

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

**MBA - ADMISSIONS 2020**

[www.bim.edu](http://www.bim.edu)

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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 36 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 2020.

**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 100 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 analysis, 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 2020

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, Kozhikode on 24<sup>th</sup> November 2019. 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 2019 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 2019 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, 2020** 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 2019 which will have a bearing on, or which will affect the selection process.

## Placements

Placements at BIM continue to evolve at a rapid pace every year. Around 70% of the Batch 34 were placed on 24th November 2018 (Day-1 of the executive placement process). This number stands as a testimony to the meaningful and sincere approach that BIM takes to educate and consequently grow the personality of every student. It is also a reflection of the mature placement process at the institute. Here are a few highlights of many placement processes that have been happening at BIM since inception –

- A record of 19 plus companies participating on 'Day-1' of the executive placement process.
- More than 100 companies have participated in our placement processes in the past.
- A good spread of companies across various industries like – Consulting, FMCG, Manufacturing, BFSI, IT & ITes, E-Commerce, Hospitality, Infrastructure, Advertising and Market Research. The names of these companies are mentioned in the BIM website.

This year's placement process was exemplary in its own right. Here are a few stats highlighting the same –

- No of Students who participated in the placement process: 115
- No. of offers made by all companies - 122
- Sectors represented by these companies - 6 (BFSI, Manufacturing, FMCG, Consulting, IT & ITes, Consumer Durables)
- **Average CTC – 9.3 LPA**
- **Median CTC – 9.00 LPA**
- **Maximum CTC – 17.00 LPA**
- **Minimum CTC – 6.00 LPA**

BIM strives to provide the students 'an appropriate role' that leverages his/her uniqueness and strengths. This ensures a joyous start to his/her career and prepares him/her for a life of success and happiness. No wonder, today, a large number of our alumni don the top positions in several organizations across the world.

### **Corporate Immersion Programme:**

The Corporate Immersion Programme (Summer Internship) is a unique three-month immersive experience that every BIM student undergoes in a company and a role of his choice. This programme aims at providing immense practical learning and ropes in every aspect of running a business / service via contemporary projects / live business problems. The programme also ensures mentoring from BIM Professors and Guides in the host organization offering the internship – making it a perfect Launchpad for a successful career in management.

## Some of our past recruiters

3M India Limited	Frost & Sullivan	Reliance Retail
ABP Pvt. Ltd.	Godrej Boyce & Mfg Co Ltd	Renault Nissan
Accenture Services	H & R Johnson	Reserve Bank of India
Ameex Technologies	HCL Technologies	Royal Enfield
Analytics Quotient	HDFC Bank	Rural Electrification Corporation Ltd
ANZ Bank	HDFC Life Insurance	SBI Capital Markets
Ashok Leyland	HDFC Ltd.	SBI Life
Asian Paints	Hindustan Unilever Ltd	Shell
Avery Dennison India Pvt Ltd	HSBC	Spark Capital
AXIS Bank	Hyundai Motors	State Bank of India
Bajaj Allianz	i3 Consulting	Sterlite Industries (Vedanta)
Bajaj Auto Finance	ICICI Bank	Sulekha
Bajaj Electricals	ICICI Prudential	Sundaram Auto Components Ltd.
BNY Mellon	ICICI Securities	Sundaram Clayton Ltd.
Café Coffee Day	ICRA Ltd.,	Sundaram Fasteners
CAPGEMINI	IDBI Bank Ltd	Sundaram Finance
CARE Ratings	iDeck	TAFE Limited
Casa Grande	IMRB International	TCS
CavinKare	IndianTerrain	The Karur Vysya Bank
Citicorp	Infosys Technologies	Thirumalai Chemicals Ltd.
City Union Bank	Kotak Infiniti	Thomas Cook (India) Ltd
Cognizant Technology Solutions	Kotak Mahindra Bank	Thoughtworks
CRISIL	L&T	TI Cycles
CSS	Lotte India	Tiger Analytics
Daimler India Comm. Vehicles	Mahindra & Mahindra	TTK Healthcare
Dalmia Cements	McCaan	TTK Prestige
De Shaw	Mentis	TVS & Sons
Deloitte Touche Tohmatsu	MindTree Consulting	TVS Credit Services Ltd
Eicher Motors	Murugappa Group	TVS Motors Co Ltd
Eveready Ltd	Nerolac Paints	Ultramarine & Pigments Ltd.
Exide Life Insurance	Nephroplus	Unilever
EXIM Bank	Nippon Paints	Vedanta
EY GDS	Ogilvy & Mather	VKC Group
EY India	Oracle	WIPRO Consumer Care
Federal Bank	Photon InfoTech	WIPRO Technologies
Feedback Consulting	Ramco Systems Ltd.	Zoho Corporation
Ford Motor Company	Rane	



