

**KCT**  
BUSINESS SCHOOL

# The KCTBS Handbook

## Institutional Mission

Kumaraguru College of Technology (KCT) is committed to providing quality Education and Training in Engineering and Technology to prepare students for life and work equipping them to contribute to the technological, economic and social development of India. The College pursues excellence in providing training to develop a sense of professional responsibility, social and cultural awareness and set students on the path to leadership.

## Vision

*To be a school of excellence creating transformative educational experience shaping future leaders*

## Mission

*Education focused on disciplinary knowledge, problem solving, leadership, interpersonal skills, and wellbeing. Develop managers with professionalism and ethics.*

## KCT Business School

Established in the year 2005, KCT Business School has evolved as one of the leading Business Schools in South India with a prominent presence in the nation. The Business School is an integral part of KCT of Kumaraguru Institutions which is a vibrant unit of the large conglomerate – The **Sakthi group** making their presence in industries such as sugars, auto components, power, transport, soya, distillery services, finance, windmill, dairy and education. KCT is an autonomous institution affiliated to Anna University, Chennai and approved by AICTE

KCT Business School endeavors to create real time business environment for learning which focusses on students to learn, practice, and hone their existing core competencies and learn new relevant skills to survive in the competitive business world. We provide numerous opportunities for the student to network with people from different industry sectors, this helps them to sustain in an ever-changing disruptive world, - both personally & professionally- and creates a growth mindset to adapt & sustain. The Faculty of KCT Business School are constantly encouraged to upgrade their knowledge and keep abreast in the digitized environment of education to deliver impactful learning to the students

KCT Business School proposes to **launch two new programs from 2022-23 onwards: MBA Project Management & MBA Agri Business Management**. The regulation, curriculum and syllabus for the new programs was presented to the Board of Studies on August 28, 2021, and the same was presented to the Academic Council on September 8, 2021. The approval for the programs has been sent to Anna University.





# About KCT

Kumaraguru Institutions prides itself as an institution that is quick to adapt its learning delivery platform to rapidly evolving learning environments. Kumaraguru Institutions brings together technology, liberal arts, management, and agriculture under a single banner. The cultural ethos of the institution is rooted in its philosophy: character is life.

Kumaraguru College of Technology is an autonomous, self-financing engineering college, affiliated to Anna University. It was started in 1984, with the mission of providing aspiring students technical education, in a challenging learning environment. Over the last three decades, several new programmes have been introduced and the institution has emerged as a trusted destination for quality technical education and as a hub for research and innovation. The college is accredited by NAAC.

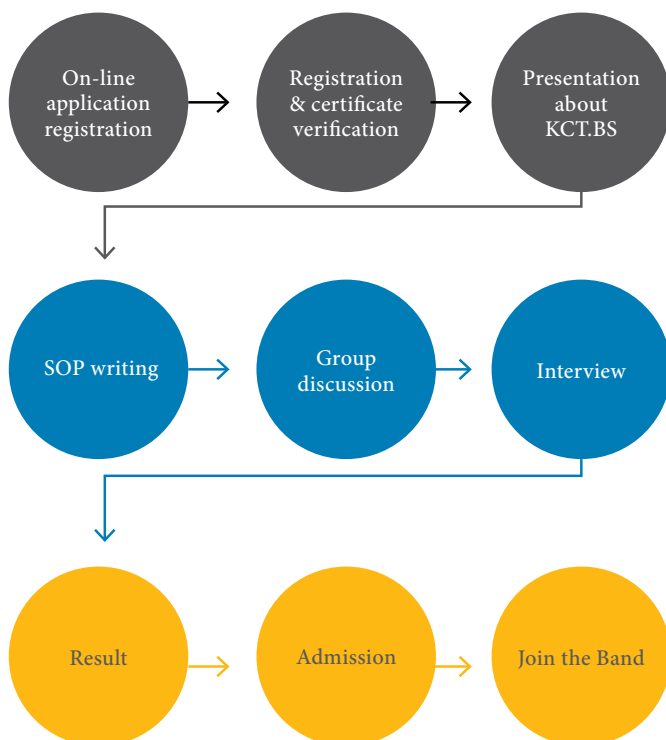
The able guidance and patronage of Arutchelvar Dr. N. Mahalingam, Founder, Sakthi Group along with the efficient administration of Dr.B.K.KrishnarajVanavarayar, Chairman, the resourcefulness of Shri. Balasubramanian, Correspondent and the foresightedness of Shri. Shankar Vanavarayar, Joint Correspondent have equipped the college with excellent facilities such as spacious classrooms, seminar halls, well-equipped laboratories, excellent sporting amenities, dedicated high-speed internet connectivity (broadband) and well-qualified faculty. Five Academic Blocks house the different departments.

