



MBA

Profile of the Class of 2020

October 2018



Prelude

KCT Business School aspires to be the knowledge hive for managerial excellence built on the values of trust, learning and competence. The thrust areas of the school are augmenting the managerial competencies; fostering a global perspective in research and academics; and creating a breed of leaders who add value to the society. To accomplish these directions, we focus on key strategic imperatives which include academics, collaborations, and faculty and student services.

KCT Business School established in 2005, is a part of Kumaraguru College of Technology started under the auspices of Ramanadha Adigalar Foundation, a charitable Educational Trust of Sakthi Group. KCT Business School has taken great strides under the guidance of the visionary and Founder chairman of the Sakthi Group, Shri. Dr. N. Mahalingam. The school is steered towards excellence and success by Dr. B.K.Krishnaraj Vanavarayar, Chairman, Shri. M. Balasubramaniam, Correspondent and Shri. Shankar Vanavarayar, Joint Correspondent.

In 2005 the MBA Program was launched with 60 students. In 2011 the MBA admission was decentralized and the student strength was increased to 120. Subsequently in 2012 the strength of students was increased to 180 and the new process for MQ admissions was introduced. In the new approach, the admission selection process was conducted in phases from January. The selection process included a pre-presentation to parents and candidates, aptitude test, group discussion, and personal interview. The selection process was conducted by the department faculty and since 2013 senior students also are part of the selection panel.

Inspite of the increase in seats and general downturn for the MBA program, KCT Business School was always able to fill 100% of the seats with good and aspiring students. Several soft promotions are done through the year. The alumni of KCT.BS have been the best ambassadors in promoting the Business School in the Industry and among the potential students.

KCT Business School is pleased to present the student profile of MBA Class of 2020 and also the admission trends for the past three years. This report will guide the Institution in taking strategic and operational decisions for 2018 admissions by taking the best of candidates and



helping them to realize their potential.

Table of Content	Page No
SECTION I: APPLICATIONS AND ADMISSIONS	
1. Applications Received for Management Seats	4
2. The Admission Pathway	5
SECTION II: STUDENT PROFILE	
3. Gender Inclusivity	7
4. Social Inclusivity	8
5. Geographical Diversity	9
6. Diversity in Place of Stay	10
7. Diversity in School Education	11
8. Diversity in UG Education	12
9. UG Degree University	12
10. UG Academic Record	13
11. Work Experience	14
12. Father's Education & Profession	15
SECTION III: FUTURE ASPIRATIONS	
13. Career Options after MBA	16
14. Active Hobbies	17
15. Interest in Student Activities	17
16. Interest in Choosing Specializations	18
17. Interest in taking up on campus Part-time jobs	19
18. Interest in Campus Start-ups	19
19. International Readiness	20
SECTION IV: LOOKING FORWARD	
20. Future Strategies	22



SECTION I: APPLICATIONS & ADMISSIONS

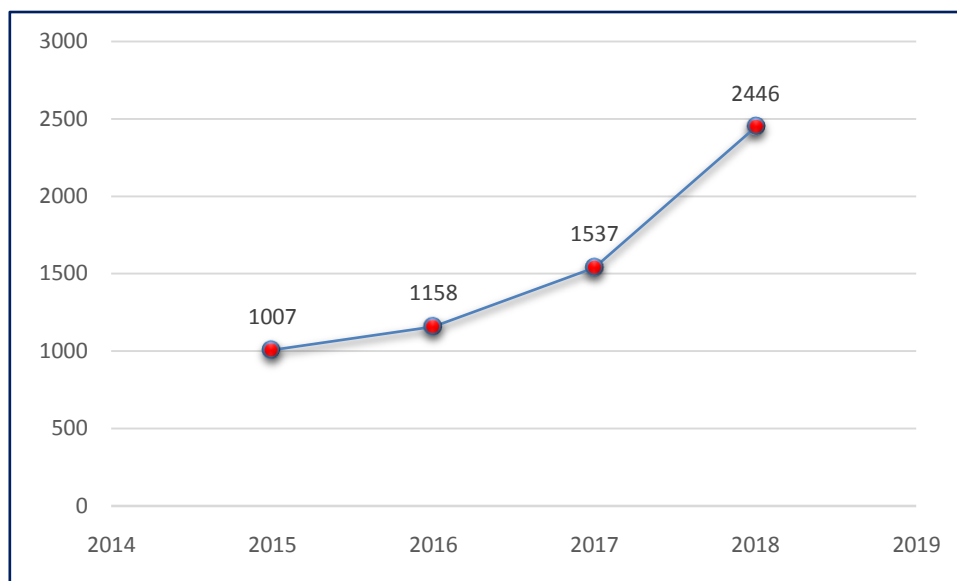


1. Applications Received for Management Seats

The allotted number of MQ seats in the MBA program is 90. KCT.BS receives applications/ Expression of interest through postal mails, e-mails, in-person and through MAT (National Level Management Aptitude Test).

An increase of 59% in the number of expressions of interest in the Management seats is observed in the year of 2018, over 2017.





There were 8 selection phases for the management quota, for which 342 candidates attended the selection process. Finally, 107 students joined through the admission window of Management quota.

The applications were enrolled through online portal for the Management quota along with the usual offline application forms. But the online application was made mandatory from the initial admission phase for the current year.

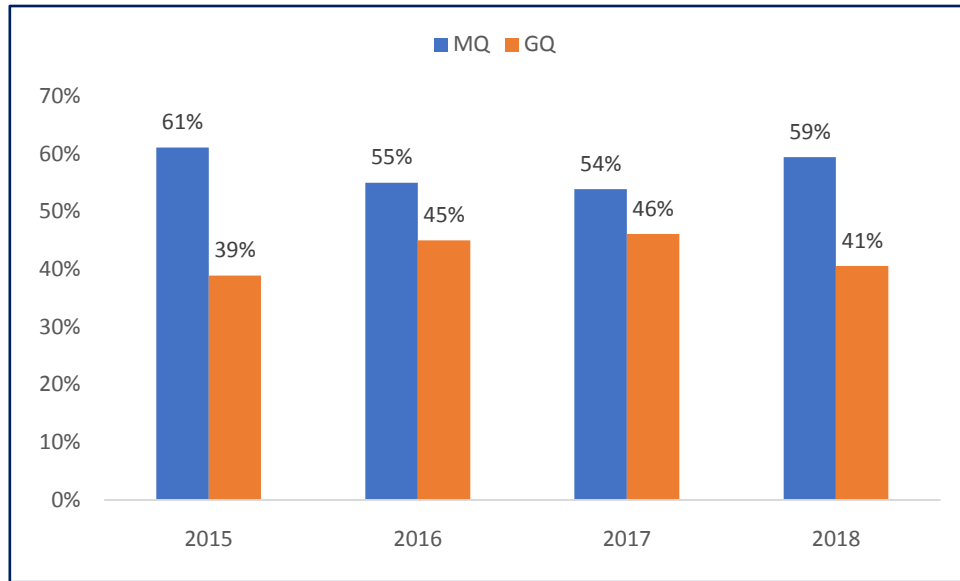
The application to enrollment has been less than 10%. This is because of (i) rejection from the Institution in the selection process (ii) Financial constraints of the students (iii) Joins other Business school (iv) takes up employment.

