

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

**MBA - ADMISSIONS 2019**

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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 35 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 Shri T Kannan, the members of the Board, the faculty and staff are all committed to excel the high standards that drive BIM to move on to the next phase of growth to become a world class business school.

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 every success and look forward to welcoming you at the Institute for a challenging aroma of experience in June 2019.

**Dr. S. KARUTHIAH PANDIAN**  
Director

## Introducing BIM

### Genesis

Bharathidasan Institute of Management (BIM) is a School of Excellence affiliated to Bharathidasan University promoted in the year 1984. The founding fathers, Bharat Ratna Sri C. Subramaniam and the then Vice-chancellor of Bharathidasan University Professor P.S. Manisundaram had 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, with active partnership of BHEL, Tiruchirappalli.

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 leadership positions.

### Objectives of BIM

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 nurture leadership skills and developing the students into responsible citizens capable of succeeding in all types of organisations, large, small, private, public and non-profit.
- To inculcate the culture of striving towards excellence and perfection in actions. 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.
- To render qualitative service to Industry by conducting training and development programmes for private and public sector employees.

### Strengths of BIM

- Direct linkage with industry for acquiring practical skills of management.
- Students from diverse educational, social, economic, cultural and regional background are admitted 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 86 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.

## BIM Philosophy

Candidates with prior work experience are preferred but outstanding fresh Under-Graduates are equally 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 that knowledge. The courses offered place a lot of emphasis on interaction through a series of case analyses, seminars, simulations, team projects, village immersion programme and corporate immersion programme. The students are urged to work in teams 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. 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.

### ➤ 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 2019

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, Calcutta on 25<sup>th</sup> November 2018. 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 2018 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 2018 score of the applicants. The PI & GD will be conducted at Bengaluru, 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, 2019** 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 2018 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 33 was placed on 24<sup>th</sup> November 2017, 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 which is also known as Corporate Immersion Programme for 2018 are:

- ❖ Record 19 companies participated on Day 1 of the executive placement process.
- ❖ More than 100 companies have participated in our placement process in the past.
- ❖ Good spread of companies across various industries like (Consulting, FMCG, Manufacturing, BFSI, IT & ITes, E-Commerce, Hospitality, Infrastructure, Advertising & Market Research)
- ❖ Consulting – 11, FMCG – 14, Manufacturing – 28, BFSI – 27, IT & ITes – 45, Construction – 5, E-Commerce – 2, Hospitality – 1, Retail – 2, Consumer Durables – 1)

The details of the placements this season are given below.

- ❖ No of Students who participated in the placement process: 238 (120 for Executive Placements & 118 for Corporate Immersion Programme)
- ❖ No. of offers made by all companies – 257 (128 for Executive Placements & 118 for Corporate Immersion Programme)
- ❖ No of Companies that participated in the process: 125 (Names of Companies on the BIM website)
- ❖ **Average CTC– 10.00 LPA (Executive Placements) and 30 K for Corporate Immersion**
- ❖ **Median CTC – 8.50 LPA (Executive Placements) and 15 K for Corporate Immersion**
- ❖ **Maximum CTC – 15.00 LPA (Executive Placements) and 1L for Corporate Immersion**

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.

## Corporate Immersion Programme

The Corporate Immersion Programme is a very useful and unique three month immersive experience with a company every student has to undergo which aims at providing live experiences in the field of management. The Immersion Programme provides students immense practical learning and ropes in every aspect of running the business/services and also provides an opportunity for writing a contemporary project on a live business problem, identified with the help of the Mentor in the given organisation. This is a great launch pad for a successful career in Management for our students.

