

Influence the future. **BIM**  
Bharathidasan Institute of Management

**MBA - ADMISSIONS 2017**

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## From the Director's Desk



I take this opportunity to congratulate and welcome the aspiring business leaders to 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 continue to explore new ways of educating the next generation of leaders who make a difference in business and societal environment. Through the past 33 years, BIM has lived up to their vision and has been truly a School of Excellence of Bharathidasan University.

The Chairman of the Board of Governors of BIM Padma Bhushan Shri S Ramadorai, the members of the Board, the faculty and staff are all committed to excel the high standards that have made BIM a leader for the past few decades.

Year after year, BIM has achieved hundred percent placements in terms of top tier career opportunities. The competence, hard work, practical knowledge, humility and the right attitude displayed by our students at work attract businesses to frequent BIM.

At BIM, the Admission Process is strict but fair and transparent. I wish you success and look forward to welcoming you at the Institute for a challenging aroma of experience in June 2017.

**Dr. S. KARUTHIAH PANDIAN**  
Director

## **Introducing BIM**

### **Genesis**

Bharathidasan Institute of Management (BIM) 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. Manisundaram, 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.

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, Tiruchirappalli and 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 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 in every aspect of the Institute. The Institute maintains consistently high academic standards. The students are given an in-depth 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.

In its prospective students, BIM seeks a high degree of commitment, an aptitude for teamwork, 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 that knowledge. The courses offered place a lot of emphasis on interaction through a series of case analyses, seminars and team projects.

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. 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.

### **Objectives of BIM**

Unlike many other business schools that run many programmes along with MBA, BIM focuses all its resources and energy only on a two-year full-time residential 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 a highly rigorous admission process for qualified and motivated students, and then by providing these students with the analytical skills, creativity 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 visiting faculty.
- Access to extensive facilities like well stocked library, 24 hours computer centre with 76 MBPS Internet facility and wi-fi enabled campus.
- 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 participate in our campus recruitment regularly every year.

### ➤ **CRISIL Ratings - CRISIL Business School Grading**

CRISIL awarded the MBA programme of Bharathidasan Institute of Management, Tiruchirappalli, Tamil Nadu as “**National A☆☆**” and as “**TN A☆☆☆☆**”

### ➤ **ACBSP International Accreditation**



BIM has opted to embark into the process of international accreditation with ACBSP (Accreditation Council for Business Schools & Programs), one of the most respected accreditation agencies with largest presence in India. This international accreditation confirms the importance BIM gives to quality in education. International accreditation helps to rise the bar on quality, as the choice for this is purely voluntary and only institutions with commitment for growth and are confident of their position in the community of schools would opt for accreditation from abroad. The process of accreditation will help the faculty and students to network with accredited schools around the world and improve their intellectual capital building process tremendously.

## Selection Process - MBA Admission 2017

Candidates seeking admission to Bharathidasan Institute of Management (BIM), Tiruchirappalli should appear for the Common Admission Test (CAT) to be conducted by Indian Institute of Management, Ahmedabad on 4<sup>th</sup> December 2016. The Common Admission Test Registration Number should be incorporated in the BIM online registration page in the space provided therein.

The selection process consists of following stages:

1. Shortlisting of candidates based on CAT 2016 scores
2. Personal Interview (PI) and Group Discussion (GD) for shortlisted candidates.

Candidates will be shortlisted for the second stage mentioned above based on CAT 2016 score of the applicants. The PI & GD will be conducted at Bangalore, Chennai, Delhi, Hyderabad, Kochi, Kolkata, Mumbai, and Tiruchirappalli subject to availability of sufficient candidates for each of the centres. Academic performance of the candidate in 10<sup>th</sup> standard, 12<sup>th</sup> standard, qualifying degree 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 the above components.

### Eligibility

Applicants should hold a minimum of Bachelor's Degree (under 10+2+3 or 4 pattern) recognized by UGC in any field including Arts, Science, Commerce, Engineering or Social Sciences. Candidates who possess ACA / ACWA / ACS qualification are also eligible to apply. They should have secured a minimum of 50% marks in their Graduate Degree / Master's Degree examination. Candidates appearing for the final Bachelor's or equivalent degree examination are also eligible to apply. Their admission will, however, be provisional till they produce proof of having passed the examination with a minimum of 50% marks, and evidence of minimum required qualification should be produced before **31<sup>st</sup> July, 2017** 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 31<sup>st</sup> October 2016 which will have a bearing on or which will affect the selection process.

## Placements

Placements continue to evolve at a rapid pace and this year was no exception. Nearly 70% of the Batch 31 was placed on 21st November 2015, the Day 1 of executive placement process. It is a glorious testimony to meaningful and sincere approach to education and consequent growth in understanding and personality of the student. It is also an evidence of mature placement process at the Institute.

Some of the prominent features of the Executive and Summer placement process for 2016 are:

- ❖ Record 20 companies participated on Day1 of the executive placement process.
- ❖ More than 100 companies participated in the placement process.
- ❖ Even spread of companies across various industries like (Consulting, FMCG, Manufacturing, BFSI, IT & ITes, E-Commerce, Hospitality, Infrastructure, Advertising & Market Research)
- ❖ Consulting – 10, FMCG – 15, Manufacturing – 22, BFSI – 26, IT & ITes – 15, E-Commerce – 6, Hospitality – 2, Infrastructure – 2, Advertising & Market Research – 3)

The details of the placements this season are given below.

- ❖ No of Students who participated in the placement process: 238 (118 for Executive Placements & 120 for Summer Internship)
- ❖ No. of offers made by all companies – 250 (130 for Executive Placements & 120 for Summer Internship)
- ❖ No of Companies that participated in the process: 102 (Names of Companies on the BIM website)
- ❖ **Average CTC – 9.9 LPA (Executive Placements) and 30 K for Summer Internship**
- ❖ **Median CTC – 8.50 LPA (Executive Placements) and 18 K for Summer Internship**
- ❖ **Maximum CTC – 27.00 LPA (Executive Placements) and 1L for Summer Internship**
- ❖ **Minimum CTC – 6.00 LPA (Executive Placements) & 10 K for Summer Internship**

The placement team strives to create opportunities for students so that they find a role that leverages their uniqueness and strengths and make a joyous start to their career.



## Some of our past recruiters

3M India Limited	Feedback Consulting	Ramco Systems Ltd.
ABP Pvt. Ltd.	Ford Motor Company	Reliance Broadcast
Accenture Services	Godrej & Boyce	Reserve Bank of India
Ameex Technologies	HCL Technologies	Royal Enfield
Analytics Quotient	HDFC Bank	SBI Capital Markets
ANZ Bank	HDFC Life Insurance	State Bank of India
Ashok Leyland John Deere	HDFC Ltd.	Sundaram Clayton Ltd.
Asian Paints	Hitachi Solutions	Sulekha
Auroville Consulting	Hive Mindsi3 Consulting	Symphony Teleca
Avery Dennison	ICICI Bank	TAFE Limited
AXIS Bank	ICRA Ltd.,	TATA Motors
Bajaj Auto Finance	ICRA Mgmt. Cons. Services	TCS
Bajaj Electricals	iDeck	TCS e-Serve
Berger Paints	IDFC	TE Connectivity
Bharti Realty	IMRB International	Tentacle Technologies
Britannia Industries	iNautix Technologies	Thirumalai Chemicals Ltd.
Cap Gemini	Infosys Technologies	Thomas Cook (India) Ltd
CavinKare	Kaya Limited	Tiger Analytics
Citibank	Kotak Mahindra Bank	Titan Industries
City Union Bank	Lowe Lintas	TNPL
Coffee Day	Marico	TTK Prestige
CRISIL	Marmore Mena Intelligence	TVS Group
CTS	Maverick Systems	Ultramarine
Daimler India Comm. Vehicles	McKinsey Knowledge Centre	Unilever Group
Dalmia Cements	MindTree Consulting	Unisys Technologies
De Shaw	Murugappa Group	Vedanta plc
Delloitte Touche Tohmatsu	Nerolac Paints	Vernalis Systems
Eicher Motors	NCDEX	Vodafone
Ernst & Young	Ogilvy & Mather	Wealth Advisors India
Exide Life Insurance	Olam International	Wipro Consumer Care
EXIM Bank		Wipro Technologies
		Zoho Corporation

