



# POORNAPRAJNA INSTITUTE OF MANAGEMENT A POORNAPRAJNA EDUCATION CENTRE<sup>®</sup>

(Promoted and Managed by Udupi Shree Adamaru Matha Education Council)

UDUPI

NAAC Accredited with A+ (CGPA of 3.32)



## PROSPECTUS

MBA

MCA

Email: [office@pim.ac.in](mailto:office@pim.ac.in) | Website: [www.pim.ac.in](http://www.pim.ac.in)



**Founder President**

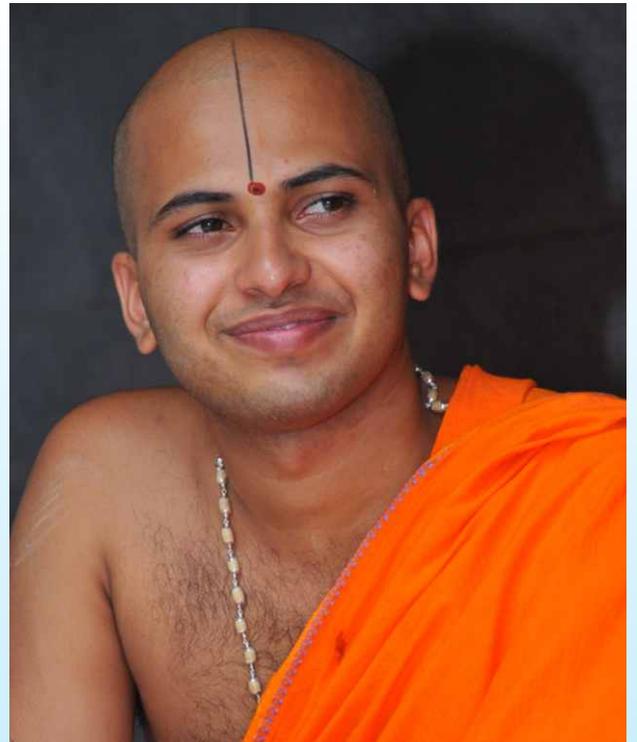
**His Holiness Sri Vibudhesha Theertha Swamiji**



**President**

(2009-2022)

**His Holiness Sri Vishwapriya Theertha Swamiji**



**President**

**His Holiness Sri Eeshapriya Theertha Swamiji**

## The Vision

"To be a leading B-School in the region with a focus to transform the youth to modern managers and build ideal business practices among the student community to enable them to meet the ever-changing business" requirements."

## The Mission

- Develop conceptual and practical business skills among the students to help them adapt to the dynamic business environment
- Build leadership acumen among the students by promoting lifelong and essential learning skills
- Provide an environment that enables innovation, creativity and out of the box thinking.
- Encourage transformational learning resulting in building a strong personality to face corporate challenges.
- Empower the students from diverse academic and socio-economic backgrounds by providing quality education and transforming them to become business leaders and professionals who are committed, dedicated and ethical.

### Educational Institutions Promoted and Managed by Udupi Sri Admar Mutt Education Council

#### UDUPI DISTRICT

* SBVP Higher Primary School, Padubidri	1921
* Poornaprajna Kannada Medium High School, Admar	1950
* Poornaprajna College, Udupi	1960
* Poornaprajna Evening College, Udupi	1966
* Padubidri Ganapathi High School, Padubidri	1968
* Poornaprajna Pre-University College, Admar	1972
* Poornaprajna Pre-University College, Udupi	2001
* <b>Poornaprajna Institute of Management, Udupi</b>	2006
* Poornaprajna English Medium High School, Admar	2007
* Poornaprajna Pre-Primary School, Admar	2014
* Poornaprajna Primary School, Admar	2016
* Poornaprajna PG Centre, Udupi	2015

#### CHIKMAGALUR DISTRICT

* Poornaprajna English Nursery and Primary School, Aldur	1978
* Poornaprajna High School, Aldur	2011
* Poornaprajna High School, Sangameshwarpet	1978
* Poornaprajna Nursery and Primary School, Sangameshwarpet	1992

#### HASSAN DISTRICT

* Rotary Nursery and Poornaprajna Primary & High School, Belur	1980
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#### SHIMOGA DISTRICT