## Some of our past recruiters

3M India Limited	HDFC Life Insurance	Ramco Systems Ltd.
ABP Pvt. Ltd.	HDFC Ltd.	Rane
Accenture Services	Hitachi Solutions	Redington
Amba Research India Pvt Ltd	Hyundai Mobis	Reliance Broadcast
Ameex Technologies	Hyundai Motors	Reliance Retail
Analytics Quotient	i3 Consulting	Religare Securities
ANZ Bank	ICICI Bank	Renault Nissan
Ashok Leyland	ICICI Prudential	Reserve Bank of India
Asian Paints	ICICI Securities	Royal Enfield
Auroville Consulting	ICRA Ltd.,	Rural Electrification Corporation Ltd
Avery Dennison India Pvt Ltd	IDBI Bank Ltd	SBI Capital Markets
Aviva Life Insurance	iDeck	SBI Life
AXIS Bank	Identity Design	Shell
Bajaj Allianz	IDFC	Spark Capital
Bajaj Auto Finance	IMACS	State Bank of India
Bajaj Electricals	IMRB International	Sterlite Industries (Vedanta)
Balmer Lawrie & Co Ltd	iNautix Technologies	Sulekha
Berger Paints	IndianTerrain	Sundaram Auto Components Ltd.
Bharti Realty Ltd	Infosys Technologies	Sundaram Clayton Ltd.
BIG FM	ING Life Insurance	Sundaram Fasteners
Café Coffee Day	ING Vysya Bank	Sundaram Finance
CAPGEMINI	J.P Morgan	TAFE Limited
CARE Ratings	JSW Steel	Tamil Nadu Industrial Investment Corporation
Casa Grande	Kaya Limited	Tamil Nadu News Print Ltd
Castrol Ltd	Kotak Inifiniti	TATA Motors
CavinKare	Kotak Mahindra Bank	Tata Teleservices Ltd
Citibank	L&T	TCS
Citicorp	Lotte India	Tentacle Technologies
City Union Bank	Madison Media	The Karur Vysya Bank
Cognizant Technology Solutions	Madras Cements	Thirumalai Chemicals Ltd.
Coramandal	Mahindra & Mahindra	Thomas Cook (India) Ltd
CRISIL	Mahindra Holidays	TI Cycles
CSS	Mahindra Satyam	Tiger Analytics
Daimler India Comm. Vehicles	Marg	TTK Healthcare
Dalmia Cements	Marico	TTK Prestige
De Shaw	Marmore Mena Intelligence	TVS & Sons
Dell Computers	Maverick Systems	TVS Logistics
Deloitte Consulting India Pvt Ltd	Max Value Online	TVS Motors Co Ltd
Delloitte Touche Tohmatsu	McCaan	UCAL Fuel Systems
Eicher Motors	MedAll	UCO Bank
Eveready Ltd	Mentis	Ultramarine & Pigments Ltd.
Exide Life Insurance	MindTree Consulting	Unilever
EXIM Bank	Murugappa Group	Union Bank of India
EY GDS	Nerolac Paints	Unisys Technologies
EY India	NCDEX	Vedanta
Federal Bank	Nerolac Paints	Vernalis Systems
Feedback Consulting	Neyveli Lignite Corporation	Vodafone
Ford Motor Company	Novellsys Technologies	WA Tech Wabag
Frost & Sullivan	Nuclear Power Corporation of India	Wealth Advisors India
Genpact	Ogilvy & Mather	Wealthmax
GMR	Olam International	WIPRO Consumer Care
Godrej Boyce & Mfg Co Ltd	Oracle	WIPRO Technologies
H & R Johnson	Photon InfoTech	Zoho Corporation
HCL Technologies	Quantum Market Research	
HDFC Bank	Radio Mirchi	



## Village Immersion Programme

There is a growing need for higher educational institutions to play a proactive role in sharing the vision of Transformational change taking place in rural development processes, Therefore, the Business Schools are expected to enable processes that connect students with local communities to address the development challenges of rural India through participatory processes and appropriate technologies for accelerating sustainable growth in rural areas. This mechanism has been recently institutionalized by the Government of India also through the Scheme of **Unnat Bharat Abhiyan** advising the Higher Educational institutions to provide opportunities for the students with appropriate immersion in the rural areas with scope for them to do micro projects based on local needs, to improve the livelihood of the people.

BIM has therefore embarked upon an exploratory journey called Village Immersion Programme (VIP) from the year 2018-2019. The VIP at BIM is an innovative initiative in this direction. The aim of VIP is for a batch of students to live in a selected village for 10 days to understand the village life particularly the development needs of the village from the dimension of the community with whom they are working and to identify accordingly at least one problem at the village level and to come up with an innovative professional solution to the problem at hand, through an **“Enterprise Plan”**. This process adds enormous value to our students from the practical point of view and from first hand immersion experience. This is an innovative exercise which has not been tried out anywhere in India in Business schools. Our new initiative is visionary and far reaching in terms of making the students empathetic (a fundamental shift in the attitude of MBA students) toward rural population and the difficulties they go through on a day to day basis; and also, visionary in terms of addressing the core requirement of a manager, i.e to identify a problem, understand the problem, understanding the root causes of the problem, separating the symptoms from real underlying problem, identifying all possible and feasible alternatives, evaluating these alternatives in the light of the expected outcome, and to come up with a solution which is practical, with reference to context and culture. The ultimate benefit that the society gets out of this exercise will be the individual economic empowerment.