## Faculty

### Finance

**Prof. M. Sankaran**, M.Com, MBA



He has 26 years of experience in academics, industry and administration. His teaching areas include Financial Management, Systems, Economics and International Finance. He is involved in active research in Behavioural Finance. Received Best Teacher awards. Has designed and conducted many Management Development Programmes. Published papers in reputed International Journals

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



He has 20 years of experience in both industry and academia. Teaches Financial Reporting, Corporate Finance, Corporate Valuation, Corporate Governance, Innovation & Entrepreneurship at BIM. His other areas of interest include Global Financial Reporting, Forensic Accounting, and Access to Finance for MSMEs. As a trainer, he trains corporate executives in the areas of HR, Accounting & Finance.

**Dr.R. Subramanian**, MBA, FCMA, Ph.D.



He has 15 years of industry experience and 18 years of academic experience. His areas of interest and Research are Cost Management, Corporate Finance, and Strategic Management. He has presented research papers in various national and international conferences on Foreign Direct Investments, Security Markets and Corporate Finance. He is actively involved in guiding the research scholars in the areas of Finance, Cost and Strategic Management.

**Prof. J. Murugavel**, M.Sc., MBA



He has around 10 years of experience in the banking industry in SME mid and large corporate Banking. He also has over 8 years of teaching experience. He teaches Banking, Corporate, Project and Infrastructure Finance. His other areas of interest include Central Banking and Regulation.

**Dr. S. Satya Moorthi**, MA, PGDBA, Ph.D.



Prof. SM brings his rich experience of fourteen years he spent in the financial markets to the class room. He has been teaching select courses in Finance and Economics for the past seven years. His interests include Financial Markets and Institutions, Macroeconomics, Central Banking and Policy Making.

**Dr. P. Srikanth**, B.Sc. (Physics), AMIE, MBA, Ph.D.



He has 18 years of experience in Industry, Finance and Academics. His research interest includes Market Efficiency, Financial Markets, Behavioural Finance and Corporate Finance. He has published research papers in national and international journals.

**Prof. S.V. Vijayaraghavan**, B.Com., ACA (Chartered Accountancy), MBA (IIM-B)



In addition to being a Chartered Accountant, Prof. Vijayaraghavan holds an MBA degree from IIM, Bangalore. He has held a number of very senior positions in a wide spectrum of industries. In his capacity as Director, Finance ISOFT R&D Pvt. Ltd and CFO, Thinksoft Global Services Pvt. Ltd., he has independently handled the finance and accounts operations and has vast experience in the areas of Financial Management, Financial Accounting, Costing, Statutory Audit, Central Excise, Credit Control in diverse industries such as Automobiles, Financial Services, IT (Hardware and Software). He teaches Financial and Cost management and related courses.

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

**Shri A. P. Vasanthakumar**, BE, MBA, Investment Principal, Ascent Capital, Bangalore

**Shri G Srinivasan**, MBA (IIM-A), Co-Founder, Dawn Consulting Services, Bangalore

**Shri P S Prabhakar**, B.Com, FCA, AIII, Chartered Accountant, Chennai

## Marketing

**Dr. S. Sundar**, B..Com., MBA, Ph.D.



He has more than 30 years of industry and teaching experience. He teaches Marketing & Consumer Behaviour courses. His research interests are Retailing, Branding and E-Business. He has published papers in national and international conferences in these areas. He has designed and executed Management Development Programmes in the areas of General Management and Sales Skills for organisations like SBI, TAFE, BHEL, NLC, Railways, etc.

**Dr. Abhishek Kumar**, B.Sc. (Economics), MBA, Ph.D., Associate (IIAS Shimla)



Having spent more than 10 years in corporate sector across media, telecom and banking industries, he chose academia as his vocation and is engaged in teaching and research for last 6 years. He teaches courses on product management and brand management as a part of marketing discipline. In both these areas he is engaged in pioneering research work. He has created a brand personality scale for business media brands for which he has received global acclaim which includes presentation of his paper at AMA Summer Educator's conference at Chicago in 2015 and its publication in the Sage journal of XLRI Jamshedpur, Management and Labour Studies. He is currently engaged in research work that seeks to reconstruct the product concept from a philosophical perspective. He uses phenomenological ontology approach for this purpose. He has presented two papers on this topic at Indian Institute of Advanced Study Shimla and one at MICA Ahmedabad. A collection of case studies written by him on Leadership was published as a book titled 'Three

Dimensions of Successful leadership" by Lambert Publishing. One of the case studies titled Ganges - A temporary Institution was published by ECCH (The Case Centre). He has published more than 15 research articles in national and international journals. His teaching philosophy is nurturing organizational excellence with creativity, rigor and vision.

He has earlier worked with media (ABP), Telecom (Bharti Airtel Ltd) and Banking (Yes Bank). In the last two assignments he was the business head of a newspaper and bank branches at New Delhi/NCR. In these roles he harnessed his leadership capabilities and led businesses from 5 crores to 50 crores with team sizes exceeding 50. His businesses and teams won several accolades during these stints, some of them being the newspaper TTIS receiving the best newspaper in the world for children award by World Association of Newspapers, Paris and his branch in Yes Bank being adjudged among the top 3 branches in the country on CSR activity. He worked across all HR functions in the early years of his career with Bharti Airtel Ltd and is trained on Development Centers by SHL, on Job Evaluation by Hay Group, Netherlands, on Thomas Profiling and on Group Relations by the Tavistock School London. He has worked across most geographies in the country which include Mumbai, New Delhi, Gurgaon, Ahmedabad, Kolkata and now Trichy. He is currently the Vice Chairman-Placements at BIM Trichy. He has visited US, UK Dubai and Malaysia on work related assignments.

He established and spearheaded BIM Alumni Association Calcutta Chapter and Delhi Chapter. He conceptualized and organised several innovative events. Some of them are:

- ❖ War & Peace ", 2004, On history and management, Calcutta,
- ❖ Sleepless in Calcutta " 2005, on Movies and Management – INOX Forum Calcutta
- ❖ Ganges " 2007, on how the river has influenced Indian culture & tradition – Aboard a ship on Hoogly
- ❖ Old Curiosity Shop " 2003, on literature and management, - India Habitat Centre, Delhi
- ❖ MONEY – 30 Pieces of Silver , 2008, (Economic, sociological, historical and musical perspectives) – India International Centre, Delhi
- ❖ POLIS – Principles, Poetry & Pomegranates –2009 IIC New Delhi
- ❖ Aarohan – Rekindling competitive spirit in classical music – 2010, Calcutta
- ❖ Modern Times – Modernity & Sin, 2010, IIC Delhi
- ❖ Left Right and Centre 2011 on Management challenges of political parties at IIC Delhi

#### Courses Taught

- ❖ Product Management, includes embedding of design thinking and aesthetics in the New Product Development Process
- ❖ Brand Management primarily follows case methodology and includes a discussion on semiotics
- ❖ Experiential course on Leadership that draws upon founts of Literature and Philosophy
- ❖ Conducts MDP regularly in the field of Brand Management and Leadership. Has conducted for Vodafone, Genpact, BHEL, Amrutanjan, Kaveri Hospital, MTS India, The Hindu, TAFE, etc