2. The Admission Pathway

We observe that though 50% of the seats are allocated through single window counselling, the enrolment has decreased by 41%. The 9% who haven't joined, is because of reasons such as employment, higher fees or personal reasons.

The strategy that is followed is to have a waiting list of candidates who were subjected to the selection process and also are willing to come through the MQ. This process makes it easier for the admission office to fill the GQ gaps.

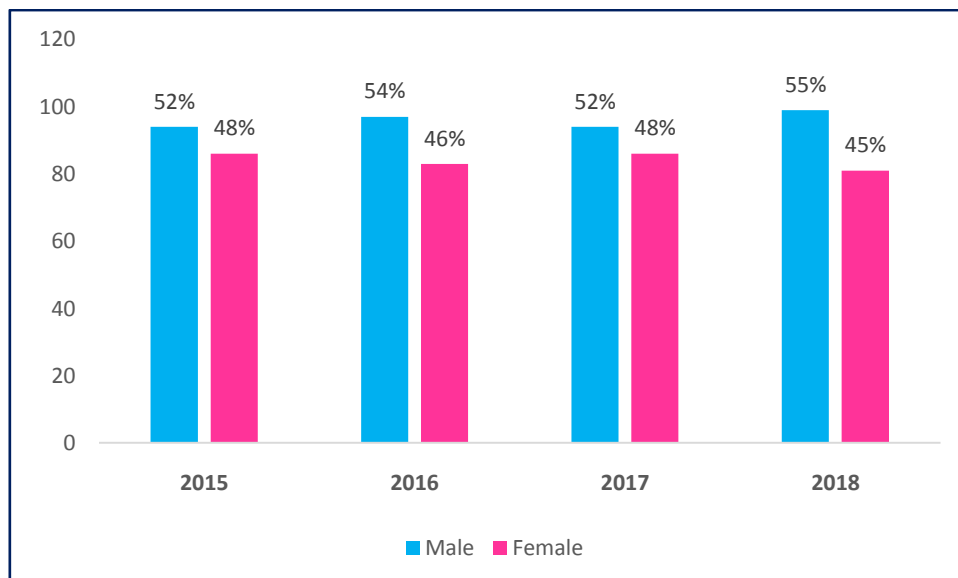




SECTION II: PROFILE OF STUDENTS



3. Gender Diversity

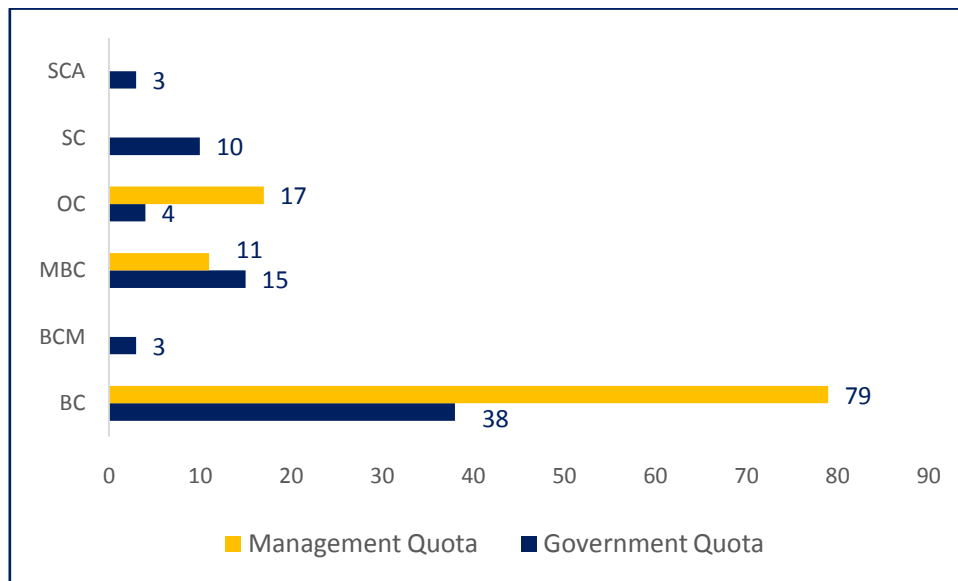


The enrolment of Women candidates has decreased by 3% when compared to the previous year. Yet it doesn't affect the diversified perspectives that the student possesses and the vibrant thoughts that brings out the best in them.

In the batch of 2020, the number of Male as well as Female students admitted to the college is through Management Quota, while in the Government Quota they are enrolled in equal ratio.

Batch 2020	Government Quota	Management Quota	Total
Female	37	44	81
Male	36	63	99
Total	73	107	180

4. Social Inclusivity



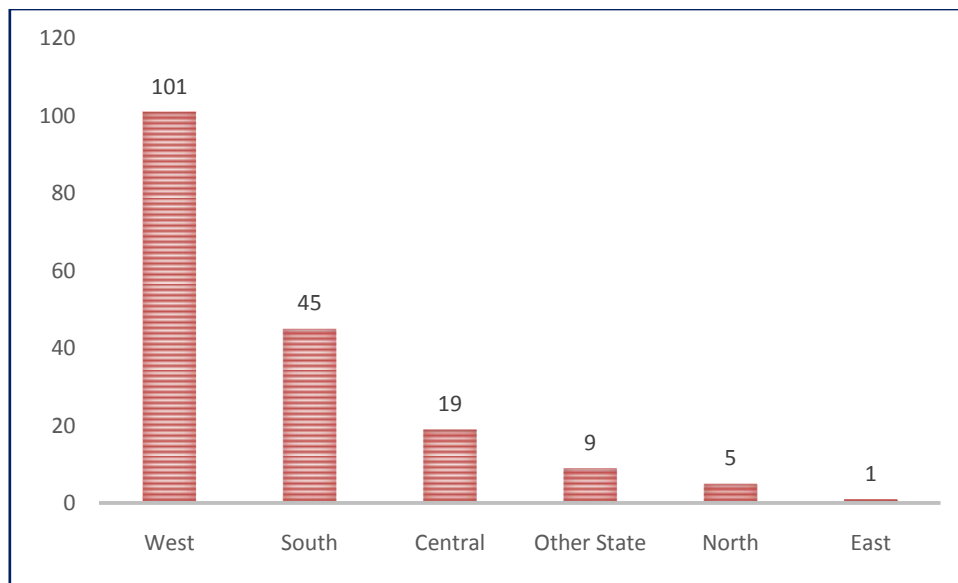
Batch 2020	Admission Pathway Vs Community – No. of students						Total
	BC	BCM	MBC	OC	SC	SCA	
Government Quota	38	3	15	4	10	3	73
Management Quota	79	0	11	17	0	0	107
Total	117	3	26	21	10	3	180



The students enrolled through different window and the category under which they are admitted are mentioned above. 65% of the total batch fall under BC community with 67.5% of them enrolled through management quota.

