

Contact



Avinashilingam School of Management Technology
AVINASHILINGAM SCHOOL OF MANAGEMENT TECHNOLOGY

2014

PROSPECTUS



AVINASHILINGAM SCHOOL OF MANAGEMENT TECHNOLOGY
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Avinashilingam
Institute for Home Science and Higher Education for Women
University
(Estd. u/s 3 of UGC Act 1956)
Coimbatore - 641 043, Tamil Nadu, India

...Committed to
Create Value based
Corporate
Leaders

Our B-School

Vision

"Create Value based Corporate Leaders"

Values

- Result oriented learning environment
- Integrity
- Quest of fineness

Core Potency Curriculum

- E-Business integrated management courses
- Articulately Designed Modules for Global Exposure
- Industry Focused inimitable pedagogy
- Personality Enrichers

Faculty

- Faculty Par Excellence
- Eminent Visiting Faculty
- Continuous interaction with industry experts

Infrastructure

- Wi-Fi enabled futuristic infrastructure
- Entrepreneurship development through Business Technology Incubator
- Behavioural Lab for transformation

Placements

- Full Fledged Placement Cell
- Phenomenal placements

Mission

"Creating entrepreneurs, executives and consultants who will accelerate the growth, assure success and place India at the zenith of the global economy. The prime focus is to bring out the management aspirant's versatility, build team spirit, impart a code of ethics and standards of practice."

Rated **A+** among the top B-Schools in India.

Business India

THE MAGAZINE OF THE CORPORATE WORLD



Women urged to warm up to investing in stocks

By E. SUDH

Women are urged to warm up to investing in stocks, says a report by the National Institute of Financial Markets (NIFM). The report says that women are under-represented in the stock market and that they should be encouraged to invest. The report also says that women should be encouraged to invest in stocks through mutual funds and other investment vehicles.

Women urged to warm up to investing in stocks

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Executive development programme

COMPTON: Avinashilingam School of Management Technology will conduct an Executive Development Programme on 'Emotional Intelligence for Managers' by 2011.

The programme will be conducted in two phases. The first phase will be conducted in 2010 and the second phase will be conducted in 2011. The programme will focus on developing the emotional intelligence of managers and will cover topics such as self-awareness, social awareness, relationship management, and decision-making.

QUALITY DEVELOPMENT

Avinashilingam School of Management Technology, Coimbatore, organized a two-day quality development programme that set a platform for academia and industry to prepare them to deliver high value output and enable to equip for the road ahead. The programme was inaugurated by M. Kandasamy, President, CODISSA. The programme focused on Lean Management System and Six Sigma which are considered to be powerful quality management practices of successful corporates. The various topics under Lean Management included - Lean Foundation, Lean Tools and Equipment Reliability, Quality Reliability and Lean in Service Processes. The facilitator for Lean Management was Dural Rajan, Director, Kanzen Institute Asia-Pacific Pvt. Ltd, Chennai.

BUSINESS SCHOOLS

Discover a whole new world at Avinashilingam Deemed University

Department of Management Studies

Coimbatore Tamil Nadu

Business schools are essential to the growth of the nation. The Avinashilingam Deemed University is a premier institution for the study of business management. The university offers a wide range of business management programmes at the undergraduate, postgraduate and doctoral levels. The university is committed to providing a high quality education and to developing the leadership and management skills of its students.

Faculty

The faculty of the Avinashilingam Deemed University is composed of highly qualified and experienced professionals. The faculty members are committed to providing a high quality education and to developing the leadership and management skills of their students.

Infrastructure

The Avinashilingam Deemed University has a state-of-the-art infrastructure. The university has a large campus with modern buildings, a well-equipped library, a computer center, and a sports ground. The university also has a business technology incubator and a behavioral lab for transformation.

Placements

The Avinashilingam Deemed University has a full-fledged placement cell. The placement cell is committed to providing a high quality placement service to its students. The placement cell has a large network of companies and organizations that are interested in hiring graduates from the university.

Career Opportunities

Great Opportunities for
..... Great Future

CAREER AVENUES

- Automobiles • Banking
- Consulting • Education
- Entrepreneurship
- Financial Services
- FMCG • Health care
- Hospitality
- Human Resource
- Information Technology
- Insurance • KPO
- Logistics • Manufacturing
- Market Research
- Media/Advertising
- PSU • Publishing
- Real Estate • Retail

MBA at ASMT offers a plethora of choices and allows the greatest degree of mobility across sectors. ASMT gives the ability to develop career to its fullest potential at an accelerated pace. It includes the 'Hard Skills' of economics, finance, marketing, systems and operations with the 'Soft Skills' of leadership, teamwork, ethics and communication that are critical for effective Management.

