



तेजस्विनावधीतमस्तु

Alamuri Ratnamala
Institute of Engineering & Technology

MMS at ARMIET

Career around the World



“Koti Vidya Charitable Trust’s”

ALAMURI RATNAMALA INSTITUTE OF ENGINEERING AND TECHNOLOGY

Approved by All India Council for Technical Education(AICTE), Director of Technical Education (DTE),
Maharashtra and Affiliated to University of Mumbai.

Course Director's Speech :



Course Director :

Lavendra S. Bothra

Qualification :

B.E., M.E., [V. J. T. I., Mumbai University] M.B.A.

Experience :

18 years of teaching experience in Engineering college.

We are glad to have another feather into our cap - MMS. Yes, MMS a new entrant for prospective students. We have decided to impart best of the education & this is our next step after engineering. At **ARMIET** we are always eager to help you.

At the helm of today's aggressive & competitive scenario it is tough to withstand the pressure for our young aspirants who need to face & move forward. Under these circumstances, we, at **ARMIET**, teach them to swim with the tides of competition & achieve the targets. We have the objective set clearly in our minds for those students who have enrolled with us. We want them to be one up in the Corporate world when they pass out of our Institute.

We look forward to make every student of ours self-sufficient. At **ARMIET**, other than education we also pay lots of attention to groom the personality of our students & increase the skills of presentation in them. We hope in near future to see many **ARMIETIANS** excel in the Corporate stream with their sincere, innovative, commanding personality & knowledge and make all of us proud. We want our students to be called the torch-bearers who would keep the positive fire on, of the country & put forward a leading example to the next generation. All the best. God bless all of you.

— **Lavendra S. Bothra**

Chairman's Speech :



Chairman :

Alamuri Venkateshwera Gupta

Qualification :

B.E. (Osmania University),
M.M.S. (Mumbai University).

Experience :

19 years of Industry experience at Senior level as C. E. O. of WIMPLAST Ltd., Health & Beauty Care Pvt. Ltd., part of Cello conglomerate and 4 years of teaching experience for Engineering and Management Students.

First of all I am thankful to all those who have made the institute grow leaps and bounds. I am happy to inform that this year onwards MMS has been included as another stream for deserving students.

Change your thoughts and you can change your world. This simple philosophy, if used, can change the world for you. Trust me, to be a winner, run smart and learn; you will definitely succeed. You won't win if you don't begin.

At **ARMIET**, alongwith education lot of personal touch is given to our students. The idea behind this philosophy is quite simple. We treat every student at **ARMIET** as our own child and unless there is any heart to heart communication. I don't think any message can impress upon anyone.

At **ARMIET**, our seasoned and qualified staff is fully geared to shape the students' career. They are veterans from Corporate world who have live knowledge & experience of handling case studies which would be of great help for our students.

The Institute has put in more experts to upgrade the facilities viz. Library, Classrooms, Campus, Labs, etc. We have also provided Medical Center, Meditation Room, Ambulance Service and Book Bank for the students. Thus students never miss anything whenever they come here to study.

We hope every **ARMIETIAN** when passed out would leave a mark of his excellence & make us feel proud. All the best for your future success path.

Alamuri Venkateshwera Gupta

First Trustees :



Kiran S. Rajpurohit
(Campus Director)

Our Trustee, Mr. Kiran S. Rajpurohit is a social worker and an active member of various Social Organisations of Navi Mumbai & Member of Harmony and peace committee of Pali District of Rajasthan.



Mrs. Deepa D. Pant
(First Trustee)

Mrs. Deepa Pant, our prestigious trustee, is a social activist. She has organised many social camps like eye donation and blood donation under Koti Vidya Charitable Trust. She, as head of women cell of Koti Vidya Charitable Trust has organised social awareness programs on women empowerment in various parts of India. She is always striving to upgrade the level of education in the students. She puts in lot of knowledge support in routine operations of Koti Vidya Charitable Trust & has a vision to make Alamuri Ratnamala Institute of Engineering and Technology as the first & foremost destination for aspiring student community.