## 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 22<sup>nd</sup> August to 31<sup>st</sup> August 2019. 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 29 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 22 years of experience in both industry and academia. Teaches Financial Reporting, Corporate Finance, Corporate Valuation, Financial Planning and Wealth Management, Design Thinking, Innovation and 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 Accounting, Finance and General Management.

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

**Shri A. P. Vasanthakumar**, BE, MBA (BIM), Partner, Ascent Capital, Bangalore

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

**Shri K R Suresh**, B.Sc., FCA, LIII, Chartered Accountant, Chennai

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

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

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

**Shri Ganesh Sankar**, BE, PGDM, Ph.D., DGM-ERM, Cholamandalam Investment & Finance, Chennai

**Shri Dinesh Gopalan**, B.Com., MBA (IIM-A), Corporate Trainer & Consultant in Finance Mgt., Bangalore

**Dr. T Arul Velan**, B.V.Sc., PDPM, MBA, CAIIB, Freelance Corporate Trainer, Coimbatore

**Dr. G Balasubramanian**, M.Com., ACMA, Senior Professor and Advisor, IFMR, Chennai.

**Shri N C Srivatsan**, CA, ICWA, Independent Chartered Accountant, Chennai

**Dr. R Ravi Sankar**, ICWA, ACS, MS (Mgmt.), Ph.D., Corporate Trainer & Finance Consultant, Chennai

### Marketing

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



Dr. Satyanarayana Rentala was awarded PhD in Management (International Marketing) from Pondicherry Central University (2017). He completed his PGDM (1995-97) from Goa Institute of Management and Bachelor of Pharmacy from BITS, Pilani (1991-95). He worked as a Brand Manager in the pharmaceutical industry prior to joining academics. He was awarded Doctoral Travel Stipend to attend Academy of International Business (AIB) Annual Meeting in June, 2015. His research had been published in various Scopus-indexed journals like Management and Organisation Review, Journal of Medical Marketing and International Journal of Development Issues. He also serves as a reviewer for various international journals published by Emerald Publishing and SAGE Publications.

**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, Chennai  
**Shri Satheesh Krishnamoorthy**, M.Com, MBA (Temple University, USA), Brand Consultant, Chennai  
**Shri Ramesh Kalyanaraman**, MA (Philosophy), Media Planning (MICA), Former Senior VP, Omnicom Media Group, Chennai  
**Ms. Sangeetha S Abhishek**, MBA, PDDMP, PGDF, Director, SODME Digital Marketing Pvt. Ltd., Chennai  
**Shri Prasenjit Das Purkayastha**, M.Sc., PGDM, 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.

**Dr. A John Peter**, MBA, Ph.D.



He has more than 22 years of teaching management and holding administrative responsibilities. He has been teaching Organisational Behaviour, Personal Growth Lab, Learning and Development, Organisational Change and Development and Business Ethics. He has guided 9 research scholars, published three books and more than 25 research articles, conducted more than 25 consultancies, and facilitated more than 300 training programmes in the area of HR. His areas of expertise in research and consultancy are impact assessment, diversity management, CSR and organisational development. He has been innovative in curriculum design and teaching learning pedagogy. He has held various administrative responsibilities as Chair-Research, Chair-Training, Chair-Outreach Programmes and Dean-Academics. He has travelled 10 countries campaigning and lecturing on the accountability of buying countries for responsible business in global supply chain with special reference to unfair labour practices in garment industries in developing countries.

