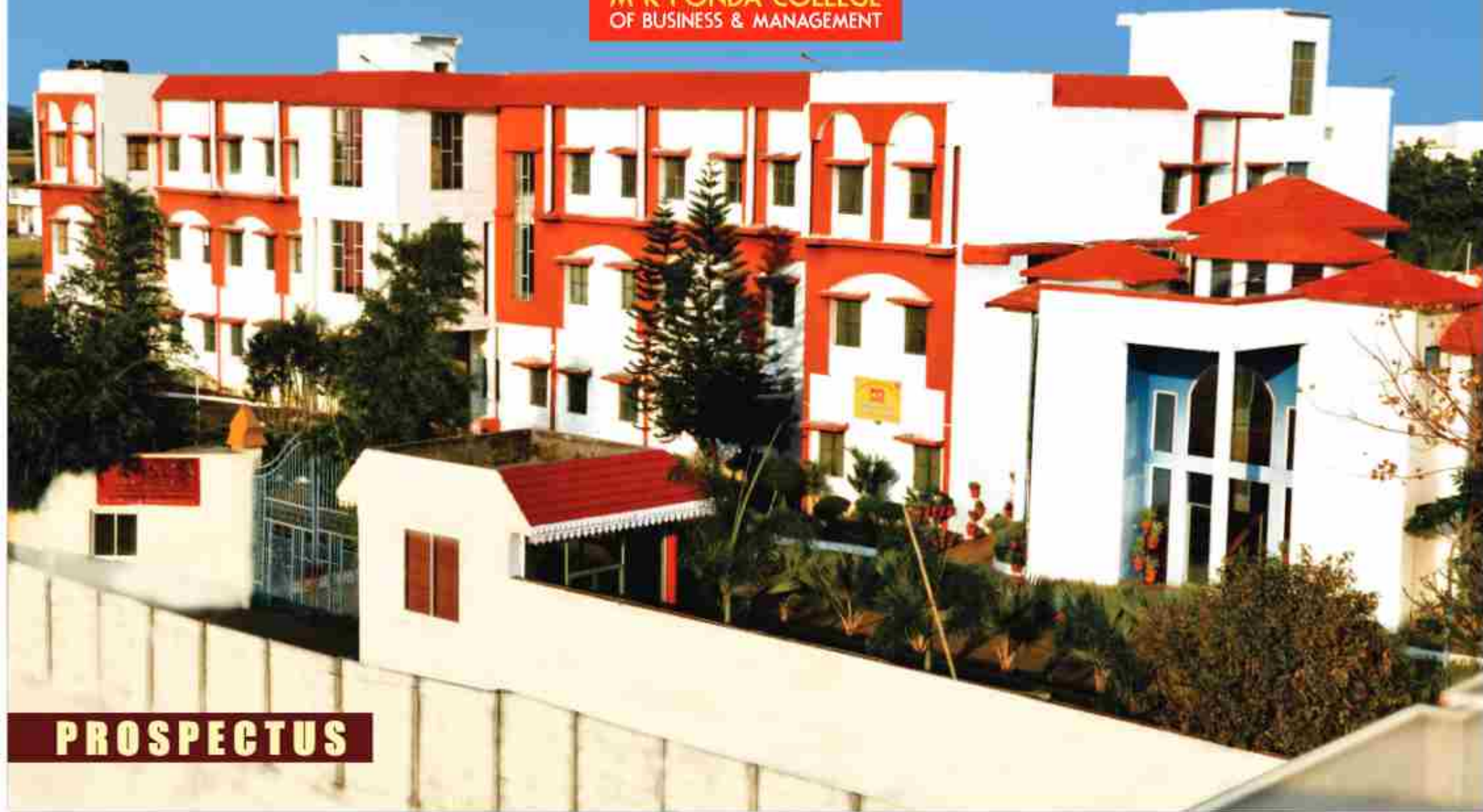


Chahata Hai!