Alamuri Ratnamala
Institute of Engineering & Technology

Advisory Council:

S. No.	Name	Designation
01	Mr. P.G. Rathod (M.D. Cello Group) Industrialist	Chairman
02	Mr. Arun Bongirwar (Ex. Chief Secretary, Govt. of Maharashtra) Educationist	Co-Chairman
03	Mr. Vijay Chougule Politician	Member
04	Mr. Alamuri Venkateshwera Gupta (Chairman, Koti Vidya Charitable Trust)	Member
05	Mr. Virendra Gala Industrialist	Member
06	Mr. Gendmal Jain Industrialist	Member
07	Prof. L.S. Bothra (Founder Trustee, Koti Vidya Charitable Trust)	Member
08	Mrs. Deepa Pant (First Trustee, Koti Vidya Charitable Trust)	Member
09	Dr. V.V.N.P. Rao (Principal)	Member Secretary

Governing Body :

S. No.	Name	Designation
01	Mr. Alamuri Venkateshwera Gupta (Chairman, Koti Vidya Charitable Trust)	Chairman
02	Mr. P.G. Rathod (M.D. Cello Group) Industrialist	Member
03	Mr. Arun Bongirwar (Ex. Chief Secretary, Govt. of Maharashtra) Educationist	Member
04	Prof. L.S. Bothra (Founder Trustee, Koti Vidya Charitable Trust)	Member
05	Mr. Kiran S. Rajpurohit (Campus Director)	Member
06	Dr. Raghubabu Korapatti Educationist	Member
07	Dr. V.V.N.P. Rao (Principal)	Member Secretary

About us :

Koti Vidya Charitable Trust was established in 2007. Under this Charitable Trust **Alamuri Ratnamala Institute of Engineering and Technology** was opened at Shahapur in Thane District. Within a span of 3 years the college has gained tremendous credibility and has become a respectable place to study. Our path is based on the philosophy i.e. "The student at our college is treated like a child and the teacher acts like a parent". This simple philosophy has lead our college rise the height of fame. We, at our college, believe in working like a family and nurturing every student's career in such a manner that they blossom in their career after passing out of our college.



Our Belief :

"If you study to remember you will forget, but, if you study to understand, you will remember".

"While we try to teach our children all about life, our children teach us what life is all about."

"Never fear spoiling children by making them too happy. Happiness is the atmosphere in which all good affections grow."

"There are only two lasting bequests we can hope to give your children. One of these is roots, the other wings."



Vision :

To develop such leaders and change agents for our society, who would be hired by the dream of making our country a world power and which enshrines the traditional values of peace and universal brotherhood characterising our society.

To develop a common platform for all those who wish to reconcile economic development with the conservation of nature in the broadest interest of humanity.



Mission :

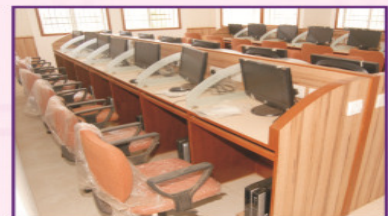
To nurture an educational institute of excellence in next two decades that would be academically autonomous, professionally exemplary, socially responsible and will provide a venue for all those who want to repay the debt they owe to the motherland.

Objectives :

1. To develop premiere institution of education in academic as well as professional fields for catering to the long felt need of institutes of excellence.
2. To conduct and sponsor research in various areas of knowledge required by our society.
3. To develop & help in developing newer and more effective educational technologies for a diverse set of skills and attitudes required by our society in the competitive era of the years to come.
4. To cater to the educational needs of the student from the economically backward and rural areas in particular.

Facilities at the Campus :

- 50 spacious classrooms and labs.
- 2 seminar halls dedicated for management development programs.
- 255 networked terminals with uninterrupted 2 MBPS broadband internet facility.
- Fully computerized and well equipped library facility with more than 10,000 books and a reading room.
- Entire campus in complete Wi Fi environment.
- Entire campus under CCTV surveillance.
- Meditation Center.
- Dedicated Ambulance and medical center for students.
- Playground.
- The campus is wrapped around with serene natural background and a river flowing through.
- The pleasant feeling amidst nature inspires every student from morning to evening to feel fresh, concentrate & be focussed on their goals. The location of the Campus is such that you will feel as if you have come to some hill station.
- **College bus facility from Asangaon Railway station.**



Introducing MMS :

As the environment of organization-including economic, political, competitive, regulatory and factors becomes more complex, there is an increased demand for managers with the necessary understanding, courage and energy to tackle the difficult demands faced by organizations. To be a successful manager individuals need the skills in decision-making, financial analysis, and interpersonal relationships. Professional management programs based on the premises can help manage all types of business situations more effectively.

The purpose of MMS education is to provide training in the theory and practice of business management.

