Senior Executives interact with students
- Special customized courses on Personality Development, Communication Skills and Soft Skill Development.
- Summer internship of 4 weeks durations.
- Regular visits to Industrial Establishment
- Mock group discussions, Interviews, Aptitude tests and Psychometric tests.
- Pre placement lectures by Senior Management Executives from Industries.
- Students receive pre-placement offers based on their performance during the summer internship.



**ADD ON
CERTIFIED
COURSES
OFFERED**



Microsoft Excel -
Basic /Advanced



**SUPPLY CHAIN
MANAGEMENT
PROFESSIONAL**

Certified Courses of CII -
Supply Chain/Logistics Management



Fundamentals of
Capital Markets



Securities Operations
& Risk Management



Investment Advisory



Research Analyst



SAP



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PLACEMENT POLICY

The Student Committee of the T&P cell provide Placement opportunity to each student. Every job opportunity comes in the preview of T&P cell is categorized in A, B & C Category based on companies credentials, Job description and Renumeration.

Every Student can appear in as many companies till he/she gets his/her first confirmed offer from one company. After the first offer the student is again given a chance to upgrade by sitting in maximum two more companies in the upper categories or the first additional offer in the higher category company whichever is earlier.



NATIONAL/INTERNATIONAL SEMINAR CONDUCTED BY CAMS

Sl.NO	Year/Date	Topics	Keynote speakers
1	25th January 2010	"MANAGEMENT OF COOPERATIVES PARADIGM SHIFT AND CHALLENGES"	Dr. K. Sreeranganthan, and Dean, School of Management Studies, M.G University, Kerala
2	27th September 2014	"BUDDING ENTREPRENEURS: CHALLENGES AND OPPORTUNITIES IN KERALA"	Dr. T.R Gurumurthy, Director of Distance Education, Alagappa University, Karaikudi
3	26th October 2015	"MAKE IN INDIA-NEW HORIZON OF OPPORTUNITIES"	Dr .Nataraj, School of Management, Pondicherry University
4	30th September 2016	"RE-INVENTING INDIA'S BUSINESS (E-BUSINESS FOR 21ST CENTURY-ROLE OF BUSINESS SCHOOL"	1.Dr. Varghese John, Assumption University, Thailand 2.Smt. Junyi Huang, Guangzhou province, China
5	26th October 2017	"THE BUSINESS OF ENTREPRENEURIAL BRAINDING: BRANDING AS AN ECONOMIC STIMULUS FOR SUCCESSFUL ENTREPRENEURIALSHIP, BEYOND MARKETING"	Dr. Yarlghadda Srinivasalu, Professor, Department of International Business, Bharatiyar University
6	8th February 2019	"YOUNG INDIA 2020 SENTRAPRENEUR OR INTRAPRENEUR	"Dr. T.R Gurumurthy, Head of the Department , Alagappa University.
7	12th February 2020	'ENTREPRENEURSHIP - OWNING YOUR CAREER'	Dr.M.Sivakumar, Professor,Department of Entrepreneurship Studies , Madurai Kamaraj University.

WEBINAR

Sl.No	Date/Year	Topic	Speaker
1	12th June 2020	Global Lead of sales Tagros (Agro Chemical Company)	Mr. Jobi Eapen Global Head of Sales, Tagros
2	26th June 2020	Opportunities for MBA students in IT Industries	Mr. Venkat.T, Digital Transportation Expert, MNC Bank
3	23rd Sep 2021	Orientation on personal productivity	Dr. Krishna Bhaskar certified corporate Trainer
4	27th sep2021	Orientation on social learning	Ms. Bindu Vijayan certified corporate Trainer

THE INFRASTRUCTURE

CAMPUS

The Campus is endowed with beautifully landscaped vibrant greenery.

The ambience is distinguishable for its serenity and tranquility conducive for intellectual pursuit.

The Institute has Air-Conditioned Classrooms & Tutorial rooms, Conference Hall. It has an well equipped Auditorium, well stacked Library, Computer Laboratory, Gymnasium, Cafeteria, Language Lab, Sports Facility etc, to meet all the requirements of a discerning student.

It is a Wi-Fi enabled campus.