5. Geographic Diversity

North	Chennai, Vellore, Virudhunagar
Central	Karur, Kumbakonum, Mannargudi, Thanjavur, Trichy
East	Neyvelli
West	Coimbatore, Dharmapuri, Erode, Gudalore, Hosur, Namakkal, Nilgiris, Pollachi, Rajapalayam, Salem, Sankagiri, Sathyamangalam, Sirumugai, Tirupur
South	Aruppukottai, ChinnaDharapuram, Theni, Devakottai, Dharapuram, Dindigul, Karaikudi, Kovilpatti, Madurai, Nagercoil, Sivakasi, Thirunelveli, Tuticorin
Other State	Karnataka, Delhi, Kerala, Pondicherry



56 % of the students are from the western region of TamilNadu. The above data explicates an equal spread of the students from various parts of TamilNadu as well as from neighbouring states.

Batch 2020	Native - Coimbatore	Natives outside - Coimbatore	Total
Female	27	54	81
Male	32	67	99
Total	59	121	180



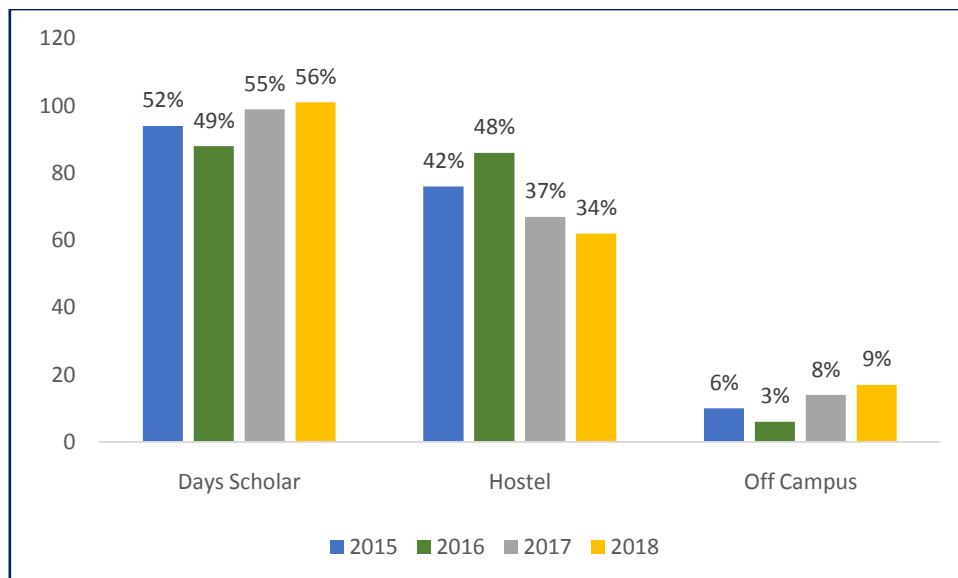
32% of the total batch are natives of Coimbatore. 66% of Female students and 68% of male students constitute the rest non-native residents of Coimbatore. The natives of Coimbatore include the nearby district residents.

6. Diversity in Place of Stay

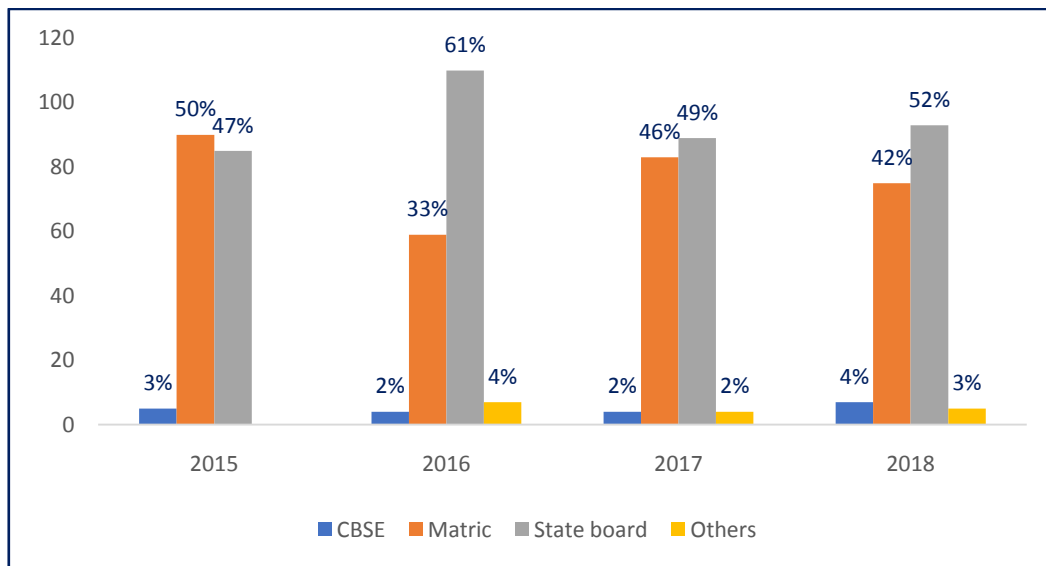
Batch 2020	Day Scholar	Hostel	Off Campus	Grand Total
Government Quota	37	29	7	73
Management Quota	64	33	10	107
Total	101	62	17	180

In batch 2020, there are more day scholars through Management Quota when compared to the Government Quota.

There are three modes of stay for the students. They can be either day scholars commuting from home, or hostellers, or could stay in Off campus stay facilities. There has been an increase in the day scholars by 1% and decrease in availing hostel by 3% and an equal increase in the Off campus stay by the students by 1%.