#### Research Interests

- ❖ Brand Personality
- ❖ Philosophical Marketing
- ❖ Interdisciplinary space between management and philosophy especially works of Martin Heidegger and Michel Foucault

#### Some Publications

- ❖ Business-media brand personality scale presented at AMA Summer Educator's Conference, Chicago 2015
- ❖ On Media Brand Personality presented at Cambridge University, UK 2014 and IIM Ahmedabad in 2015

- ❖ Case study on Leadership titled Ganges – A Temporary Institution on the psychodrama of Leadership published by The Case Centre (ECCH)
- ❖ Published a book titled ‘Three Dimensions of Successful Leadership – A Collection of Three Case Studies on Leadership’, Lambert Publishing 2013 (A Tale of Two CEOs, The Telegraph Goes Nude and Ganges - A Temporary Institution.
- ❖ Published more than 15 papers in national and international journals

#### Current Projects

- ❖ Case Study on Product Management process at Ramco Systems
- ❖ Case Study on New Product Development at titled BHEL Smart Wall Blowing System
- ❖ Case Study on Water ATMs of Indian Railways commissioned by IRCTC
- ❖ Gora and John Tanner - A Foucauldian Reading

**Shri R. Kasthuri Rangan**, B.Sc., MBA, Consultant, Chennai

**Shri G Shanker**, B.Sc.,MBA(IIM-C), Founder & President, Madras Consultancy, Chennai

**Shri R Seshadri**, B.Com, PG Dip.in A&M, Director, Anugrah Rural Marketing Academy, Chennai

**Shri Vijay Subramanian**, B.Com. MBA, Sr.Consultant, The Mgmt. Consultants Corporation, Gurgaon

**Shri M P Nandakumar**, Director, Anugrah Rural Marketing Academy, Chennai

**Shri Kamal N Mishra**, BA, MBA, COO, AQ Insights, Bangalore

**Dr. V V Gopal**, PGDBM(IMT), Ph.D, Professor & Chair (Marketing), Alliance Business School, Bangalore

**Shri Nandish Managi**, BE, MBA, Delivery Manager (Analytics), TCS, Bangalore

**Shri R V Prasad**, MBA, AGM (Communication), Mrurugappa Group, Chennai

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

**Shri J Sriram**, B.Sc, DMIT, PGDM(IIM-A), Vice President (Retd.) Blue Star &, Consultant, Chennai

## Human Resources

**Dr. P. David Jawahar**, BA (Corp Sec), MBA, Ph.D.

(On other duty as The Registrar, University of Madras)



He has more than 28 years of experience in academics/research and industry. He teaches Organizational Behaviour, Human Resource Management and other HR related subjects. He has an avid interest in research and has published many papers. Currently, he is working on 'management of emotions in the workplace' and Employer Branding. He is also a certified Trainer in Transactional Analysis.

**Dr S. N. Raghavendra**, B.Com, MBA, Ph.D.



He has more than 22 years of Corporate and Academic experience. He has worked with the IT, FMCG, Telecom, Chemical and ITES Industry in the field of Human Resource as a Consultant-Trainer. He specializes in designing and conducting competency and behaviour assessments and various OD interventions. He also trains in areas like Team Building, Leadership, Communication and interpersonal skills between individuals, within teams, projects and organizations. He has a proven record of helping people and organizations by managing their way through challenging issues. He is a Certified International Coach and NLP Trainer. He teaches Organizational

Development, Human Resource Management and other related areas. His research interests are in the area of emotional regulation at workplace.

**Prof A G Balasubramanian**, MBA, Fellow (IIM-A)



He has over three decades of teaching and consulting experience. He has held full time academic positions in reputed institutions and has been in academic leadership positions. He took premature retirement from Goa Institute of Management in April 2016 and now lives in Kochi, Kerala from where he continues to teach and consult. At present, he also teaches as a Visiting Faculty at IIM Kozhikode and the Goa Institute of Management.

He teaches courses in the broad area of Organizational Behaviour and Human Resources Management. He is involved in teacher development for some business schools. He has published several management teaching cases and academic papers.

**Shri C. Mahalingam**, B.Com, Masters in PMIR, Exe. VP & Chief People Officer, Symphony Services, Bangalore  
**Dr. Gouranga P Chattopadhyay**, M.Sc., D.Phil, CEO, Chattopadhyay Associates, OD Consultant, Kolkata  
**Shri Dipankar Banerjee**, BE, PGDBM(IIM-C), Eastern Inst. of Management, Board Member, VP-HR/ABP Group  
**Shri Biswanath Ghosh**, B.A., M.A., PGDM, PGDTD, Professor & Consultant, Kolkata  
**Shri A Ravikiran**, B.Sc., MBA, HR-Lead Outsourcing Novartis Healthcare, Hyderabad  
**Shri A R Ramachandran**, B.A., D.S.W., M.L.S., HRD Consultant, Tiruchirappalli  
**Shri T Sasikumar**, Vice President-HR, Ashok Leyland John Deere, Chennai  
**Shri Barry O' Brien**, Founder, Heritage Resources Pvt. Ltd, Educationist, Author, Quiz Master, Kolkata  
**Ms. Rose Mary Viswanath**, MBA(IIM-B), OD Consultant, Bangalore  
**Shri G D Sharma**, B.Com(Hons.), M.A(PM&IR),HRM,IR,Trg&Dev, HR Consultant & Principal HR Advisory, Chennai  
**Shri Y K Shriram**, Ex. AVP-HRD of Sonata Software, Present Training and Consultancy, Bangalore  
**Rev.Dr.Joe Arun, SJ**, MA, MBA, D.Phil (Oxon)., Director, St. Joseph's Institute of Management, Tiruchirappalli  
**Shri G K Sridharan**, B.Sc., LLB, MSW, DBA, Consultant, Chennai  
**Dr.R Krishnamoorthi**, MA, MPhil, MBA, M.Sc,DLL,DHR,DEP,DMH,PGDIC,PGDIT,FDP-IIMA,NLP,Ph.D.,  
Corporate Trainer/Faculty Mentor, NLP Practitioner/ Psychometrician  
**Dr. S Tamilselvan**, MA, PhD. Director, Dept. of Mgmt. Studies, Mepco Schlenk Engineering College, Sivakasi

## Operations

**Dr. S. Jaya Krishna**, B.Sc., MBA, Ph.D.



He is a recipient of the "Dewang Mehta Best Professor" Award in the area of Operations Management. He has around 19 years of Academic, Research, Administration and Training experience at various premier B-Schools. He authored 5 books and edited 57 books in the areas of Management, Enterprise Systems, Socio-Economics, etc. He has published several professional and research articles in different magazines and journals respectively and his articles are cited in other publications. His latest international publications include "Supply Chain Competence Framework for Competitiveness and Growth" at NOFOMA'14 proceedings organized and published by Copenhagen Business School, Denmark. He is a researcher in the areas of Supply Chain Competitiveness, Dynamics of Supply Chain Collaboration, Strategic Management of Supply Chain Collaboration, Evolution Management of Supply Chain Strategic Alliance, etc. He won Best Paper award at the "Third Annual General Business Conference" organized by Sam Houston State University, USA during 15-16 April 2011, for the research paper titled "Structured Model for Strategic Goal Setting in Intensive Supply Chain Collaborations Using Balanced Scorecard." He is also the Consulting Editor of the Journal of Contemporary Management Research and acts as the Co-Chair of the international research conference, 'ATHENAEUM' published/organised by CECMAR-BIM. Earlier he has also worked as 'Consulting Editor' of ICFAI Journal of Supply Chain Management. He is a regular resource person and instrumental in handling MDPs, EDPs, FDPs and training programmes for various organizations like Bharat Heavy Electricals Ltd., (BHEL), Tractors & Farm Equipment

(TAFE) Ltd., etc. He is also instrumental in institutional building, offering professional advice and academic administration. He is an active member of the PGP as Vice-Chairman & Coordinator.