Students in the 1<sup>st</sup> year MBA were formed into groups and 22 teams were sent to different districts for 10 days from 20th August to 29th August 2018. The teams of students were accompanied by our faculty members. The team and the faculty members stayed in the village or a place closer to the village for 10 days. They met government agencies, government officers, villagers, workers, farmers and people from other walks of life. They studied the problem in the selected village and has come out with innovative solutions which are practical in nature. During these 10 days, students have experienced the village life and the day to day problems they face. There were many transformational experiences, our students have gone through. The students said that they had the patience to listen, the time to reflect on what they have listened to and understood, and only then they had thought of the necessary interventions. One team has come out with an observation that **“normally we tend to see development as mere provision of education, health, livelihood, water and sanitation and the like. We limit our understanding to providing for man’s basic physical needs without understanding the deeper requirements for the human heart, mind and soul”**. It is quite revealing. Another team observed that **“we need to guard against ourselves from trying to impose our solutions and views on people”**. Yet another team has observed that **“only when we learn to respect the wisdom of people we work with, only when we see them as equal partners and only when we empower them to solve their own problems, we will be able to bring in development that is democratic and meaningful. All else will be notional and of no real significance”**.

The teams have submitted their reports on local village level problems and their practical solutions as also an **Enterprise Plan** for economic development of few identified beneficiaries who are in the bottom of the pyramid. This practical learning at the initial stage of the MBA programme would greatly help for their eventual self-development leading to becoming socially responsible leaders.

## Faculty

### Finance & Economics

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



He has 28 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, AWM, Ph.D.



He has 21 years of experience in both industry and academia. Teaches Financial Reporting, Corporate Finance, Corporate Valuation, Ethics & Corporate Governance, Design Thinking, Innovation & Entrepreneurship at BIM. His other areas of interest include Global Financial Reporting, Forensic Accounting, Wealth Management, and Access to Finance for MSMEs. As a trainer, he trains corporate executives in the areas of Accounting, Finance and

General Management.

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



He has 15 years of industry experience and 20 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.

**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 K R Suresh**, B.Sc., FCA, LIII, Chennai

**Dr. V Prasanna Bhat**, M.Sc., MBA, Pg.DPM, CAIIB, Ph.D., Former MD, ITCOT of Tamil Nadu, Chennai

**Ms. Meenu Sharma**, B.Tech., PGDM, Head- Risk Intelligence, Tata Capital, Mumbai

**Prof. V B Athreya**, B.Tech (IIT-Madras), MS, Ph.D., Retd. Prof. & Head of Economics Dept., Chennai

**Dr. S M Suriya Kumar**, MA, M.Phil., Ph.D., Associate Professor (Retd.), Tiruchirappalli

## Marketing

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



Dr. Abhishek Kumar has more than 17 years of experience across academia, media, telecom and banking. His teaching philosophy is root unfolding with creativity, rigor and vision. He teaches courses in brand management, product innovation and leadership. His courses dissolve walls between disciplines, extend boundaries of intellectual and creative thought by drawing extensively from diverse fields of semiotics, psychology, aesthetics, ontology and phenomenology. He is currently working on developing an alternative philosophical conceptualization of product as a Cypher. He is also engaged in creating conversations between philosophies of east and west, chiefly between George Bernard Shaw, Rabindranath Tagore and Michel Foucault. He completed his doctoral thesis on Business Media Brand Personality from Pondicherry University which received global attention at AMA Summer Educator's Conference, Chicago, IIM Ahmedabad and Cambridge University. He has written case studies on Indian Railways, Ramco Systems, BHEL and The Telegraph around the themes of product innovation and leadership. These case studies are published by Harvard Publishing, Vikalpa and The Case Centre. He earlier worked as Business Head of a newspaper at ABP group, East India's largest media house and at Yes bank. His newspaper won the best children's newspaper award by WAN Paris and his branch at Yes bank won the best branch in CSR category.

**Dr. Satyanarayana Rentala**, B.Pharmacy, PGDM, Ph.D.



Dr. Satyanarayana Rentala had worked in the pharmaceutical industry in Product and Brand Management function and subsequently joined academics owing to his passion towards teaching and research. He had published nearly 30 research papers in international and national journals and presented more than 40 papers in international and national conferences. He was awarded Doctoral Travel Stipend to present his doctoral research work in Academy of International Business (AIB) Annual Meeting in June, 2015. He serves as a reviewer for 4 international journals by Emerald and SAGE Publications. He also serves as reviewer for AIB and Academy of Management (AOM) Annual Meetings since 2013.