Doing MMS with different specialization streams prepares an individual to meet the greater demand for tomorrow's advanced industrialization.

Whether you are seeking CEO jobs, CFO jobs, CIO jobs or other C-level jobs, doing MMS can help you.

Our mission is to help our students improve their management skills and adopt them wherever they get placed. We will help our students in developing risk taking standards in them so that they become competent while working both in public / private sector.

Faculty For MMS :

Name of the Faculty	Qualification
1) Mr. Lavendra S. Bothra (Course Director)	B.E., M.E., M.B.A.
2) Mr. Piyush A. Bongirwar	B.E., M.M.S.
3) Mrs. A. Megha	B. Tech., M.B.A.
4) Mrs. Prachi Gadhire	B.E., M.M.S.



Master of Management Studies : 2 years full time (MMS) - Intake - 60 seats

Admission Procedure :

The students desirous to get admission to MMS must appear for the CET (Common Entrance Test), GD & PI conducted by the Directorate of Technical Education, Govt. of Maharashtra or the institute level exam conducted by the Association of Management of MBA / MMS Institutes (AMMI). Students who have appeared for MAT, XAT, ATMA, CAT can also apply to DTE for GD & PI.

Eligibility Criteria :

Basic Qualification : In order to secure admission to first year of two-year full time MMS course, the candidate should fulfill the following eligibility criteria :

Passed with minimum of 50% marks in aggregate (45% in case of candidates of backward class categories belonging to Maharashtra State only) in any Full Time Bachelor's degree of minimum three years duration in any discipline recognised by the Association of Indian Universities

OR

Appeared for the final year examination of any Full Time Bachelor's degree of minimum three years duration in any discipline recognised by the Association of Indian Universities. Such candidates can be considered for provisional admission subject to passing the Degree exam with minimum of 50% marks in aggregate (45% in case of candidates of backward class categories belonging to Maharashtra State only)

NOTE :

Candidate is advised to ensure before applying for the CET and the admission to the MMS in a particular University that he/she is eligible for admission to the programme as per the relevant Eligibility Rules of that University.

The Trust is Hindi Linguistic minority. Hence candidates with Hindi mother tongue are eligible to apply for minority seats.

Eligibility Criteria for admission against Minority Seats / Institute Level seats:

1. Candidate should be an Indian National and should possess basic qualification as specified.
2. In case of minority seats, the candidate should belong to the minority community/group for which the institute has secured minority status.
3. Appeared for GMAT (conducted by GMAC, USA only for NRI candidates) / CAT (conducted by IIMs) / JMET (conducted by IITs) / MAT (conducted by AIMA in February 2010) / ATMA (conducted by AIMS) / XAT (conducted by XLRI). **OR** Appeared for CET conducted by the agency (including Association of all colleges of a particular type in the State approved by Pravesh Nyantran Samiti, Bandra (E) for seeking admission to MBA/MMS for the academic year 2010-11.

Such candidates are required to appear for the GD & PI conducted by the Management of the respective institutes. **OR** Appeared for the Common Entrance Test (MAH-MBA/MMS-CET 2010), GD & PI conducted by the Competent Authority of Maharashtra State for the academic year 2010-11.

Other eligibility criteria as per MBA / MMS CET 2010 Information Brochure of Directorate of Technical Education, Maharashtra State.

Note :

1. To become eligible for admission the candidate should score 30 or more marks in MAH-MBA/MMS-CET 2010 OR equivalent score of 30 marks or more in the All India CET(CAT/JMET/ATMA/XAT/MAT (conducted in February 2010)/in GMAT OR equivalent score of 30 marks or more in the CET conducted by the agency (including Association of all colleges of a particular type in the State).
2. Candidates seeking admission against the Minority Seats in Minority Institutes will have to fulfill any additional eligibility criterions as specified in the Government Resolution and its amendments which may be published from time to time.



