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MBA ADMISSION 2012

Selection process

Candidates seeking admission to Bharathidasan Institute of Management, Tiruchirappalli should have appeared for the Common Admission Test (CAT) conducted by Indian Institute of Management, Kolkata between 22nd October 2011 and 18th November 2011. It is the responsibility of the applicant to provide the correct details to CAT authorities so as to enable them to send the applicant's score to BIM's admission office. The Common Admission Test Registration Number should be incorporated in the BIM application form / online registration page in the space provided therein.

The selection process consists of following stages:

1. Shortlisting of candidates based on CAT 2011 scores
2. Personal Interview, Group discussion etc. for shortlisted candidates.

Candidates will be shortlisted for the second stage mentioned above based on CAT 2011 scores obtained by the applicant. The second stage will consist primarily of Personal Interview and Group Discussion. The Selection Process will be conducted at Bangalore, Kolkata, Chennai, Delhi, Mumbai and Tiruchirappalli. Other centres may be added based on sufficient demand. Academic performance of the candidate in the qualifying degree programme and relevant work experience are the other components which are verified and given weightage during the second stage of the selection process. The final selection for the MBA programme will be based on the performance of the candidate in all of the above five components.

Eligibility

Applicants should hold a Bachelor's Degree (under 10+2+3 or 4 pattern) or a Post-Graduate Degree in any field including Arts, Science, Commerce, Engineering or Social Sciences. Candidates who possess ACA / ACWS qualification are also eligible to apply. They should have secured a minimum of 50% marks either in their Graduate Degree or Master's Degree examination or in their professional qualification. Candidates appearing for the final Bachelor's or equivalent degree examination are also eligible to apply, provided they complete all the requirements for the qualifying examination by 30th June 2012. Their admission will, however, be provisional till they produce proof of having passed the examination with a minimum of 50% marks. Evidence of such a pass should be produced before 31st July, 2012 positively.

Disclaimer

BIM reserves the right to modify the selection process at any time. BIM will not be responsible for any statutory or regulatory developments that may happen after 01st December 2011 which will have a bearing on or which will affect the selection process.

From the Director's Desk



I congratulate you for taking the first step towards pursuing the MBA programme at BIM !

BIM is a unique experiment in academia - industry collaboration. Three great men are credited with the vision behind BIM - Bharat Ratna Shri C Subramaniam, Dr. V Krishnamurthy, former Chairman of BHEL and Prof. P S Manisundaram, the first Vice Chancellor of Bharathidasan University. They envisioned BIM to be a Business School that would make a difference. Through the past 27 years, BIM has lived up to their vision and has been truly a School of Excellence of Bharathidasan University.

Padma Bhushan Shri S Ramadorai, Chairman of the Board of Governors of BIM, the faculty and staff are all committed to sustain the high standards set by our founders.

Year after year, our graduates have achieved hundred percent placements. The competence, hard work and knowledge displayed by our students at the work place makes the corporate recruiters always come back to BIM. Our Alumni are the Brand Ambassadors of BIM!

You will find the BIM Admission Process to be strict but fair and transparent. All of us at BIM wish you success in CAT 2011 and in our Group Discussion / Personal Interview (PI) Process.

I look forward to welcoming you for commencement in July 2012 at the Institute!

N. BALA BASKAR

Director

Introducing BIM

Genesis



Dr. K. Meena
Vice-Chancellor
Bharathidasan University,
Tiruchirappalli.

Bharathidasan Institute of Management is a School of Excellence of Bharathidasan University founded in the year 1984. In 1984, Bharat Ratna Shri. C. Subramaniam along with Prof. P. S. Mani Sundaram, the first Vice-Chancellor of Bharathidasan University chaired a Meeting of leading academicians and Industrialists and an idea was born... An idea that was a vision....



Shri A. V. Krishnan
Executive Director
BHEL, Tiruchirappalli.

A vision of a Management Institute which would be grounded in strong theoretical inputs and would have the proactive partnership of a large Industrial Organisation providing its students with a real world learning experience. This vision culminated in the establishment of BIM in active partnership with BHEL, Trichy and the Bharathidasan University.

BIM offers one of the most coveted MBA programmes in India. Entry to this course is regulated through a rigorous selection process. BIM has an annual intake of 120 students. MBA graduates from BIM are widely placed in the Industry. The Programme has attracted people with diverse backgrounds, career interests and aspirations but who have one thing in common - an interest in learning and a desire to equip themselves for challenging managerial positions.

Philosophy and Culture

BIM is committed to excellence and this philosophy pervades every aspect of the Institute. The Institute maintains consistently high academic standards. The students are given an indepth exposure to all management disciplines, and close liaison with business and industry is incorporated into the curriculum. BIM provides the right ambience for the students to develop their personal and professional skills. The Institute lays great emphasis on righteous behaviour of students to groom them as responsible citizens, reflecting the core values of Indian tradition.

Goals of BIM

Unlike many other business schools that run many programmes along with MBA, BIM focuses all its resources and energy only on the MBA programme. All other activities that are carried out by BIM like management development programmes, consultancy assignments, case development, research etc. are aimed at improving the quality of input given to the MBA students.

BIM's MBA programme is designed to produce skilled managers, effective leaders and responsible citizens capable of succeeding in all types of business organisations, large, small, private, public and non-profit. This is achieved through highly selective admission of qualified and motivated students, and then by providing these students with the analytical skills, creativity, sensitivity and breadth of awareness necessary to be successful in diverse management situations. At BIM everyone constantly strives for excellence, i.e., "Perfection in Action", and this makes all the difference.