**PROSPECTUS**





## A trusted brand in Education for Generations



# RED ROSE SCHOOL

Created in July, 1977, Red Rose School, Berasia Road, Bhopal is an established institution with its characteristic strength of thoroughness, discipline and dedicated attitude to work and is managed by the Red Rose Kindergarten Society. The CBSE affiliated premier School at Lambakheda is an effort in bringing about the abstract of 43 years of solid educational experience that the Group has. The School also enjoys the unique distinction of being the only International School in the city by virtue of its affiliation to the University of Cambridge, UK. Its other associate is managed by All Roses Education Society (Red Rose School, Karond). A bridge to the world is what we can offer you at the Red Rose Group of Schools, whether that 'world' is one of work, university or education in any corner of the Globe. We provide your children with a pathway to success. Quality Education is positively an asset to children in the modern world. This cutting edge serves our students well, as they prepare for a place in business or in any profession, where issues of the day are conquered more and more in the tough competitive world.

## A College which Thinks Business, Breathes Business & Lives Business



In the guise of a shining scenario, it was actually a down-trend that was cooking up for the Indian Economy. The negative rating of our country by various credit agencies, the pull-out by various FDIs (Foreign Direct Investors), the weakening of rupee against various internationally acceptable currencies all mean a slow-down of the Economy. As a result, the estimated 9 percent growth rate of the economy fell to below the 6% mark resulting in the loss of per capita income. The consequence of this scenario will lead to a drastic cut in jobs available making the youth frustrated. This makes it necessary that a good business school shores up its infrastructure, curriculum and study content and starts working on the mind sets of the youth so that they start creating jobs in place of looking for one. M K Ponda College of Business & Management recognises the need to align itself to global quality. Its foundations have been built on strong academic inputs and global pedagogic practices. It envisages scholarly and analytical questioning in an environment that respects the rights of all to make it BIG. We intend to build on brand equity, based on processes and not gimmicks. The undergraduate business course focuses on careers, faculty quality and real research, thereby producing junior MBAs! In order to meet the changing corporate needs, we recognise and uphold the complexities of technological and attitudinal developments, changing life styles, educated customers, cultural changes and many such drivers of change. They have necessitated a fundamental reorientation of management principles. Value creation, quality, responsiveness, agility, innovation, integration, systems and procedures with flexibility and teamwork are our guiding principles, helping us march towards excellence.



## MKPC..a small yet big step..

**Sumeet Ponda**  
Chairman  
The Red Rose Group

A record of sorts! Indeed. Having inspired more than 400 entrepreneurs, who in turn have created jobs in excess of 2500, in a span of less than a decade, the M K Ponda College of Business and Management has created a record of sorts. Established with the sole purpose of inspiring young minds to become their own bosses by becoming job-creators, this unique college has stood the test of time. In the crowd of routine colleges who train the young minds to accept employments, it was indeed challenging for us to create our own space as a no-placement College. We were faced with question-marks and exclamatory facial expressions when we launched the idea. I am happy to share that with the passage of time, we have managed to convert all exclamations into accolades. We are happy also to point out that most of our employer students have been first-generation entrepreneurs. Most of MKPC-entrepreneurs hail from families where doing business was never ever thought of. I'm sure, they would have overcome questions posed by their own family members. Must not have been easy at all! But then, heroes, in order to become heroes, must overcome conflicts. That's the price one must be ready to pay in order to prove a point. It is then that one can exclaim success.

We don't teach business. At MKPC, we inhale and exhale business. We tune wavelengths. The students must learn to receive and transmit business. They must also learn to get up after every fall; they must learn to wipe off the dust; they must learn to face failures and turn them into success. Every failure is a stepping-stone to success.