Currently the college, as an autonomous institution affiliated to the Anna University, offers 15 under-graduate (B.E., B.Tech.) and 14 post-graduate (M.E., M.Tech., MCA, MBA) programs of study. All the above courses have the approval of the All-India Council for Technical Education (AICTE) and all the eligible UG programs have also been accredited by National Board of Accreditation (NBA). In addition, KCT has also been accredited by National Assessment and Accreditation Council (NAAC) of the University Grants Commission (UGC). It has been ranked 90 by NIRE. 12 academic departments have been recognized as research centers permitting research leading to Ph.D. degree by Anna University.



# KCT.BS

# Admission Selection Process



## Eligibility

- Any UG degree with minimum 65% marks
- MAT score
- CAT score.

## Selection Criteria

- Cumulative score of UG marks, MAT/ CAT scores, SoP, GD and Interview.

## Schedule

- Selection cycles will commence from the month of February every year.

## HOW TO APPLY

- Online application
- @kctbs.ac.in

# Faculty for you



**Aman Kumar Dubey**  
Assistant Professor  
Specialization- Entrepreneurship



**Dr.M. Deepa**  
Assistant Professor  
Specialisation-Human Resource



**Dr.S.Jaisankar**  
Associate Professor  
Specialisation-Operations



**Dr.V.Kaarthikheyman**  
Associate Professor  
Specialisation-Marketing



**Dr. V. Kannan**  
Professor  
Specialisation-Operations



**Dr.A.Latha**  
Assistant Professor  
Specialisation-Marketing.



**Dr. B. Madhumitha**  
Assistant Professor  
Specialisation-HR



**Dr. Mary Cherian**  
Professor and Head of Department  
Specialisation-Marketing



**Dr. Mohanamani P**  
Assistant Professor  
Specialisation-Finance



**Mr. Parandaman Velayudam**  
Professor  
Specialisation-Analytics



**Dr. B. Poongodi**  
Assistant Professor  
Specialisation-Marketing



**Dr. Priyatej Murthy Kotipalli**  
Associate Professor  
Specialisation-Entrepreneurship



**Mr. Ranjith P**  
Assistant Professor  
Specialization - Analytics



**Dr. S. Sangeetha**  
Associate Professor  
Specialisation-Finance



**Sanjiv Srinivasan**  
Assistant Professor  
Specialisation-Professional  
Development and Training



**Dr. Senthamarai Kannan**  
Assistant Professor (SRG);  
Specialization- Entrepreneurship



**Dr. K R Senthilvel Kumar**  
Professor  
Specialization- Marketing



**Dr. V. Shripria**  
Professor  
Specialisation-Human Resource



**Dr. Susana D**  
Assistant Professor  
Specialisation-Finance



**Ms. Vanitha N**  
Assistant Professor  
Specialisation-HR



**Dr. R. Vinayagasundaram**  
Associate Professor  
Specialisation-Operations



**Vivek Raj S N**  
Assistant Professor  
Specialisation-Analytics

## Programs Offered

KCT Business School offers two Masters programs-

- MBA Master of Business Administration (2 year Full Time )
- MBA in Innovation, Entrepreneurship & Venture Development. (2 year Full Time)
- Doctoral Program in Management Studies. (Full Time/Part Time)

## Core Values

The core values will define the foundation to achieve our vision and faculty & students are encouraged to use these values at every opportunity

**Be the Solution:** Brings in new ideas and solutions that push our thinking into new territory.

**Champion Change:** Identifies and implements external best practice, new ideas and plans that will prepare our organization for the future.

**Agility:** Successfully lead organizations in a world that's increasingly complex and uncertain.

**Trust:** Earns credibility and trust, influencing employees, members, and stakeholders to support organization

## Program Educational Objectives

Within a few years of obtaining a master's degree in Business Administration from KCT Business School, the recent graduate shall

1. Demonstrate managerial abilities to improve business performance by driving client centric culture in the organisation.
2. Exhibit high level of competencies required to manage multiple business sectors across the globe.
3. Demonstrate ability to implement best corporate governance practices as a true leader by maintaining social values and Business ethics.
4. Exhibit entrepreneurial and lifelong learning qualities for achieving continuous success in business.

# Rules and Regulations

- College works from Monday to Saturday.
- Campus Working hours: 8:30am to 4:30pm (Tea Break: 10:30 am to 10:45am | Lunch Break: 12:45pm to 1:30pm)
- Dress Code: **Face-to-Face Classes:** Boys – Formal shirts, pants with shirts tucked in. Girls – Salwar Kameez / Chudidhar with neatly pinned dupatta. Boys and girls should wear shoes. Boys should tuck in their shirts.