7. Diversity in School Education



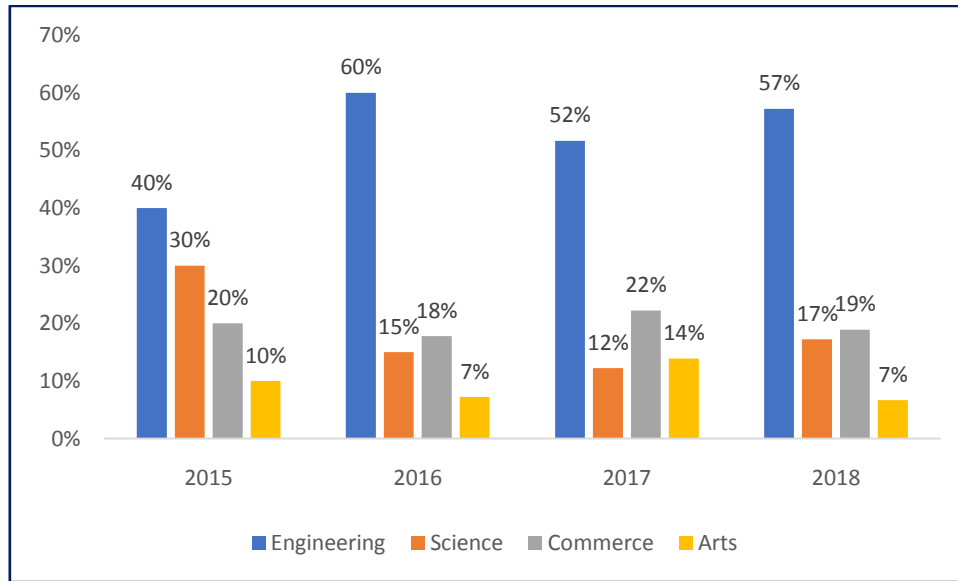
The highest of the previous three years is seen in the study of students from CBSE being enrolled in the current batch of 2020. 3% increase in the students from State Board is observed. The others category includes ICSE and other state board education systems.

Batch 2020	CBSE	ICSE	Matric	Others	State board	Grand Total
Government Quota	4	0	28	1	40	73
Management Quota	3	3	47	1	53	107
Total	7	3	75	2	93	180

Management Quota has higher enrolments through State board students followed by Matric. The same trend is followed in Government Quota too, while for CBSE GQ has an upper hand and in ICSE it is filled in by the MQ.



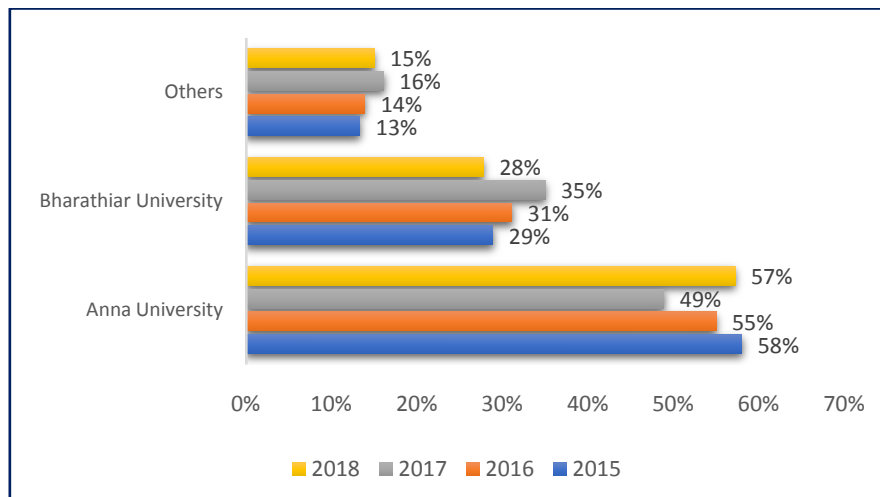
8. Diversity in UG Education



KCT is a well-known college for its premium education on Engineering and Technology. The above graph clearly depicts that every year MBA enrolment sees highest number of engineering graduates. An increase in the admission of science stream is seen while a loss of 7% of candidates from Arts background is observed. Hence concentration on the newly opened KCLAS could draw us more Arts students into the MBA program.

9. UG Degree University

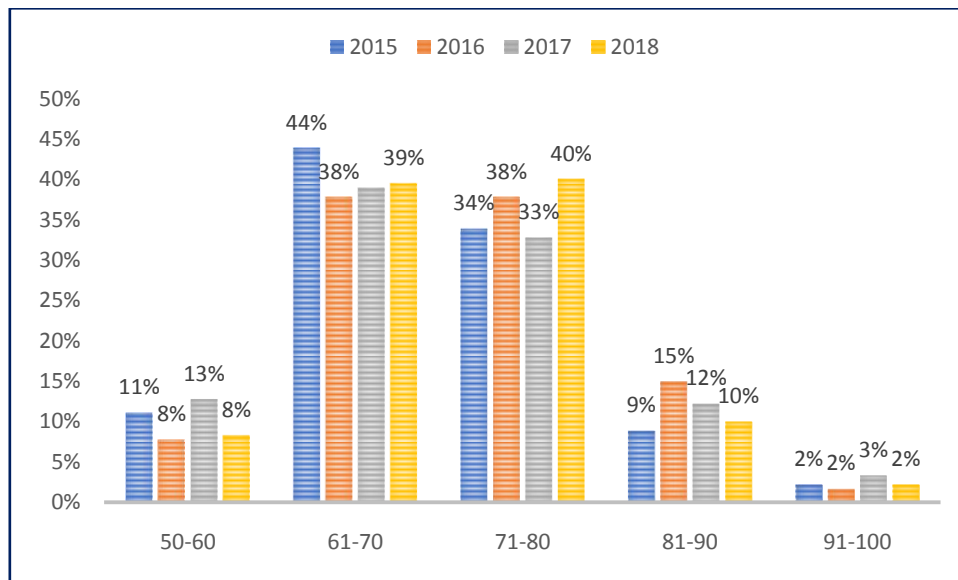
The batch 2020 has 57% of its students holding a under graduate degree from Anna University. Since KCT is well-known for its knowledge hive for engineering, larger crowd getting attracted to MBA in KCT Business School is satisfactory.



Quota	Anna University	Bharathiar University	Other University	Total
Government Quota	53	7	13	73
Management Quota	45	43	19	107
Total	98	50	32	180

54% of Anna University Degree holders have joined KCT Business School through Government Quota. While 86% of Bharathiar University graduates are admitted through Management Quota.