Strengths of BIM

- ❖ Direct linkage with industry for acquiring practical skills of management.
- ❖ Diverse student body developed through a highly competitive admission process.
- ❖ Qualified full-time faculty with a blend of academic and Industrial Experience.
- ❖ Successful managers and business leaders as part-time / visiting faculty.
- ❖ Access to extensive facilities like well stocked library, 24 hours computer centre with 20 MBPS Internet facility.
- ❖ Flexible curriculum well-recognized for its breadth and depth.
- ❖ Career planning and placement leading to challenging management positions.
- ❖ Distinguished alumni recognized for their performance in the Industry.
- ❖ Leading indian and foreign companies who participate in our campus recruitment regularly every year.
- ❖ Developing a sense of duty, professionalism, belonging and gratefulness.

Accolades...

"One of the most satisfying moments to interact with Young Professionals of tomorrow, I enjoyed the interaction, questions and attentiveness. Best of Luck to BIM, its Vision and the Leadership that is driving it".

Shri S. Ramadorai V.C, TCS
Adviser to Prime Minister on Skill Development

"I was delighted to be at BIM, particularly to share my experiences with the young managers - who will become leaders of tomorrow. Many interesting questions came from them. I wish all success to BIM to become one of the top management institutions in India".

Padmashree Dr. A. Sivathanu Pillai
Distinguished Scientist, CCR&D, DRDO, New Delhi

"Excellent opportunity to have interacted with the students of BIM. Very enthusiastic and thirsty type. Wish the Institute & the students all the very best."

Shri Muthu Kumar Thanu
C.H.R.O. - TAFE Group, Chennai

"It was heartening to see the level of commitment and openness in the faculty. This will certainly inculcate good values in students"

Shri H. K. Mittal
Advisor, DST, New Delhi

"I had a nice time interacting with the students. They had a lot of questions & were a very eager group!"

Shri V. Jayaraman
Boston Consulting Group, Boston, USA

"I interacted with group of interacting and knowledgeable students".

Prof. R. Ramanathan
Boston Consulting Group, Boston, USA

"It was a privilege having had the opportunity to visit BIM as a guest student 20 years ago under Dean Pyare Lal Arya. BIM inspired me to get my own MBA at IMD.ch and it is now a bunching pleasure to get back to this inspiring institution. To hold the role of guest lecturer to the present students, sharing a few experiences and hopefully giving back part of what I owe to BIM".

Dr. Othmar B. Ulrich
Executive Director, OTC Foundation, Switzerland

"It was my pleasure to be here. I have heard about the Institute and have a great respect and regard for C. Subramanian. Because I worked closely with him for the Green Revoultion and White Revolution."

Shri Roger C. B. Pereira
Roger Pereira Communications, Mumbai

"It was a great experience to interact with the bright students at BIM"

Jayant V. Pendharkar
TATA Elxsi limited, Mumbai

"I thoroughly enjoyed my lecture here. The students were extremely interactive and asked very penetrating questions. I am very impressed."

Sri Nalini Ravishankar
Professor of Statistics, University of Connecticut

"I enjoyed meeting the students and faculty. I hope my talk made sense, but I feel that is globalized world collaboration is the most important issue. Jean was a great example."

Shri Claude Arpi
Auroville, Puducherry

"I enjoyed interacting with a vibrant set of students. I hope to visit again and set up collaborative activities."

Shri V. L. Narasimhan
Department of Computer Science, East Carolina University

"It has been a privilege to be here amidst youngsters brimming with enthusiasm and intellect. I wish all the best for this esteemed institution.

Dr. R. K. Kakkar I.R.S
Commissioner of Income Tax, Trichy

Infrastructure

Location

The Institute is located in the sylvan surroundings within the BHEL complex, 16 kilometers east of Tiruchirapalli on the Tiruchirapalli - Tanjore highway. Tiruchirapalli is a town of historical and cultural significance. A town of temples, it has also been a major centre for learning in Tamil Nadu for the last 150 years producing outstanding stalwarts like Sir C. V. Raman, Sir Vishweswaraiya and Dr. A. P. J. Abdul Kalam. BHEL Complex is a peaceful, self contained township with a mix of people from all over the country living in the Campus. All accommodation, back-up and recreational facilities of the Institute are located in the BHEL Complex.

Classrooms

All classrooms are fully air-conditioned, and are equipped with advanced audio visual aids. Faculty and Students use laptops with multimedia facilities for classroom presentations, discussions and analysis. All class rooms are connected to internet to facilitate the use of vast online resources for better classroom interactions.



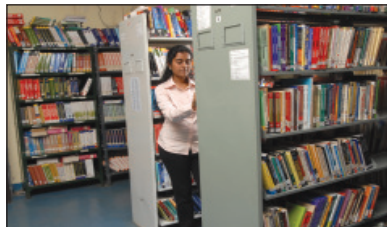
The Institute also has access to a large centrally air-conditioned auditorium with a capacity to house more than 1500 people.

Video Conferencing Facility

BIM has full fledged state of the art video conferencing facility to facilitate interaction with industry leaders in India and abroad.

Library

BIM has a comprehensive computerized library with more than 15,400 volumes. The Library also subscribes to an extensive collection of over 95 International and Indian journals /magazines. We are also having 8 online databases. An impressive collection of over 500 Video Cassettes and CD



ROMs on a wide range of managerial issues compliment the Library's resources. The students also have access to the Corporate Library at BHEL, Trichy and the Central Library at the Bharathidasan University. Students and faculty have access to 1,100 journals online including Harvard Business Review.