**Virtual Classes:** Well-groomed and presentable attire.

- Students should follow the rules and regulations prescribed by Anna University, Chennai and KCTBS.
- The hostel students should follow the hostel rules and regulations.
- Students are expected to conduct themselves in an exemplary manner and have true pride and dignity in themselves and earn a good name for the college.
- Students should maintain discipline. A disciplinary committee appointed by the HoD / Principal will enquire into any incident of the report of students' indiscipline and recommend suitable action to be taken.
- Students must avail leave only after getting prior permission from their faculty mentor. Leave message over Telephone / E-mail will have to be approved by HoD.
- RAGGING is strictly prohibited. Any student, who directly or indirectly commits, participates in, abets or propagates "RAGGING" within or outside the campus shall be punished with imprisonment which may extend up to 3 years and shall also be liable to a fine which may extend up to Rs.25,000/-. He / She shall also be dismissed from the educational institution and such students shall not be admitted in any other educational institution.

## On Campus

- The vehicles of the students should be parked in the allotted parking place only.
- Students should use the facilities in the campus without causing any damage. If any damage is caused, action will be taken to correct and recover the cost, in addition to disciplinary proceedings, if applicable.
- Students must always wear their ID Cards when inside the campus.
- Smoking / Possession and consumption of drugs / tobacco products / possession and consumption of alcohol inside the campus will lead to separation from the institution.
- Celebrations of any kind without prior written permission from the Management are prohibited in the campus. Violation of the above will be viewed seriously.

## Classroom Manners

- Students are expected to be polite, dignified and professional.
- Students should not use mobile phones for purposes other than academics when the class is being conducted. However, students are encouraged to browse / read for academic purpose as suggested by the faculty facilitating the class.
- Students are expected to be seated in the lecture hall five minutes prior to the commencement of the class.







## **Attendance Requirements**

- Ideally every student is expected to attend all the classes and secure 100% attendance. However, in order to give provisions for participation in sports and other extra and co-curricular activities, Medical / personal reasons, a student is expected to attend at least 75% of the classes, in every course (subject), to become eligible for appearing in the End Semester Examinations.
- If a student has lack of attendance in 4 or more courses (3 or 4 credit) offered in a particular semester, he/she will be detained in that semester and hence cannot proceed to the next semester. He/she shall seek re-admission as per the norms of the affiliating University/ DOTE (Directorate of Technical Education).

## **Examination Rules**

1. Candidates found guilty of malpractice shall face enquiry by the appropriate committee constituted by the HoD / Principal.
2. Candidates should maintain discipline and decorum during the examinations.
3. In addition, punishment as per the rules of the Controller of Examinations Office / Anna University will be decided by a committee appointed to enquire into the nature of the malpractice and to book the student for the violation.

## **Discipline System**

1. Students found involved in any disciplinary issue(s) will be suspended pending enquiry. Hostel student maybe asked to vacate the hostel.
2. The HoD / Principal instructs the disciplinary committee to enquire if needed. The disciplinary committee, on investigation submits a report to the HoD / Principal for action.
3. The student may be subjected to one or more of the following, based on the recommendations in the report.
  - Expelled from the college
  - Expelled from the hostel
  - Suspended for a period of time
4. The following are strictly prohibited (Zero-tolerance policy shall be adopted)
  - Smoking, Consumption of alcoholic drinks / drugs, Gambling, Intimidation or violence, Willful damage of property, Shouting and using abusive language, Multilevel Marketing or any type of business or fund raising.

## **Identity Card**

1. It is always mandatory to wear the ID card while in campus, institution sponsored events or when representing the college for events outside campus and common places - seminar halls, library, and auditorium.
2. Any faculty/staff of the institution has authority to ask the student to show their ID card at any time while in campus.
3. If a student loses the ID, she/he must write an email stating the reason to the class advisor. The class advisor will forward the same recommending to the Head - OSA. The cost for ID card will be deducted from the stores deposit of the student.
4. The ID card shall be used to purchase materials from the student stores/kiosks. The cost will be deducted from the stores deposit of the student.



# Information Technology (IT) – Policy

The IT Policy document provides a brief synopsis of the key obligations of students using the Institution's IT facilities. All students must be familiar with the guidelines therein and abide by the institution's IT Policy.