**Dr. 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 and Consultant, Kolkata  
**Shri N Muralidharan**, M.Sc., Masters in PMIR, NLP, Retd. GM (Corp.-HR), Ashok Leyland, HR Consultant, Chennai

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

## 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 Humanitarian Logistics, 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 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 Phani Kumar Vutukuri, BE, MBA, General Manager (EMS SQ & PPAP), NCR Corporation, Chennai

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. N Raju, M.Sc., Ph.D., PG Dip. In OR & CA, Retired as Professor of Statistics, University of Calicut, Thrissur

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

Ms. Ritu Gulati, MA, PG Dip. Marketing & Communication, Senior Manager (Operations), HDFC Bank, Faridabad

## IT and Analytics

Prof. R. Ruma Agnes, BE (IT), MBA, PGDOM, UGC-NET, FDP (IIM-A)



She has 13 years of experience in teaching and the IT industry. During her period in the Industry, she was handling the projects of clients from US, UK and Japan, which involved development of specialized database performance analysis tools and database security applications for monitoring database and internet based solutions in the leading organizations. For the past one decade she has been involved in knowledge sharing with aspiring management graduates in the areas of Information Technology. Her area of interest includes Data Analytics, Machine Learning, Deep Learning & Artificial Intelligence. She is an

ardent follower of Technology trends in Business. She is a certified ERP-SAP trainer. She is zealous about analytics especially text analytics and has proficiency in using R & Tableau. She is an avid user of Statistical and Modeling tools such as SPSS and SEM. She has participated and presented papers in various national and international conferences and has published articles in national journals.

**Prof. Sudharsan Sezhian**, BE (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.

**Shri C Vairavel**, BE, MBA (BIM), Principal, Amazon Internet Services Pvt. Ltd., Chennai

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

**Shri Rajesh Anantharaman**, M.Sc. (Ph.D.), Data Scientist-II, Amazon Inc., Bangalore

**Shri Balu Srinivasan**, B.Tech., ICWA, Ex-CIO, TVS & Sons, Chennai

**Shri G Venugopal**, BE, PGDM, APICS-USA, Bangalore

**Shri Venkadesh Narayanan**, MBA, CBAP®, CPRE-FL, CSCP, NPDP, CBPP, CPP, Principal Consultant, Physics Business Consultants Pvt. Ltd., Chennai.

**Shri Vikram Sivaraman**, M.Tech, PGDBM, CPM, CPRE-FL, Asst. VP (Business Analytics), Physics Business Consultants Pvt. Ltd., Chennai.

**Dr K Rama Subramanian**, MBA (Lincoln), LLM (Salford), Ph.D., FCA, FCFIP, Director & CEO, Valiant Technologies Pvt. Ltd., Chennai

**Shri Mahesh Balakrishnan**, BE, M.Sc., CISA, CISM, CGEIT, CRISC, COBIT Principal Consultant, Valiant Technologies Group, Chennai

**Shri Alok Sharma**, BE, AECS, Global Head-IoT Practice, Manufacturing, Infosys, Bangalore

**Ms. Kiranmayi Patibandla**, M.Sc. (Statistics), Senior Trainer, Tech Mahindra, Hyderabad

## 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

**Prof. V G Sarangan**, B.Com., MBA (BIM), Chennai

**Shri G Srinivasan**, BE, MBA (BIM), Business Adviser, Organisation Design Leadership Development, Chennai

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

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

**Rev.Dr.C Joe Arun, SJ**, MA, MBA, D.Phil (Oxon), Director, LIBA, Chennai

## 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-1  
Microeconomics for Managers  
Technology Enabled Business Management-1  
Organisational Behaviour-1  
Regulatory and Legal Aspects of Business-1  
Business Communication-1

### Second Trimester

Corporate Finance-1  
Marketing-2  
Macroeconomics for Managers  
Organisational Behaviour-2  
Operations Research  
Operations Management  
Cost Analysis and Management  
Productivity and IT Tools for Managers-1  
Business Communication-2

### Third Trimester

Regulatory and Legal Aspects of Business-2  
Business Research Methods  
Corporate Finance-2  
Human Resources Management  
Business Ethics, Government and Governance  
Technology Enabled Business Management-2  
Productivity and IT Tools for Managers-2  
Environmental Management  
Business Communication-3

## 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 courses which are contemporary and relevant for many career paths like Corporate Finance, Banking, Insurance, Security Analysis, Portfolio Management, Risk Analysis, Project Finance, 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 Appraisal and Finance
- Taxation
- Corporate Valuation
- Financial Planning and Wealth Management
- Investment Banking
- Financial Modelling using Spreadsheets