ASMT renders copious opportunities as Finance analysts, Investment bankers, Expansion advisors, Consultants, Market researchers, Interventionists, OD practitioners, Media designers, Event managers and much more.....

Coupling computing skills with management orientation provides ample career opportunities in the field of MIS, Database Management System, System Analysis & Design, Internet, IT Project Management, Software Engineering, E-business.....

OUR ALUMNI IN:

- Accenture • ABN Amro
- Airtel • Aviva
- ANZ Grindlays
- BankMuscat (Muscat)
- Canara Bank • Calibre Point
- Caterpillar (Dubai)
- Citibank • Citi Financials
- Convergys
- Crescent Systems (U.S.)
- Dell • Ernst & Young
- Eureka Forbes • Ford
- Future Group
- Gangotri Textiles • GE Capital
- GK Management Services
- Godrej & Boyce • HDFC
- HP • HSBC • HUL • IBM
- ICICI Bank • IDBI Bank
- Infosys • IOC • Jet Airways
- Karur Vysya Bank
- KG Hospital • Kitex Apparels
- Kotak Mahindra • Naukri.com
- Nittany • O&M • Oracle (US)
- PepsiCo • Quest Infotech
- Radio Mirchi • Reliance • TCS
- TVS • Taj Coromandel
- Tata Info Media • Vodafone
- Whirlpool India • Zyn Corp

OUR RECRUITERS



Our Roots

"The world is indeed a mixture of truth and make-believe. Discard the make-believe and take the truth."
Sri Ramakrishna

"Be the change you want to see in the world."
Mahatma Gandhi

With the progressive mission to provide quality education of global standards with a strong foundation on Indian values and traditions Avinashilingam Institute for Home Science & Higher Education for Women was established in 1957 by Dr. T.S. Avinashilingam. The founder's life was marked by an all embracing spirituality, national integration, commitment, courage, devotion, universal love, deep sympathy for the downtrodden and selfless sacrifices that are an eternal inspiration for all. The first Vice-Chancellor Dr. Rajammal P. Devadas nurtured the university to a world class educational institution.

The university envisions to empower women through modern, scientific & value based education that reinvigorates individuals as professionals with global outlook. Under the leadership of the present Chancellor Dr. T. S. K. Meenakshisundaram and the Vice Chancellor Dr. Sheela Ramachandran, the institution is reaching Himalayan heights in its academic pursuits.

"Difficulties come, but they do not last forever. You will see that they pass away like water under a bridge."
The Holy Mother

"Take up an idea, devote yourself to it, struggle on in patience and the sun will rise for you."
Swami Vivekananda

"Students when I see you, I have endless faith in the future of India. I have faith also that you will work hard for the future of India."
T.S. Avinashilingam Ayya Avl

"Improvement in the quality of the life of the people is an indicator of the development of the state and the nation."
Dr. Rajammal P. Devadas Amma Avl

Industrial Doyens Speak

"ASMT is well aware of the emerging trends in management and is doing the needful to cope up with these challenges. The great strength of this institution is its emphasis on character and culture. It is this combination of character, culture and competence which makes the students of ASMT unique and sought after by very many enterprising organizations. I wish the candidates a successful career."

Dr. B.K. Krishnaraj Vanavarayar
Chairman, Sri Sakthi Textiles Ltd.



"ASMT lives up to its incomparable image and perseveres to promise the tomorrow of dreams. ASMT has a prominent presence in this region and is committed to shape young minds and develop them as holistic leaders. Excellence and perfection shall always form the silhouette of ASMT and in this endeavor I wish them all the very best."

Mr. M. Kandasamy
Former President, CODISSIA

"The MBA course in ASMT is meticulously designed to suit the needs of the requirements from various disciplines. Through industry specific curriculum and professionally competent faculty ASMT produces quality manpower. The MBA degree from ASMT has a good corporate recognition."