- Use Institution-owned IT systems, User-owned systems and infrastructure only for the purposes relating to your study, research, or academic activities.
- Ensure all official software installed in your device are up to date.
- Be informed that all your activities over the system and network are monitored, continuously.
- Users should not engage in any illegal, unlawful, or unethical activities over the systems and other resources owned by the institution.
- Ensure no pirated or unauthorized software is installed / used on the resources owned by the institution. Installation of / access to any third-party software essential for work must be preceded by written consent by the DTS team and approvals as mandated.
- Users to make sure that ONLY the institution email id provided to them by the institution is used in all the official communications. Usage of personal email id for official purposes and / or wrong purposes will constitute willful disobedience and be liable for action.
- Be vigilant to phishing emails, do not respond to them and report to the concerned authorities.
- No system or account passwords should be shared with anyone under any circumstances.
- Users are expected to use Email, Microsoft Teams as the only channels of official communication.
- Users must not use or disclose to any confidential information, intellectual property or Data belonging to the Institution, without prior written approvals from the Head of the Department / Institution or as mandated.
- Users have a responsibility to promptly report the illegal, unethical, or unauthorized disclosure of Institution's confidential Information, intellectual property, or Data to Technology Services.
- User is responsible for the physical security of the system inside the campus.
- The Institution reserves the right to audit all information / supporting assets/review logs in the event of suspicious activity or as a part of maintenance work.
- The Institution will have the right to amend, review and modify, the Policy at its discretion.
- If you have any doubts / queries, please contact **office.dts@kct.ac.in**. The Institution reserves the right to audit all information / supporting assets/review logs in the event of suspicious activity or as a part of maintenance work.
- The Institution will have the right to amend, review and modify, the Policy at its discretion.
- If you have any doubts / queries, please contact **office.dts@kct.ac.in**.



# Hostel Rules

- All residents are required to maintain standards of attire, manners and behavior.
- All residents shall always carry their valid Identity Cards issued to them by the college and produce it whenever demanded by the authorities. Without ID card, residents will not be permitted to enter into the hostels.
- The rooms, common areas and surroundings of the hostel should be kept clean and hygienic. Walls shall not be defaced.
- Rooms are allotted to each student on his/her personal responsibility. He/she should see to the upkeep of the room, hostel and its environment. Any damage to property will be required to be replaced / repaired and the cost will be recovered from them.
- Students shall bring to the notice of the Caretakers/Resident Tutors of any pending maintenance work (Civil, Carpentry, Electrical, and Sanitation) to be carried out in rooms, corridors, toilets or other areas in hostel premises.
- Students should co-operate in carrying out maintenance work and vacate their rooms completely when the Hostel administration requires the rooms for this purpose. On such occasions, the management will provide alternate arrangement.
- The resident shall not move any furniture from its proper allotted place and also not damage them in anyway.
- Ragging of students admitted to the hostel is totally banned. Any violation of this by the students will be dealt with very severely as per the college norms and guidelines issued from time to time by the competent authorities.
- Freshers should report incidents of ragging immediately. Those who do not do so even when being witnesses or victims, will be considered to be part of this practice, and will also be punished accordingly.
- Room services are strictly prohibited. However, for students who are sick, food may be served in room after taking permission from Hostel Officer and making relevant entries into the Register to be maintained in the Mess.
- Residents should not participate in any anti-national, anti-social or undesirable activity in or outside the campus.
- The use of electrical appliances such as immersion heaters, electric stove / heaters, Iron Box are not allowed in the rooms. Such appliances, if found will be confiscated and a fine will also be imposed.
- The use of audio systems which may cause inconvenience to other occupants are not allowed.
- When the students go out of their room, they should switch off all the electrical / electronic appliances, and keep their room locked.
- The residents of the hostels must use the bio-metric device to register their entry and exit into/from the hostel.
- All residents of hostels must be back in the hostel before the time limit of 7.00 PM for girls and 9.00 PM for boys. However, prior written permission from the concerned HOD of the student and approved by the Deputy Head, Hostel may be considered for late entry for valid reasons (Academic-related, Sports, Placement, etc).
- Late-comers into the hostel, will be dealt with as follows:
  - If the resident is late to the hostel, for the
  - **First time**, a message will be sent to their respective class advisor/ward counselor to counsel and to their parents as information only.
  - **Second time**, a message will be sent to student counselor to counsel the resident and to their parents as information.
  - **Third time**, respective HOD will enquire, counsel and ring up their parents for clarifications.
  - **Fourth time**, parent should meet the HoD / Principal and a constituted committee for final decision on the continuity of the resident in the hostel.
- The students are not allowed to be in the hostel during class hours unless permitted by the Hostel Officer after informing the Head of the Department of the student.
- Birthday celebrations are not permitted inside the hostel. However, it may be allowed in specified location after getting permission from the Hostel Officer and giving an undertaking that they will celebrate peacefully and without littering the premises.
- Residents shall not play outdoor games inside their rooms or in areas around the hostels which is not designated as playground.