**Prof. T N Ganesh**, B.E., M.Tech. (IIT-C), PGDM (IIM-C)



He has more than two decades of experience in supply chain and operations, having held senior management positions in leading industries like Castrol, Marico and Datamatics. Throughout his corporate career, process improvement and operation excellence has been his forte, having successfully initiated and implemented various projects in the corporate sector.

Since 2009, he has been active in the consulting and academic field. He is presently a lean management consultant and has facilitated various projects helping corporates in their operation excellence initiatives.

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

**Shri T. J. Hari Krishnan**, BE, Head- Revenue Management, Emirates Airlines, Dubai

**Dr. R. Venkatesakumar**, M.Sc., MBA, Ph.D., Pondicherry

**Shri E Johanan Daniel**, MBA, M.Phil., PMP, ASQ, MBB, MD & Principal Consultant, Juran Academy Pvt. Ltd., Chennai

**Shri M Gurunathan**, CII-Institute of Logistics, Chennai

**Shri Subramaniam Pattu**, Senior Manager-Planning, BMW, Chennai

## Systems

**Prof. R. Ruma Agnes**, B.E. (IT), MBA, PGDOM



She has 10 years of experience in teaching and the IT industry. Her area of interest includes E-Retailing, Technology in Business, Lean Concepts, ERP-SAP, Analytics using R, Modeling tools such as SEM. She has participated and presented papers in various national and international conferences and has published few articles in national journals.

**Smt. Vijayalakshmi Sankar**, M.Sc.(Maths) IIT(M), B.Ed., CISA, CQA.



She has 30 years of experience in IT. Her Domain areas include IT Management, Consulting Solution Design & Delivery. Held position at company operations board. Worked in 2b Euro firm clients – FS, Retail, Health Care, Government. Currently the Director-IT Services Steria Partner – Shree RengaPolymers, VNJ Polymers, Karur.

**Shri K. S. Ananthanarayanan**, B.E., B.Tech, MBA, CEO, Hitachi Solutions India, Chennai

**Shri G. Srinivasan**, B.E. MBA.,Sr. Director-Enterprise Information Management at Virtusa, Chennai

**Shri S Christopher Fernandez**, MCA, Account Manager, Steria India Ltd., , Chennai

**Shri Derick Jose**, B.Tech., Co-Founder-Flutura Decision Sciences, Bangalore

**Shri R Siddharthan**, MBA, Head-Global Operations, Govt. Business Unit, TCS, Chennai

**Shri Dinesh Ganesan**, MBA, Former VP-Projects, Healthcare Verticle, CTS, Chennai

**Shri M R Jambunathan**, Ex-City Head of a Freelance-Consulting and Training, Chennai

**Shri Sekar Sethuraman**, Independent-Infosec Consultant, Chennai

**Shri Krishna Kumar**, Independent Consultant, Chennai

Shri C Vairavel, BE, MBA (BIM), President & CEO, Gen-Q B&T Solutions, Chennai  
 Smt B Rajalakshmi, MS(BITS Pilani), AICWAI, CISA (ISACA-USA), Sr.GM-IT&IS, Chola MS General Insurance

## General Management

Shri N Bala Baskar, IAS (Retd.), Former Principal Adviser, Finance, Min. of Ext. Affairs, Govt. of India, Chennai  
 Ms.Sukanya Badri, B.Com,ACA, Director, Hexagram Business Solutions, International Business Consultant, Bangalore  
 Shri V G Sarangan, B.Com., MBA, Chennai  
 Shri Abhishek Gupta, Co-founder & MD, i3 Consultancy, New Delhi  
 Shri D Harsha, Retd.,GM/BHEL, Tiruchirappalli

## 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. 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  
 Macroeconomics for Managers  
 Information Systems for Business  
 Organisational Behaviour-I  
 Regulatory & Legal Aspects of Business-I  
 Productivity IT Tools for Managers-I  
 Business Communication-I  
 Year Long Project  
 Comprehensive Viva Voce

#### Second Trimester

Corporate Finance-I  
 Marketing-II  
 Microeconomics for Managers  
 Organisational Behaviour-II  
 Operations Research  
 Operations Management  
 Environmental Management  
 Productivity IT Tools for Managers-II  
 Business Communication-II  
 Year Long Project  
 Comprehensive Viva Voce

#### Third Trimester

Regulatory & Legal Aspects of Business-II  
 Business Research Methods  
 Corporate Finance-II  
 Human Resources Management  
 Cost Analysis & Management  
 Business, Ethics, Government & Governance  
 Business Communication-III  
 Emerging Technologies  
 Year Long Project  
 Comprehensive Viva Voce

### Second Year Courses\*

(\*Subject to change)

#### Fourth Trimester

Strategic Management-I  
 + Electives

#### Fifth Trimester

Strategic Management-II (Simulation Game)  
 + Electives

#### Sixth Trimester

International Business Environment  
 + Electives

## Areas of Specialisation

### Finance

Under Finance stream, we offer the set of papers which are contemporary and relevant for many career paths like Corporate Finance, Banking, Insurance, Security Analysis, Portfolio Management, Mutual funds, etc.

### Managing Banks and Financial Institutions

Banks have a pivotal role in the Indian Economy. The course begins by giving a rationale for the unusually high level of regulation that is prevalent in the industry.



Students understand value drivers for banks and learn to critically analyse banking organizations and strategies. Throughout the course, students also get to track and discern emerging trends in global and national banking space.

### **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.

#### **Other Electives**

- Security Analysis & Portfolio Management
- Corporate Taxation
- Private Equity Finance
- Financial Modeling using Spreadsheets
- Insurance and Risk Management
- Structured Finance and Trading Strategies
- Project and Infrastructure Finance
- Applied Corporate Finance
- Corporate Valuation
- Financial Market and Systems
- Financial Statement Analysis

### **Marketing**

Marketing area focuses on value creation for the firms through taking a customer orientation approach across the courses offered and prepares the students to understand the importance of customer-centric decision making.

### **Brand Management**

The course equips students for the role of a brand manager. The focus will be on exploring and understanding the importance of brands, what brands mean to consumers, and how they should be managed to bring value to the organization. It facilitates an understanding of all major theoretical constructs and established practices that a brand manager is likely to use while discharging his day to day duties. The course explores the psycho-socio facets of a brand and also develops a working understanding of tactical handles that are used to deliver long-term and short-term value to the business.

### **Sales and Distribution Management**

The objective of the course is to help students develop a conceptual understanding of the role of sales and distribution strategy in marketing. It will expose the students to the personal selling process and selling techniques and tactics in use. It seeks to present the students the gamut of decisions to be taken in developing and directing their sales forces and help the student to develop an appreciation of the role of distribution channels and their management for achieving successful sales strategies.

#### **Other Electives**

- Consumer Behavior
- Retailing
- Integrated Marketing Communication
- Services Marketing
- Business to Business Marketing
- Strategic Marketing
- Product Innovation Management
- Rural Marketing
- Digital and Social Media Marketing
- Marketing Metrics & Analytics

### **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:

## Supply Chain Management

This course introduces strategic value of Supply Chain Management (SCM) in business systems. It intends to make students gain broad understanding and in-depth insights into various facets & issues in integrating different sub-systems of a typical supply chain, and the managerial approaches to optimize inter-relationships. The course also offers broad understanding of key issues, generic strategies and focus areas in SCM, while imparting skills to effectively deal with issues & risks due to uncertainty, complexity and uncoordinated operational efforts across sourcing, making and distribution functions. Besides knowledge & skills for managing drivers and assessing supply chain performance, it offers knowledge & skills for efficient network design, demand planning, inventory control, sourcing and supply management.

