

BROCHURE 2026-28



APPROVED BY AICTE
AFFILIATED TO MG
UNIVERSITY

WE CRAFT TOMORROW'S LEADERS

GET A DUAL SPECIALISATION MBA FROM
RAMS BY CRAFT B-SCHOOL



RURAL ACADEMY FOR MANAGEMENT STUDIES
CHERAI, AYYAMPILLY P.O., KOCHI-682501

9496693383 | 9061519222
rams.ernakulam@gmail.com
www.ramsbschool.org



EARN AN MBA DESIGNED FOR THE FUTURE

FULLY-APPROVED

AICTE-approved, MG University-affiliated 2-year full-time programme.

AFFORDABLE FEES

Quality education made accessible and equitable for all

DUAL SPECIALISATION

Graduate with expertise in two high-demand business domains.

PROVEN ACADEMIC RECORD

Consistently strong university results and confident graduates.

SCHOLARSHIPS BASED ON MERIT

Fee exemptions and financial aid for deserving students

CALM & CONNECTED CAMPUS

A green, WiFi-enabled campus designed for focused learning.



A TRANSFORMATIVE MBA EXPERIENCE

At RAMS B-School, education is more than just earning a degree. It's about becoming a leader who makes a difference. Our two-year, full-time MBA programme equips students with strong business foundations, practical experience, and the values needed to lead with purpose and impact.

PROGRAMME FEES

Rs 60,000 per semester. The 2-year programme consists of 4 semesters.

SCHOLARSHIPS

Fee exemptions and grants available for eligible students from coastal communities and SC/ST/OEC/OBC-(H) categories.

A CAMPUS BUILT FOR YOUR SUCCESS

Our campus blends cutting-edge technology with supportive spaces to enhance your learning and personal growth.

Facilities include:

- Well-stacked Library
- Real-time Analytics & Simulation Labs
- Secure On-Campus Hostels
- Innovation & Collaboration Spaces
- Wellness & Student Support Services

PROGRAMME OVERVIEW & ADMISSIONS

ELIGIBILITY CRITERIA

A **Bachelor's Degree** from Mahatma Gandhi University or an equivalent recognised University with minimum marks:

- General Category: 50%
- OBC: 47%
- OEC: 45%
- SC/ST: Pass marks

HOW TO APPLY

Visit apply.ramsbschool.org and complete the application form and submit the required documents for verification.

Candidates are shortlisted based on entrance scores and invited for GD and Personal Interview, conducted by our experienced faculty panel.

Final rankings are calculated using the weighted scores from the entrance exam, group discussion, and personal interview.



PROGRAMME CURRICULUM

In the second year, students customise their MBA by choosing any two major **specialisations** aligned with their career goals.

SPECIALISATIONS

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

FREE ADD-ON COURSES

- Advanced Excel (Certificate Course)
- Digital Marketing
- SPSS For Data Analysis
- British English Communication

QUICK FACTS



94%

PLACEMENT SUCCESS



₹3.6 LPA

AVERAGE SALARY



600+

STUDENTS PLACED

SEMESTER 1

Management Concepts & Organisational Behaviour
Business Communication
Managerial Economics
Accounting for Management
Quantitative Methods
Legal Environment of Business
Environment & Disaster Management

SEMESTER 2

Financial Management
Marketing Management
Human Resources Management Operations
Management
Management Science
Management Information Systems & Cyber Security
Entrepreneurship Development
Comprehensive Viva Voce - I

SEMESTER 3

Big Data & Business Analytics
Indian Knowledge System & Indian Ethos
Elective Papers 1-4
Summer Internship

SEMESTER 4

Strategic Management
Elective Papers 1-4
Research Project
Comprehensive Viva Voce - II

MEET OUR TEAM



ADV. C.A. MAJEED
Executive Director



ADV. M.M. MONAYE
Chairman

FACULTY TEAM



DR. MINU JOHN
Principal



DR. GEO PAUL K.
Academic Advisor



VIJAYAKUMAR K.
Associate Professor



ADV. SHERA SURESH
HOD & Placement Officer



ADITHYA M.C.
Assistant Professor



DHANYA J.
Assistant Professor



REMYA K.V.
Assistant Professor

ADMINISTRATION TEAM



NITHEESH V.R.
Administrative Officer



DHEESHMA ANTONY
Public Relations Officer



K.P. SIVARAMAN
Accountant

VISION

To develop responsible leaders who drive positive change in business and society

MISSION

To empower students with ethical leadership, practical skills, and a commitment to making a lasting impact in their communities and beyond.

VALUES

- We lead with honesty, ethics, and accountability.
- We stay deeply connected to society and strive to create meaningful change.
- We nurture creativity and encourage entrepreneurial thinking.

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Our team brings together decades of experience across academia, industry, and public service, working together to shape students into confident, responsible leaders ready to make an impact in the world of business and beyond.

OUR RECENT PLACEMENTS



RETHIKA JOSEPH



AYANA AJAYAN



ARUNDEV K.S.



EMMANUEL JOSEPH



ALTHAF N



SANDRA P.J.



RAHUL KRISHNAN K.M.



AKSHARA SUBASH



SREELEKSHMI R.



ABHIJITH K.A.



SOORYA P.S.



SHILPA P.M.



KRISHNENDHU G.



RAHUL RAJENDRAN



HARIKRISHNAN H



ANAKHA BABU



GODWIN SHARON



ALKA S. CHANDRAN



NIRMAL JOSE



MARY SNEFI K V



Campus Life

Life at RAMS by CRAFT goes beyond classrooms and coursework. Set in a peaceful, green environment near Cherai Beach, our campus offers the perfect balance of academic focus, personal well-being, and vibrant student life.

Festivities at campus



Outbound trainings



Student clubs & societies



Sports & games



Events & celebrations



Community initiatives



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