Why do we want our students to become job-creators? The reason is simple. It is far easier to create a job than finding one. It is gratifying and satisfying. As a nation, we feel, India is facing a grave situation where the divide between the rich and poor is forever widening. It is a cumulative effect of some long-drawn bad policy-making that is turning a big chunk of the citizens into dependents. Majority of our people expectantly look at the Government with open palms. They have been made to believe that everything would come to them at no effort. Be it food grain, education, marriage of children, deliveries, health care, etc. As a result, we are culminating in to a Nation which is system-dependent. The ill-effect of this is that almost 70% of our Nation barely makes two ends meet up. Only the very basic necessities are thereby addressed. Lack of respectable occupation, low employability due to the flawed system of education and that they have been tuned in to making no efforts for their livelihood, these people end up poor with no clue as how would they earn money. This leads to frustration when they equate themselves with those in the small, better-off segment. The recent rise in violence is clearly a derivative of this frustration.

We, at our end, strongly believe that if India were to remain a peaceful Nation, we need to create worthwhile employment and induce the young ones into becoming employers. Once the majority of these frustrated, unemployed people get into respectable employment, they will breed satisfied and peace-loving families. Our effort may seem like a tiny pearl in the big ocean but remember, the journey of a thousand miles begins but with a small step. MKPC is one such small, yet positive step.

The Red Rose Group of Schools has always been a trend-setter with its non-conformist ideals. We have always professed that the scores in the mark-sheet do not guarantee success in life. We have always purported the philosophy that happiness at School is important than rote learning that forms the very basis of Indian education system, thus far. For over four decades, our thinking has been patronised by thousands of parents by entrusting their most valuable asset, their children, to us. We promise to live up to the trust.






## The Different College

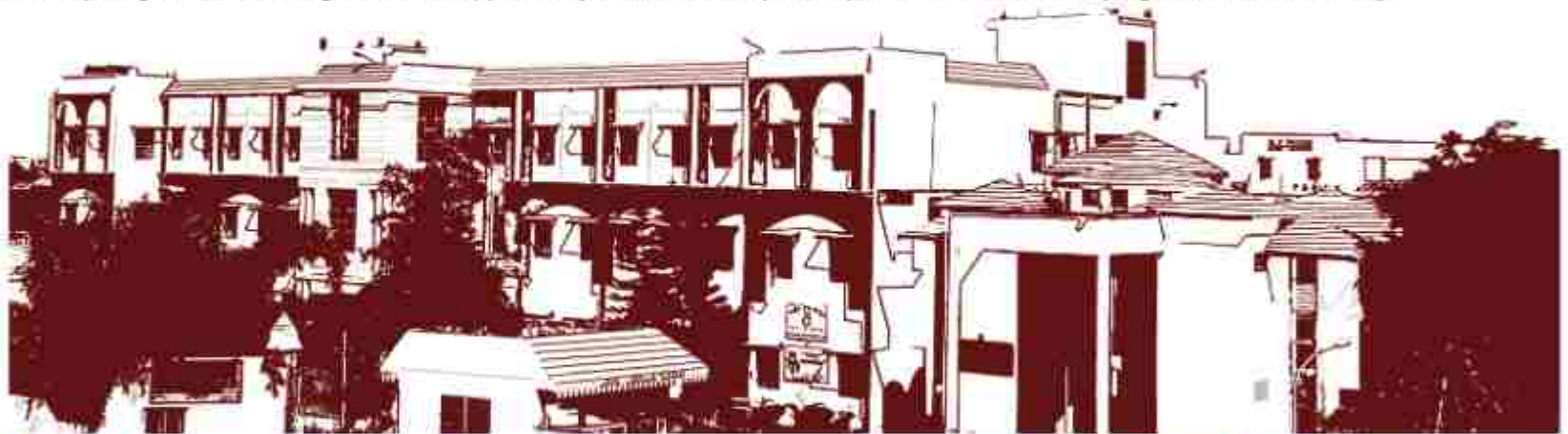
The M K Ponda College of Business & Management (Affiliated to Barkatullah University, Bhopal & Makhanlal Chaturvedi National University, Bhopal) offers chiseled and comprehensive courses for both Under Graduate & Post Graduate Students. In a short span of just 13 years, the College has only enhanced the policy of furthering the business acumen of its students. Our students have made a mark not only in academics but also in the field of co-curricular competitive arena. We have been able to create a niche for ourselves in a very short period of just half a decade. This Concept College of the Red Rose Group also proposes to impart quality management education by means of its tie-ups with renowned foreign Universities in the years to come and spread its presence and philosophy in the entire World. The College took off formally in 2007-2008 and is geared to meet the global requirement for Management 'gurus' owing to the multi-dimensional growth in business and marketing the world over.