## Quality Management & Six Sigma

The course introduces students to the basic concepts, tools and techniques of quality management and how the focus of Total Quality Management (TQM) has become so important for all companies in recent times. Further, the course introduces how the philosophy and methodology of Six Sigma can be applied to improve processes/products/services within various functions across different industries (viz., hospitality, manufacturing, IT, BPO, retail, telecom, etc.). In association with Juran, the course offers Lean Six Sigma Green Belt Certification.

### Other Electives

- Revenue Management
- Services Operation Management
- Logistics Management
- Project Operations
- Operations Metrics and Analytics
- Operations Strategy
- Value Analysis for Management

## 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 the 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

- Analytics and Business Intelligence
- Business Process Re-engineering & Management
- Enterprise Resource Planning
- Business Analysis & Development
- Information Technology Governance & Management
- Global Information Management

## **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 (OD) & Change

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. New challenges and opportunities the firms face and the choices involved in designing a change initiative in response, are examined. The change processes are discussed 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. The course develops an understanding of planned change interventions conducted at individual, group and systems levels. Students will develop their skills in diagnosing and implementing organizational development interventions.

### Training and Development

It provides 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 to increase the likelihood of reaching organizational goals.

## Other Electives

- Performance Management
- Recruitment and Selection
- Compensation Management
- Human Resources Analytics
- International Relations & Labour Laws
- Cross Cultural Management
- Strategic Human Resource Management
- Leaders & Leadership
- Personal Growth Lab
- Neuro-Linguistic Programming (NLP)
- Counselling

## **Strategy & Entrepreneurship and Management**

### Design Innovation, Creativity & Entrepreneurship (DICE)

The course will allow students to develop basic skills in creative problem solving, innovation, and human-centered “design thinking”. Innovation has become increasingly important because of the rapid evolution in products, services and business models. The course focuses on the manager’s or leader’s role as an innovator and facilitator of innovation. This course is intended to motivate students for entrepreneurship. Though a combination of strategic frameworks with entrepreneurship practices, this course tackles a wide range of aspects, namely how new business create value in dynamic environments. It provides real cases of successful and unsuccessful entrepreneurs and a detailed understanding of how start-ups use key innovation concepts in the management process. The course also helps the learners to become thoughtful managers by understanding workplace creativity and

ways of harnessing it for organizational excellence.

### Other Electives

- Strategic Marketing
- Operations Strategy
- Strategic HRM
- IT Strategy
- Business Consulting

## Personal Growth Lab

Teamwork 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 and organisations require to harness the synergy available 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 individuals growing in groups is the focal point of this lab.

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.

## Industry Interaction

The world over industry has emphasized the need for proactive B-School and industry interactions 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 students in the recent past are as follows:

- **Shri K Parasuraman**, MD, Samriddhi Leadership Academy, Chennai
- **Shri R Kumar**, Business Head, Jubilant Life Sciences Ltd., Delhi
- **Shri R Kasthuri Rangan**, Marketing – Consultant, Chennai
- **Ms. Payal Gupta**, HR Trainer, Mumbai
- **Dr. Balaji Rajagopalan**, Dean, Northern Illinois University College of Business, Illinois
- **Shri S Subramanian**, Sr. VP, MPHASIS, Chennai
- **Shri R Karthikeyan**, AVP-Retail & Consumer Products, Ramco Systems
- **Shri Raghava Rao**, Co-founder, Camomile Healthcare Ventures
- **Ms. Shalini Gupta**, Head Marketing, Janmat, Mumbai
- **Group Captain CC Venkataraman** (Retd.), GM, MMA, Chennai
- **Shri Sathesh Krishnamoorthy**, Brand Consultant, Chennai
- **Shri Balaji Chakravarthy**, Founder of ScoVelo Consulting, Chennai
- **Shri Tarun Bhargava**, CFO, Energy Continuum, Mumbai
- **Shri Sunil David**, Country Sales Director, Telstra India
- **Shri Abhishek Gupta**, Co-founder & MD, i3 Consultancy
- **Shri Guha Kashyap**, Operations Manager, OLA Cabs
- **Shri M R Sreetha**, Pegasus Institute for Excellence, Bengaluru