* Poornaprajna Education Centre - Nursery School - Bhadravathi	1982
* Poornaprajna Education Centre - Primary School - Bhadravathi	1984
* Poornaprajna Education Centre - High School - Bhadravathi	1991

#### MUMBAI

* Poornaprajna Education Centre, Dahisar (East), Mumbai	1962
* Poornaprajna Nursery, Primary & High School, (English Medium)	1968
* Poornaprajna Nursery, Primary & High School, (Gujrati Medium) at Dahisar (East)	1968
* Poornaprajna Nursery School (Marathi Medium) and Marathi Primary School at Dahisar (East)	1971
* Poornaprajna Marathi Secondary School at Dahisar (East)	1990

#### NEW DELHI

* Poorna Prajna Public School, Vasant Kunj, New Delhi	1987
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#### BANGALORE

* Poornaprajna Pre-Primary and Primary School, Sadashivanagar, Bangalore	1969
* Poornaprajna High School, Sadashivanagar, Bangalore	1969
* Poornaprajna Education Centre, Yelahanka, Primary School	1982
* Poornaprajna Education Centre, Indiranagar, Bangalore	1984
* Widia Poornaprajna School, Tumkur Road, Dasarahalli	1988
* Widia Poornaprajna PU College, Tumkur Road, Dasarahalli	2019
* Poornaprajna Education Centre, Yelahanka, High School	1991
* Poornaprajna Skill Development, Yelahanka	2017
* Poornaprajna Education Centre, Sri Krishnanagar, Bagalur Road, Bangalore	2001
* Poornaprajna Institute of Faculty Improvement, Tumkur Road, Dasarahalli	2009

### Research Institution Promoted and Managed by Admar Mutt Education Foundation, Bangalore

* Poornaprajna Institute of Scientific Research, Bidalur, Bangalore	1998
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### Members of Udupi Sri Admar Mutt Education Council

Name	Designation
<b>H.H. Sri Eeshapriya Theertha Swamiji</b> Peethadhipathi of Sri Admar Matha, Udupi	President
<b>Sri S. Ramanathan</b> I.A.S. (Retd.), Bangalore	Hon Vice President
<b>Dr. K. Srihari</b> Retd. Professor, U.A.S., Bangalore	Hon Secretary
<b>CA G. V. Krishna</b> Chartered Accountant, Bangalore	Hon Treasurer
<b>Sri S. K. Bhat</b> Engineering Consultant, Bangalore	Member
<b>Sri N. B. Bhat</b> Advocate, High Court of Karnataka, Bangalore	Member
<b>Sri Ashok Haranahalli</b> Former Advocate General, Govt. of Karnataka, Bangalore	Member
<b>Sri S. V. Manjunath</b> Former MLC	Member
<b>Sri B. R. Prabhakar, I.A.S.</b> Retd. Chief Secretary, Govt. of Karnataka, Bangalore	Member
<b>Justice N. Santhosh Hegde</b> Retd. Judge, Supreme Court of India & Former Lokayukta of Karnataka State	Member
<b>Sri K. Subramanya</b> Associate Editor, Deccan Herald, Bangalore	Member

### Members of the Governing Council, Poornaprajna Institute of Management, Udupi

Name	Designation
<b>H.H. Sri Eeshapriya Theertha Swamiji</b> Peethadhipathi of Sri Admar Matha, Udupi	Chairman
<b>Dr. G. S. Chandrashekhara</b> Medical Director, Adarsha Hospital, Udupi	Secretary
<b>CA T. Prashantha Holla</b> Chartered Accountant, Udupi	Treasurer
<b>Dr. M. R. Hegde</b> Founder Director, Poornaprajna Institute of Management, Udupi	Joint Secretary
<b>Dr. Ramu L</b> Principal, Poornaprajna College, Udupi	Member
<b>Dr. P. S. Aithal</b> Director, Poornaprajna Institute of Management, Udupi	Member

**NOTICE ON PREVENTION OF RAGGING**, Ragging is totally banned and any one found guilty of ragging and/or abetting ragging is liable to be punished

Anti-Ragging Helpline: 1800-180-5522

## From the Director's Desk



*P*oornaprajna Institute of Management (PIM) has been established with twin specific goals: to impart professional knowledge and essential skills in management studies on one hand and on the other, to shape the personality of the nation's young ones by tending to their physical, mental and spiritual development. As such PIM is imparting quality education in management studies with specializations in functional areas, such as Finance, Marketing, HR, Hospital Administration and Banking & Insurance.