LIBRARY

A modern MBA Library housed in an Air-Conditioned Hall with attached Reading room is an open access library. The library is equipped with a collection of around 10,000 books, 24 National Journals/ 12 International Journals, various Periodicals and online database, E journals and E Library facility.

CLASS ROOMS

All the classrooms are Air-Conditioned and equipped with Audio, Video systems, overhead LCD projectors & PA systems. Classrooms are wi-fi enabled.



AUDITORIUM



A 200 seat capacity well equipped auditorium for conducting seminars, cultural and other programmes of the institute .

RESEARCH

Research is an important aspect of academic life at CAMS. In the contemporary world of the Knowledge economy, every academic institution of quality is expected to contribute to the creation of knowledge.

CAMS encourages the flowering of new idea by both faculty as well as students. Under Jayachandran Nair Memorial of Research and consultancy (JARC) we are in process of developing joint research project with various institutions of excellence.

CONFERENCE HALL



A fully Air-Conditioned Hall for conducting conferences, programmes, students events weekly & Periodic meetings.

ENTREPRENEURSHIP CELL

CAMS Entrepreneurship cell, known as “ASTRA” conducts elementary and advanced courses on Entrepreneurship for our student. Under ASTRA various out reach programs are connected in the topics related to Entrepreneurship Development.



COMPUTER LAB

CAMS houses a computer laboratory with 40 workstations and internet access. The computer center has been setup as a centralized service so that students can use this for various purposes such as (a) Programming, (b) project works, (c) preparation for seminar materials etc. All the computer are LAN connected with 200mbps line.



LANGUAGE LAB

With a view of assisting students in preparing for group discussions and job interviews, an audio interactive language lab is setup in CAMS.



INTERNATIONAL OUTREACH

As a part of our international outreach, we conduct industrial visit to Thailand & Malaysia



STUDENTS AMENITIES

HOSTEL

Living on campus is one of the key contributors to an intensive and effective learning experience. Hostel facilities of CAMS provide participants with a homely atmosphere that strengthens the feeling of belonging. Hostel accommodation is allotted strictly on the merit basis on the first come first serve basis.



CAFETERIA

The institute has an excellent cafeteria that serve a traditional and homely food. Lunch and snacks are served in the cafeteria.

GAMES & SPORTS

CAMS regularly organize sports activities for the students. These include outdoor, indoor and athletics. Students participate in both college annual Sports event – EKALAVYA and inter college sports event – KURUKSHETRA organized by CUSAT and win laurels



TRANSPORTATION

Transportation facility is available from prominent locations in Trivandrum.



STUDENTS ACTIVITIES AND ACHIEVEMENTS

ACADEMIC / PROFESSIONAL ACTIVATES

PUBLIC SPEAKING & INVITED TALKS

Students are exposed to special sessions on soft skills , public speaking and general awareness through invited talks where eminent personalities from business fields and other areas share their thoughts & experience with our students.

PERSONALITY DEVELOPMENT TRAINING PROGRAMME

CAMS has arranged a unique soft skill training module under our sister concern Jayacharan Nair Memorial institute of Training (JIT) where students are trained under the focus area of

- Self Empowerment
- Communication Skills
- Leadership Development
- Job Selection Process Training
- Career Preparations
- Aptitude Test Training



BUSINESS ENTREPRENEURSHIP & INNOVATION DEVELOPMENT PROGRAMME

–“Earn money by managing ideas & Creating innovation”



Our students who aspire to launch & manage their own business are given training under this programme through choice based specializations & Elective papers , Start Up Launch Pads & E-Garage , Incubation center and through unique specialised programme focusing on family business development

ADVENTURE CLUB ACTIVITIES

The purpose of our adventure club is to connect students who share a passion for the outdoors with like minded peers.

It prepare our students to go through rough terrains, face challenges and adverse conditions with confidence with the help of various adventurous activities on land & water and activities with an environment focus .



JEEVANAM – A HELPING HAND

Jeevanam –a helping hand , a unique social connect programme of CAMS with an aim to promote social commitment and responsibility among our students community , to help them mould as professional managers having dedicated social commitment.

CAMS is dedicated to this commitment and our institute is ISO 9001:2018 certified in this regards



CULTURAL ACTIVITIES

FRESHERS DAY - "HOLA"

We in CAMS conduct freshers' day party to welcome our new comers in a friendly atmosphere and to encourage their creative impulses to boost their confidence. It is the day where seniors and juniors finally bond and unite to celebrate being part of the college.