- Dr. V Prasanna Bhat, Former Chairman, Karnataka Bank, Bangalore
- Shri R Ramamurthy, Chairman, Cyber Security & Privacy Foundation, Chennai
- Shri SV Subrahmanian, Management Consultant-HR, Leadership & OD, Bangalore
- Shri P B Ramanujam, Consultant, Chennai
- Shri Gowrishankar Sundararajan, Director, Blue Ocean Strategy Institute in Kuala Lumpur, Malaysia
- Shri M R Jambunaathan, Ex-City Head of a Freelance – Consulting & Teaching
- Shri M P Nandakumar, Director, Anugrah Madison, Chennai
- Smt. Sukanya Badri, Director – Hexagram Business Solutions, Bangalore
- Shri J Badri Narayanan, Business Unit Head–CTS Regional Head Infosys, Chennai
- Shri V M Ramalingam, HR Consultant & Trainer, Bangalore
- Shri P Senthil Kumar, CEO, Gardener Consultancy, Chennai
- Smt. Geetha Anantharaman, Vice President-Operations, TCS, Chennai
- Shri Ganesh Venkataraman, AVP, HCL Technologies, Chennai
- Shri S Babu, Practice Director, Oracle Financial Services, Bangalore
- Shri Chandran, Ex. Executive Vice President, Reliance Telecom, Mumbai
- Shri Madhu Raghunath, Group Head-HR, TVS & Sons, Chennai
- Shri Balu Srinivasan, Sr. Vice President & Chief Information Officer, TVS & Sons, Chennai
- Shri K Parasuraman, Managing Director, Samriddhi Leadership Academy Pvt. Ltd, Chennai
- Shri Siva Balakrishnan, Vice President-Sales Marketing, Sensiple Software Solutions Pvt . Ltd., Chennai
- Shri S Thirumalainathan, Safety Management Professional, Qatar Petroleum, Qatar
- Shri G Natarajan, Executive Vice President, Credit Kotak Mahindra Bank, Chennai
- Dr. M Krishnakumar, Sr. Manager-Operations/Projects, Apollo Hospitals, Chennai
- Shri Sriram K Iyer, Vice President/Sales, WIPRO Consumer Care, Bangalore
- Dr. C Joe Arun, SJ, Director, Goa Institute of Management, Goa
- Shri M Balasubramanian, Former Head / HR, Mahindra Satyam, Bangalore
- Shri I Balasubramanian, AVP, CTS, Chennai
- Shri K Manickam, Chairman, NIPM, Chennai Chapter
- Shri P Senthil Kumar, CEO, Gardener Consulting, Chennai
- Shri V Arockia Jerome, Banking and Financial Services, Delivery Excellence Group, TCS, Chennai
- Shri V Ramanathan, Vice President, TCS, Chennai
- Shri Sakthi Saravanan, Head-NPD, Vodafone, Bangalore
- Shri G Srinivasan, Sr. Director-Enterprise Information Management, Virtusa, Chennai
- Shri N Chandrakumar, Chief Technology Officer (CTO), Asia-Pacific-Japan at EMC2, Singapore
- Shri V Rajesh, Retail Expert, Consultant & Trainer, Chennai
- Shri Chakravarthy Perumal, Associate Director, iData System Tech & Consulting Pvt. Ltd. Bahrain
- Shri G Muruges, Former Head-HR, TSPL (Vedanta Resources)
- Ms. P Renju, Regional Marketing Manager-TN & Kerala, ICICI Securities Ltd.
- Ms. B Jayashree, Head-International Supply Chain, DHL Global Forwarding, DHL Logistics, Chennai
- Shri K S Ananthanarayanan, CEO, Hitachi Solutions India Ltd., Chennai
- Shri Ravi Seshadri, VP & Chief Compliance Officer, Bharti AXA General Insurance Co.
- Shri K Srinivasan, General Manager(South & East), Tube Products of India
- Shri P K Diwakar, AGM, Vantack Logistics (I) Ltd., Chennai
- Dr. N Kamakodi, MD & CEO, City Union Bank Ltd., Kumbakonam
- Mrs. Vidhya Srinivasan, CEO, Sarara Inc., Chennai
- Shri Pawan Bakhshi, Business Head, Airtel Money, New Delhi
- Shri C Vasanthkumar, Head, Co-innovation Lab, Bangalore
- Shri G Shanker, President, Madras Consulting Group, Chennai
- Shri Srinivas Rengarajan, MD, Inautix
- Shri Muthu Singaram, Founder Vibazonee, Chennai
- Shri T C A Ranganathan, CMD, EXIM Bank, Mumbai
- Shri Gouranga Chattopadhyay, CEO, Chattopadhyay Associates, OD Consultant, Kolkata
- Shri Kiruba Shankar, CEO, Business Blogging Pvt. Ltd., Chennai
- Shri Mani Sudharsan, Regional Head of Traded Risk, Middle East and North Africa, HSBC Bank
- Shri Dinesh Jain, CEO, TDI International India Ltd, New Delhi
- Shri Barry O'Brien, Founder, Heritage Resources Pvt. Ltd, Educationist, Author, Quiz Master, Kolkata
- Shri SM Valliyappan, HR Consultant, Chennai
- Shri R Siddharthan, Head-Global Operations, Government Business Unit, TCS, Chennai
- Shri Derick Jose, Cofounder-Flutura Decision Sciences, Bangalore
- 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.
- **Shri Muthukumar Thanu**, CHRO, TAFE & TMTL, Chennai
- **Shri Srinivas Rengarajan**, MD, Inautix
- **Shri Y Rama Rao**, MD & CEO, Spark Capital Advisors, Chennai
- **Shri Samuel Chander**, CGM, EXIM Bank, Mumbai
- **Dr. Gunta Srinivas** Associate Professor, IIM Indore.
- **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 & Allied Insurance Co. Ltd., Chennai.
- **Prof. Nalini Ravishankar**, Prof. & 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.
- **Dr. Lakshminarasimhan** Professor / Dept. of Computer Science, East Carollina University, USA
- **Mr. Isaac**, HR-Head, Telecom Business Unit, TCS, Chennai
- **Shri Pandiyan** General Manager, Murugappa Group, Chennai
- **Mr. Anand Santhanam**, GM, Brand Mgmt – S&M, TAFE.
- **Shri M S Ravindran**, BPO, HCL Technologies, Chennai
- **Shri V Sivakumar**, Professor of Business from Coker College, SC, USA
- **Shri Balaji Chakravarthy**, Founder of ScoVelo Consulting, Chennai
- **Shri Oommen Abraham** Vice President, CavinKare, Chennai.
- **Dr. Olivier Crepin Leblond** Chair, ICANN's (Internet Corporation of Assigned Names of Numbers)
- **Mr. Madhu Menon**, Director, Standard Chartered Bank, Chennai.
- **Mr. P M Venkatesh**, VP, Spark Capital, Bangalore
- **Shri T. Sasikumar**, Vice President - HR, Ashok Leyland, Chennai
- **Shri P H Rao**, Former President, Crompton Greaves and CEO, Airtel (South India)
- **Shri Vijaykrishnan**, Vice President, 3M
- **Mr. K. Ramakrishnan**, ED & Head (Investment Banking), Spark Capital Advisors (I) Pvt. Ltd.,
- **Shri G Srinivasan**, Sr. Vice President, Lister Technologies, Chennai.
- **Shri K Ramakrishnan**, President-Marketing, Café Coffe Day, Bangalore.
- **Ms. Kavitha Singh**, Head/HR, MAERSK International, Chennai
- **Shri S V Kaushik**, Sr Vice President-IT & IA, TI of India, (Murugappa Group), Chennai.
- **Shri Harikrishnan**, MD Avigo Capital Partners, Mumbai
- **Shri Raveen Joseph**, Head-Institutional Sales, TAFE, Chennai
- **Shri Vijay Chander**, Head-Business Analytics, HDFC, Bangalore
- **Shri Suri**, Vice President & Head, (Corporate strategy Planning) Murugappa Group, Chennai.
- **Shri Raja Krishnamoorthy**, Director, HRD, Talent Maximus India Pvt. Ltd, Chennai
- **Shri Raghunathan**, CDSL, Security Markets, Chennai
- **Shri Vikas Gupta**, Founder & Director, 9.9 Mediaworx Pvt. Ltd.
- **Shri Kumarappan**, Sr. General Manager, Sales and Marketing, TAFE
- **Shri S Krishnan**, I.A.S, Secretary (Expenditure), Finance Department, Govt. of Tamil Nadu
- **Shri Ajay Padmanabhan**, AGM-PR, Suzlon Energy Ltd, Pune
- **Shri S D Sharma**, Beeline HR Advisor/Consultant, Chennai
- **Shri Mukundan**, I.A.S, Chennai
- **Shri Hari Kumar Kasa**, Vice President, HSBC
- **Shri Balaji Prakash**, GM, Food Division, Cavinkare Pvt. Ltd, Chennai

The designation mentioned are the positions held by the said individual at the time of their visit to BIM.

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.

## **Infrastructure**

### **Location**

The Institute is located in the sylvan surroundings within the BHEL complex, 21 kilometers East of Tiruchirappalli on the Tiruchirappalli-Tanjore highway. Tiruchirappalli 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 with WiFi internet connectivity, 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 auditorium with a capacity to house more than 1500 people.

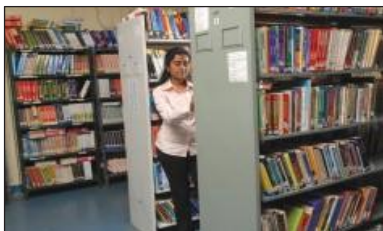


### **Video Conferencing Facility**

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 16,000 volumes. The Library also subscribes to an extensive collection of over 95 International and Indian journals/magazines. BIM also has several online databases. An impressive collection of over 500 Video Cassettes and CD ROMs



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



### **Online Databases**

EBSCO, IBID, CRISIL, INDIASTAT.com, CMIE (Prowess, Industry Analysis Service, Business Beacon), DELNET, CAPITALINE PLUS, PROQUEST, Jgate database.

## Computing Facilities

Our Computer Centre (CC) 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.

### Microsoft Campus Agreement (Open Value Subscription)

BIM has registered for the Microsoft Campus Agreement (Open Value Subscription). 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 Microsoft 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).

### IBM SPSS Statistics 18



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

### Language Labs



Interactive Language Software Suite (**French, Spanish & German**) have been installed in computers within the Computer Centre. This software is most comprehensive language-learning software package and contains three programs designed to let novice to intermediate level learners take the provided course material into the environment in which they are most comfortable learning. It offers numerous lessons, interactive, immersion style course and research-based vocabulary building system with over 2000 words and phrases, flash cards, pronunciation practice, learning games, and other engaging activities.



## 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 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 Revolution 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 in a globalized world, collaboration is the most important issue. BIM was a great example."

[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, Tiruchirappalli

"It was an honour to interact with your wonderful students on US-India Trade. I hope to return."

[Shri James Golsen](#)  
PCO – American Consulate, Chennai

"I enjoyed being with students of BIM. It was extremely interactive and energetic; very sharp minds. It was a pleasure to be with you".

[Shri V Suri](#)  
Head-Strategy, Murugappa Group

## **CECMAR [Centre for Contemporary Management Research]**

BIM has been 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]." Since its inception, CECMAR has been providing a stage for scholarly work in a splendid plethora.