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

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

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

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

**Shri N Jagannathan**, BE (Hons.), PGDM (IIM-C), Director & CEO, 4<sup>th</sup> Dimension Technologies

**Shri Satheesh Krishnamoorthy**, M.Com, MBA (Temple University, USA), Brand Consultant, Chennai

**Shri Ramesh Kalyanaraman**, MA(Philosophy), Media Planning(MICA), Senior VP, Omnicom Media Group, Chennai

**Ms. Sangeetha S Abhishek**, Director, SODME Digital Marketing Pvt. Ltd., Chennai

**Shri Prasenjit Das Purkayastha**, Marketing Research & Analytics Professional, Kolkata

**Shri S Shriram**, MBA, Dip.in Intl.Business, Founder, Miles2Go Consulting Services, Chennai

## Human Resources

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



He has more than 24 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 executives 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 Master Practitioner. 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, Former Exe. VP & Chief People Officer, Symphony Services, Bangalore

**Shri Biswanath Ghosh**, B.A., M.A., PGDM, PGDTD, Professor & Consultant, Kolkata

**Shri Barry O' Brien**, Founder, Heritage Resources Pvt. Ltd, Educationist, Author, Quiz Master, Kolkata

**Rev.Dr.C Joe Arun, SJ**, MA, MBA, D.Phil (Oxon)., Director, St. Joseph's Institute of Management, Tiruchirappalli

**Shri N Muralidharan**, Retd. General Manager (Corp.-HR), Ashok Leyland, HR Consultant, Chennai

**Shri V M Ramalingam**, M.Com, CAIIB, Director at VRUDDHI Coaching and Consulting, Bangalore

**Dr. Latha Vijaybaskar**, M.Sc, MBA, M.Phil., Ph.D., Founder and Communications Coach at Beyond Z, Chennai

**Shri G Srinivasan**, Independent Management Consultant, Chennai

## Operations

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



Dr. Jaya Krishna is a recipient of Dewang Mehta Best Professor in Operations Management Award. He has around twenty years of Academic, Research, Administration and Training experience at various premier B-Schools. He authored 5 books and edited 57 books in Management, Enterprise Systems, Socio-Economics, etc. He is a researcher in the areas of Supply Chain Competitiveness, Dynamics of Supply Chain Collaboration, Strategic Management of Supply Chain, Evolution Management of Supply Chain Strategic Alliance, Logistics Strategy, etc. His latest international publication includes "Supply Chain Competence Framework for Competitiveness and Growth" at NOFOMA'14 proceedings organized and published by Copenhagen Business School, Denmark. He has also published several professional and research articles in different magazines and journals respectively and many of his articles are cited by other researchers across the world. He is a regular resource person and instrumental in handling MDPs, EDPs, FDPs and training programmes at various

organizations like Tractors & Farm Equipment (TAFE) Ltd., BHEL, Amco Batteries, TVS Sundaram Clayton, etc. He is also instrumental in institutional building, offering professional advice and academic administration. Dr. Krishna heads the Centre for Supply Chain & Operations Excellence at BIM and is also the Editor of The Journal of Contemporary Management Research published by published by CECMAR, BIM. As an active member of the PGP team as one of its Vice-Chair/Coordinator, Dr. Krishna has conceived, designed, initiated & promoted several institutional development activities. He is also an active educationist and promoter of good values.

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

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

**Shri Michael Arun**, BE, MBA (NITIE), Supply Chain Analyst, Vestas, Chennai

**Dr. K Kalyanaraman**, Retired as Professor of Statistics, University of Kerala

**Shri V Gopalakrishnan**, B.Tech., MBA (Logistics, Materials & Supply Chain Mgmt.), Founder & CEO, Global Operational Excellence Solutions, Chennai

**Ms. Ritu Gulati**, Senior Manager (Operations), HDFC Bank, Faridabad

## Systems

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



She has 13 years of experience in teaching and 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.

**Prof. Sudharsan Sezhian**, B.E.(CSE), MBA



Sudharsan Sezhian is a technology enthusiast who is interested in studying the impact of technology on an organization's economic activity and its value. Prior to joining BIM, he was a part of large IT service organizations like Wipro, Infosys and start-ups like Ameex - where he executed varied roles like a Telecom Engineer, an IT Solutions Consultant and a Manufacturing Consultant. He brings to the table a multitude of experience across domains like 'Consulting, Software Product & Services - Visioning & Implementation, Business Analysis and Predictive Analysis'. His most recent engagement was in the 'Industry 4.0' domain and involved creating an IOT Sensor based solution to digitize factory operations. He is a 'Certified Scrum Master' and holds a number of telecom certifications from Hallmark. He is also an avid learner from various MOOCs.

