

General Information

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
Email : hi@mkpondacollege.org
Helpline : 98270 78687
College Code : **P-105**

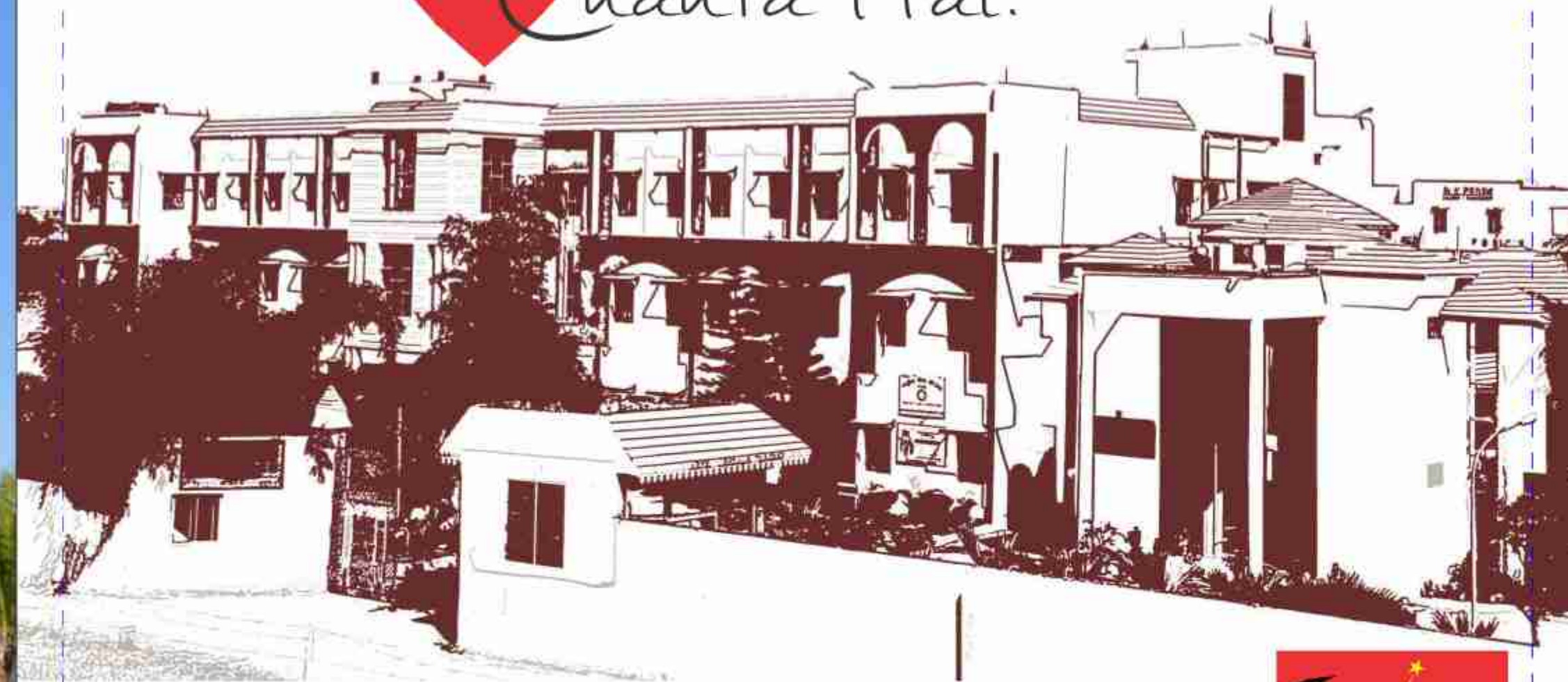


Lambakheda, Berasia Road, Bhopal

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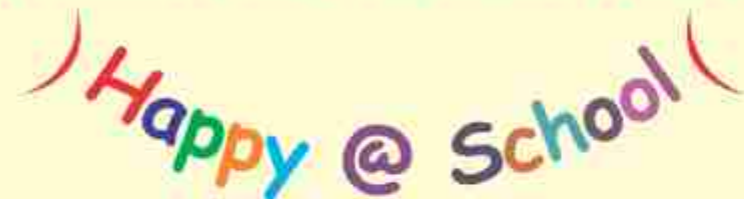
www.mkpondacollege.org

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A trusted brand in Education for Generations



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 38 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 another 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.