### **Objective**

Centre for Contemporary Management Research (CECMAR) was established with the central purpose of identifying and analyzing emerging issues in management and disseminating the knowledge to practitioners, researchers, and students of management. It also strives to promote the spirit of quality and contemporary research among management professionals both in academia and industry.

### **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 international conference on management research conducted every year by the "Center for Contemporary Management Research (CECMAR)." 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.

The mission of ATHENAEUM is to promote a network of professional researchers in Asia-Pacific, Middle-East, Europe and Africa by encouraging, guiding and helping researchers to improve their research quality and offer constructive suggestions/feedback/inputs so that their manuscripts evolve as standard works, to get published in high-impact journals.

Athenaeum has carved a niche for itself in the management research space as being an effective forum to discuss ideas in contemporary management, sowing seeds of innovation and development. Earlier editions of Athenaeum have seen large scale participation from academic and non-academic worlds. (<http://athenaeum.bim.edu/>)

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.

The 8th International Conference (Athenaeum) on Management Research will be held on 9<sup>th</sup> and 10<sup>th</sup> February 2018 at Chennai.

### **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 on topics of contemporary management research. Articles from the corporate world, case studies and book reviews 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 EBSCO and PROQUEST databases and is in the process of including it in other leading databases 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.

### **Seminars / Conventions**

#### **CXO Connect session**

Crescita 2016, the flagship event of Bharathidasan Institute of Management (BIM), Tiruchirappalli kick-started on 8<sup>th</sup> November 2016 at Sangam Hotel, Tiruchirappalli. The day witnessed two events - CXO Connect and BIM Quest.



CXO Connect was organized by Confederation of Indian Industry (CII) and Young Indians (YI) in association with BIM, Tiruchirappalli. Shri Srinivasan K Swamy, Chairman & MD, R K Swamy BBDO was the Chief Guest of the event. He spoke on the topic 'Growth, Decline and Growth of Brands'. Shri S.Sampath, Chairman - CII Tiruchy Zone and Mr. Prative Chend, Chairman-YI Tiruchy Chapter were the other dignitaries who graced the occasion with their presence. Shri

Subramanian K Swamy spoke on how each product passes through various stages of life cycle and the different styles and strategies advertisers have adopted in projecting the products and brands in peoples' minds. Informative and educational videos were shown where the transition over time was depicted. He also stressed on how companies should always march ahead of consumer expectations and how they can use data to analyze the markets and their preferences. He also added how the brands today should take advantage of mass media to gain more awareness and how paid media is currently more effective than owned media to communicate about their products to the consumers.

## BIM Quest

BIM Quest, a National level Business Quiz for corporates was the second event of Crescita 2016. The preliminary round of the event received an overwhelming response from quizzing enthusiasts across the country. The six teams shortlisted from the prelims – Grandmasters and the Master Blasters, Chota BIM, S 4, Fresh Bite, To Guess or Not To Guess and Mostly



Off Stage – pit their wits on various topics related to business and finance. will have a shot at cash prizes to the tune of Rs.75,000. The finale was hosted by one of the country's leading quizmasters, Mr. Barry O'Brien, who has an experience of 27 years in the field of quizzing.

The quiz results are as follows:  
Winners: Grand Masters and the Master Blasters (Prize money Rs.50000) comprising of G Anand Babu and Sachin Ravi from

Bangalore.

Runner-up: Chota BIM (Prize Money Rs.25000) comprising of Jayakanthan Ranganathan and Prashanth Sampath from Chennai.

Crescita 2016 concluded on 10<sup>th</sup> November 2016 with Isai Kaveri, a confluence of Indian Classical music by the musical duo - Shri Kumaresh and Smt.Jayanthi Kumaresh.

## 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 such 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.

## Administrative Staff

A group of 30 members of Staff 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 the years 2014-2015, 2015-2016 and 2016-2017 (till October 2016):**

- ❖ Shanmathi, Gopika and Nivedithaa V of Batch 32 won first prize in Buzzar- Samanvay (Marketing event) conducted by IIT-Madras (DOMS) on 16th October 2016.
- ❖ Mayur Tandon, Vijayaraghavan .V and Vidhya M of Batch 32 won 2<sup>nd</sup> prize in Buzzar-Samanvay (Marketing event) conducted by IIT-Madras (DOMS) on 16th October 2016.
- ❖ Mary Julia and Mohammed Fazil of Batch 32 won the Marketing competition conducted by Giftistree (October 2016)
- ❖ Prachetha and Ashif of Batch 32 won 1<sup>st</sup> place in YUKTHI (case study competition) - Dhruva organised by IIM-Tiruchirappalli (October 3-9, 2016).
- ❖ Govindaraj & Azarudheen of Batch 32 won 2<sup>nd</sup> place in YUKTHI (case study competition) - Dhruva organised by IIM-Tiruchirappalli (October 3-9, 2016).
- ❖ Ashiq, Preethi and Prakash of Batch 32 won the 2nd Place in Consulting Czars organised by IIM-Tiruchirappalli (October 2016)
- ❖ Nissanka Parvath, Preethy Raghu, and Siddharth of Batch 32 won 2<sup>nd</sup> prize in "Parivarthan-cause marketing" organised by IIM-Ahmedabad (September 30, 2016)
- ❖ Mary Julia, and Mohammed Fazil of Batch 32 won the 1<sup>st</sup> Place in Vista-Sparsh organised by IIM-Bangalore (September 25, 2016)
- ❖ Hariprasanth, Thirumurugan, Prasanth A, and Shivararjan of Batch 32 won 2<sup>nd</sup> place in MMA B-Plan Competition organised by MMA, Chennai (September 24, 2016)
- ❖ Hariprasanth, Prassana, Ramki, Lokeshwaran, Gurushankar, and Jaiprasanth of Batch 32 won the 2<sup>nd</sup> place in "Vista-Bidwiser" organised by IIM-Bangalore (September 23, 2016)
- ❖ Gaurav Kulkarni, Ashika S, Vaibhav and Ankit Gupta of Batch 32 won the 3<sup>rd</sup> place in "Agora- Halla bol bech dalo" organised by IIM Ranchi (September 4, 2016)
- ❖ Shivashanmugam of Batch 32 won 2<sup>nd</sup> place in "Celebretio- Stock selection Model" organised by IIM Shillong (August 23, 2016)
- ❖ Shivashanmugam of Batch 32 won 1<sup>st</sup> place in "Global Industry Analysis" organised by IIM Shillong (August 17, 2016)
- ❖ Rahul Boya of Batch 32 placed in Top Ten in "Ayurved RMAI Awards" organised by Rural Marketing Association Of India (July 2016)
- ❖ The team 'On Your Mark' comprising of Shanmati S, Ramkumar J.R, Pracheta and Dhivakar K of 32<sup>nd</sup> Batch won the second place in a National Level Sales and Marketing competition conducted by Knappily Media Private Limited (September 3, 2016). The event comprised of 3 rounds where marketing fundamentals were tested along with practical exposure of making a sales pitch in the college campus and a year-long marketing plan to enhance it further.
- ❖ Ashiq, Preethi and Prakash of Batch 32 won the 1<sup>st</sup> place in event ABHIYAAN conducted by IIM Raipur in January 2016
- ❖ Karthik C and Sreehari R of Batch 32 won the event AD HONOREM, a valuation based case study competition conducted by the Finance Society of FMS, Delhi (February 2016).
- ❖ Monish and Jai Prasanth of Batch 31 won in the ET in Campus (ETiC) Quiz held in Trichy in a contest that saw a f keen fight among six competing teams.
- ❖ The team "Animal Spirits" consisted of Thirumurugan, Shivararjan, Hari Prasanth, Prasanth of Batch 32 won first prize in YUTRY 2016, Startup competition conducted as a part of YUTRY-National Conference on Entrepreneurship–Sharpen Your Saw hosted by CII - Young Indian on 22 & 23rd January 2016.
- ❖ Ashif.A & Mohamed Fazil of Batch 32 achieved the Runner Up position in "YUKTI" during ACTURUS 4.0 an annual business festival of IIM Tiruchirappalli
- ❖ Thirumurugan P, Sivararjan M, Hari Prasanth Y & Prasanth A of Batch 32 grabbed the second prize in "Backwaters'15" B Plan contest conducted by IIM Kozhikode.
- ❖ Nitya Devi of Batch 31 won first place in "HR Whiz" contest conducted by TCS