Computing Facilities

Our Computer Centre is kept open 24x7 to cater to the need of our students offering them highly flexible user timing. In general, this facility has computers that surpass the requirements of our courses. These client PCs are backed by four high end IBM Blade Servers. We have several softwares that support classroom learning. New softwares as and when necessitated are also installed in our CC to maintain up to date status.

Online Databases

EBSCO, IBID, CRISIL, INDIASTAT, CMIE (Prowess, Industry Analysis Service, Business Beacon), DEL NET, CAPITALINE PLUS, SCIENCE-DIRECT

MSDN Academic Alliance Programme

BIM has registered for the MSDN Academic Alliance Programme. This programme provides a complete, inexpensive solution to keep academic labs, faculty and students of BIM on the leading edge of technology.

The numerous benefits that will be derived as part of this membership include:-

- Access to the latest set of Microsoft platforms, servers, and developer tools.
- License to install the software on any number of lab machines for instructional and research purposes.
- Four technical support incidents in addition to access to the managed newsgroups.
- Private newsgroups where faculty can ask technical and administrative questions, collaborate with each other, and talk with the MSDNAA team.
- Comprehensive Web site that provides resources for faculty, including
 - ✓ Programme information and news.
 - ✓ Projects, tutorials, academically focused articles, and curriculum.

ORACLE Academic Initiative

BIM has registered for the ORACLE Academic Initiative. This initiative will provide valuable benefits by way of access to the latest Oracle software, state-of-the-art Oracle curriculum, faculty training, certification resources and free membership to Oracle Technology Network (OTN).

SPSS Statistics 18 **IBM SPSS Statistics 18**

BIM has acquired the SPSS Statistics 18 Package, which is widely used for data analysis.

Curriculum

BIM's curriculum is reviewed biannually and is updated to meet the needs of ever-changing business environment. Experienced professionals from the Industry and Academia take part in this exercise of restructuring. BIM follows a trimester pattern of evaluation. The first year of the course provides rigorous grounding in all fields of management. The second year operates on a cafeteria approach wherein the student is allowed to choose from a range of courses. As part of academics, students are given variety of case studies and project works to enhance their diagnostic and decision making skills.

First Year Courses*

(* Subject to change)

First Trimester

Fundamentals of Management
Mathematics and Statistics for Managers
Financial Reporting & Performance Analysis
Marketing I
Information Systems
Organisational Behaviour I
Economics for Managers I
Business Communication

Second Trimester

Cost Management
Corporate Finance I
Marketing II
Economics for Managers II
Organisational Behaviour II
Business Research Methods
E-Business
Business Communication

Third Trimester

Operations Research
Corporate Finance II
Regulatory & Legal Aspects of Business
Human Resources Management
Production and Operations Management
Business Communication

Second Year Courses*

(* Subject to change)

Fourth Trimester

Strategic Management - I + 5 Electives

Fifth Trimester

International Business + 5 Electives

Sixth Trimester

Strategic Management - II + 5 Electives

Areas of Specialisation

Human Resources Management

Due to fundamental changes occurring in the business environment, the Human factor has moved from the wings to the centre stage in the organisational arena. In response to the increasing requirements for HR professionals in the industry, BIM offers a HRM package consisting of the following courses:

Organization Development & Change Management

OD functions as an enabler, establishing systems or removing obstacles to increase the organization's potential for effectiveness and success in achieving its desired outcomes. This course examines the sources and nature of change in organizations. We examine new challenges and opportunities the firms are facing, and the choices involved in designing a change initiative in response. Thus we discuss the change processes with awareness of what the real issues and interests are for all those who have a stake in how jobs are designed and how organizations operate. We turn to the theory of organizational change and development and develop an understanding of planned change interventions conducted at individual, group and systems levels. Students will develop their skills in "diagnosing" and implementing organizational change.

Training and Development

To provide an understanding of the systematic approach taken by the human resource development practitioners when instituting training interventions for individuals in modern organizations. Almost invariably the goal is to improve on-the-job performance so as to enhance the overall effectiveness of the organization and increase the likelihood of reaching organizational goals will be reached.

Other Electives

- | | |
|-----------------------------|-------------------------|
| ✧ Compensation Management | ✧ International HRM |
| ✧ Cross Cultural Management | ✧ HR analytics and HRIS |
| ✧ Performance Management | ✧ Labour Laws |
| ✧ Recruitment and Selection | ✧ Strategic HRM |
| ✧ Personal Growth Lab | ✧ Leadership |

Systems

The focus of this area is on managing Information Technology and developing IT as a source of competitive advantage. Some of the courses offered in this area are as follows:

IT Operations Management

Businesses today are enabled through technologies to a large extent. Hence information technology is the core around which organizations operate and manage. This course focuses on the definition, delivery and management of IT services; the operational aspects and IT resources required to support the services.

IT Strategy

Information Technology is one of the key drivers of all business organizations, which operate in an uncertain and complex environment. IT is an important source of competitive advantage and is closely intertwined with corporate strategy. IT creates business value by maintaining business operations, improving business results and providing strategic leadership in the marketplace for the enterprise.

This course helps students gain an understanding of how a dynamic IT strategy and superior IT governance can lead to improved business effectiveness. It also familiarizes them with the critical issues in IT management and provides them the right perspective to place technology in the overall business context.