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COURSE CONTENT

First Year : Semester I

- 1.Perspective Management
- 2.Financial Accounting
- 3.Managerial Economics
- 4.Operations Management
- 5.Organizational Behavior
- 6.Business Mathematics
- 7.Information Technology for Management
- 8.Communication Skills
- 9.Marketing Management
- 10.Electives

Second Year : Semester III (Core Courses)

- 1.International Business
- 2.Strategic Management
- 3.Summer Internship Report

First Year : Semester II

- 1.Legal & Tax aspects of Business
- 2.Cost & Management Accounting
- 3.Economic Environment of Business
- 4.Operations Research
- 5.Human Resources Management
- 6.Research Methodology and Fundamentals of MR
- 7.Management Information System
- 8.Financial Management
- 9.Market Applications & Practices
- 10.Electives

Second Year : Semester IV (Core Courses)

- 1.Management Control System
- 2.Business Ethics and Corporate Governance
- 3.Entrepreneurship Management
- 4.Services Management
- 5.Environment Management
- 6.Productivity Techniques OR
Total Quality Management OR Project

Major Groups for Semester III are as follows

A) MARKETING

International Business
Strategic Management
Summer Internship Report

1. Marketing Strategy
2. Integrated Marketing Communication
3. Consumer Buying Behaviour
4. Market Research Applications
5. Sales Management & Sales Promotion
6. Distribution and Supply Chain Management
7. Product and Brand Management
8. Marketing Finance

Electives to be chosen for 300 marks

- a. International Marketing
- b. Retail Management
- c. B2B Marketing and CRM
- d. Rural Marketing
- e. Marketing Audit
- f. Marketing of non-profit organisations
- g. Quantitative models in marketing

B) FINANCE

International Business
Strategic Management
Summer Internship Report

1. Advanced Financial Management
2. Corporate Law
3. Financial Markets and Institutions
4. International Finance
5. Mergers, Acquisitions and Corporate Restructuring

Electives to be chosen for 300 marks

- a. Portfolio Management and Security Analysis
- b. Fiscal Policy & Corporate Tax Planning
- c. Banking and Insurance
- d. Derivatives & Risk Management
- e. Wealth Management
- f. Quantitative models in finance
- g. Marketing Finance
- h. Fixed Income
- i. Corporate Valuation
- j. Strategic Cost Management

C) HUMAN RESOURCES

International Business
Strategic Management
Summer Internship Report

1. Organizational Theories and Structure Designs
2. Training & Development
3. Introduction to Industrial Relation and Labor Welfare
4. Competency and Performance Management
5. Human Resource Planning and Human Resource Audit

Electives to be chosen for 300 marks

- a. Compensation & Benefits
- b. Organisation Development
- c. Quantitative Techniques in HRM
- d. Building learning Organisations
- e. Stress Management

*** The MMS syllabus is as per University of Mumbai.**

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ALAMURI RATNAMALA

INSTITUTE OF ENGINEERING & TECHNOLOGY

A. S. Rao Nagar, At. Sherepada, Near Sappaon,
Kinhawali Road, Post & Tal-Shahapur, Dist - Thane - 421 601
Website : www.kvctarmiet.com

FORMAT : AFFIDAVIT BY THE PARENT OF CANDIDATE

(To be typed on non- judicial stamp paper of Rs. 100/-)

I, Shri/ Smt. _____ father / mother of

Master / Miss _____

residing at _____

Do hereby solemnly declare that our mother tongue is Hindi.

The affidavit is made by me in order to avail admission for my Son / Daughter, to First year MMS Course in **Alamuri Ratnamala Institute Of Engineering & Technology , Tal – Shahapur, Dist – Thane, 421601**, under the Linguistic Minority Quota for Hindi Community.

I understand that incase, at any later stage it is found that the information provided by me in this affidavit is proved to be incorrect / false/ incomplete, admission offered to my son /daughter is liable to be cancelled.

I hereby give an undertaking in writing that admission offered to my son / daughter to the First year of MMS Course in your college is provisional and is liable to be cancelled if not approved by the University Of Mumbai or the Directorate of Technical Education, Maharashtra State for any reason and that I shall abide by the decision taken by the college / University of Mumbai / Directorate of Technical Education, Maharashtra State in that matter.

Name of Parent

Date: - _____

Signature of Parent



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INSTITUTE OF ENGINEERING AND TECHNOLOGY

Approved by All India Council for Technical Education(AICTE), Director of Technical Education (DTE), Maharashtra and Affiliated to University of Mumbai.

- **Thane Office** : 111B Vardhaman Indl.Estate, Gokul Nagar, Near Navneet Motors. Thane (W.) 400 601
Ph: 022-40244310 Mob: 9223515071
- **Campus** : A.S.Rao Nagar, Village: Sappaon, Tal: Shahapur, Dist: Thane - 421 601
Ph: 02527-212221/22 Mob: 9222004704

For Admissions Contact : 9223515196 / 95 / 94

Email : avg@kvctarmiet.com Website : www.kvctarmiet.com



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