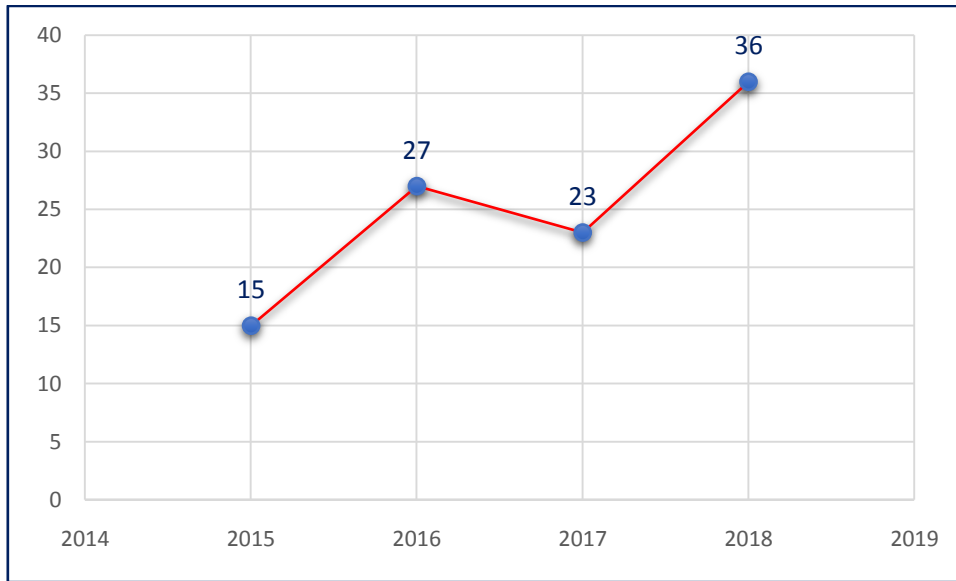
10. UG Academic Record



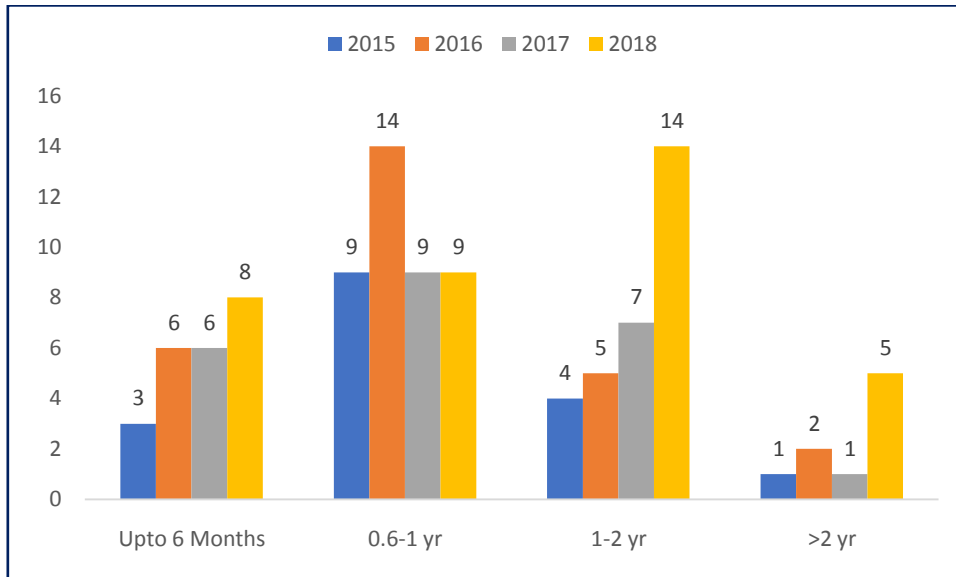
The highest number of students fall under the category of having 71-80% of marks. It has been the top for the past four years. There is a drop in both 81-90% and 90% and above category when compared to the previous year.



11. Work Experience



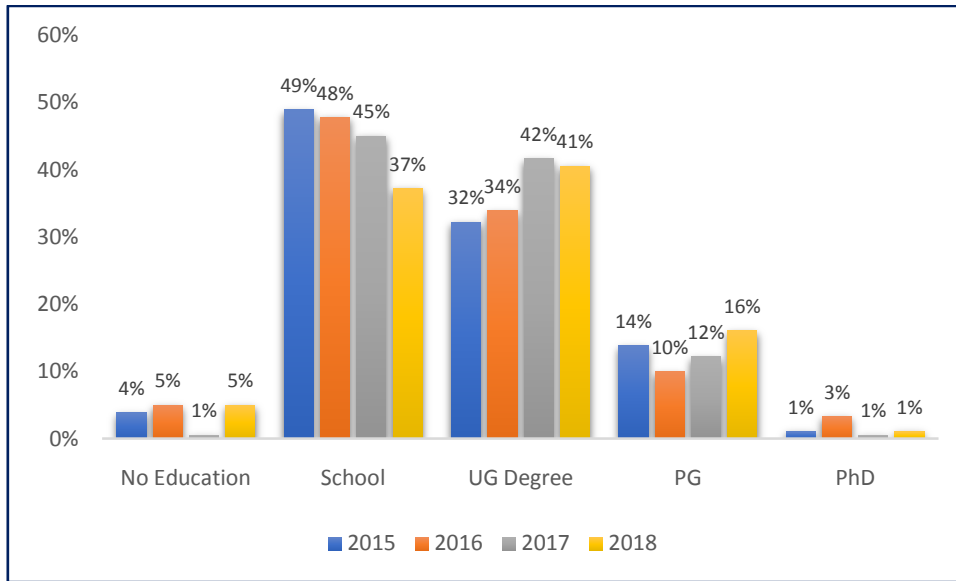
There is a step surge in the number of students enrolled with work experience. An increase of 56.5% is seen year on year comparison of the student’s enrolment with respect to their work experience.



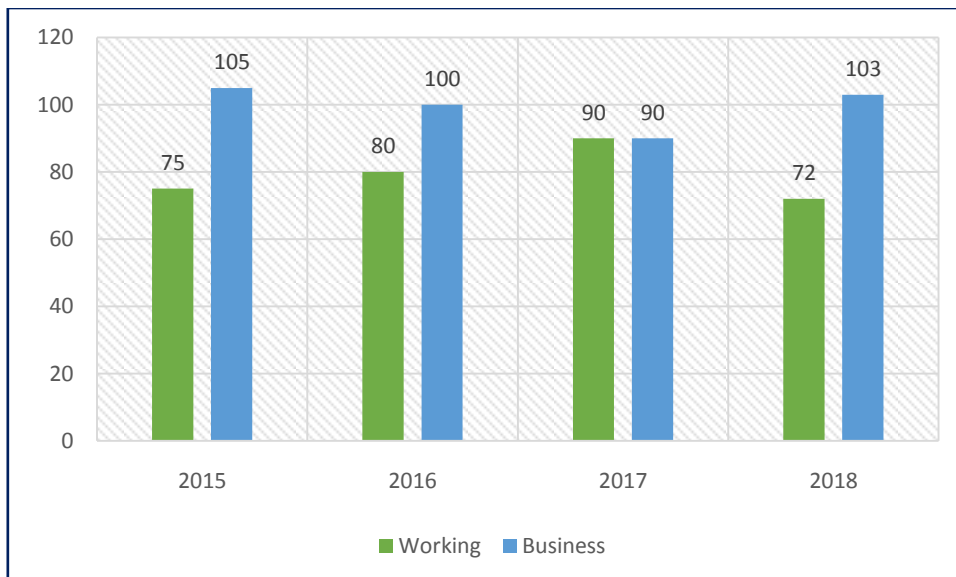
The student’s count is highest when the work experience ranges from 1 – 2 years while there is a tremendous increase in the number of students having more than 2 years of experience.