M K Ponda College of Business & Management is Central India's first Business College oriented and focused towards employment generation and creation of surplus Wealth. The college has lived up to its promise of developing a strong and vibrant business and management campus, keeping its programmes at the leading edge of Business Administration. We intend not to let you be a face in the crowd, but a CROWD PULLER. At the institute, a degree in BBA constitutes to being equivalent to 'junior MBA'. In addition to the under-graduate courses, our sister institute, the Manjula K Ponda College of Management offers a post-graduate MBA degree which is approved by the AICTE-the apex body for technical education programmes in the Country.



### We Mean Business

The campus houses six large multi-storied buildings and a separate auditorium on a sprawling three-acre campus located in sylvan surroundings to cater to the requirements of well over 2000 students. The Campus is modern, state-of-the-art, technically well-equipped and has wi-fi internet facilities.

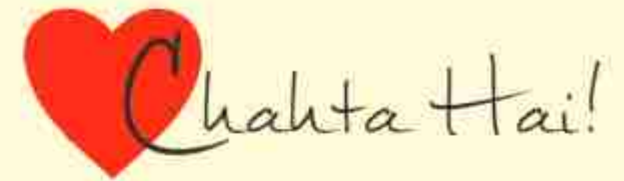


**LIBRARY** Our College has a well-referenced Library with thousands of books, equipped with national & international journals, modern educational software and on-line learning resources. It houses some of the finest collections of books on business, commerce, economy, finance, travel and tourism, foreign trade, advertising, sales and general management and related areas. To add to it, the digital interface, we have a huge collection of informative and supplementing content on CDs and DVDs. The Library accords open-access which provides the students with perfect ambience for learning.

**AUDITORIUM** A multi-purpose spacious auditorium with high performance sound system and audio-visual aids that has a seating capacity of 500 plus gives ample opportunities to the students to exhibit their talents on the stage. It also gives space to the young scholars to present their research papers in workshops and seminars at National and International level.



**AMPHITHEATER** The Institute has an amphitheater with a capacity of seating about a 1000 people at a time. It is the most sought after place to have concerts, band competitions, street plays, Dandiya evenings etc. We can visualize this area becoming a favourite hub for student activities.







**DEVELOPMENT OF SOFT SKILLS** We understand that communication and public speaking are essentials of a good manager, a businessman and a successful professional. Soft skills are as crucial as core academic skills. Life skills, a mandatory programme, give a distinct edge to the students. It develops sincerity, team spirit, communicative skills, leadership qualities and an entrepreneurial mindset. English being a corporate language, special attention is paid to developing oral, written and conversational skills.



**COMPUTER LAB** The Institute is committed to deliver high quality research-lab education in Information Technology and its interface with other disciplines. It has four state-of-the-art computer labs with the latest equipment, software packages & hardware components. The computers and work-stations are logistically networked and every student is bound to get streaming data by means of broadband internet connectivity. The College campus has wi-fi connectivity.



**CLASSROOMS** Our well furnished, spacious classrooms and lecture-halls are equipped with audio-visual aids like OHP and LCD projectors. Students are also encouraged to make PowerPoint presentations. This interactive teaching methodology not only involves student participation but also builds their confidence.