**Mr.Vel**, BE, MBA (BIM)



Mr.Vel is an all-rounder IT Professional with engineering graduation from PSG College of Technology, Coimbatore and a management graduation from Bharathidasan Institute of Management (BIM), Tiruchirappalli. He has 27 years of experience in the field of Information Technology. During the first decade of his career, he worked in a variety of technical and middle managerial positions, delivering IT projects and support on an end-to-end basis. For the last 17 years, he has worked in a variety of senior leadership positions in Ford, TVS and CSC. During his tenure as a senior leader, Mr.Vel implemented complex IT programs spanning multiple geographies and cultures, managed IT infrastructure and applications at the national, regional (Asia Pacific) and global levels. He is well known for his flawless execution of work and excellent people skills. As a senior leader, he not only led the strategic aspects of the IT business, he has also been a coach and

mentor to many IT professionals who are occupying senior positions in several corporates across the globe. Mr.Vel possesses excellent domain expertise in the manufacturing (Automotive & Chemical), IT & ITES, Logistics sectors. In recognition of his excellent work done at Ford, he was hand-picked for a short-term assignment at the Ford Headquarters; a project that would re-write the IT strategy for the organization. Mr.Vel has been featured in quite a few articles in the press and he is also an active speaker on Technology & Business in several forums. Presently, he is closely working with CII as a Mentor for the BYST (Bharathiya Yuva Shakti Trust) program. After a long and fruitful corporate career, Mr.Vel, now holds the position of President & CEO, for Gen-Q, an organization he has founded that is aimed at providing IT & IT Enabled Services for the MSME segment in India. He is a voracious reader and an avid audiophile. He loves to share his experience and mentor people.

**Shri K.S.Ananthanarayanan**, B.Tech, MBA, CEO, Live Tutor Education Services (formerly Digipropel Edn., USA/India

**Shri M R Jambunathan**, M.Com, CIA, CSQA, CRISC, CAIIB, Immediate Past President, ISACA-Chennai Chapter, Chennai

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

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

**Shri Philip Solomon**, B.Sc., MBA (BIM), Service Delivery Manager, CTS, Chennai

**Shri Selvam**, B.Sc, MBA, Senior Project Manager, CSC, Chennai

**Shri Rajesh Anantharaman**, Data Scientist-II, Amazon Inc.

## General Management

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

**Shri M S S Varadan**, Management Consultant, Bangalore

**Shri N Bala Baskar**, IAS (Retd.), Former Principal Adviser, Finance, Min. of Ext. Affairs, Govt. of India, Chennai

**Shri R Kumar**, B.Com., BGL, MBA, ACMA, Business Head, Jubilant Life Sciences Ltd., Delhi NCR

**Ms.Sukanya Badri**, B.Com, ACA, Partner, Strategy & Leadership Consulting, Hexagram Business Solutions, Bangalore

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

**Shri Abhishek Gupta**, Co-Founder & MD, i3 Consultancy, New Delhi

**Shri D Harsha**, BE, MBA, General Manager (Retd.), 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

Mathematics and Statistics for Managers  
Financial Reporting and Performance Analysis  
Marketing-I  
Microeconomics for Managers  
Technology Enabled Business Management-I  
Organisational Behaviour-I  
Regulatory and Legal Aspects of Business-I  
Business Communication-I

#### Second Trimester

Corporate Finance-I  
Marketing-II  
Macroeconomics for Managers  
Organisational Behaviour-II  
Operations Research  
Operations Management  
Cost Analysis and Management  
Productivity and IT Tools for Managers-I  
Business Communication-II

#### Third Trimester

Regulatory and Legal Aspects of Business-II  
Business Research Methods  
Corporate Finance-II  
Human Resources Management  
Business Ethics, Government and Governance  
Technology Enabled Business Management-II  
Productivity and IT Tools for Managers-II  
Environmental Management  
Business Communication-III

## Second Year Courses\*

(\*Subject to change)

### Fourth Trimester

Strategic Management-I  
+ Electives

### Fifth Trimester

International Business Environment  
+ Electives

### Sixth Trimester

Strategic Management-II (Simulation Game)  
+ 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 and Portfolio Management
- Private Equity Finance
- Financial Modeling using Spreadsheets
- Structured Finance and Trading Strategies
- Project Finance
- Corporate Valuation
- Financial Planning and Wealth Management
- Financial Market and Systems (Workshop course)
- Financial Statement Analysis (Workshop course)