12. Chief Wage Earner’s Education and Profession



Chief Wage Earner’s education qualification of the students admitted for the batch 2018, indicate that 42% of them have just finished School education. While a surge is observed in the parent’s qualification being a Post Graduate with 4% increase when compared to the previous year.



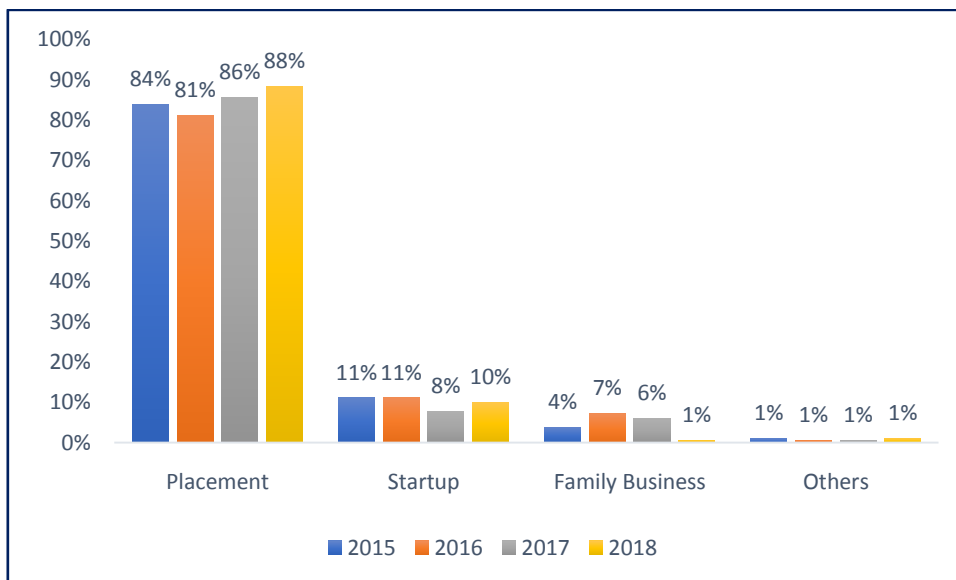
57% of the parents have business of their own. The spread of working class as well as business is on the same scale for the batch of 2018.



SECTION III: FUTURE ASPIRATIONS

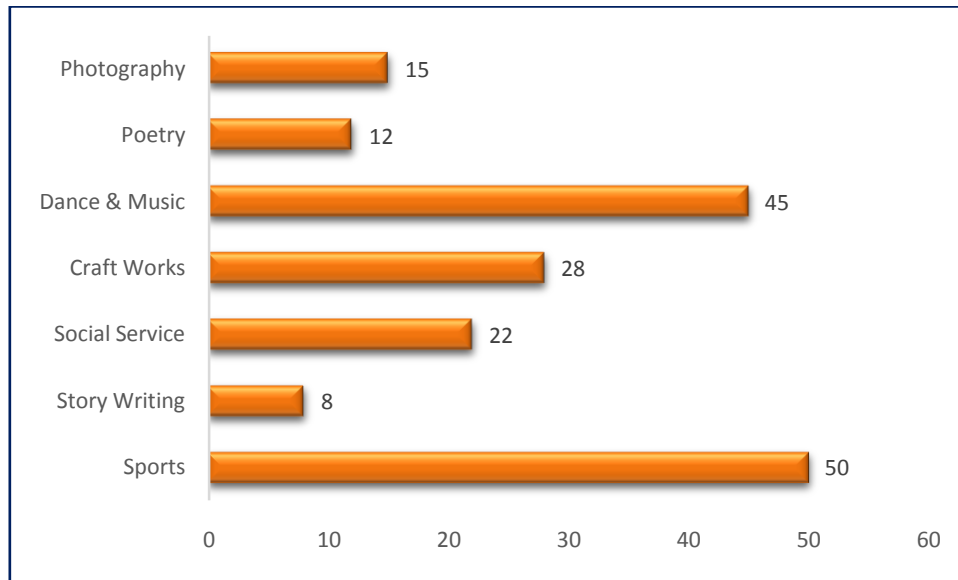


13. Career Options after MBA



Though 57% of them have family business, 88% of them have opted for placements as their future aspiration. There is a 2% increase in the interest to initiate a start-up and a huge dip in the interest of the students to take up their family business.