- Residents proceeding on leave on any working day must submit an application form duly approved by the Head of the Department of the student with signature and office seal to the Hostel Officer.
- First year girl students will be allowed to go home during holidays, only if they are accompanied by their parents or local guardian. However, this can be relaxed if the parent gives an undertaking accordingly.
- Hostel residents are not expected to have vehicles inside the campus. For genuine reasons HoD / Principal may grant permission to have their vehicles based on request from parents. Such students are to fill a Vehicle Registration Form and submit it to Assistant Manager – Security.
- Residents should not indulge in practices / activities, which may endanger their own personal safety as well as that of others.
- Residents will be personally responsible for the safety of their belongings. They are advised to keep under lock all valuable items such as Laptop, Mobile Phone, etc. and lock the room even when they are out for a short period.
- Any case of theft should be reported promptly to the Assistant Manager - Security through Hostel Officer. They should not try to deal the matter themselves. Whoever tries to deal it themselves and thereby creating trouble will also face disciplinary action.
- Students should not arrange any function or meeting within the hostel or outside or within the campus without specific permission of the Deputy Head, Hostel.
- Residents are required to be in their respective rooms during the roll call (attendance) from 09.00 pm onwards every day. Absenteeism will result in informing their parents accordingly.
- Residents shall maintain silence from 10.00 pm to 6.00 am which shall enable students to prepare for their academics and ensures good sleep.
- If students create law and order problems outside the campus, they are answerable to the police on their own and should not involve the college name. In such cases, they will also be answerable to Hostel/College administration as per the college norms and appropriate action will be initiated against them.
- Residents should comply with routine announced room checks and surprise checks that may be required to be conducted from time to time. Students will be rewarded for maintaining their rooms neatly.
- Any student who is found to be indulging in undesirable activities such as ragging, physical assault, damage to property, causing inconvenience to other inmates, playing inside the hostel premises, non-compliance of any of the rules, or violation of any other rule defined in the hostel manual will be reported to the disciplinary committee.
- Any student found to having used any or in possession of narcotic substance including Tobacco products, Alcohol, Drugs and the like, will be proceeded against legally under the Narcotic Drugs and Psychotropic Substances Act (NDPS Act) and will also be expelled from the hostel and college.
- Any breach of the conduct rules or any act of indiscipline will invite an enquiry that will be conducted by the Enquiry Committee. The Hostel Administration will implement the recommendation of the Enquiry Committee. Depending on the seriousness of the case, the administration reserves the right to take direct disciplinary action, amounting to even expulsion at short notice from the hostel.





## MESS TIMINGS

	Weekdays	Sundays
Breakfast	07.00 - 08.20	07.30 - 09.00
Lunch	12.30 - 01.40	12.30 - 14.00
Snacks	16.30 - 17.15	16.30 - 17.15
Dinner	19.00 - 20.30	19.00 - 20.30





# Program Structure

The KCT.BS MBA curriculum, takes the student through an intellectual ‘journey’ - a series of experiences that will result in them learning what is intended for them. The curriculum is designed to be inclusive and flexible to cater to the diverse needs of the students. The curriculum has also been developed to be contextually relevant and is up to date, relevant, interesting, and stimulating for students.

Program Structure	
Semester I	Core (C)
Semester II	Core (C)
	Functional Core (FC)
	Functional Optional (FO)
	Open Elective (OE)
Semester III	Core (C)
	Functional Optional (FO)
	Open Elective (OE)
	Project (P)
Semester IV	Core (C)
	Functional Optional (FO)
	Open Elective (OE)
	Project (P)

### Semester I

Course Type	Course Title	Credits
	Managerial Economics	3
	Accounting for Management	3
	Data Analysis	2
	Management Principles	2
Theory	Human Resource Management	4
	Business Research Methods	3
	Financial Management	4
	Marketing Management	4
	Operations Management	4

### Semester II

Course Type	Course Title	Credits
Theory	Entrepreneurship Mindset & Methods	2
	Organisational Behaviour	2
Project	Applied Management Research	3
Practical	Business communication	2
	Functional Core*	12
Theory	Open Elective	4

### Semester III

Course Type	Course Title	Credits
Project	Corporate Project/ Industry Research Project/ Business Plan/ Internship)	6
	Strategic Management	4
Theory	Sustainable Development	3
	Capstone Simulation	1
Practical	Professional Development	2
	Functional Optional	*
Theory	Open Elective	**