Other Electives

- | | |
|--|---|
| ✧ Internet Technologies | ✧ Knowledge Management |
| ✧ RDBMS & Oracle | ✧ Business Process Management |
| ✧ Enterprise Resource Planning | ✧ Technology Trends and Cloud Computing |
| ✧ Software Project Management | ✧ ITes Management |
| ✧ Data Warehousing & Business Intelligence | ✧ Information Security Management |

Marketing

Brand Management

The thrust is on the concept and practice of Brand Management in its totality. It addresses issues such as a brand's core identity, benchmarking, developing and sustaining successful brands, online branding, brand valuation and global branding.

Sales and Distribution Management

The objective of this course is to provide the students with an understanding of Sales management, personal selling and management of distribution channels.

Other Electives

- | | |
|---------------------------------|---------------------|
| * Retailing | * Consumer Behavior |
| * B2B Marketing | * Rural Marketing |
| * Strategic Marketing | * Media Planning |
| * Advertising & Sales Promotion | * E-Marketing |
| * CRM and Service Marketing | |

Finance

International Financial Management

As business are operating on an increasingly global scale, this course provides the students with the theoretical and analytical tools needed to make sound business decisions in an international arena and to specifically understand the nature of exchange rate risk and to learn how to effectively deal with this risk.

Managing Banks and Financial Institutions

Banks play a pivotal role in the Indian economy. This course focuses on banking theory and practice as applied to the unique conditions of this country. Students learn about the operational issues faced by banks.

- | | |
|--|---|
| * Security Analysis & Portfolio Management | * Applied Corporate Finance |
| * Corporate Valuation | * Financial modeling using spreadsheets |
| * Fixed Income Securities & Derivatives | * Private Equity and Investment Banking |
| * Project Management and Finance | * Insurance and Risk Management |
| * Strategic Financial Management | * Private Wealth Management |

Operations

The focus of this area is on the significant aspects of Operations Management, the recent developments and emerging trends in the practices of Operations Management. Some of the courses offered are:

Lean Enterprise for Competitive Advantage

The course dwells on theories including MRP I / MRP II techniques, JIT production and purchasing / OPT, TQM philosophy, quality through design, process improvement and small group activities, ISO 9000 requirements, Supply Chain Management, FMS Group Technology, Cellular Manufacturing and CAD / CAM.

Supply Chain Management

The course objectives are to define a supply chain and understand material, information and capital flows. It aims at understanding the major challenges involved in supply chain management, including variability, organisational silos, the Bullwhip Effect, and trade-offs. It aims at making the student recognize the importance of product design and manufacturing in the supply chain process. And last but not the least, learn the importance of metrics, including chain-wide metrics.

Revenue Management

This course provides a comprehensive introduction to both the theory and the practice of revenue management and pricing. Revenue management is an applied discipline its value derives from the business results it achieves and is grouped under some of the dominating factors like Forecast, optimization, dynamic pricing, bid prices etc. Students will learn to identify and exploit opportunities for revenue optimization in different business contexts.

Personal Growth Lab

Teamwork and therefore groups has been increasingly the focus of attention for a wide variety of reasons for quite sometime now. On one hand there is an increased realization that groups need to be the focal point of our attention organisations require to harness the synergy available only in groups. On the other hand individuals require the group both to work in and work with for their (personal) growth and development. This trend towards groups being a focal point attention is gathering momentum.

Students are therefore taken through a trimester module, along the lines of a workshop, focused on,

- * Awareness of the self for personal effectiveness;
- * Awareness of the other for interpersonal effectiveness;
- * Awareness of the group for group effectiveness.

CECMAR [Centre for Contemporary Management Research]

BIM is committed to excellence in providing Management education. This philosophy pervades every aspect of the Institute. Management Development Programmes, Consultancy Assignments, and Management Research are carried out on a regular basis at BIM. One of the Institute's important milestones towards this is the genesis of the "Centre for Contemporary Management Research" [CECMAR].

Objective

Centre for Contemporary Management Research has the central purpose of identifying and analysing emerging issues in management and disseminating the knowledge to practitioners, researchers, and students of management.

Scope of CECMAR

CECMAR is involved in all the relevant activities related to research and diffusion of knowledge pertaining to contemporary management issues. In pursuit of this ideal objective, the centre is involved in:

- ◆ Active research under the guidance of eminent management scholars and thinkers, leading to research publications and degrees
- ◆ Publishing a quality peer reviewed bi-annual journal under the name "The Journal – Contemporary Management Research"
- ◆ Periodic conduct of Conferences, Workshops, Seminars, and Special Lectures by leading personalities to share the knowledge gained through rigorous research
- ◆ Encouraging students to take up management research in a systematic manner
- ◆ Build up knowledge networks with other research centres and create a research database.
- ◆ Providing assistance to industry and other institutions through research solutions.

ATHENAEUM

Athenaeum is an annual management international research conference at BIM. This conference is a confluence of academicians, practitioners, researchers and students where varied topics on contemporary management issues are discussed and deliberated. The event showcases scholarly work from academia and industry on the same platform, providing a professional forum of idea interchange. It is for the sixth year in a row that Athenaeum will be conducted in February 2012. The conference attracts more than 200 research papers from about 15 countries. Each year, Athenaeum has seen a marked increase in the quality and quantity of research papers received from around the world. Much of the success was due to the participation and contributions of eminent scholars and practitioners from around the globe.



JOCMAR [Journal of Contemporary Management Research]

True learning does not occur unless and until knowledge is shared. Therefore, a bi annual journal is published by the Centre. The journal publishes original research papers and articles from students and faculty on topics of contemporary management research. Articles from the corporate world and book review also form part of the journal.

The journal has been consistently presenting a bouquet of research papers since 2007. CECMAR has included the journal in the database of EBSCO and is in the process of including it in other leading database such as Cabell's Directory and Scopus.