**NSS & SPORTS** The College has privilege of having two units of National Service Scheme (NSS) affiliated to Barkatullah University for 100 volunteers. We encourage students to unwind during leisure. Excellent indoor and outdoor sports facilities like basketball, volleyball, table tennis, Carrom board, scrabble, chess etc. are available for both boys and girls. A well equipped gymnasium caters to the development of the students' physical agility and well-being.

**CAFETERIA** A pulsating environment where nutritious and hygienically cooked food is served at reasonable rates. It also offers an aesthetically appealing decor and ambience, giving the students ample opportunity for extempore discussion to release their academic pressures. A stone's throw away from the Academic Block, it gives the students an opportunity to recharge their grey cells between classes.



**CONVEYANCE FREE** Transport facility is available from each and every corner of the city.

**Attire:** Students are required to be in prescribed dress code at all times during college hours.

**Timings:** 9.30 A.M. to 3.00 P.M. on all working days. 75% attendance is compulsory.









## Our Courses are differently packaged

### BBA

**Bachelor of Business Administration** is a full time 3-year 6-semester graduation programme which aims at transforming a student into a corporate personality.

BBA is a career oriented professional course with an intensive syllabus and a wide range of value addition modules, which enables the student to aspire for higher studies in premium business schools in India and abroad. It provides a detailed knowledge of the various fields of management & business administration such as Marketing, Finance, Production, HRM, Business Policies, Taxation, Accounts and Business Laws and Computer Application ensuring a healthy balance between theoretical foundation and practical exposure to the present day business world. Marketing, HRM, Finance & Production Management are specialised courses during the Vth & VIth semester.

### BCA

**Bachelor in Computer Application** is a 3-year degree programme in Computer Application Technology from Barkatullah University. It is no comparison with the run of the mill kind of courses. A student graduating in Computer Applications has a world of opportunities thrown open for him as IT is the fastest growing industry today. It offers the largest number of jobs and is also the highest paid. Immense scope is available in the field of Networking, Call centers, Medical Transcription, e-Commerce, Telecommunications, Web Technology, System Design & Programming and Software Engineering for BCA graduates. IT professionals form the backbone of all the major sectors witnessing rapid growth today—not to mention the IT-BPO segment—networking professionals form the backbone of the IGT revolution for many well known reasons.

### B. COM

**The programme:** Undergraduate courses in Management, Commerce & Computer Application. **Six Electives** i.e. **Economics; Computer Application; Tourism & Travel Management; Insurance Management; Advertising, Sales Promotion & Sales Management; Foreign Trade Practices & Procedures.**



◀ **COMPUTER APPLICATION** Computers today are indispensable in optimising performance in almost every field of work from space, science, genetics, medical science, meteorology, agriculture, navigation, office automation, to design, music and films. In this sector the student needs to gain expertise in a particular field such as hardware, software, networking or web designing. This sector is marked by fast paced developments and you need to keep in

touch with the latest innovations in your field and constantly upgrade your skills and knowledge.

### BBA (Advertisement & Public Relations)

Affiliated to Makhnial Chaturvedi National University (MCU), Bhopal

**Bachelor of Business Administration** (MCU) is a full time 3-year 6-semester graduation programme which aims at preparing students for careers in Advertising & Public Relations.

### BBA (Mass Communication)

Affiliated to Makhnial Chaturvedi National University (MCU), Bhopal

**Bachelor of Business Administration** (MCU) is a full time 3-year 6-semester graduation programme which aims at providing deeper exposure in understanding the Entertainment, Journalism & broadcasting Industry.

◀ **INSURANCE MANAGEMENT** This course develops high caliber young professionals who can play a crucial role in the ongoing development of the insurance industry. The Institute is committed to transform the current young and enthusiastic persons into business leaders of the future. Today many private multinational firms have entered India with a variety of insurance schemes. The work of an actuary (one who works in the insurance field) involves administration, development, accounts and investments.