FAREWELL DAY - "ALOHA"

"We started here together and now here we're leaving the same way".

The funny thing is you never appreciate what you had yesterday until it is gone today."

In CAMS farewell parties are always an exciting affairs and bring alive a lot of happy memories.

ONAM / CHRISTMAS / DIWALI /HOLI CELEBRATIONS.

The four grand festivals of ours are celebrated in CAMS with full zeal and enthusiasm by our students including various cultural events unique to these festivals



GRADUATION COMMENCEMENT CEREMONY

"You Dreamed, You Believed, You Survived".

Graduation Commencement Ceremony is the ceremony officiated by the managing committee of CAMS, where the student share there excitement and importance of their academic accomplishment with peers, family & friends.

It is also a time for the Management, Principal, Faculties and Staff to pay special tribute to our students for their outstanding efforts they have shown in successfully completing the course in CAMS leading to the MBA degree.



SAHASRA

“Sahasra” – the annual cultural fest of Conspi Academy of Management Studies organized by our students community, with an aim of bringing every students on stage, providing them with a big platform to exhibit their heart throbbing and live performance in front of a crowd. It helps to remove their hesitation & stage fear and thus imbibes confidence and courage to face challenges.

Students conduct Sahasra – annually in an atmosphere full of enthusiasm and zeal creating an exciting atmosphere on a very large scale.



LIFE @ CAMS

Learning experience in a business school can and should never be restricted to academic classroom learning but rather focus on all round development of students.

Extra curricular activities form an integral part of a students overall development in CAMS. Various activities are conducted from time to time to provide an opportunity to the budding talents to showcase it to the world. It provides a remarkable threshold to the students to groom themselves in all aspects and present their unique talent.

The students participate with full zeal and vigour while keeping the competitive spirits high. The best part is that all activities are organized and managed by the students themselves as CAMS strongly believe in the ideology of “Empowering by learning”.

In myriad, it provides them a flavor of executing / organizing events and eventually learning management lesson while having fun. Active participation keeps the campus buzzing with activities throughout the year



BUILD A NETWORK FOR LIFE



ADMISSION PROCEDURE



ELIGIBILITY

All aspiring applicants must be graduate in 10 + 2 + 3 system as recognized by AICTE / CUSAT or graduate in any professional course (Engineering, Medicine, LLB etc.) of a recognized university.

For the programme, candidates appearing in the final year of their graduation examination can also apply. Applicants must score 50% and above aggregate marks in the bachelor's degree examinations to become eligible.

SELECTION PROCESS

The selection is based on the score obtained in the Management Aptitude Test [Minimum score 10% in general category and 10% for SEBC and 7.5% for SC/ST] in CAT/C-MAT & K- MAT Kerala. Thereafter short listed applicants will be required to attend the group discussion and interviews at CAMS campus.

The proportion of marks is as follows:

Aptitude Test	: 80%
GD	: 10%
Interview	: 10%
Total	: 100%

APPLICATION PROCESS

Online Application Form can be obtained from the website on payments of Rs 1000/-
Those who wish to collect application from college can also do that.
The web address <http://www.camstvm.org>.

AICTE sanctioned intake : 60 Seats.

Admissions will be as per CUSAT directives.

Reservation to SC/ST and other Eligible will be allowed as per CUSAT Guidelines.

PROCEDURE FOR CANCELLATION OF ADMISSION

Cancellation of Admission and refund rules are as per prevailing AICTE Guide lines

CONSPI ACADEMY OF MANAGEMENT STUDIES(CAMS)

Approved by AICTE and Recognised by CUSAT

Fees structure 2022-24

Particulars	First Semester	Second Semester	Third Semester	Fourth Semester
Admission fees (one time-non refundable)	10000	—	—	—
Tuition fees	65000	65000	65000	65000
Library fees/ computer lab (including access to E-library)	5000	—	5000	—
Personality development fees	—	5000	—	5000
Uniform/ suit/ ID card/ Badge	10000	—	—	—
Total Fee payable per semester	90000	70000	70000	70000

Our Alumni at



CAMS
CONSPI ACADEMY OF
MANAGEMENT STUDIES

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