### Semester IV

Course Type	Course Title	Credits
	Business Ethics	3
Theory	Legal aspects of Business	3
	International Business Management	3
Project	Social Immersion Project	6
	Professional Development	1
Theory	Functional Optional	*
	Open Elective	**

\* Functional Core & Optional – 12 credits each

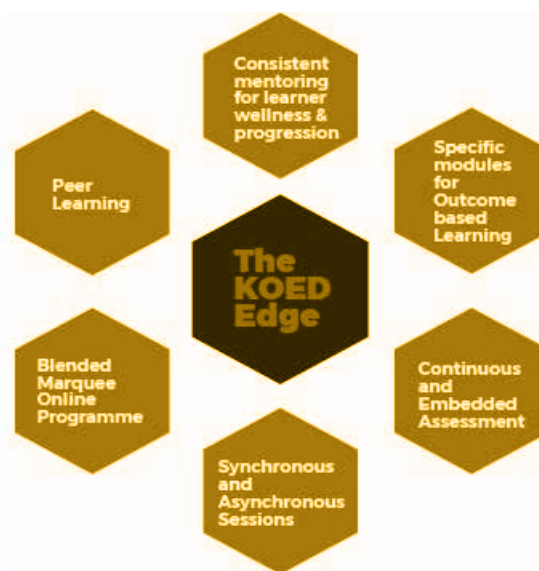
\*\* Open Elective – 10 credits

# Blended Mode of Learning

The COVID19 pandemic has re-defined our perception of what is normal and has created greater challenges. It is not only the time to rethink the system but also the opportunity to visualize how it can evolve in tandem with our changing world. In this context, introducing integrated and experiential learning, with a greater emphasis on technology has become imperative. Hence comes the scope for a new blended learning format.

- **KOED - Digital Learning System for the Future**

Kumaraguru Institutions launched Project Germinate, a comprehensive integrated platform that focuses on re-designing online learning. It was a phased shift from the conventional method of teaching/learning to the new-normal online learning system.



- Lecture/ Tutorial
- Experiential learning
- Projects Based Learning
- Field Work
- Self Study
- Capstone Simulation

# Student Code of Conduct

## 1. Academic Honesty

All students must be honest and forthright in their academic studies. To falsify the results of one's research, to steal the words or ideas of another, to cheat on an assignment, or to allow or assist another to commit these acts corrupts the educational process. Students are expected to do their own work and neither give nor receive unauthorized assistance.

## 2. Acts of Intolerance

- Unlawful or unauthorized possession, use, distribution, dispensing, delivery, sale or consumption of any alcoholic beverage.
- Unlawful or unauthorized possession, distribution, delivery, dispensing, manufacture or sale of any drug; unlawful possession of any drug with intent to distribute, deliver, dispense, or sell any drug; or being unlawfully under the influence of any drug.
- Smoking in any campus facility
- Physically abusing or threatening to physically abuse any person.
- Any act occurring on campus which intentionally disturbs the peace and quiet of any person or group of persons
- Destroying, damaging, misusing, theft or defacing any facility or property, or any private property on-campus is prohibited
- Providing false or misleading information.

- Misbehavior in the classroom in such a way that the educational experiences of other students and/or the instructor's course objectives are disrupted are subject to disciplinary action, including possible exclusion from a course or program
- Misuse of mobile phones, internet, cyber stalking, and sexual harassment

## Policies

### 1. Academic Progress

Students are required to show academic progress and based on performance, they will be segregated in batch for academic classes or training

- Student fee ( Academic & Examination) will be notified and paid through the KITE Portal .
- Academic fee will be paid annually

### 2. Class Attendance

- You are required to be in the campus on all working days. Absence should be communicated to the class advisors.
- Students are required to be in the class on time for each session
- A minimum of **80%** overall attendance (all courses together) is required failing which, the student will not be permitted to go to the subsequent semester. They are required to repeat the incomplete semester in the next academic year.
- Students are required to be present for all the programs/ events organized by KCT.BS
- Fall in attendance will be communicated to parents

### 3. Continuous Assessment

- Students are required to be present and take up the exams with good preparation. Several assignments and projects will also be given for assessment which will add to the internal marks.
- The test marks and semester marks will be communicated to the parents

### 4. Grooming and Etiquettes

- Students are required to be well groomed and be presentable in the campus
- On all weekdays, students are required to be in formal attire
- Students are required to carry their ID card with them when they are in campus.
- Students are required to speak in English while in campus.