- ❖ Sowmya and Bhavana of Batch 32 have won 1<sup>st</sup> place in “Product Innovation and Sales pitch” conducted by IIM Udaipur.
- ❖ Sahana G of Batch 31, Praveen S & Nissanka P of Batch 32, have won the Second Place in "Prakalp" - IT strategy contest conducted by SJMSOM, IIT-Mumbai.
- ❖ Vignesh G & Vignesh KB of Batch 31 have won the Second Place in "Avenues " - Analytics Event conducted by SJMSOM, IIT-Mumbai.
- ❖ Mahmood Sulthan, Prethive & Pradheep Kumar M of Batch 31 have won the Second Place in "IPL Strategy formulation" conducted by SJMSOM, IIT-Mumbai.
- ❖ Karthik MSS and Giridhar S of Batch 31 have won 2nd place in “M&A Case solving" contest conducted by MDI Gurgaon.
- ❖ Surendhar V and Bharathidasan V of 31<sup>st</sup> Batch secured second prize in 'Vitt Neeti' conducted by IIFT during 4-6 September 2015. The event was held in 3 parts. The first round was an online quiz. Fifty teams were selected to round two, where the teams were tested on their stock trading prowess on ICICI Direct Virtual Stock Trading platform over a span of week. Five teams moved to the final round, where our students presented a case analysis to the judges. Kudos to the team.
- ❖ Archana S and Saumya Singh of 31<sup>st</sup> Batch secured first prize in 'Truly Madly' which was conducted from 8 July to 9 Aug. 2015.
- ❖ Praveen Salim and Aravinth.S of 31<sup>st</sup> Batch won third prize in "Samridhi"- Live marketing case study competition held at GIM, Goa on 19 Sep. 2015.
- ❖ Shanmughaprabhu D, Vignesh K.B and Vignesh S of 31<sup>st</sup> Batch came first in "KRUNCH"- Analytics Quiz Conducted by IIT-M on 29 Sep. 2015.
- ❖ Vasudev, Rathana Sabapathy and Ragothaman of 31<sup>st</sup> Batch won second prize in 'FinSpin' conducted by IMT ,Ghaziabad on 17 Oct.,2015
- ❖ P.R.Sriram and D .Shanmugha Prabhu of 31<sup>st</sup> Batch won first prize in "Hriith" conducted by IIT-Madras on 25 Oct. 2015.
- ❖ Bhavani Sridharan and Thanish Mohammed J of 31<sup>st</sup> Batch won the first place in the 14<sup>th</sup> Annual MMA Student Convention-Paper Presentation contest entitled 'Winning Strategies of Strong Brands'.
- ❖ BIM Student Team among Winners of the Spring 2015 Capstone Business Simulation International Challenge. Ms. Sahana Priyadarshini Danasekaran, Mr.Venkat Parthasarathy, & Mr. Manoj Paulraj of 31<sup>st</sup> Batch are among the Winners of the Spring 2015 Capstone Business Simulation International Challenge. Hearty congratulations to the team.
- ❖ Students of Batch 31 of BIM, Ms. Archana S, Ms. V P Lakshmi and Ms. Singh Saumya Saurabh secured First place in 'Mark-E-Diction' organised by DMS, IIT Delhi. The event involved contests like Quiz, Making a Poster and getting Facebook likes + Case analysis and Case presentation + Q&A session and was held on 22 Feb. 2015.
- ❖ Baskar S, Tanvi Lamba and Shivam Gupta of 30<sup>th</sup> Batch won the Marketing event conducted by IIM, Tiruchirappalli.
- ❖ Harika V, Swati Pandey and Sudharsahan S of 30<sup>th</sup> Batch stood second in the Marketing event conducted by IIM, Tiruchirappalli.
- ❖ Pranesh R of 30<sup>th</sup> Batch won the First Place for Articles on “Banking Licence to NBFCs” organized by SCMHRD.
- ❖ Shanmugaprabhu D, Ashwin karthic, and Arunkumar R of 31<sup>st</sup> Batch won 3rd prize in Marketing Strategy competition conducted by Tentacle Technologies, Malaysia
- ❖ Sriram P R of 31<sup>st</sup> Batch stood second in Arohan 2014 organised by NITIE, Mumbai
- ❖ Sriram P R of 31<sup>st</sup> Batch won second prize in SAY organised by NITIE, Mumbai
- ❖ Sriram P R of 31<sup>st</sup> Batch stood second in the Emoveré - Online Photography Contest (Quest 2014) organised by XIME, Kochi
- ❖ Thiyagarajan S T and Jayashree Santhanam of Batch 30 secured 2nd place at Arcturus organised by IIM, Tiruchirappalli
- ❖ Manoj Paulraj, Anitha Palaisamy, Vivek Muralidharan, and Dharanija Rajendran of Batch 30 won the B-Plan competition organised by IIT, Madras
- ❖ Premnath V and Venkat P of 30<sup>th</sup> Batch secured 1<sup>st</sup> place in Ashwamedh conducted by IIT,Mumbai

- ❖ Vignesh S and Dinesh M secured first place in the event called 'PARISHRAM' conducted by IIT Kharagpur. The event is aimed at involving the students from various parts of the country to provide original and practical solutions to the issues faced by NGOs and Rural Development issues.
- ❖ Nithya Devi G A, Vikraman P of 30th Batch presented and published a paper titled "School Dropouts and Societal Adjustment" in "AH-CON"(Adolescent Health Conference) conducted by Madras School of School Work, Chennai on 23<sup>rd</sup> & 24<sup>th</sup> January 2015. The paper highlights a pattern of low peer and parent attachment score than graduated youth, suggesting that both peer and parent attachment plays an influential role in Emotional Disorders.
- ❖ Thanish M and Praveen Salim of Batch 30 secured 1st place at Zest-athon at SCMHRD, Pune. Zest-athon is a Case Study competition where participants were given a Tata Motors case study and asked to prepare a marketing plan for Tata Motors' new car "ZEST"
- ❖ Sriram P R of 31<sup>st</sup> Batch secured First Prize in Imperium (Photography contest) conducted by MDI Gurgaon.



## Fee Structure for two-year full-time Residential MBA Programme\*

Batch 34 (2017-19)			
S.No.	Particulars	I Year (Rs.)	II Year (Rs.)
1	Admission Fee	2750	0
2	Recognition fee **	##	0
3	Tuition fee	479000	526900
4	Knowledge facilities	27600	27600
5	Welfare activities including Placement Assistance	18100	20000
6	Books and Course materials	18100	20000
7	Computer and Internet	12000	12000
8	Examination fee	18000	18000
9	Accommodation & Water Charges #	36500	36500
10	Caution Deposit	10000	0
11	Mess Deposit	5000	0
12	Subscription to Alumni Association	1000	0
13	Insurance Policy	270	270
14	Special fee	1000	1000
<b>Total</b>		<b>629320</b>	<b>662270</b>

\* subject to change

** Recognition Fee	
For Bharathidasan University	Nil
For Other universities within Tamil Nadu	190+10(Youth Development)
For Other universities outside Tamil Nadu	375+10(Youth Development)

# Based on Actual expenses incurred

**“SBI Scholar Loan & Canara Bank Vidya Turant Loan Schemes” available to BIM students’ upto Rs.20 Lakhs without collateral.**

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