Further, the Institute has a meaningful partnership with industries, linkages with community, tie-ups with premier institutions and rapport with the experts in the field in order to achieve holistic development of the students of this Institute.

In the present competitive world, where it is 'Survival of the Fittest', the 'Future Managers' have to be fully equipped with contemporary concepts and professional skills warranted by the modern business environment. In Poornaprajna Institute of Management, all the students of MBA are trained with earnest care in order to imbibe in them the desired level of professional competency and also ethical, social and moral values.

The physical amenities at PIM are excellent and they provide a congenial environment for advanced learning. The rich blend of core faculty with academic rigour and industrial experience and a number of visiting faculties with years of industrial exposure provide here a unique learning environment.

**Dr. P. S. Aithal**, Director

# Our Esteemed Faculty

## MBA Faculty

### Dr. P.S. Aithal

M.Sc. (E-Business) Ph. D.  
(Business Management), postdoc.@PRL,  
Ahmadabad, D Litt. (h.c.)

#### Professor & Director

Experience : 33 Years

### Dr. Bharathi Karanth

M.Com., M.Phil., M.B.A., NET (Mgmt), NET (Comm), Ph.D.

#### Associate Professor

Experience : 27 Years

### Shivanand M. Bhandarkar

M.B.A.

#### Assistant Professor and Placement Coordinator

Experience : 20 Years

(Including 6 Years Corporate Experience)

### Dr. Bharath V.

MBA, M.Phil, Ph.D

#### Professor

Experience : 36 Years

### Sujatha G. L.

M.Com., NET,

Pursuing Ph.D.

#### Assistant Professor

Experience : 28 Years

### Diana Saldana

M.B.A. B.Ed., NET(JRF), KSET

#### Assistant Professor

Pursuing Ph.D

Experience : 9 Years

### Dr. Naveen Kumar K. R.

M.Com., M.B.A., NET, Ph.D.

#### Associate Professor

Experience : 26Years

### Santhosh N. Prabhu

M.I.T., M.B.A., M.Tech.(IT)

E-MBA, M.A.(PM & IR), FAGE, MISTE

#### Assistant Professor

Experience : 24 Years

(Including 2 Years' Corporate Experience)

### Mr. Venkatesh Shetty

MBA

#### Assistant Professor

Experience: 5 years

(Including 2 Years Corporate Experience)

## MCA Faculty

### Dr. P.S. Aithal

M.Sc. (E-Business) Ph. D.

(Business Management), postdoc.@PRL,

Ahmadabad, D Litt. (h.c.)

#### Professor & Director

Experience : 33 Years

### Mr. Venugopal Rao

B.E., M.Tech. (Ph.D.)

#### Assistant Professor

Experience: 18 years

### Ms. Priya K

M.C.A

#### Assistant Professor

Experience: 7 years

### Ms. Sneha Radhakrishnan

MCA

#### Assistant Professor

Experience: 1 year

## Library

### Purushothama Gowda P. C.

MLIsc

#### Librarian

Experience : 17 Years

## Industry/Visiting Faculty

### Prof. Dr. Ramanathan Srinivasan

Ph.D., D. Litt.

Fellow, Indian Institute of Advanced

Studies, Shimla, India

### Col Prof Dr Jyotirmaya Satpathy

MBA, Ph.D., D.Sc.

Bhuvaneshwar, Orissa

### Dr. Mike Dillon

Chief Executive Officer,

Institute of Productivity,

Grimsby, United Kingdom

### Mr. Kumble Narasimha Prabhu

B.E., MBA,

Director,

Kumble Group of Companies,

Kumble Solar Energy Solutions Pvt Ltd.