Ms. Sujatha Krishnan
CEO, Suvai Foods



"ASMT stands among the top business schools in Coimbatore. Perceiving the tough challenges faced in the fast and integrating, global economy, the institute strives to groom market leaders in different areas of management. ASMT creates a stimulated learning atmosphere conducive for overall development of its students. ASMT ignites young minds towards corporate excellence."

Mr. G. Karthikeyan
Director, G.K. Management Services

Code of Conduct

All students shall abide by the rules and regulations laid down.

Students are required to be neatly dressed in salwars / sarees in keeping with Indian culture and in white khadi uniform sarees for special occasions.

Students are required to participate in assembly prayer and in all the activities and functions of the University and observe order at all times. Absenting on such occasions will be considered as misconduct.

Students should be regular in attendance and punctual to the classes.

All applications for leave must be submitted to the Dean one week in advance except in case of illness or other unforeseen causes. Leave applications should be written in the prescribed format and duly attested by parents / guardians / warden and they should be submitted to the Dean through the Head of the Department by the end of the week.

No re-test will be conducted under any circumstances. When a student misses any test when she represents the University in Sports, NCC, NSS, Academic related activities etc., during the test period, the average mark for the test performed will be taken, provided she submits the permission letter on time.

Those students who apply for the Transfer and conduct certificate must indicate (a) the year and the class last studied (b) the extra-curricular activities (c) the class teacher's name (d) the purpose for which the certificates are required and (e) the address to which certificates are to be sent.

The candidates are requested to take sufficient number of attested copies of their certificates before submitting the originals in the office. The original certificates will not be returned to the students after admission till the completion of the course. No correspondence or action will be entertained on such requests.

Fees once paid are not refundable. Students who leave after the first semester will be required to pay tuition and other fees due for both the semesters. The fees must be remitted by students or parents in the office on any working day between 9.30 a.m and 12.30 p.m. The students are requested to keep their receipts intact, to be submitted to the Registrar's office for verification, if required at a later date.

Students are strictly prohibited to use mobile phones in the campus. Disciplinary action will be taken against defaulters. Holding phones will entail suspension for 10 working days.

Scholarship - The eligible SC/ST, OBC, PwD Students should submit their scholarship form for the academic year by February for processing scholarship to SC/ST, OBC, PwD each year.



Ragging is prohibited and punishable and may result in expulsion, rustication, suspension / fine etc.,

Events

AMST firmly believes in education with global perspective. The year long events of ASMT nurtured by ideal mentors and endowed with latest technology and communication system craft competent, spirited, well organised, multifaceted knowledge empowered citizens. The skilled 2012-13 batch of ASMT students are skilled to cope with the ever changing business scenario and stiff competitions, proudly present their activities organised by them in 2013-14.

2013 - 2014

July	Meet & Greet	Overall Sporty	Mantra Refrain	Meet the Mentor	Chase the Schatz
August	Board Hash (Carom) Prelims	Stock War	Mind Trivera	Linkedin Leader	Idea Engineering
September	Panthers in Pink	Level Cutter	Hallway of Creativity	Meet the Entrepreneur	Board Flash Finals
October	Zoominar	Maestro	Catapult	Meet the	Brain Upgrading
December	Business Quiz	Linkedin CEO	Fruits & Veggie Day	Heard on the Street	Infpreneurs Take the First Step
January	Board Hash (Carom) Finals	Product Lancers	Connect CEO	Meet the Mentor	Coffee Talks
February	The Day Mgmt Lecture Series	Avant Garde 2013	Yours sincerely	Doctor's talk	FDP
March	International Women's Day	Stretch & Touch	Community connect	Toolkit for Career Mgmt	Aspire Achieve Inspire



Alumni Impressions



"I feel proud to tag myself as an alumnus of ASMT. If I am able to manage the complexity of the corporate world with endurance it is because of the rich learning environment and highly competent faculty members. The learning beyond curriculum at ASMT helps me even today in the boardroom discussions and decisions."

Ms. Divya Paramesh, Talent Acquisition, Emergent Bio-Solutions, Washington D.C.

"ASMT incubated me and has been a springboard to achieve the current status of managing one of the country's leading hospitals. I gained confidence and identified my potential to manage the hospital during my M.B.A. programme at ASMT and that is the evidence for my success."

Ms. P. Sangeetha Priya, Managing Partner, Gem Hospitals, Coimbatore.



