

**A CENTRE IN  
PURSUIT OF EXCELLENCE**

**RAMS By CRAFT**



**For Admissions**

**+91 9496 693 383**

**+91 9061 519 222**



(Approved by AICTE, Affiliated to MG University)

Kuzhuppilly, Near Cherai Beach, Pin:682501, Ernakulam

email:rams.ernakulam@gmail.com

www.ramsbschool.org

**Institution Member**

**AIMA**

ALL INDIA MANAGEMENT ASSOCIATION

**PROSPECTUS  
2025-26**



Dear Student,

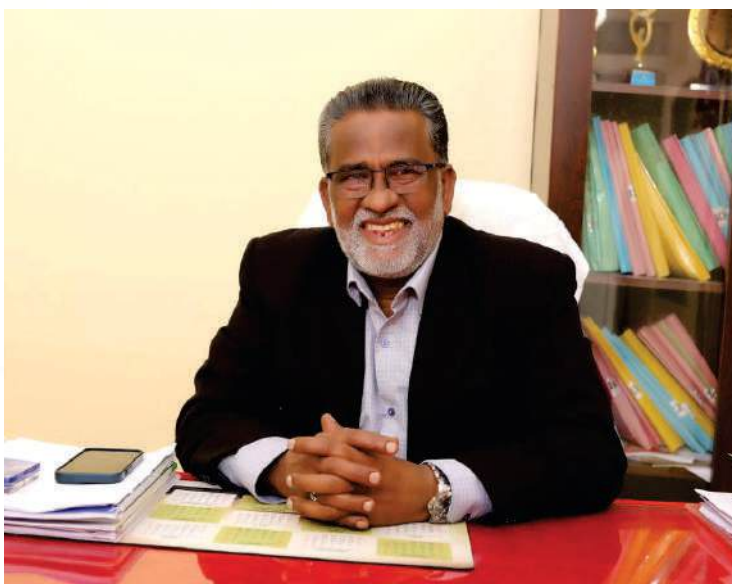
Hope to find you in pursuit of academic excellence and an illustrious career. It has always been our dream and life mission to establish a B-School of International Standards, accessible to students from middle class families.

RAMS By Craft is the fulfillment of this dream. Here you find world class infrastructure and teaching resources, teaming up to offer you world class education at a cost you can afford.

RAMS By Craft is set in a picturesque backwater locate near Cherai, a tourist destination. The campus offers the ambience of a backwater resort, state of the art infrastructure & learning amenities, faculty par excellence drawn from India & International Universities of acclaim.

Welcome to the gateway to bright and prosperous future.

**Adv. M.M.Monaye Ex.MLA**  
Chairman



## Welcome to RAMS By CRAFT

New ideas that envisage holistic development take shape for the betterment of country and the world. The world is changing rapidly, and the programs focus on equipping the students with cutting-edge technologies and progressive methods. Rams By Craft blend learning with real-world exposure, ensuring them don't just study theories but also solve practical challenges.

RAMS By Craft has a two-fold objective. Management education is not simply a platform for creating managers, rather it has to nurture the young talent to become potential entrepreneurs, While doing so, it aims at the realisation of "business with ethical practices". The Second objective is the recognition of the fact that Kochi is growing day by day.

With the emergence of Kochi as a booming metropolis and the consequent influx of new industrial ventures into the industrial and commercial capital of Kerala, RAMS By Craft is determined to fill this gap by giving shape to a management school par excellence.