### 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 and 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 Strategy
- Value Analysis for Management
- Supply Chain Analytics

## **IT / Systems / Analytics**

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 Program 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 Governance and Management**

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 Analysis and Design
- IT Products Management
- IT Services Management
- Machine Learning and Artificial Intelligence
- Block Chain Decoded for Business Managers
- Robotics Process Automation
- Industrial Internet of Things

## **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
- Industrial Relations & Labour Laws
- Culture and Strategy
- Strategic Human Resource Management
- Leaders & Leadership
- Coaching
- Neuro-Linguistic Programming (NLP) (Workshop course)
- Counselling (Workshop course)

## **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
- 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 taken through 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 include:

- **Shri Chandra Kumar N**, Founder and CEO, WiseleyWise, Singapore
- **Shri Balu Srinivasan**, CIO, TVS & Sons. Chennai
- **Shri T. Chockalingam**, Ex. Director/Finance, BHEL, Tiruchirappalli
- **Shri N Bala Baskar**, IAS (Retd.), Former Principal Adviser – Finance, Ministry of External Affairs, Govt. of India

- Shri T. Sasikumar, Vice President, Ashok Leyland, Chennai
- Shri Srinivas Chunduru, Executive Director, Piramal Housing Finance, Mumbai
- Shri G Venugopal, Manufacturing Domain Consulting Group, Infosys Limited, Bangalore
- Shri M R Sreetha, Pegasus Institute for Excellence, Bengaluru
- Mr. S. Lakshmi Ram Kumar, Vice President–Sales, Ford India, Chennai
- Mr. Sundar Ramamoorthy, Accenture, Bangalore
- Mr. Michael Arun, Sr. Consultant – Planning & Analytics, Capgemini, Chennai
- Mrs. Sowmya Ravikumar, Associate Director, Grant Thornton, Chennai
- Mr. Ramaswamy, Digital Consultant in Retail, Consumer & Manufacturing Verticals, Mindtree, Chennai,
- Mr. Vittal Raj, Partner, Kumar & Raj Chartered Accountants, Chennai
- Mr. Vinod Kumar, Supply Chain Director, TPA, Tehran, Iran
- Mr.Goutham Chandrasekaran, Associate Director, KPMG, Chennai
- Mr. M. Kulothungan, Consultant, Bangalore
- Dr. Venkatesh Sarangan, Principal Scientist & Head-Intelligent Infrastructures R&I Program, TCS, Chennai
- Mr. Ashin Antony, Senior Architect, MindTree, Bangalore
- Ms. Shalini Gupta, Head Marketing, Janmat, Mumbai
- Dr M. Ramachandran, Professor & HoD of Economics, Pondicherry University, Pondicherry
- Mrs. Vasanthi Ranganathan, Trainer, Chennai
- Dr. R. Surendran, Director-Gastroenterology Department, Apollo Hospital, Chennai
- Shri I.S.A.K. Nazar, Managing Director, Southern Health Foods Pvt. Ltd.
- Shri M.P. Vasimalai, Managing Director, DHAN Foundation, Madurai
- Dr. R. Manivannan, Professor/Political Science, Madras University, Madras
- Shri Samant Singhar, IFS (Retd.), Former Chief Conservator of Forests, Tamil Nadu
- Dr. S. Vadivelu, Sr. Prof. & Director (Retd.), DDE, Madurai Kamaraj University, Madurai
- Shri Anoop Jaiswal, IPS (Retd.), Chennai
- Shri A. Ashish Patel, Nalanda Capital Pte., Singapore
- Shri T.R. Arulrajhan, CEO, ECTRA, Chennai
- Shri Ravishankar Sambandam, Sr. Consultant, Leading Presales, Intellect Design Arena
- Ms. Dimpri Tejesvi, Trade Marketing Manager, Qatar
- Shri C.A. Sathya Kumar, Mentor, Startups in India, Bangalore
- Shri Siva Rajamani, Strategy and Business Operations, Freshdesk, Bangalore
- Shri Ezhil Venugopal, Head of Transaction Banking, Commercial Bank Intl., Dubai
- Dr. S. Vasudevan, Director – Business Development, Institute of Analytics, USA
- Shri K Parasuraman, Managing Director, Samriddhi Leadership Academy, 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 and Consumer Products, Ramco Systems
- Shri Raghava Rao, Co-founder, Camomile Healthcare Ventures
- Group Captain CC Venkataraman, (Retd.) GM, MMA, Chennai
- Shri Balaji Chakravarthy, Founder of ScoVelo Consulting, Chennai
- Shri Tarun Bhargava, CFO, Energy Continuum, Mumbai
- Shri Sunil David, Regional Director, AT&T, Chennai
- 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 P Nandakumar, Director, Anugrah Madison, Chennai
- Shri J Badri Narayanan, Business Unit Head–CTS Regional Head Infosys, Chennai
- 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 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
- Shri M Balasubramanian, Managing Director, XecTalent Advisors Pvt. Ltd. Bangalore
- Shri I Balasubramanian, AVP, CTS, Chennai