#### ◀ FOREIGN TRADE PRACTICES & PROCEDURES

With the enforcement of the provisions of WTO and GATT, the World today has become a very small place. India due to its population of over a billion, stable political climate, cheap labour and fair trade practices, has become a cherished partner for the World. India today offers unlimited export opportunities. To understand International Marketing, procedures of Foreign Trade financing, shipping and insurance practices, documentation of export orders and customs clearance, a focused study of this course is essential.

◀ **TOURISM AND TRAVEL MANAGEMENT** India has grown to be a tourists' delight. 'Incredible India' not only promotes tourism but also offers specified packages for safe and enjoyable travel. Regulated tourism at the local, national & international frontiers, offers an arena of interesting vocational opportunities for many who wish to take up this specialised field. Today tourism is a major economic activity and many states as well as companies promote travel and tourism.



#### ◀ **ADVERTISING, SALES PROMOTION & SALES MANAGEMENT**

"An inside look at the world outside", "Market led demand driven" "Taste bhi health bhi", "Isko laga dala to life jhingalala" and many such lines as these have launched a thousand products. What to say, how to say it, where to say it, is the essence of advertising. The appeal lies in an appropriate and succinct use of words along with attractive picturisation. Targeting the right audience

involves the three functions of planning, research and sales promotion and management. Our students will work on strengthening brand equity of the companies all over.

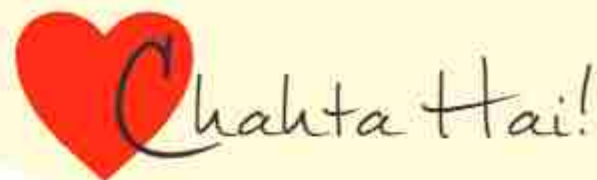
### Our Proactive Approach

Developing and nurturing quality managerial talent is our immediate aim. To assist the students in fitting into the global corporate outline, we take recourse in much beyond conventional conceptual classroom teaching.

The theory taught in class forms the basis, while actual learning occurs through interaction between the faculty and students. Our pedagogic approach takes care of case analysis, role play and simulations, group discussions, brain storming sessions, and site and field assignments. These 'hands-on' interactive opportunities facilitate the aspiring management student to prepare themselves for 'on job' challenges and responsibilities, and not only become good managers, but also develop leadership skills. Tutorial rooms for small batch-sized tutorials are available and facilities for students to make presentations are encouraged. The case analysis methods are generously used to generate decision making when faced with real business problems.

Classroom knowledge needs to be reinforced. A proactive and planned programme for developing attitudes and skills is inducted through a variety of projects. The students have to undertake projects for each subject. To assist the students fitting into the global corporate culture, public speaking, mock interviews and aptitude tests are organised. This helps the students in developing a capacity for analysis and judgement, the ability to relate to managerial problems and draw upon their own resources for better understanding and meaningful action.

Thus, the student is groomed to join the industry not as a mere employee, but as a role model in influencing practices and in the long run becoming an active participant in reshaping the Nation's destiny. Not for nothing do we claim our undergraduates to be 'junior MBAs'!



### B. Com (Honours)

It is a three year degree course with 6 semesters giving wide range of opportunities to the young students to venture in accounting and management with specialized study in commerce.

### B.Sc.

B.Sc. (Physics, Mathematics and Computer Science) gives opportunity to the students from Science background to make a career in the field of Science.

### PGDCA

A Diploma course that will help all graduate students learn more about computers and prepare them for a future in e-business.

### M. Com

M. Com is a two year (4 Semester) Post Graduate Masters Degree Course which focuses on Commerce, Accounting, Management & Economics related Subjects.

### MBA

A 2 year fully AICTE Approved Course run by our associate **Manjula K Ponda College of Management** provides specialisation in Business Administration.