Industry Tie-ups: CECMAR had tied-up strategically with BHELSEA, TREC-STEP and Info-Dev [World Bank Project] in the past and some of the projects are ongoing.

Placements

At BIM, Placements is a focused activity. Students are encouraged to discover their strengths and interests and accordingly apply for roles and organizations. BIM has achieved 100% placements since inception and enjoys a niche in the corporate sector that is unrivalled. Placement process is conducted under the leadership of placement chairperson and is assisted by faculty coordinators and students.

Some of our regular recruiters

3M India Limited	Hinduja Foundries	Power Grid Cop.
ABP Pvt. Ltd.	Hyundai Mobis	Ramco Systems
Accenture Services	ICICI Bank	Religare Securities
Aircel	IDBI Bank	Reserve Bank of India
Abiba Ssystems	Identiti Design	RMAI
Allegro Capital Advisors	ICRA Ltd.,	Rural Electrification
Asian Paints	ICRA Management Consulting	SBI Capital Markets
Bajaj Auto Finance	Infrastructure Development Corpn	Sharekhan India
Balmer Lawrie	I-Gate Global Solutions	Spark Capital
Berger Paints	i3 Consulting	Standard Chartered Bank
Britannia Industries	IMRB International	Swaas Systems
CavinKare	India Infoline	Vedanta Group
CAMS India	Indowind Energy	State Bank of India
Citibank	Infosys Technologies	Symphony Services
Cognizant Technologies Solutions	Irevna	TAFE Limited
Cognizant - UBS	ISRO Headquarters	Titan Industries
Crederity Info Services	Intelizon Energy	TCS
CRISIL	JP Morgan Chase & Co.	TCS e-Serve
CSS Crop.	Lakshmi Vilas Bank	Thomas Cook
Dalmia Cements	Low Lintas	Thirumalai Chemicals Ltd.
DelloitteTouche Tohmatsu	MARG	TTK Prestige
Dell India	Madison Media	Tamil Nadu News Print Ltd.
Druk Green Power Corp.	Maverick Systems	Tamil Nadu Urban Infrastructure Fin. Ser.
Eicher Motors	McErricson	TVS Group
EXIM Bank	McKinsey Knowledge Centre	UCAL Fuel Systems
Feedback Consulting	MindTree Consulting	UCO Bank
Frontline Consulting Services	Murugappa Group	Ujjivan Financial Services
Frost & Sullivan	Navia Markets Limited	Union Bank of India
Goodlass Nerolac Paints	NCDEX	Vodafone Essar
HCL Technologies	Neyveli Lignite Corporation	Wealth Advisors India
HDFC Bank	Ogiby & Mather	Wipro
HDFC Life Insurance	Paripoorna Software Solutions	
Henkel Spic	Power Finance Corporation	

Faculty

Finance



His teaching areas include Financial Management, Strategic Cost Management, Economics & International Finance. He is involved in active research in Behavioural Finance.

Prof. M. Sankaran B.Com, MBA



He has 14 years of experience in both industry and academia, and teaches core courses in the areas of Finance, Accounting and Corporate Governance at BIM. His areas of interest include Global financial Reporting, Corporate Governance, Forensic Accounting, Corporate Valuation, Entrepreneurship, Access to Finance and Rural Artisan Clusters.

Dr. V. P. Sriraman
M.Sc., MBA, Ph.D



She has 9 years of academic and industry experience. She teaches Fundamentals of Management, E-Business and other subjects on General Management. Her areas of interest also includes Accounting, Finance, Strategic Management and Cost Management. She is currently pursuing her research in Behavioral Finance and Entrepreneurship. She has presented & published many research papers. She is also the Associate Editor of The Journal - Contemporary Management Research.

Prof. K Nigama
B.Com., PGDM (IFMR)



He has 28 years of experience in Academics and Industry. His areas of specialization are Cost Management, Corporate Finance, Project Management and Strategic Management. He has presented research papers in various National and International conferences on Foreign Direct Investments, Security market and corporate Finance.

Dr. R. Subramanian
M.B.A, FICWA, Ph.D.,



He has around 10 years of experience in the banking industry, where he developed skills in asset origination, credit appraisal, relationship management and in debt restructure and recovery, in the small, medium and large corporate space. He was last Assistant Vice President - Wholesale banking with Kotak Mahindra Bank. He also has around 3 years of teaching experience. His primary research interests are in the areas of banking and asset pricing, behavioural finance, macroeconomics and corporate strategy.

Prof. J. Murugavel
B.Sc (Agri), M.Sc., MBA (BIM)

Shri K. K. Sekar

Manager-Taxation, Ashok Leyland,
Chennai

Shri R. Venkatasubramanian M.Sc., AICWA, ACS,
Grad.O.R. Tax Consultant, Trichy

Shri B. Venkatesh CA,ICWA, CFA, CIPM, FRM,PRM,
Managing Principal, Navera Consulting,
Chennai

Shri S. V. Vijayaraghavan ACA, MBA (IIM-B)
Chennai

Dr.V. Nageswaran Retd. Professor
Anna University,
Chennai

Shri P. B. Ramanujam PGDM (IIM-A), AICWA

Shri A. P. Vasanthakumar BE, MBA
Investment Principal,

Dr Sheila Anand Professor
Rajalakshmi College of Engg.,
Chennai

Shri K. S. Ananthanarayanan AVP, Microsoft
Dynamics Practice, HCL Technologies,
Chennai

Shri R. Sridhar AVP, Microsoft
HCL Technologies,
Chennai

Shri T. Mohandoss
Fidelity, Bangalore

Shri S. Ramanathan
Consultant,
Chennai

Shri P. Sivaramakrishnan
Senior DGM/Informatics Centre, BHEL,
Trichy

Shri G. Srinivasan
Vice President, Lister Technologies,
Chennai

Shri Vijay Sai
Consultant,
Chennai

Smt. Vijayalakshmi Sankar
Management Consultant,
Chennai

Smt. Janaki S. Narasimhan
Consultant,
Chennai

Marketing



Dr. S. Sundar

B.Com., MBA, PhD

Has more than 24 years of Industry and teaching experience. He teaches Marketing and Consumer Behaviour courses. His research interests are in Retailing and E - Business and has published papers in the stated areas.