"If I were to describe what ASMT stands for, it would be all round development. It has the right balance of theory and its applicability to real time corporate world. It would be fair to say that ASMT has made a significant impact in developing me into the professional that I am today."

Ms. Divya Rao, Global Marketing Communications - High Performance Building & Energy Solutions, Mumbai

"At ASMT I had a whole spectrum of experience. It gave me a strong and deep rooted culture that few other B School posses. We competed with fervor, took responsibility for what we did. I could not have asked to fit more experience, growth, maturity and learning in the 2 years of my life."

Ms. Priya Pillai, Business Manager, IBM, Mumbai.



Our Programmes

"Exemplary education, tactical training & perfect placements."

PROGRAMMES OFFERED (AICTE APPROVED)

M.B.A. (2 Years)

The programme prepares young minds for leadership positions. Result oriented approach, leadership development in the context of global economy, innovative thinking and management practices acts as a launch pad for successful NextGen leaders.

M.B.A. - IT Organisation Administration (2 Years)

The IT integrated MBA programme is a brilliant step towards the fusion of management and IT skills to meet the IT revolution that drives global economy. It constructs the crucial link between knowledge, application and organisational dynamics for the iGEN leaders.

"Walk in as a student ...

... Walk out as a Corporate Leader."



Admission Process

ELIGIBILITY

Women graduates in any discipline with minimum 50% of marks in aggregate from any University approved by UGC. Those awaiting results of their qualifying examinations are also eligible.

APPLICATION PROCEDURE

The application form and prospectus can be obtained from the Registrar's Office, on payment of ₹. 500/- in Cash or Demand Draft, drawn in favour of the Registrar, Avinashilingam Institute for Home Science and Higher Education for Women payable at Coimbatore with a self addressed stamped envelope (25 x 10cms in size) for ₹. 25/- from 17-03-2014.

Scheduled Caste and Scheduled Tribe candidates can get the prospectus and application form by paying 50% of the cost of the application (i.e., ₹ 250/-) on production of an attested copy of the community certificate and a degree course completion certificate. The attested copies of the Higher Secondary, Degree, Provisional Mark lists, Transfer Certificate and Course Certificate should be attached with the application form.

DOCUMENTS TO BE SUBMITTED

The following documents must be submitted at the time of interview and admission, failing which admission may be refused.

- The selection intimation card.
- Higher Secondary Examination mark sheet/Pre-degree mark sheet.
- Degree mark sheet and the Degree/Diploma Certificates (all in original).
- CMAT/CAT/TANCET/MAT Score Sheet(s) (in original).
- Transfer certificate/College leaving Certificate (in original)
- Conduct Certificate (in original) from the Head of the Institution in which the candidate last studied.
- Migration Certificate (for other University Candidates).
- Community Certificate from local Thasildar in the case of SC/ST/MBC/BC and de-notified Tribes belonging to Tamil Nadu only. Candidate in OBC category is produce recent OBC Certificate as per Government of India norms to be produced.
- Medical Fitness Certificate from a Government Civil Surgeon.
- A Certificate in proof of age.

NOTE: It is the responsibility of the candidate to ensure that correct marks are furnished in her application form. If at any time, it is found that the marks furnished by her are not correct, the following action will be taken. Her admission will be cancelled with forfeiture of all the fees paid, no matter at what stage of the course she is at that time. She will be debarred from pursuing the studies for the period of three years in any University. Legal action will be instituted against her for having furnished wrong marks.

* Any change in the last date for receipt of filled in application form will be notified in the University website

IMPORTANT DATE

Receipt of filled in application:
On or before
May 07, 2014



PREFERENCE

Women with Work Experience, Engineers and Computer Professionals

SELECTION CRITERIA

CMAT / CAT / TANCET / MAT Scores, Group Discussion and Personal Interview

Our Infrastructure

LEARNER CENTRIC



E-learning - NPTEL
EDUSAT network
ICT for development

Repository of information
Resource Sharing - DELNET
EBSCO Online Research Databases



Over 25,000 volumes - open 7 days a week
Collection of national, international & e-journals.