Mangalore

### Dr. Zuber. M. Shaikh

Director, Corporate Quality Improvement,

Dr Sulaiman Al Habib Medical Group (HMG),

Kingdom of Saudi Arabia

### Dr. M. R. Hegde

M.Com, M.Phil., Ph.D

Adjunct Faculty

Management

### Bindhumadhav Kerur

B.E., M.S., Ph.D. (Pursuing)

Adjunct Faculty

Computer Applications

### Mr. Jaikishan Bhat

B.E., M.C.A.

Adjunct Faculty

Management

# Programme Structure

I SEMESTER	
MBA	MCA
Modern Organization and Management	Mathematical Foundation of Computer Science
Business Accounting and Finance	Operating Systems
Organizational Behaviour and Communication	Object Oriented Programming
Information Technology and Business	Advanced Data Structure and Algorithms
Economics for Manager	Python Programming
Business Analytics	Advanced Data Structure and Algorithms Lab
+Soft Skills & Business Ethics	Python Programming Lab
+Industry Analysis using AI Tools	Foundation of Information Technology
+Value Added Optional Subject I	+ Dynamic Website Development
	+ IT Company Analysis using AI Tools
	+ Value Added Optional Subject I

II SEMESTER	
MBA	MCA
Human Resource Management	Principles of Data Science
Marketing Management	Software Engineering
Indian Business Environment	Data Communications and Computer Networks
Business Research Methods	Android Programming
Operations Management	Elective - I
Marketing Analytics	Principles of Data Science Lab
+SPSS & Advanced Excel using AI Tools	Android Programming Lab
+Company Analysis using AI Tools	+ E-Commerce Website Development
+Value Added Optional Subject II	+ Patent Analysis & Publication
	+ Value Added Optional Subject II

III SEMESTER	
MBA	MCA
Entrepreneurship and Start-ups	AI & Machine Learning
Strategic Cost Management	Internet of Things
Operational Research & Decision Science	Advanced Database Management System
Elective 1	Computer Graphics & Multimedia/ Cryptography and Network Security/ Image Processing
Elective 2	Elective II
Elective 3	AI & ML Lab/ Advanced database Management Lab/ Graphics Lab
+Corporate Laws	Mini Project & Domain Knowledge Seminar
+CEO Analysis & Patent Analysis	+ Virtual Reality & AI driven GPTs
+Value Added Optional Subject III	+ CEO Analysis & Publication
	+ Value Added Optional Subject III

IV SEMESTER	
MBA	MCA
International Business Environment	Dissertation and Viva-Voce
Project Report	+ Value Added Optional Subject IV
Viva-voce	+ Conference Paper Presentation & Publication of Project Report
Elective 4	
Elective 5	
Elective 6	
+Placement Skills & Strategies	
+Business Plan Development & Presentation	

+ADD ON COURSES



## ELECTIVES IN MBA

### Financial Management

#### III Semester

MBAS 504 Strategic Financial Management  
MBAS 505 Investment Analysis and Portfolio Management  
MBAS 506 Tax Planning

#### IV Semester

MBAS 553 Behavioural Finance  
MBAS 554 International Financial Management  
MBAS 555 Corporate Restructuring

### Human Resource Management

#### III Semester

MBAS 510 Learning and Development  
MBAS 511 Employees Relations Management  
MBAS 512 Stress Management

#### IV Semester

MBAS 559 Global Human Resources Management  
MBAS 560 Compensation Management  
MBAS 561 Performance Management

### Marketing Management

#### III Semester

MBAS 507 Marketing Research and Consumer Behaviour  
MBAS 508 Promotions and Distribution Management  
MBAS 509 Retail Management

#### IV Semester

MBAS 556 International Marketing Management  
MBAS 557 Services Marketing  
MBAS 558 Rural Marketing

Note: A Student shall take any one elective of which three papers each will be offered in III Semester and IV Semester.