Prof. Abhishek Kumar
B.Sc., MBA (BIM)

He has more than 10 years of experience in fields as diverse as armed forces, telecom, media, banking and academe, the last two assignments being that of a business head in media and in banking industry. The role of the business head of a children's newspaper The Telegraph in Schools (TTIS), awarded world's best newspaper for young readers in 2004 by WAN Paris, involved grooming of more than 200 young journalists apart from editorial and P&L responsibilities. He also writes a fortnightly column "Of Newtons and Apples" in a newspaper published from Kolkata. He teaches advertising, brand management and cross-cultural management.

Prof. T. N. Swaminathan M.Sc., MBA (IIM-C), Chennai

Shri Satheesh Krishnamurthy M.Com, MBA (Temple University, USA), Chennai

Dr. M. J. Xavier B.Tech, M.Tech, Fellow (IIM-C), Chennai

Shri R. Kasthuri Rangan Consultant, Chennai

Shri J. Sriram B.Tech, PGDM (IIM-A), Chennai

Shri K. Ramesh Vice President R K SWAMY BBDO Pvt. Ltd

Human Resources



Dr. P. David Jawahar
BA (Corp Sec), MBA, PhD

Has more than 23 years of experience in academics / research and industry. He is a full professor who teaches Organisational Behaviour, Human Resource Management and other HR related subjects. He has avid interest in research and has published many papers. Currently, he is working on Management of Emotions in the Workplace. He heads the Centre for Contemporary Management Research (CECMAR) and is the Chief Editor of the Journal of Contemporary Management Research. He has won the Dewang Mehta - Business School Award, Best Teacher in Human Resources Management in the year 2009.



Prof S. N. Raghavendra
B.Com, MBA

Has more than 17 years of Corporate & Academic experience. He has worked with the IT, FMCG, Telecom, Chemical and ITES Industry in the field of Human Resource as a Consultant-Trainer. Specialises in designing and conducting competency and behavior assessments and various OD interventions. Trains in areas like Team Building, Leadership, Communication and Interpersonal skills between individual, within teams, projects and organisations. Has a proven record of helping people and organisations to manage their way through challenging issues. He teaches Organisational Development, Human Resource Management and related areas. His research interests are in the area of emotional regulation at workplace.

Shri C. Mahalingam Executive VP & Chief People Officer, Symphony Services

Shri V Krishna Consultant, Bangalore

Shri A R Ramachandran B.A., D.S.W., M.L.S.,
HRD Consultant, Trichy

Shri Sasikumar VP(HR), Ashok Leyland

Prof. M. Nagarani, Chennai

Operations



Dr. S. Jaya Krishna

B.Sc., MBA, Ph.D.

He has 13 years (Teaching, Research and Training) of experience. His areas of interest includes Supply Chain Management (SCM), Marketing Management, Knowledge Management, E-Business, Lean Management, Micro-franchising, Rural Development and other subjects of Social, Economic, Environmental and National Interest. He won Best Paper award at the "Annual General Business Conference" organized by Sam Houston State University, USA. He is involved in active research in Strategic Management of Supply Chain Collaboration, Evolution Management of Supply Chain Strategic Alliance, Lean Enterprise Practices, and Contemporary B-to-B Marketing. Some of the various books he has authored / edited are: E Trends in Pharma Marketing, Dictionary on outsourcing, Micro franchising, Rural Empowerment. He is currently a regular resource person for MDPs and EDPs.



Prof. P. Sabari Raghavendra

MBA (BIM)

He has more than five years FMCG Industry experience with world class companies like Mars Inc., Wipro Consumer Care, and two plus years in Academic Institutes like Great Lakes Institute of Management. Currently pursuing his Doctoral degree from XLRI, Jamshedpur with research focus on Green Supply Chain Management.

Shri R. Jayapal AGM, BHEL, Trichy

Dr. T. V. Subramanian Fellow (IIM-A), Management Consultant, Chennai

Shri G. Ramakrishna GM, BHEL, Trichy

Shri U. Revishankaran M.Tech., AGM, BHEL, Trichy

Shri S.R Govindarajan AGM, BHEL, Trichy.