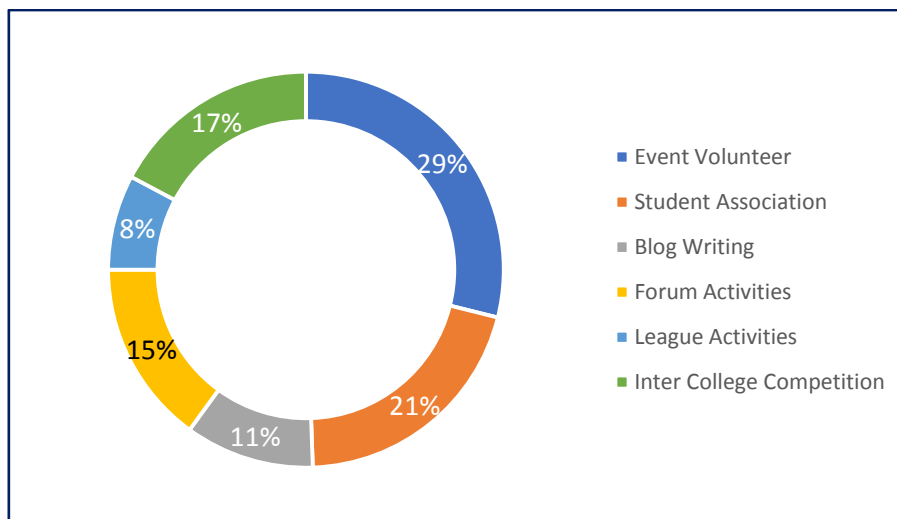
14. Active Hobbies



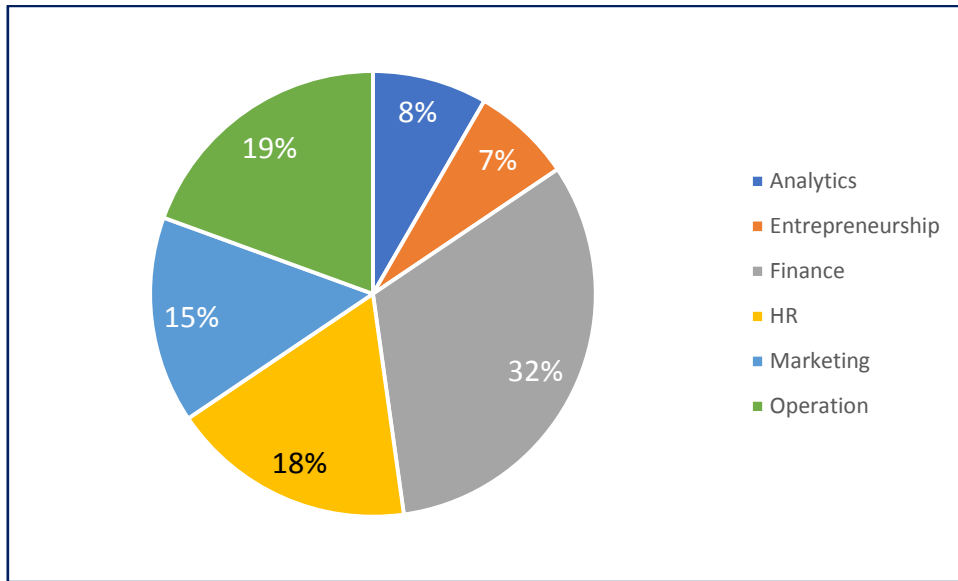
The hobbies of the students are classified under Sports activities, Dance and Music, Craft Works, Social Service, Photography, Poetry writing and Story writing.

15. Interest in Student Activities

The students have interest in one or more responsibilities as Event organizers, Student Association member, Forum activities etc.

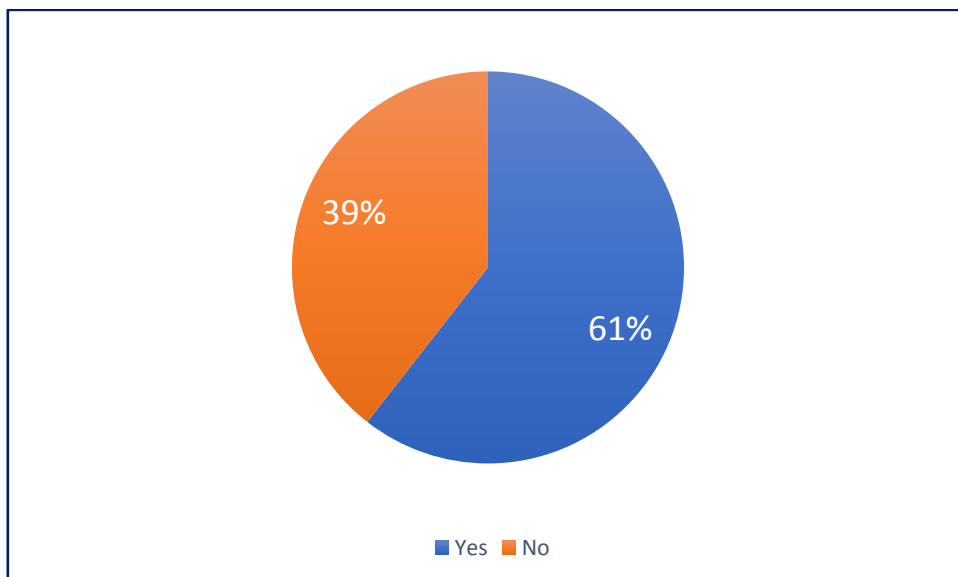


16. Specialization Preference



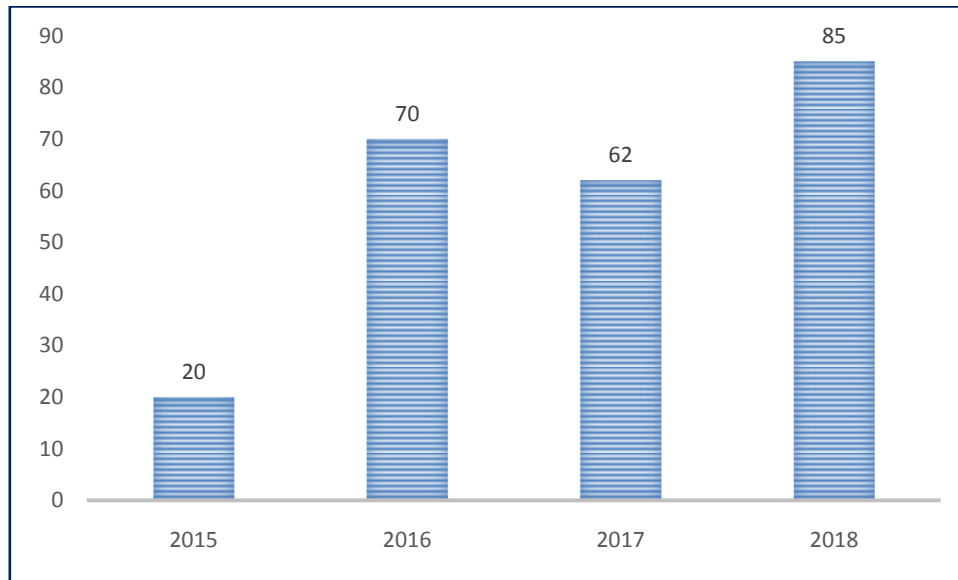
32% of the students have opted for Finance followed by 19% opting for Operations as their specialization. This option is likely to change before the commencement of 2nd semester when each specialization will have an orientation that will help the students in choosing their specializations.

17. Interest in taking up on campus Part-time jobs



61% of the students are interested in taking up Part time jobs in KCT Business School. Opportunities and avenues can be created for them to learn administration through practice.