- **Shri K Manickam**, Chairman, NIPM, Chennai Chapter
- **Shri V Arockia Jerome**, Banking and Financial Services, Delivery Excellence Group, TCS, Chennai
- **Shri V Ramanathan**, Vice President, TCS, Chennai
- **Shri Sakthi Saravanan**, Head of Products, Graymatics India Pvt. Ltd., Bangalore
- **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 Ravi Seshadri**, VP & Chief Compliance Officer, Bharti AXA General Insurance Co., Chennai
- **Shri K Srinivasan**, General Manager(South & East), Tube Products of India, Chennai
- **Shri P K Diwakar**, AGM, Vantack Logistics (I) Ltd., Chennai
- **Shri Pawan Bakhshi**, Business Head, Airtel Money, New Delhi
- **Shri C Vasanthkumar**, Head, Co-innovation Lab, Bangalore
- **Shri Srinivas Rengarajan**, MD, Inautix, Chennai
- **Shri T C A Ranganathan**, Former 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 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 Janakiramanan**, 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**, Group-CHR, TAFE & TMTL, Chennai
- **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 Carrollina 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 P H Rao**, Former President, Crompton Greaves and CEO, Airtel (South India)
- **Shri Vijaykrishnan**, Vice President, 3M, Bangalore
- **Mr. K. Ramakrishnan**, ED & Head (Investment Banking), Spark Capital Advisors (I) Pvt. Ltd.,
- **Shri K Ramakrishnan**, President-Marketing, Café Coffe Day, Bangalore.
- **Ms. Kavitha Singh**, Regional HR Director, MAERSK International, UAE
- **Shri S V Kaushik**, Sr Vice President-IT & IA, TI of India, (Murugappa Group), Chennai.
- **Shri Hari Krishnan**, CEO, Blue Lotus Capital, 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, Chennai

- **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, Coimbatore
- **Shri Balaji Prakash**, GM, Food Division, Cavinkare Pvt. Ltd, Chennai

Apart from the above, many more leading personalities from various facets 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 continuous interaction with the industry.

## **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**

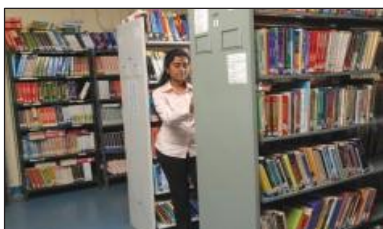
All classrooms are fully air-conditioned with WiFi internet connectivity, and are equipped with advanced audio visual aids. Faculty and Students use laptops with multimedia facilities for classroom presentations, discussions and analysis. All class rooms are connected to internet to facilitate the use 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 18,000 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, 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.

### **ATHENAEUM 2018 A Brief Report**

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

The theme of the Conference was “Shifts in Global business environment”. The conference was inaugurated by Padma Bhushan Dr. Mrutunjay Athreya Ph.D. (Harvard), one of the founders and pioneers of Indian management movement and education. Mr. Raguhvir Srinivasan, Senior Associate Editor, The Hindu-Business Line spoke about Shifts in Global Business Environment where he touched upon the Domestic Changes in India and role of MSMEs in the growth of our economy and how the country has evolved as a cashless economy through Demonetization and how GST has made seamless tax regime and how the Insolvency and Bankruptcy code works to keep a check on NPA's and to take care of Sick Assets. Shri V M Hariram, Head-Organisation Capability, TVS & Sons Private Limited, Chennai

highlighted the Organisation Capability and Development Strategies for the VUCA World. Mr. D. Ravichandar, CEO of JSW steel, Salem Works, shared his insights on the challenges in the manufacturing sector and called for India to shift from consumption to a manufacturing economy.