Prof. K Kalyanaraman Consultant, Chennai

Shri J. Shankaran AGM, BHEL, Trichy

Shri T. J. Hari Krishnan Emirates Airlines, Dubai

Shri M. P. Jayakumar AGM, BHEL, Ranipet

Shri S. Nagarajan AGM, BHEL, Trichy

Prof. Richard Regis Vellore

Dr. N Chandrasekharan Vice President - Corporate Affairs, TAKE Solutions (P) Ltd., Chennai

Dr. R. Venkatesakumar Pondicherry

General Management

Prof Dr. V. B. Athreya Advisor,
M.S.Swaminathan Research Foundation, Chennai

Prof V.G. Sarangan B.Com., MBA., Dean, Chennai

Shri R. Venkatraman B.Sc, M.Sc (Logistics), PGDM
(XLRI) Advisor, Bangalore

Prof Dr. S. M. Suriya Kumar Trichy

Dr. M. Ravichandran Dept. Head,
Environmental Management, BARD, Trichy

Shri R. Kumar Consultant, Chennai

Industry Interaction

The world over industry has emphasized the need for more proactive B-School and industry interaction, as that will help the business managers to sharpen their theoretical prowess with practical insights. This approach to management will help them become more hands-on-managers. At BIM we subscribe to this view completely, and every weekend, renowned captains from the industry take part at length, in discussions on a vast array of contemporary business topics with the aspiring student managers, which are symbiotic in nature.

Over the course of the year, student managers at BIM have been addressed by eminent business leaders on a variety of topics ranging from corporate and business strategy to branding to information technology developments to HR best practices to economic and industrial scenario analysis and many other highly informative topics.

A few of the eminent personalities who have addressed BIM student's managers in the recent past are as follows:

- * **Dr. Ram Kesavan** Professor, University of Detroit Mercy, Michigan.
- * **Dr. Sundaram Janakiraman** Head of Finance, School of Business, SIM University Singapore.
- * **Dr. Partha Krishnamurthy** Bauer Research Fellow, Associate Professor of Mktg. Director, Institute of Healthcare Marketing, University of Houston, USA.
- * **Dr. Prabakar Kothandaraman** Professor / Marketing, Drexel University, USA.
- * **Shri K. Vasudevan** Principle Consultant, Golden Consulting Services, Golden, Colorado, USA.
- * **Dr. Gunta Srinivas** Associate Professor, IIM Indore.
- * **Shri M. S. S. Varadan** Om Consultant, Bangalore.
- * **Shri Jayant Pendharkar** Consulting Advisor, Tata Elxsi Ltd., Mumbai.
- * **Shri Roger C. B. Pereira** Roger Pereira Communications Pvt. Ltd., MUMBAI.
- * **Shri H. Srinivasan** Assistant Vice President, Star Health and Allied Insurance Co., Ltd., Chennai.
- * **Prof. Nalini Ravishankar** Professor & Undergrad, Director, Dept. of Statistics, University of Connecticut, USA.
- * **Shri Sridhar Ramanujam** CEO, Integrated Brand.Comm Pvt. Ltd, Bangalore.
- * **Shri Prakash Singh** Director-Marketing, Asia Pasific, Beldon.

- * **Shri G. Dinesh** Director, CTS, Chennai.
- * **Dr. Lakshminarasimhan** Professor / Dept. of Computer Science, East Carollina University, USA
- * **Shri Sunderam Sankaran** M.S., M.S., (USA), Consultant.
- * **Shri A. Srinivasan** Research Scientist, International Speciality Products, Hyderabad.
- * **Shri Oommen Abraham** Vice President, CavinKare, Chennai.
- * **Dr. R. Kakkar** Commissioner of Income Tax, Trichy.
- * **Shri Soumik Ganguly** Vice President-Mktg.Pagalguy.com, Mumbai
- * **Shri T. Sasikumar** Vice President - HR, Ashok Leyland, Chennai
- * **Shri C. Mahalingam** Executive VP & Chief People Officer, Symphony Services

Apart from the above, many more leading personalities from various facets of business and walks of corporate life have been a part of this unique interactive series and have acknowledged the students' quality and the Institute's proactive attitude towards the dynamic and competitive business environment engulfing the globe, of late.

Seminars / Conventions

CRESCITA: annual conference of business minds.

Crescita is an Annual National Confluence of Business Minds initiated and organized by the students of BIM. The seventh such confluence, Crescita 2010 was called Avenekshan and explored the windows to the future. This three day event at Chennai between 19th November to 21st of November 2010 was inaugurated by Dr Bobby S Srinivasan, President IFMR and had senior management personnel from various industries like Shri Toine Van Megan, Former CEO, Suzlon, Shri V Balraman, Member, Advisory Board, Nokia India, Shri Dinesh Jain, CEO Hover Automotive India, Shri Vasimalai, ED, Dhan Foundation who shared their perspectives.



This edition had two panel discussions. Shri Muthukumar Thanu, SVP-HR, TAFE, Shri Rajendra Garg, EVP-HR, HDFC Life Insurance, Shri S.Valliappan, Group VP-HR, Navia markets deliberated on 'HR Challenges post recession'. Prof (Ms.) M Nagarani moderated the discussion. Shri Ashok Sanketi, CEO Kaybase, Shri L Kannan, Founder and CTO, Vortex, and Ms. Anuradha Ramachandran, Venture Partner, Venture East deliberated on Management Education and Entrepreneurship.



The valediction was on 20th of November 2010. Shri CB Bhave, Chairman, SEBI delivered the valedictory address and Dr. (Mrs.) K. Meena, Vice-Chancellor, Bharathidasan University presided over the function.

Crescita 2010, also had management games interwoven between the sessions and attracted enthusiastic participation from corporate executives and other B School students.

The event is an ISO 9001:2000 (TUV-SUD) certified event and is completely managed by students with support and encouragement from the faculty team.

Other Information

In its prospective students, BIM seeks a high degree of commitment. A rigorous selection process chooses 120 out of a large number of candidates who apply for BIM each year. Group Discussions and Personal



Interviews ensure that those selected have that 'Little Extra' which makes for an excellent management career.

Candidates with prior work experience are preferred but outstanding freshers are also encouraged. An aptitude for teamwork, the ability to lead and social responsiveness rate high in the selection process.