### 5. Working Days & Hours

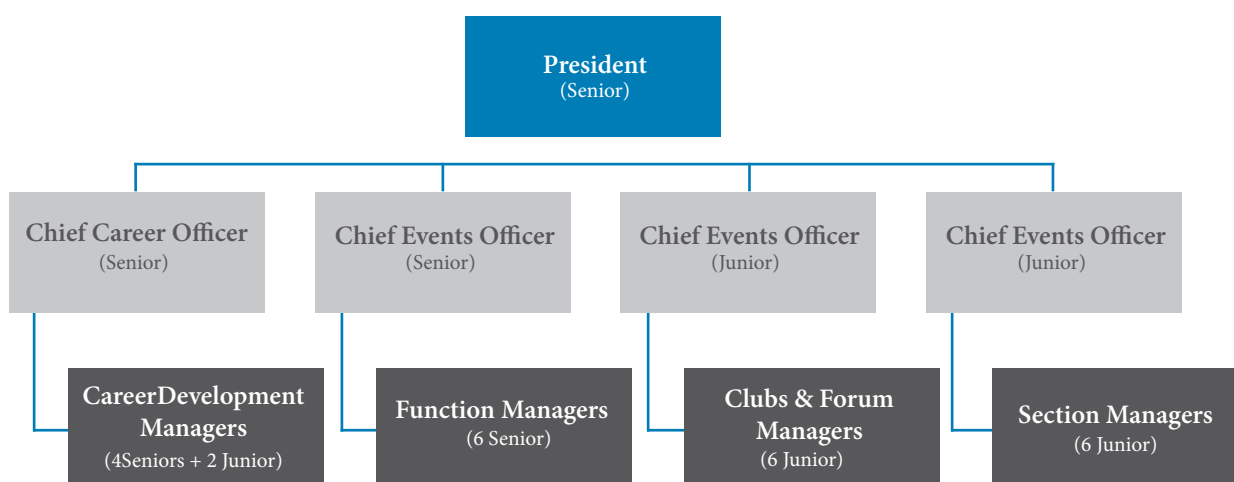
- Institution will work on all working days as per the academic schedule
- Institution is closed on Sundays, Public Holidays and on 2nd & 4th Saturdays. However, if any special programs or classes or conducted on such days, students are required to be present.
- The first session commences at 8.30 am and the last session ends at 4.30 pm. When there are programs, events, meetings, the closing hour shall be extended



## Student Association

Student Association is an integral part of KCT.BS campus life: they represent students and provide services which enhance campus life. When students become involved in non-academic interests at KCT.BS they develop a network of friends besides broadening their outlook to life. The SA work towards making an impact on all the stakeholders of KCT.BS through the students.

**Vision:** Build a vibrant student community to broaden their horizons, reach their full potential, and change the world around them.



## Student Hive Activities

Honeybees are fascinating creatures. The way they work together is so complete, in fact, that it really helps to think of a honeybee colony as a single organism. Similarly the student body of KCT. BS works as a single unit to improve student quality of life through hive activities, to support our pursuit of excellence. The sports, talent & knowledge hive league activities enhances student self-belief, and enables students to work autonomously. Students enjoy the learning relationship with others and feel competent to achieve their personal objectives and develop social and cultural tolerance.



## K -Hive (Knowledge Hive)

The Knowledge Hive is a platform to discuss the current happenings in the Industry, both nationally & internationally - Business & Industry Trends (BITS). The hive activity also conducts debates and group discussions on these relevant topics, which is a steppingstone for placement. These activities are closely related to the Career Development Centre. The Knowledge hive also invites Alumni to share their inputs on recruitment drives and their experiences in the corporate world

## T-Hive (Talent Hive)

The Talent Hive of KCT Business School conducts various programs providing an opportunity to help talented individuals form and develop their potential and their critical thinking. The Hive conducts cultural programs, showcasing the different inherent talents of the students. Programs are organized for the freshers to break the ice. Rhythm is a signature program where, students from both the years participate in various programs. Our students are also members in KCT drama, dance, music, humour & literature club.

## S- Hive (Sports Hive)

Sports plays an important role in educating students as it teaches tolerance, patience, and tips to handle pressure. It also teaches the value of team spirit and proficiency to share victory and defeat. The Sports hive of KCT Business School organizes and conducts various sporting events to build leadership & team spirit amongst the students. KCT. BS students are also an integral part of the various sports team in KCT and bring in many laurels to the institution.