Interactive Training Board
High-end projection
Digital Class Training Systems



Integrated Network Connectivity
CISCO Security Management
Fibreoptic ring



Lecture Theatres
LMS and Video Conferencing
Behavioral and Language Lab

A home away from home
Six modern hostel buildings
Domestic Mineral Water Plant



Delicious and hygienic vegetarian food
Reasonable fee
Distinct areas for learning & relaxing



LIFE ENRICHING



Energizing cafeteria
Quality food
Affordable price



Wide range of high quality indoor and outdoor sports

Host of modern gym equipments to tone up the physique



Holistic Living through Yoga
Full-time doctor in campus



MBA

The two-year MBA programme is immersed in values, rigorous in theory, experiential in practice that prepares for an exciting global career.

CURRICULUM*

CORE COURSES

Management & Organisational Behaviour
Accounting for Managers
Managerial Economics
Marketing Management
IT Business Modelling
Business Communication
Research Methods and Quantitative Techniques
Production & Operations Management
Financial Management
Strategic Human Resource Management
Legal Environment for Business
Strategic Management and Business Policy
Applied Operations Research
Entrepreneurial Development

INTEGRATED COURSES

Data-Strategic Organization Resource (RDBMS)
Data Communication & Collaboration Techniques
Enterprise Resource Planning
Internet Programming for E-Commerce

FUNCTIONAL SPECIALISATION

Marketing
e-Customer Relationship Management
Supply Chain & Logistics Management
International Marketing
Finance
International Financial Management
Corporate Tax Planning
Investment & Security Analysis
Human Resource
Human Resource Development
Organisational Dynamics & Development
Industrial and Labour Relations
Production
Innovation and Technology Management
Lean and Agile Manufacturing Systems
Project Management

SECTORAL SPECIALISATION

Hospital Management
Hotel Management
Organisation & Management of NGO's
Resort Management
Cyberpreneurship
Computer Facilities Management

*subject to revision

Students can select one area of functional specialisation and one area of sectoral specialisation in their second year.

Project Work

Mini Project: In-campus project

Major Project: A 8-week project in the area of specialization during the fourth semester

Internship

Summer Internship Training: 30 days

Sectoral specialisation: 15 days

Value Addition

Interdisciplinary, multi-disciplinary and professional certification courses

MBA - IT Organisation Administration

The two-year MBA-IT Organisation Administration programme provides a progressive route for IT professionals of tomorrow by blending existing theories in management with IT to meet the growing global demands.

CURRICULUM*

CORE COURSES

Management & Organisational Behaviour
Accounting for IT Organisations
Business Process & Information Technology
Marketing of IT Products and Services
System Analysis and Design
Business Communication
Research Methods and Quantitative Techniques
IT Project and Operations Management
Financial Management
Human Resource Information System
Legal Environment for Business
Strategic Management and Business Policy
Applied Operations Research
Business Intelligence

Marketing
e-Customer Relationship Management
Supply Chain & Logistics Management
International Marketing
Finance
International Financial Management
Corporate Tax Planning
Investment & Security Analysis
Human Resource
Human Resource Development
Organisational Dynamics & Development
Industrial and Labour Relations
Production
Innovation and Technology Management
Lean and Agile Manufacturing Systems
Project Management

FUNCTIONAL SPECIALISATION

INTEGRATED COURSES

Data-Strategic Organization Resource (RDBMS)
Data Communication & Collaboration Techniques
Enterprise Resource Planning
Internet Programming for E-Commerce

Hospital Management
Hotel Management
Organisation & Management of NGO's
Resort Management
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Computer Facilities Management

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Value Addition

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Faculty

Change agents who create future global leaders for the digital world

ASMT has a multidisciplinary faculty drawn from a resource pool of academia and industry. Their different backgrounds and experience highly complement the academic climate which transforms the students into holistic personalities. The close association with the industry enables internal-mentorship to improve industry-readiness. The teacher-student ratio is streamlined to promote personalised interventions and make the learning process more fulfilling.



"I was with Infosys as Principal - Banking and Capital Market Practice focusing on Anti-Money Laundering and Consulting engagements with Union Bank of Switzerland and Deutsche Bank in Germany (Frankfurt and Zurich). I am currently the Founding and Managing Partner of Blusky Partners - a private investment partnership which is global in its expanse.

I am grateful for the opportunity to be educated and launched by an able institution like ASMT. At ASMT, we are taught how to learn, how to hunt for information and get the best of our capabilities with the optimal resources in different environments. I fondly remember my MBA days, life lasting connections I made and fun we had. Best wishes for the coming years in shaping future women entrepreneurs and leaders."