**RED ROSE
SCHOOL**

**Sumeet Ponda
Chairman
The Red Rose Group**



Empowering the Youth to create Jobs & Wealth

India – a country that once upon a time held the reins to World economy is still far from its glorious economic past. It is still being labeled a developing economy. We are a country where in the rich are getting richer and the poor are becoming poorer. We symbolize the great 'Indian divide' where the gap between the 'haves' and the 'have nots' is widening by the day. It is because of this ever-widening gap between the two classes that I apprehend a civil war like situation in near future. The indifferent attitude of the political parties and their unconcern towards the problem adds volumes to the situation. The divide poses a bigger threat than ever before now because the under-privileged class now knows what they don't have. Their frustration is boiling. They are dying to enter the main stream but are not being allowed to.

A country of 1.20 billion counted population where the youth accounts for a mind-stirring 65% of the whole chunk with their minds tuned for a placement is horrifying. We are known as a young country today. Imagine a scenario after 40-50 years when we will be known as a retired country! Imagine a country which survives on pension and retirement plans!! The situation looks grim when we see an unaccounted-for, parallel economy - ruled by black money - which has outgrown the real economy rule the roost; uncontrolled inflation spreading like wild fire making living tighter by the day; negative balance of trade and balance of payments; unemployable youth being churned out in hundreds of thousands by greedy educational institutions and coaching centre; the increasing rate of criminal activity; corruption; terrorism; the bare fact that 70% of our agriculture-dependent population survives on less than Rs. 20/- per day; the truth that 80% of India's wealth is handled by 20% of its population; the very reality that 65% of the total population lives below the poverty line because they cannot earn a meagre sum of two thousand rupees a month for sustenance. The entire scene is bleak.

It scares me no end to imagine the verity that no parents are even willing to allow their children to take the plunge and become entrepreneurs when the fact of the matter remains that it is far easier to create a job than finding one. People are apprehensive of failure, losing money and face but they fail to understand that they have a duty towards their nation, the motherland which is supreme. The most prevalent worry is that one needs money to create business. This is only a myth. We have grown up hearing success stories of ordinary human beings who converted ideas into business and business into profits and ultimately, wealth. Haven't we? In a huge country like ours' where 85% of the economic activity is being carried out in an unstructured manner, there is a huge potential for all in our young brigade to create huge business by structuring ordinary trades. India needs young men and women to take the lead and turn into people running their own enterprises. This is not only help in creation of jobs but also creation of surplus wealth that no ordinary household can generate from their fixed monthly income. This will not only strengthen the economy, it will also create occupation for the underprivileged class and bring them into the main stream. More number of entrepreneurs will mean a prosperous nation and a satisfied population.

The M K Ponda College of Business and Management was created with this sole purpose in mind that we work on the mindsets of our students and tune them to create businesses on their own. Changing mindsets is the toughest task. Reversing and then positively channelizing the thought process of the youth was an enormous task. And I am happy to proclaim that in a short span of seven years, our No-placement College has created a niche for itself and many a students from our first two batches have created their own business and in the process, have created new jobs. We began with a small thought and it gives one pleasure to see that thought spreading like fire in the forest. It is our promise to the Nation that we will, through our students, do our bit to create a new India, a bold, confident, resurgent India that we shall take pride in.

Let us join hands to make your child build an economic super-power....

Sumeet Ponda

The Different College

The M K Ponda College of Business & Management offers chiseled and comprehensive courses in **BBA, BCA, B.Com., B. Com. (Hons.) and B.Sc.** In a short span of just eight 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 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. It is geared up for development of a strong and vibrant business and management campus keeping the programme 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 separate auditorium on a sprawling three-acre campus located in sylvan surroundings to cater to the requirements of well over a 1000 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 with a seating capacity of 500 plus.

It gives ample opportunity to the students to exhibit the talents on the stage. It gives space to the students and young scholars to present the research papers in workshop and seminars at National and International level.



AMPHITHEATER The Institute has an amphitheatre 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 to have 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.

EXAMINATION CENTRE

The college is now the approved examination centre recognized by the Barkatullah University for all concerned Examination.



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 2.30 P.M. on all working days. 75% attendance is compulsory.



GRIEVANCE AND REDRESSAL CELL The Institute and the Management are constantly on their toes to deliver the best to the students. However suggestions or complaints from the student as well as the parents are welcome to improve further. For this purpose, a complaint/suggestion box is installed and the redressal committee regularly goes through it for prompt action.

**Because
you are
special !**



FACULTY The Faculty of the college has been selected keeping in view their reputation in the field of education, high qualification, vast experience and academic excellence. The faculty encourages a supportive learning community that gives impetus to meaningful interactions between faculty and students, thus building interpersonal skills, required for business leadership.