## Student Academic Forums

Forums go beyond classrooms. Forum activities at BS involves active learning based on constructivism. These problem-based learning helps in understanding concepts and encourages them to learn. Academic forum activities allow students to directly take on board the concepts and understand what is happening, or how to do something. It allows immersing oneself in a subject in order to learn and facilitates

- Building real world skills
- Enable transfer of learning
- Enhance practical skills- Communication, Analytical, & Problem Solving

## Finance Forum

Works at developing the student's interest in Finance and all finance related activities. The forum facilitates space for sharing knowledge on finance through related debates, auctions, online trading, senses analysis, panel discussion on the budget.

## HR Forum

Encourages students to come up with innovative ideas in communication, leadership and interpersonal skills. It facilitates learning of teamwork, coordination, decision making, Time management & motivation. Activities of HR forum includes Psychometric test, Team Building activities, Role Plays & HR Simulation

## Marketing Forum

Aims to build the marketing passion of the student. It creates awareness about the nuances of marketing technique and tools through activity based learning & develop core competency in preferred areas of marketing through Real Time selling, New Product Launch & Hands on negotiation

## Operations Forum

Works with an objective to develop the interest of student towards operations. The forum aims to invoke interest among the student community in various areas of operation management through Simulation Games, Industry visits & Service Facility Plan games

## Analytics Forum

Facilitates sharing information on the recent developments in the Analytics field. It also helps to gain additional knowledge on how to access different tools to aid the different management processes through events like technical quiz & Analytical games

## Entrepreneurship Forum

Aims to promote entrepreneurship amongst the students through Entrepreneur Talks, Makers Markets - a small opportunity to sharpen their entrepreneurial skill of selling by bringing in the products which they made themselves and a visit to a student's family-owned business and preparation of the Business Plan.

## Mentorship

Mentoring at KCT is envisaged to enable professional socialization and personal support to facilitate success. It foresees holistic development of the student and helps him set a goal of clarity and enable him to achieve.

With the advent of technology, students today are exposed to new information and ideas constantly. Sometimes this could be an overdose of information and they battle with ideas, not knowing what to do next or how to do it. Having to make good decisions is very critical to success. And it is a skill that comes with having high clarity. Mentors at KCT are well versed in this and help students fine tune their path.

A mentor at KCT will wear several hats over the course of his or her students' professional development – he is a skill consultant who sharpens his mentee's intellectual and professional skills, a career consultant who helps the mentee see a diverse view of his career. The guidance goes beyond this and the mentor stays as a pillar of strength for the students and they have proved their mentorship to nurture the students for a class apart.

## Counseling

Counseling for personal well-being is yet another active forum in KCT where the student guidance process takes place in a one-to-one, and confidential environment. The counselor, who is highly empathetic assists the students in the areas of their need. Students find the discussions with the counsellor very useful as the sessions take care of the intentions of the students and motivates them accordingly. They are guided on different perspectives and with a non-judgmental attitude, thus leading them to find a solution on their own.

To provide a conducive environment for women staffs and students and to protect and safeguard their rights and to bring about growth, development, and to empower them, “Internal Complaints and Women Empowerment Committee” has been constituted at Kumaraguru College of Technology, Coimbatore. This cell basically monitors all aspects pertaining to girl students and women staff members of the Institution.





The following are the major activities of this committee:

- Redressal of issues of Sexual harassment for the Women Employee and girls Students in the College if any.
- To conduct gender sensitization programme for the Prevention and Prohibition of gender-based violence.
- Organizing programmes which bring about attitudinal and other changes for effective participation of women from all levels.
- It undertakes, promotes and coordinates both fundamental and applied research on women and development.
- Develops and promotes (in collaboration with other agencies) educational training and action programmes for women, especially under-privileged women.
- Organizing various activities such as lectures, seminars, movies, panel discussions, elocution, role plays, games etc., promoting gender equality and gender amity and women empowerment.

## CEED

Career Empowerment & Entrepreneurship Development Centre

Objectives:

- To provide curated content for the top performers of BS
- To provide a platform for them to develop/ strengthen their skills & capabilities
- To help them get into the best placement and internship opportunities
- To enable hands on learning over and beyond the curriculum
- Upskilling the students and making them industry ready

## TRACKS

### HONOURS TRACK

A Track to upskill the students who possess strong academic and co-curricular performance in the past and present

### ANALYTICS TRACK

A Track to provide additional skilling elements and components to the students who are analytically strong and good in fundamentals of data science

### RESEARCH TRACK

A Track to enable Students with Research aspirations and are keen to get into careers more oriented to research and doctoral programs

### INNOVATIONS TRACK

A Track that creates a congenial environment to inculcate the habit of innovation to achieve competitive advantage through innovative ideas and process enhancements.



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