## Code of Conduct

The behaviour of the students within and outside the campus must be above board and must reflect a sense of responsibility at all times. Students must show due regard for the rights and property of the Institute. Any student found guilty of tampering/damaging the property, fixtures, equipments, furniture, books etc. of the Institute will be liable for expulsion/penalisation. Students are required to attend minimum 75% of class activities in each subject and practical separately as per ordinance of the concerned university. Lack of punctuality in attendance, in payment of college dues and in other matters where dates are of primary importance, will be concluded as indisciplinary action. Decency in dress must be maintained at all times. Ragging in ANY form is a punishable offence.



## MKPCBM Entrepreneurship Cell

Many of our students have religiously followed our mission to build the business leaders of tomorrow, to empower the people of the Nation by giving them the opportunity to participate in the knowledge based economy by starting their own businesses. We work with dedication on the lines of creating a better entrepreneurial ecosystem and promote various activities like entrepreneurship fair, ad made shows, seminars and workshops to practice the same. Our students have not searched for jobs but have created jobs for themselves and others in various fields like Real Estate, I.T., Interior Decoration, Events Management, Garments, Building Materials, Sales & Services, etc. Here are a few of them:



Aman Jain  
Building Material  
Shop



Amit Hada  
Armit Enterprises



Rahul Rajpal  
Real Estate



Nishant Thakur  
Transportation



Pooja Perwani  
Boutique



Vikas Pathak  
Soft Toys, Mfg.



Ashish Choudhan  
Consultancy



Sachin Choudhary  
Event Manager



Lata Chhabra  
Coaching Classes



Devendra Sahu  
Advertising



Sonrabh Dubey  
Catering



Arpit Gaur  
Real Estate



Rajesh Meena  
Event Manager



Satyendra Mandlikar  
Volafone Mini Store



Shyam Soni  
Paper Recycling  
Factory



Subhraman Singh  
Retail Stores



Vijay Saini  
Water Packaging



Sanjay Khatediya  
Automobile Dealership



Amit Babhele  
Auto Parts Shop



Sandeep Mamoeri  
Coaching Classes



Rahul Rajpal  
Construction



## Documents Required For Admission

The following documents will have to be produced by the applicant during the counseling/ interview session:

- Original & attested copies of mark sheets (Std. X & XII onwards).
- Original Transfer Certificate.
- Original Migration Certificate.
- Character Certificate, if any.
- Certificate showing Blood group.
- 5 Passport size colour photographs.
- Domicile Certificate.

## Documents Required to Apply for Scholarships

- Original Caste Certificate (SC/ST/OBC/MINORITY/OTHERS).
- Original Income Certificate of Parent/(s).
- Samagra ID | Aadhar Card | Bank Account Number.
- Mobile number and email ID.
- Declaration of caste and Income for Scholarship Applicants.

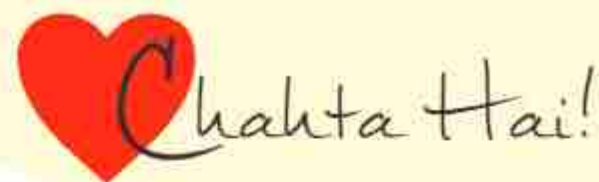
## A small yet glorious history! Our students have made us proud....

MKPCBM students have participated and won many prizes in Skit-presentation, Extempore speaking, Group Dance Competitions, Solo Dance, Business Quiz, Ad-Mad Show, Face Painting, Mehndi Competition, Solo Songs, Debate, Rangoli, Card Making, etc. held in various Colleges in the past few years. "Beware of MKPC-ites!" is the buzz-word and we are making waves already. Keep it up!!





**Mrs. Manjula K Ponda**  
**Founder**  
**The Red Rose Group**



## The flow of Education....

Mrs. Manjula K Ponda is an eminent name in the field of Education in the city of Bhopal. When India was going through the phase of dependence, illiteracy & women exploitation, at that time in the small, sleepy town of Bajana in Rajkot District of Gujarat, on 3rd March 1936 a girl was born who, in future, came to be known as Manjula. From her childhood, she was very intelligent, skillful & eloquent in speech. Her father Himmatlal Akhani was a progressive gentleman and owned a private flying company. After completing her post-graduation in Arts from Nagpur, she got married to Mr. Kapil Ponda of Bhopal. The family today includes her son Sumeet, daughter-in-law Sejal and two grandsons Harshil & Yashraj. She later did her B. Ed. from Jabalpur University.