Ms. Geetha M. Bellu, CoE, Blu Sky Partners, Greater New York, US

From its time of inception, ASMT has benefitted from extensive industry interaction. Management gurus, subject experts have visited the B-School and shared their knowledge and wisdom. The rich talent and professional experience is brought in by active participation in international and national conferences, workshops, symposia and faculty development programmes. Collaboration with a broad range of Corporates to develop and execute consultancy projects and research has led to outstanding publications.

Corporate Social Responsibility

Community networking ... touching lives

ASMT students undertake community and social service (CSS) in the form of corporate social responsibility. The students actively engage in issues relating to community and social causes.

Members at ASMT believe that "Going Green is not a destination, but it's a path." The community is encouraged to practice greener lifestyle methods that makes a tangible difference. They lead by example.



Green
Brigadiers

Yellow
Cavaliers



H
O
P
E
Helping
others for
personal
enrichment

ASMT take it up on themselves to encourage elementary students to read newspaper, provide soft skills, conduct quiz programmes and elaborate on the importance of health and hygiene for better living. They empower the community particularly women and children.

ASMT initiates knowledge building activities jointly with corporates that focus on energy management. Students take up need based collaborative projects with corporates to conserve energy. The students promise to pay back in full measure to the society by way of selfless and unstinted service.



Blue
Warriors

Our Pedagogy

Transforming learners to leaders

Breaking away from conservative teaching methods, ASMT adopts various life changing pedagogical techniques. The unique methods facilitate out of the box thinking and resolve complex challenges and issues.

EXPERIENTIAL
LEARNING

Mentorship
Internship
Projects
Field trips
Industrial visits
Role plays
Simulated business games

VALUE
ADDITION*

Six sigma certification
Project management
Soft Skills
Personality Re-engineering
Spoken French, Hindi

IT INTEGRATED
LEARNING

Tally
SAP/Microsoft Navision
SPSS
Flash

*conditions apply



"I belong to the very first batch of students to pass out from ASMT. The guidance extended by the members of the staff along with the excellent pedagogical methods went a long way in moulding all of us as key future players in the field of business. If I have achieved in my field as a project analyst and appraiser of credit to the current status of Executive Director, I owe in no small measure to my alma mater."

Ms. Chitra Menon,
Executive Director,
G.K. Management Services (India) Limited

Perfect learning experience.....

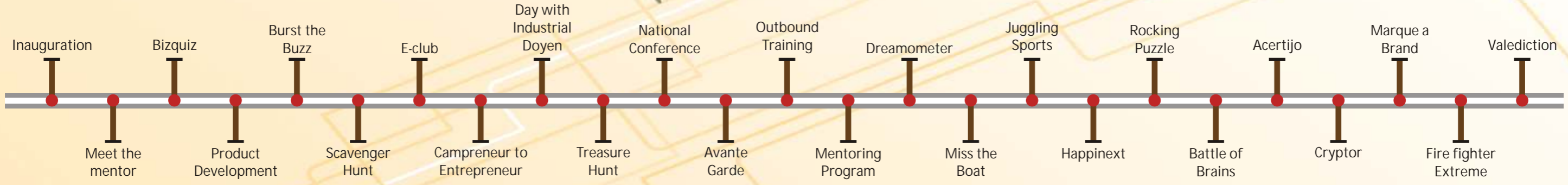
.....for holistic development



Life @ ASMT

Avalon Management Association

ASMT



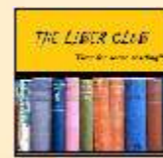
ABYSS club
"Knowledge is power."
Info-dissemination through notice boards, bulletin boards and group mails.



LOISIRS club
"Connect with the world."
Industrial visits, field trips & outbound experiential learning programmes.



MATRIX club
"Test thy aptitude."
Quiz programme on varied themes.



THE LIBER club
"Wisdom from writings."
Circulation of books of interest.



SPORTS FOCUS club
"Healthy mind: healthy body."
A wide range of indoor and outdoor games.



MARKETING club
"Brand warriors."
Idea generation, branding exercise, product launch & promotion campaign.



ESPRIT DE CORPS club
"Be the best you can be."
HR games, Inter personal activities, Communication exercises & mind mapping tools.



CHANAKYA club
"The art of sagaciousness."
Financial analysing, trading & stock broking.



GATEWAY club
"Right person in the right job."
Continuous interactions with industry, creating career opportunities & career building.