



P.K.R. ARTS COLLEGE FOR WOMEN

(Affiliated to Bharathiar University, Coimbatore)
Gobichettipalayam - 638 476, Erode District, Tamilnadu.

MASTER OF BUSINESS ADMINISTRATION

Approved by AICTE and Government of Tamilnadu

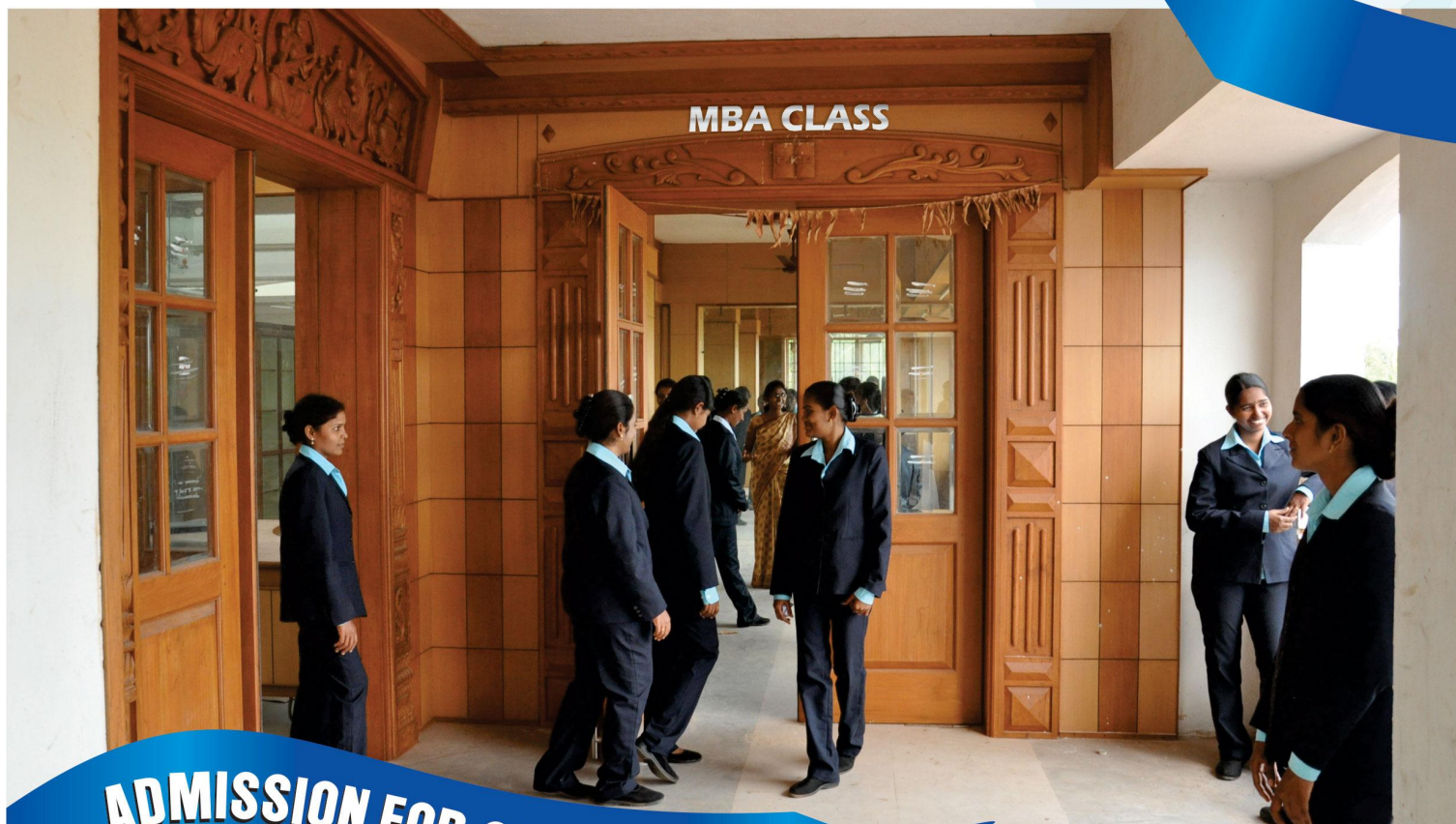
P.K.R Arts College for Women is an educational institution founded in 1994, approved by Government of Tamilnadu & affiliated to Bharathiar University, Coimbatore. The campus accommodates more than 2500 students. This institution provides not only quality education but also moral values and character building.

VISION

"Shaping entrepreneurs to build quality enterprises."

MISSION

"Impart practical knowledge to imbibe managerial skills and confidence."



ADMISSION FOR 2013 - 2014

Counselling code

387

Our Recruiters

		 The world's local bank											
 Count on us				 GALAXY WIRELESS COMMUNICATIONS LTD.		 And Dhruvair Ambani Group							

National Seminar



Management Activity



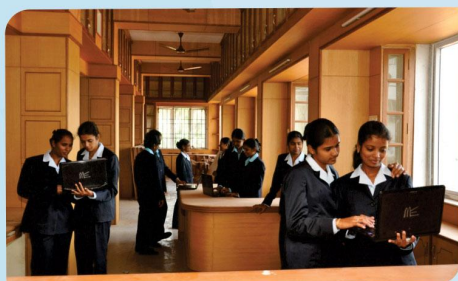
Management Game



Group Discussion



Learning Centre



DEPARTMENT OF MANAGEMENT

The Master Level Management Programme was started in 1997 and the same was recognized by the AICTE and Government of Tamilnadu & affiliated to Bharathiar University, Coimbatore. The main objective of the M.B.A. Programme is to bring out the professional skills of the management students and to keep them fit for the demands of the corporate. To implement these objectives, a conducive atmosphere is made available all the time in the campus.

INFRASTRUCTURE

- ❖ Air Conditioned Smart Classrooms, Conference Hall, Seminar Hall, Auditorium with Audio-visual aids and Multimedia facilities, Digitalized Library with adequate volumes of latest books, magazines, journals & e - journals
- ❖ Language Lab for improving communication skill
- ❖ Well Equipped Hi-Tech Computer Centers with 12 mbps internet and wi-fi connectivity round the clock

VALUE ADDED LEARNING

- ❖ Lecture classes from 8.30 a.m to 1.30 p.m
- ❖ Internship training from 2.30 p.m
- ❖ Guest Lecture by experienced academicians
- ❖ Interaction with industries
- ❖ Seminars, workshops, conferences and Intercollegiate meets
- ❖ Industrial visit twice a month
- ❖ Market survey by students
- ❖ Indian and International news analysis everyday
- ❖ IBPS Coaching
- ❖ Free soft skill training
- ❖ Training through Entrepreneurship Development Cell



PLACEMENT

- ❖ Excellent placement Record - 100% Assured Placement through campus recruitments
- ❖ Separate Placement Cell with an efficient placement officer for planning and organizing on-campus and off-campus interviews
- ❖ Preparing the students to face the Corporate Competition
- ❖ Mock Interviews, Training and Development Programmes for better performance in the placement system
- ❖ Continuous Counselling and Guidance

Phone : 04285 - 222128, 94430 71381

Web site: www.pkrarts.org

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