**Adv. C.A. Majeed**  
Executive Director



# Team Rams By Craft

**Dr. Geo Paul K.**  
**MBA, MIT, DEI**  
**Mphil, PhD(Mgt.)**  
( Academic Advisor )



**Dr. C.R. Gopesh**  
**PHD, MBA**  
( Director/Principal )



**Adv. Shera Suresh**  
**B.Com, LLB, MBA**  
( HOD & Placement Officer )



**Adithya M.C.**  
**BBA, MBA**  
( Assistant Professor )



**Dhanya J.**  
**B.Sc, MBA**  
( Assistant Professor )



**Remya K.V.**  
**B.A, MBA**  
( Assistant Professor )



**Suja Anuraj**  
**BCA, MCA**  
( Assistant Professor/PRO )



## ADMINISTRATION

**Nitheesh V R**  
**B.Com, MBA**  
( Administrative Officer )



# PLACEMENT



**DEVIKA M.V**  
Aditya Birla Fashion & Retail Ltd.



**MANU CHACKO VARGHESE**  
ESAF



**AROMAL T.V**  
Axis Bank



**SHILPA.S**  
Fakeeh Technologies Pvt.Ltd



**APARNA .T. SUDHEER**  
YES Bank



**PREM RAGH A M**  
Asianet Satellite Ltd



**SNEHA SAPAN KUMAR**  
Ernst & Young (EY)



**ASWATHY SUKUMARAN**  
Ernst & Young (EY)



**DRISHYA DINESH**  
ICICI Bank



**TONY RAPPAEL**  
YES Bank



**LITTLE FLOWER K A**  
More Retail Pvt Ltd



**NAVYA V D**  
Niva Bupa Health Insurance

## PROGRAMME NATURE

The MBA Programme is conducted two year full time course, consisting of four semesters.

## FEES

- \* **Rs. 60,000/- Per Semester**  
The 2 year course consist of 4 Semesters
- \* **All fees shall be paid through collage bank account**

## SCHOLARSHIPS & OTHER FEES BENEFITS

### Free Education Beneficiaries

- \* **Eligible Students Belongs to SC, ST, OEC, OBC (H) Category & Students Eligible for Fisheries e-grantz**

## HOSTEL FACILITY

100% Residential Facility with In-campus modern & luxurious hostels with International standards, seperately for males & females.

## LAB & LIBRARY

IT Infrastructure with state-of-art servers, computers, laptops, printers & other network peripherals. 100% wif campus.

## Vision

To Contribute to the global & national pool of leadership & management talent by moulding & mentoring the students of management.

## Mission

To inculcate value systems with skill sets & knowledge banks.

To adopt the latest in technology, technique & strategy and adopt the same to match the Indian ethics

To provide a serene & picturesque learning environment

### ELIGIBILITY FOR THE COURSE

1. A pass in any Bachelor's Degree Examination of Mahatma Gandhi University or an equivalent degree of any other Universities duly recognized by M.G University with not less than 50% marks in the aggregate for all parts of examinations OR a Master's Degree examination with 55% marks in aggregate. (A pass in any Bachelor's Degree examination is needed for SC/ ST candidates).

### ADMISSION PROCEDURE

The selection will be based on a rank list prepared on the basis of the cumulative score obtained for KMAT/CAT/C-MAT, Group Discussion and Interview (80:10:10) subject to all the stipulations & reservations specified by the ASC/University and the Govt of Kerala.

- \* Applications must be submitted online through college website : [www.ramsbschool.org](http://www.ramsbschool.org)

A well stacked library with international & National periodicals, book bank, reference corner with constant updation of study materials



# MBA SPECIALIZATIONS

## FUNCTIONAL & SECTORAL ELECTIVES OFFERED

### Functional Elective Domains (FE)

- Finance
- Marketing
- Human Resources Management
- Operations Management
- Business Analytics

### Sectoral Elective Domains (SE)

- Tourism and Hospitality Management
- Logistics and Supply Chain Management
- Entrepreneurship and Family Business
- Healthcare & Hospital Management

## ELECTIVE PAPERS

### Finance Elective Papers

	Semester
1. Security Analysis & Portfolio Management	S3
2. Financial Derivatives & Risk Management	S3
3. Banking & Financial Services	S3
4. Corporate Taxation	S3
5. Project Risk Evaluation & Management	S3
6. Behavioural Finance	S4
7. International Finance & Forex Management	S4
8. Management of Financial Service	S4
9. Rural Economy & Micro Finance	S4
10. Strategic Financial Management	S4

### Marketing Elective Papers

1. Sales Management	S3
2. Retail Business Management	S3
3. Services Marketing	S3
4. Digital & Social Media Marketing	S3
5. Integrated Marketing Communication	S3
6. Product & Brand Management	S4
7. Marketing Analytics	S4
8. Consumer Behaviour	S4
9. Agriculture Business & Rural Marketing	S4
10. Marketing Research	S4