The conference received research papers from across the top business schools from India, USA, Japan, Malaysia, Mexico, and Bangladesh,

### **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, Indian Citation Index (ICI) and Scopus.

### **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 from 2017 till October 2018:

- ❖ Deepika Satyamoorthy, Rohan Karthick & Joel John of Batch 34 have won the first prize in the “BIZSIM Management Fest 4.0 AGON” conducted by IIM Ranchi.
- ❖ Sri Krishna Prasanth B, Hariharan K and Ashwin D of Batch 34 are the National winners in InfosysIngenious 2018. They are awarded with 1 lakh cash prize and a Pre Placement Interview opportunity with Infosys.
- ❖ Making a mark in the international arena with their dynamic thinking ability, students from Bharathidasan Institute of Management (BIM) bagged a position in the top three in the final round of Capstone International Challenge (Spring 2018).
- ❖ Sathish Aravind and Shri Raghu Raaman from Batch 29 have been awarded with the "Best Innovative StartUp 2018" By NetApp for their StartUp CelebratON.in felicitated by Versatile actor Mr.Boman Irani and the Top Management of NetAPP. CelebratON.in is an online aggregator for event essentials which aims to make life easier for customers who wish to celebrate an event. CelebratON aims at being the one stop shop for all Service Categories ex., Cakes, Decorators, Photography, etc.
- ❖ Aravind Babu of Batch 33 got Second Prize for CXO Challenge, Andromeda in DHURVA 2.0 Management Fest conducted by IIM Trichy on 27<sup>th</sup> January 2018. There were totally 6 rounds of challenges and were analyzed on how they respond to business analysis and decision making from CXO of a company.
- ❖ Swathy & Vignesh of Batch 33 won 1st Place in Marketing conundrum conducted by SIMS, Pune in September 2017.
- ❖ Balaji R, Sundarachozhan S, Praveen Kumar S of Batch 33 are Runners in Board Room CXO Challenge organised by Indian Terrain in association with BLoC in August 2017.
- ❖ Mithun & Premsai P T of Batch 33 who were in Top 100 out of 14000 in EY Global Delivery Services Careers organised by Ernst & Young in August 2017
- ❖ Rohitashva, Surya & Vasudeva - The 3 Musketeers of Batch 34 are Campus Winners of Ingenious Infosys organised by Infosys in August 2017.
- ❖ Sridhar J of Batch 34 won 1st Place-Wild Card of Ingenious Infosys organised by Infosys in August 2017.
- ❖ PPS, Rahul N K, Syed Suheil, Vibesh K V of Batch 34 are Campus Winners of Infosys Ingenious 2017 organised by Infosys in August 2017.
- ❖ Prasanth G and Anitha K of Batch 33 won 1st Place in Data Hackathon organised by Fiind in February 2017.
- ❖ Premsai P T & Vijay Anand of Batch 33 won 3rd Place in Sim-encounter organised by IIM-Raipur.
- ❖ Aravind S, Anisha Fathima, Devarshi Patel of Batch 33 have won second place in “Sastra Optimo- Marketing” competition conducted by IIT-M, DOMS on 31st December 2016.
- ❖ Mary Julia, Mohd Fazil, Ashif , K.Subbhu, Arun Kumar of BIM 33 Won First Prize in Illume Organized by Raane Group on 23rd November 2016.
- ❖ Prasanth Jones, Govindarajan, Azarudheen, Shanmuga Sundhari, Deepika Vadivel of BIM 33 won Second Prize in Illume Organized by Raane Group on 23rd November 2016.
- ❖ MithhunnRhaam, GopikaShree, ArunRaj and Krishna Bharathi of Batch 33 have won third place in “Smart City Design – Confluence 2016” conducted by IIM Ahmedabad on 12th November 2016.



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

Batch 36 (2019-2021)			
S.No.	Particulars	I Year (Rs.)	II Year (Rs.)
1	Admission Fee	2750	0
2	Recognition fee **	**	0
3	Tuition fee	548400	586800
4	Knowledge facilities	29540	31600
5	Welfare activities including Placement Assistance	19370	20700
6	Books and Course materials	19370	20700
7	Computer and Internet	12850	13830
8	Examination fee	19260	20600
9	Accommodation & Water Charges #	39060	41800
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>707870</b>	<b>737300</b>

\* Subject to modification

# Based on Actual expenses incurred

<b>** Recognition Fee</b>	
For Students of Bharathidasan University, Tiruchirappalli	Nil
For Students of other Universities within India	1250

**“SBI Scholar Loan Scheme” available to BIM students’ upto Rs.20 Lakh without collateral.**

# Board of Governors

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