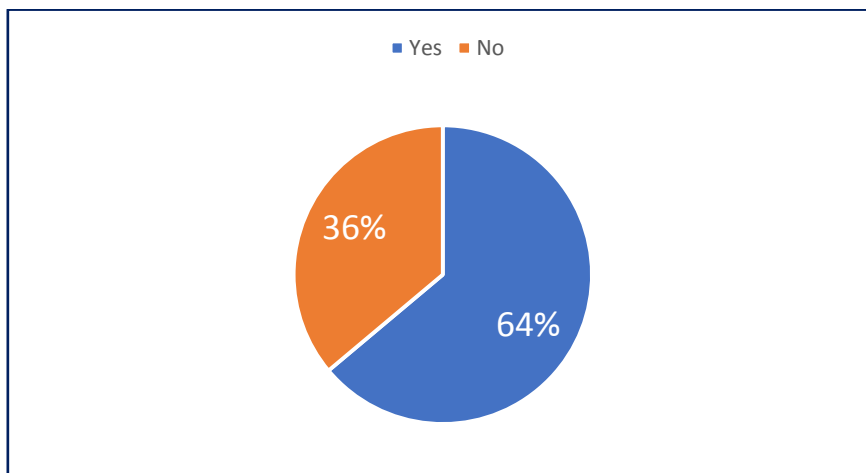
18. Interest in Campus Start-ups



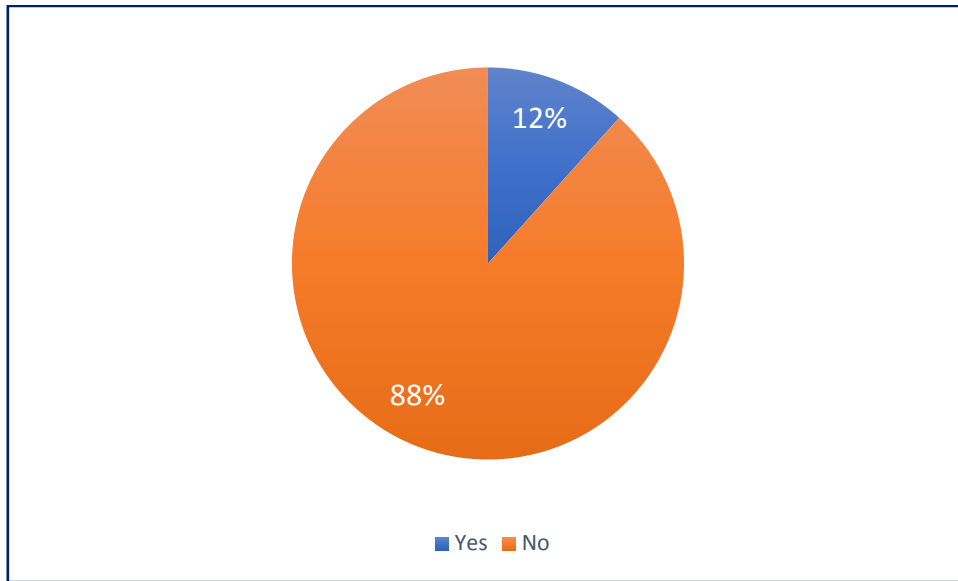
A huge surge is seen in the number of students interested in Campus Start Ups for the batch of 2020. An increase of 37% is observed in their interest when compared to the previous year.

19. International Readiness

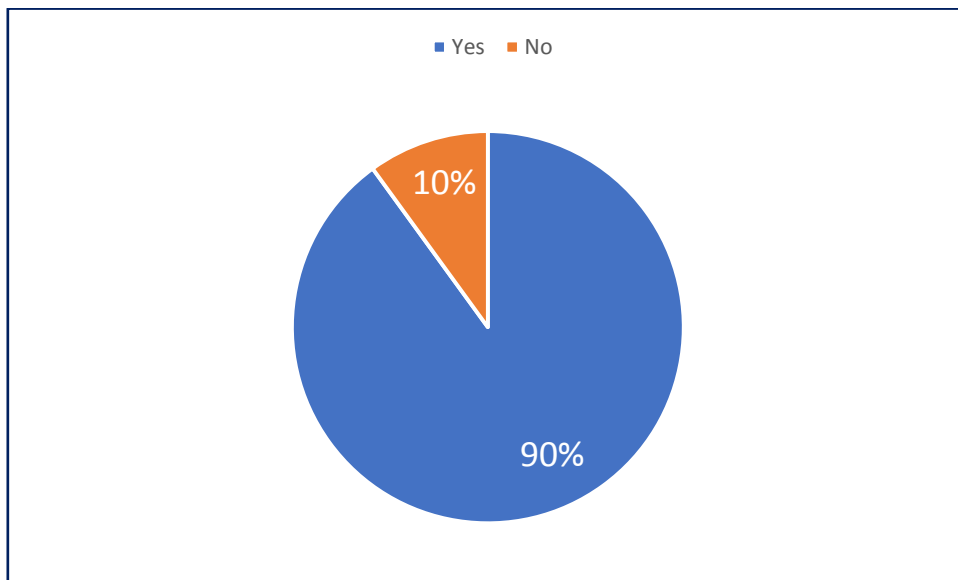
a. Holding a Passport



b. Previous Overseas Travel



c. Future Interest to travel



SECTION IV – LOOKING FORWARD



Future strategies

1. To bring geographical diversity and to attract students from premium institutions

- Admission through GMAT, MAT and CAT scores so that it is accessible to international students and make the application process online.
- Interview call only to students above 90 percentiles.
- Top scorers in each exam not less than 95 percentiles given with scholarships
- Make the KCTBS Brand visible to students nationally and internationally through Ads and by sponsoring for public national events.
- Residential School programs which helps in knowledge sharing, increasing learning hours and collaborations.
- Separate Block for MBA and adding more Infrastructure which provides more facilities for providing more short- and long-term courses and for increasing the intake.
- Advertise intensively in Educational fairs regional and international across the country which gives more visibility.
- Provide international placement opportunity and international exposure by providing courses and internship assistance in companies and colleges at foreign countries.



- Attract and hire faculty from premier Institutes like IIM and foreign universities having rich industry experience.

2. Specialization orientated Management courses

- Provide more Specific specialization courses like MBA in International Finance, International Business etc
- Bring in top recruiters for each specialization and provide courses specific to the Industry needs in the individual specialization.

3. Online MBA Programs

- Providing the modules, materials and exams online and providing certificates of International standards.
- Provide live interactive Online sessions periodically with faculties from premier Institutions

4. To have more spread of Engg, Science, commerce and arts

- Allot specific percentage of seats for Engineering, Science, commerce and arts.
- Take Top scorers in each of the stream

5. To increase the students with entrepreneurial interest

- Conduct national level Business Idea pitching contest and give assistance and support to the best Ideas and plans and give them admissions without entrance exam score.
- Provide Summer course in Entrepreneurship at renowned foreign university.

6. MBA for Managers

- Executive MBA for Managers with 5-10+ years of experience
- Have collaboration with companies that finances their employees to do MBA.
- Provide part time and week end courses for working professionals.



7. Additional Programs

- Post graduate program in public policy making and management aimed at officers from government services and organizations.
- Doctoral program in research and development.
- Management Program for Agricultural Business development and Management which will help the next generation farmers to manage their agricultural business effectively.
- Diploma program in Data Analysis which help Computer engineers and researchers to master in the field of Data analysis.
- Short term summer courses for Entrepreneurship.

*KCT Business School thanks the **Student Admission team & Student Association** members of class **2017-19** for coordinating in the admission process & data collection.*

Special appreciation to Aashika K K for leading the admission team, compiling the analysis and report preparation. Also, a special note of appreciation to Gokul C for helping the team in Data Collection and Report Making