Each student is a latent source of knowledge and the programme at BIM is skewed to tap the knowledge. The courses offered place a lot of emphasis on interaction through a series of case analyses, seminars and team projects. The students are urged to work in groups and play a significant role in the design and modification of courses.

BIM strongly believes in the philosophy of active student participation in campus activities. Apart from being academically strong, students at BIM demonstrate a spirit of teamwork and independence. Student committees help manage the day-to-day activities in the Institute and every student is a member of one or more committees. This inculcates a spirit of enterprise and initiative in each and every student of BIM. This has helped BIM MBAs mould their personality and performance and has led BIM alumni reach senior levels in top-notch companies all over the world within a short span of time.

Life at BIM



Life at BIM is a harmonious blend of education, learning and recreation. The daily schedule is packed with demanding but enjoyable live case discussions, interactive class room sessions and debates on a vast array of current academic fields. BIM encourages its students to develop a good sense of camaraderie coupled with an ability to lead. It cultivates sharp business concern with a strong inclination towards principles and values. Living in a vibrant campus can be a cultural change by itself.

The "Beyond Academics" Thrust

The environment of the Institute is a catalyst in the self-development of the students in realms beyond academics. Many co-curricular activities are structured for this purpose.

Non-Teaching Staff

A small group of about 20 people look after the administrative, accounting, secretarial service and support functions at BIM. The credit for the smooth day to day functioning of the Institute goes to them. The competence and the sense of mission they bring into their work goes a long way in making BIM a special place.

Competitions Participated and Won by BIM Students in 2010-2011:

- * Sreenivasan Rajendran of PGP II and Sreejesh Neelanath of PGP I emerge winners in the Business Modelling competition, 'Srijan' at Avenues 2011 conducted by SJMSOM, IIT Bombay.
- * Karen Arethina of PGP II and Khadhir Iqbal of PGP I won 2nd prize in case study competition conducted as part of the HR Conclave at Loyola Institute of Business Administration (LIBA), Chennai.
- * Anshul Mishra, Saikat Majumder and Shashank Hegde (Team SAPIens) of PGP II were WINNERS of SAP Dashboard Design Challenge - India.
- * Utsav Banerjee of PGP I, representing BIM, emerged top 3 out of a total of 40 finalists at Ace of Spades, Flagship event of Passion 2011, annual management fest of Institute of Management Technology, Ghaziabad (IMT-G).
- * Mr. Natesh Muthalan and Miss. Priti Jharia of PGP I bagged the second prize in Nivesh 10 - Live Case Study on Piramal Health care competition conducted by IPE (Institute of Public Enterprise) Hyderabad. Six teams were shortlisted for the finals after two rounds of elimination and were judged by a panel of experts from the industry.
- * Mr. Arun Prakash of PGP I won the Investophile competition conducted by NITIE Mumbai.
- * Mr. Kaushik and Mr. Parthiban of PGP I won the quiz Avenues conducted by SJMSOM.
- * Mr. Rajagopal and Mr. Sathish of PGP II won third prize in the quiz Avenues conducted by SJMSOM.
- * Mr. G. Anand Babu and Mr. Vignesh of PGP I won the quiz Prerana 2010 conducted by NITIE Mumbai.
- * Mr. Anand Babu of PGP I won the quiz Blitkreig conducted by SIBM.
- * Mr. Naren karthick Mr. Muthu Raj Mr. Anand Babu and Mr. Priyaranjan of PGP I won second prize in the strategic management event Xpressions 2010 conducted by XIM Bhuvaneshwar.
- * Mr. Debdipto Majumdar of PGP II won first prize in Lights & shades and second prize in Expressions - the photography competitions conducted by SPJIMR Mumbai
- * Jaiprabhu V and Mohammed Asif I were the Runners-Up in the Trichy round of the Economic Times-Cognizant quiz held in February 2010.
- * Anne Sharon.W was the winner of the 43rd Tata Consultancy Services Smart Manager Case Contest [http: /www.thesmartmanager.com tccasestudy.aspx](http://www.thesmartmanager.com/tccasestudy.aspx)

Scholarships and Awards

Various scholarships have been instituted to encourage academic accomplishment. These include cash awards and gold medals instituted by leading Industries, Business Organisations and Management Consultants. EXIM Bank has instituted a scholarship for a reserved category student with the highest merit. Karur Vysya Bank has instituted an award for meritorious performance in the specialisation stream of finance.

Fee Structure*

S.No.	Particulars	I Year Trimesters			II Year Trimesters		
		I	II	III	IV	V	VI
1	Admission fee	250	0	0	0	0	0
2	Registration fee, Recognition fee and Matriculation fee	200	0	0	0	0	0
3	Special fee	1,000	0	0	1,000	0	0
4	Library fee	1,500	0	0	1,500	0	0
5	Welfare activities	7,000	0	0	7,000	0	0
6	Tuition fee	75,000	75,000	75,000	75,000	75,000	75,000
7	Books & Course materials	3,000	3,000	3,000	3,000	3,000	3,000
8	Computer & Internet fee	3,500	3,500	3,500	3,500	3,500	3,500
9	Examination fee	1,200	1,200	1,200	900	900	900
10	Room rent	4,000	4,000	4,000	4,000	4,000	4,000

*Fee likely to be revised upward by about 15% from June 2012

Total Hostel Expenses estimated @ Rs 3,000 per month for 10 months is Rs. 30,000 (Subject to revision)

When a candidate leaves the programme after admissions are closed, he/she has to pay the tuition fee for the whole year.

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