She started as a trainer for Hindustan Lever Limited in the cookery division. With the sole aim of helping the masses, she decided to spread the light of Education and took to teaching at St. Joseph's Convent, Akola and thereafter at St. Joseph's Convent, Bhopal. She also had a reassuring stint of teacher-cum-administrator at Shishu Vihar School, Bhopal.

In the year 1977, Mrs. Ponda decided to take a bigger step and started RED ROSE SCHOOL with a total strength of 35 students in a small apartment that served as their residence till six in the morning and after one in the afternoon. From day one, the philosophy of the School has been in believing that a child is the most prized possession of any human being and the same is entrusted to any School. The School is, with her hard work and strong determination, spreading the light of Education. Confidence of the parents in the name grew and today the School has turned out to be a blooming flower with three branches of RED ROSE SCHOOL at different locations at Berasia Road (where it was originally started), Karond (1999) and Bhopal's first and only International School which is also a premium CBSE School with all modern facilities for education at Lambakheda in Bhopal. The RED ROSE GROUP has now completed 43 years of educational service in the city.

Mrs. Ponda's untiring efforts and an unquenched thirst for imparting quality education can easily be seen from her daily routine where in the early morning, she can be seen attending the morning assembly at one of the three branches and thereafter, taking keen interest in trying to find out ways to improve the techniques and methodology of education. She is also in the process of writing a book on the formative stages of a child and the role of a teacher during this period.

She has received numerous awards and scrolls of honour by noted organizations for her contribution to education. A few of them include the Shiksha Navratna Samman by School Today magazine, Ahindibhashi-Hindi Sewa Samman, Social Service award by the TB Association of M. P., etc..

Mrs. Ponda is also an active member of the Lions Club where in she has scaled numerous heights, the Rashtrabhasha Prachar Samiti, Bharatiya Vidya Bhawan, the Indian Red Cross Society, Shree Gujarati Samaaj, etc.



## Awards Galore!! .... MKPC is the Best Management Institute in Bhopal



M K Ponda College of Business & Management is known for its innovative & quality education. The College has made continuous efforts to realize its vision & mission of nurturing lively inquiring discerning & creative students. Great time & resources are put into developing an innovative and balanced curriculum & a professional learning community among teachers. The College rightly attaches importance to the pursuit of personal growth aesthetic appreciation, positive outlook, appreciation for others as the priority.

We are extremely proud to share that the efforts of the College have been awarded with the **Best Management Institute in Bhopal at the Global Education Excellence Awards 2015** organized by **Prime Time Research Media Private Limited** in Delhi on 30th March 2015. The award was presented to Mr. Sumeet Ponda, Chairman, Red Rose Group of Institutions by Mr. Kirti Azad, MP and member of the 1983, World Cup winning Indian Cricket Team, Mr. Raj Agrawal, Director, All India Management Association (AIMA) & Mr. Anand Kumar, Founder of the Super 30 Group in a glittering ceremony held at Delhi. In addition to this the group is acknowledged for its contributions towards upliftment of education in society.





**Institute** : M K Ponda College of Business & Management  
**Approved by** : Higher Education, Govt. of M.P.  
**Affiliated to** : Barkatullah University, Bhopal  
**Status** : Self-Financed Institute  
**Location** : Lambakheda, Berasia Road, Bhopal-462 038  
**Telephone Nos.** : (0755) 2854711/22/33  
**Fax No.** : (0755) 2733731  
**Website** : [www.mkpondacollege.org](http://www.mkpondacollege.org)  
**Email** : [hi@mkpondacollege.org](mailto:hi@mkpondacollege.org)  
**Helpline** : 98270 78687  
**College Code** : **P-105**