### Human Resource Management Papers

1. Training & Development	S3
2. Performance & Talent Management	S3
3. Organisational Change & Transformation	S3
4. Compensation Management	S3
5. Global Human Resource Management	S3
6. Mentoring Coaching & Management Consulting	S4
7. Industrial Relations & Labour Laws	S4
8. Counseling Skills for Managers	S4
9. Human Resources Information System	S4
10. Leadership for Managerial Performance	S4

### Operations Management Papers

1. Supply Chain Management	S3
2. Total Quality Management	S3
3. Project Management	S3
4. World Class Manufacturing	S3
5. Service Operations Management	S3
6. Industrial Safety & Occupational Health	S4
7. Global Operations and Logistics Management	S4
8. Maintenance Management	S4
9. Materials and Purchase Management	S4
10. Advanced Operations Research	S4

### Business Analytics Papers

1. Introduction to Big Data & Cloud Computing	S3
2. Financial Modeling & Predictive Analytics	S3
3. Social media & Web Analytics	S3
4. Marketing & Retail Analytics	S4
5. HR Analytics	S4
6. Data Visualization Using Tableau	S4

### Tourism & Hospitality Management Papers

	Semester
1. Tourism Principles & Practices	S3
2. Tourism Products & Services in India	S3
3. Hospitality Management	S3
4. Eco Tourism & Sustainable Development	S3
5. Service Quality Management in Hospitality	S3
6. Tourism Entrepreneurship	S4
7. Travel & Tour Operations Management	S4
8. Medical Tourism	S4
9. Leisure & Recreation Management	S4

### Logistics & Supply Chain Management Papers

1. Domestic & International Logistics	S3
2. Principles & Practices of Logistics Management	S3
3. Inventory & Warehouse Management	S3
4. Export & Import Management	S3
5. Transportation & Distribution Management	S3
6. Purchasing & Contract Management	S4
7. Air Cargo Management	S4
8. Supply Chain Information System	S4
9. Fundamentals of Shipping	S4
10. Maritime Claims, Documentation & Legal Framework	S4

### Entrepreneurship & Family Business Papers

1. Management of Start-Up Business	S3
2. Financial Institutions and Funding for Entrepreneurs	S3
3. Design Thinking for Entrepreneurship	S3
4. Business Plan Formulation	S3
5. Entrepreneurial Marketing	S4
6. Designing & Configuring Business Models	S4
7. Management of Family Business	S4
8. International Business Venture Environment	S4

### Healthcare & Hospital Management Papers

1. Health Strategic Management	S3
2. Healthcare Operations Management	S3
3. Health Quality Management	S3
4. Health Policy & Healthcare System	S3
5. Epidemiological Management	S3
6. Ethics Business & Health Laws	S4
7. Hospital Planning & Administration	S4
8. Hospital Core Services	S4
9. Hospital Support Services	S4

## INDUSTRY INSTITUTE INTERACTION PROGRAMMES

- > S+S Transformers and Accessories Pvt. Ltd. Aluva.
- > Harrison Malayalam Ltd.
- > Milma ( Wayanadu Diary )



RAMS By Craft Academic curriculum is unique to mould its student's overall mental capability to face corporate and Business world.

## \* Governing Council

Chairman

**Adv. M.M. Monaye MA, LLB**

Executive Director

**Adv. C.A. Majeed B.Sc., LLB**

Academic Advisor

**Dr. Geo Paul K.**

Secretary

**K.M. Ambrose**

## \* Operations Management Team

**Adv. C.A. Majeed**

Executive Director

**Dr. C.R.Gopesh**

Principal /Director

**Nitheesh V.R.**

Administrative Officer

**Suja Anuraj**

Public Relations Officer

## \* Advisory Members

**Dr. P.M. Lila**

B.Sc., MBBS, DTCD

**Adv. Asif K.H.**

BA LLB (Hons.)

**Adv. Molty Majeed**

BA LLB (Hons.)



# Our Major Recruiters







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