# Specific Objectives of the Institute

- To impart necessary conceptual knowledge and contemporary skills demanded by the present business and corporate world
- To empower the students to face future professional challenges
- To facilitate the all-round development of the 'would be business leaders' IT Professionals, Catering to the needs of the society in managing business and industrial enterprises
- To nurture creativity in the youth through quality management IT education
- To shape the students into 'socially responsible professionals' with sound moral and ethical values

# Admission to MBA & MCA Programme

Candidates securing a minimum of 50% marks in Bachelor's Degree examination of a recognized University are eligible for admission to the programme. Those intending to get admission to the Institute's MBA programme will have to appear for the Common Entrance Test conducted as per the notification by Govt. of Karnataka (MAT / CAT / CMAT / KMAT / PGCT) .

Candidates who have appeared for final year degree examinations are also eligible to apply. For further details, contact the Poornaprajna Institute of Management, Poornaprajna Campus, Udupi-576 101 (Phone : 0820 – 2531401 / 2531403 / 9845233694 / 9148325164



- \* Programme Fee is as per Government Guidelines & Management Policy.
- \* Programme Fee once Paid will not be Refunded under any Circumstances.

## Infrastructure & Facilities

- Spacious Building in an Eco-friendly environment in the heart of Udupi
- In-campus residential facility for students
- Well furnished Multimedia Classrooms and GD rooms with LCD projectors
- Qualified and experienced faculty from Industry and Academia
- Well equipped and Air-Conditioned Computer Lab
- Well stacked Library with Standard Titles, Journals, Periodicals, etc., and Digital Library facility
- Additional computer & other management skill inputs and also the Language Lab, Career Lab & Aptitude Lab facility to enhance students' capacity, competency and leadership qualities
- Full fledged Placement Cell for high quality campus recruitment



# Initiatives

The core objective of Poornaprajna Institute of Management is to provide advanced professional education and skill in Management Studies. The sanctioned intake for the two-year MBA programme is 60.

Apart from 5 hours of teaching every day for covering the syllabi prescribed by Mangalore University, two classes of one hour each are engaged everyday from Monday to Friday to impart essential skills like Computer Skill, Communication Skill and a variety of Management Skills such as Group Discussion, Role Play, Word Fusion, Product Launch, Art of Creativity, Thematic Apperception etc. Every month a "Two-hour Special Guest Lecture Session" is arranged from eminent personalities from academia and industry. At the end of second semester the students have a compulsory Industrial Training of one month duration. All students of the Institute study dual specialization papers in their third and fourth semesters in addition to the papers prescribed by the University.

A fortnightly Newsletter, 'ARTHAPRAJNA' is being regularly e-mailed to all the present and Old Students of the Institute. This Newsletter has created opportunity for all the students for disseminating their views and ideas in different facets of knowledge. Further, the Certificate Courses with necessary training, in 'Communication English', 'Computer Applications' and 'Yoga for Stress Management' are offered to the Students of the Institute as add-on courses.

The MBA students of all the earlier batches have secured excellent results and also Rank /Gold Medal in every batch without any exception. In the University Examinations held in May, 2010, our students brought laurels to the Institute by securing all the ranks awarded by Mangalore University for MBA students. With the First Rank and the Gold Medal in the University Examinations held in May, 2011, the MBA Students of our Institute recorded HAT-TRICK ACHIEVEMENT' by securing First Rank in the three consecutive years. In the examinations held in May, 2013 our MBA students secured three ranks out of six ranks (i.e., the 1<sup>st</sup>, 4<sup>th</sup>, & 5<sup>th</sup>) and all the three awards (i.e. the two Gold Medals and the Vysya Bank Cash Award) given by Mangalore University for MBA students. In the academic year 2019-20 Institute has secured 5<sup>th</sup> Rank. In the academic year 2020-21 one of the students secured Gold medal in Marketing Management. During the academic year 2021-22 two students of the Institute have secured 4<sup>th</sup> & 5<sup>th</sup> ranks respectively from Mangalore University.

# Placement

The Institute has a full fledged Placement Co-ordination Cell dedicated to advising students on career options, providing up to date employment information, developing job search techniques and co-coordinating "On-Campus recruitment". The cell ensures smooth recruitment activities at the Institute for worthy placement of the students. The cell also carries out various activities that help in harnessing the skills of students according to the changing requirements of the Corporate World.

# Our Students Placed at:







# POORNAPRAJNA INSTITUTE OF MANAGEMENT A POORNAPRAJNA EDUCATION CENTRE<sup>®</sup>

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