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.

Eligibility & Admission

10 + 2 (Science/Commerce/Arts)

Excellent academic record

High potential for success

Strong motivation for achievement

Great future prospects

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 ICT revolution for many well known reasons.

Eligibility & Admission

10 + 2

Excellent academic record

High potential for success

Strong motivation for achievement

Great employment prospects



BEYOND ACADEMICS The non-academic or extra-curricular activities involving workouts and Yoga, business games and quizzes, social and community work, sports and indoor-games, all leading to the holistic development of the students' personality.

B. COM

The programme Undergraduate courses in Management, Commerce & Computer Application. **Electives** With **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

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.

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 jhingaala" 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.

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.



Eligibility & Admission

10 + 2 (Science/Commerce/Arts)

Excellent academic record

Strong motivation for achievement

Opportunity To Be Different

Chahata Hai!

B. Com (Honours)

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

Eligibility & Admission

10 + 2 (Science/Commerce)

Minimum 60% Marks in 10+2

Different Course

Tests mental Ability

Great prospects

Admissions will be granted on the basis of merit, percentage of marks obtained in the qualifying examination. **Total seats -60**

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.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.

Admissions will be granted on the basis of merit, percentage of marks obtained in the qualifying examination. **Total seats - 60**

Eligibility & Admission

10 + 2 (Science)

Excellent Academic Record

Strong Motivation for Achievement

Different Approach

Research prospects

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 in disciplinary action. Decency in dress must be maintained at all times. Ragging in ANY form is a punishable offence.

Documents Required For Admission

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

- Original & attested copies of mark sheets (Std. X & XII).
- 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).
- Original Income Certificate of Parent(s).
- Samagra ID | Aadhar Card | Bank Account Number.
- Mobile number and email ID.
- Affidavit from parents regarding
- Declaration of caste and Income.

MKPCBM Students CREATE BUSINESS

Many of the MKPCBM students have strictly 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" and have started their own business. They have not searched for jobs but have created jobs for themselves and others in the field of Real Estate, I.T. Business, Interior Decoration, Event Management, Garments, Building Material, Sale & services of Mobile and Fast moving consumer goods etc. Here are a few:



Rahul Udasi
Garments



Ravi Mourya
Essential Supplies



Lucky Gupta
Concent Trading



Sachin Kartariya
DJ & Net Kiosk



Mayank Dubey
Internet Café



Vikas Pathak
Soft Toys. Mfg.



Rajesh Vishwakarma
Ice Cream Supplies



Sachin Chouksey
Event Manager



Lalit Meerchandi
Perfume Shop



Devendra Sahu
Advertisering



Sayneet Gundhi
Female Fashion



Obeder Rehman
Retail Shop



Anam Jain
Building Material Shop



Shyam Soni
Paper Recycling Business



Ravi Chouksey
Property Dealing



Amit Babel
Auto Parts Shop



Ravi Gour
Real Estate



Rahul Rajpal
Construction

Meritorious Achievements Galore

Seven years only and we have had our formidable representation in the University Merit List. And the list is growing....

Management Faculty		Commerce Faculty		Science Faculty	
BBA	%	B. Com	%	B.C.A	%
Ankit Gupta	83.60	Rupal Bansal	(84%)	Nidhi Sharma	(86.5%)
Prashant Chourasia	82.40	Neha Sharma	(79.5%)	Kashmiri Chouhan	(85.3%)
Anshul Verma	82.00	Mayuri Dawani	(78.88%)	Khushboo Pawar	(84.8%)
Priya Chourasia	81.60	Akansha Thakur	(78.66%)	Nisha Raj	(83.5%)
Shruti Jain	81.60	Surbhi Sharma	(78%)	Sonu Sahu	(83.0%)
Nishant Singh Thakur	80.80	Naresh Pal	(77.8%)	Sapna Namdev	(82.0%)
Sadaf Ali	80.80	Manorma Mahor	(77.8%)	Aditi Sharma	(80.5%)
Aarti Singh Gosain	80.00	Rupali Kanojiya	(76.4)	Rajesh Banwale	(80.0%)
Ashish Garud	80.00	Arjun Singh	(77.5%)	Kirti Sad	(76.7%)

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, Mehendi 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 when the same is entrusted to any School, the School is

With her hard work and strong determination in 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. RED ROSE SCHOOL is due to complete its 39th session.

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.