### 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 and 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 and 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
- Supply Chain Analytics

## **IT and 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
- Global Information Management
- 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) and 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 and Labour Laws
- Strategic Human Resource Management
- Cross Cultural Management
- Leaders and Leadership
- Coaching

## **Strategy, Entrepreneurship and Management**

### **Design Innovation, Creativity and 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
- Risk Management
- Strategic Human Resource Management
- Business Consulting

## **Interpersonal Dynamics**

The ability to develop good and powerful relationships is very crucial and is important to be an effective manager in today’s complex and interdependent organizations. The need to belong is a fundamental human motivation, guiding both voluntary and involuntary behaviors, thoughts and emotions. When people enjoy good interpersonal relationship, the organizational effectiveness follows. Interpersonal Effectiveness will certainly lead to personal and professional success.

BIM offers a lab based course that helps students develop interpersonal skills to engage in more direct, authentic interaction with others, understand communication preferences and biases, diagnose group dynamics and intervene to promote high performing groups, work through disagreements and misunderstanding, repair relationship damaged by miscommunication and develop empathy to understand the emotions and perspectives of others.

Interpersonal Dynamics is a unique course designed for all the students to develop the above stated ability, particularly with people who are different than they are, and unlock their true leadership potential.

## **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 Chandrasekharan Kunjithapatham**, Principal, Upstream Marketing Medtronic, USA
- **Shri N.R.R. Vijayakumar**, Lead – Acceleration & Partners, FounderPassion, Coimbatore
- **Shri N. Muralidharan**, General Manager–HR (Retd.), Ashok Leyland Ltd., Chennai
- **Shri G Srinivasan**, Business Advisor & Consultant, Chennai
- **Dr V.B. Athreya**, Professor, Rajiv Gandhi National Institute of Youth Development, Chennai
- **Shri Pushkaraj Apte**, Pune
- **Prof. Biswanath Ghosh**, Kolkata
- **Shri Zahid Gangjee**, Kolkata
- **Shri Dipankar Banerjee**, Kolkata
- **Shri Madhu Raghunath**, Group Head – HR & OC, TVS and Sons Ltd, Chennai
- **Dr. R. Mohan Raj**, Prof. & Head, Dept. of Environmental Management, Bharathidasan University, Trichy
- **Ms. D. Shirley**, Vice President & COO, Grama Vidiyal, Trichy
- **Dr. K. Alex**, Associate Professor of Economics, St. Joseph’s College, Trichy
- **Shri S Ganesh Kumar**, Founder and CEO, EQ Universe Learning Solutions, Chennai
- **Shri C. Vairavel**, President & CEO, Gen-Q B&T Solutions, Chennai
- **Shri Rajesh Anantharaman**, Amazon, Bangalore
- **Shri R. Selvam**, Analytics Manager, Latent View Analytics, Chennai
- **Shri G Srinivasan**, Co-Founder, Dawn Consulting Services, Bangalore
- **Shri T. Vimal Raj**, Head-Logistics and Coal Procurement, Sterlite Copper, Thoothukudi
- **Prof. M Geetha**, Associate Professor, IIM, Amritsar
- **Shri V Phani Kumar**, General Manager–EMS-SQ & PPAP, NCR Corporation, Chennai
- **Shri Achutha Rao**, Bangalore
- **Shri Koushik Srinivasan**, Program Manager, DXC Technology, Chennai
- **Shri V M Ramalingam**, Director at VRUDDHI Coaching and Consulting, Bangalore
- **Dr. Prasenjit Das Purkayastha**, Calcutta
- **Ms. Mathangi Sri**, Lead Data Science Team, Bangalore
- **Shri G Rajanna**, Director, Action Learning Network, Bangalore
- **Shri V Gopala Krishnan**, Financial Wellness Coach & Founder, Chennai
- **Shri P S Prabhakar**, Chartered Accountant, Chennai
- **Shri B Harish**, Business Director, McCann, Chennai
- **Shri Kumar Subramaniam**, NCR Corporation India Pvt. Ltd, Pondicherry
- **Dr. K Sukumaran**, Dean, NISM, Mumbai
- **Shri Israel Inbaraj F**, Head–HR, TCS, Chennai
- **Dr. S Sundaramoorthy**, Former Engineer of Metro water works, Chennai
- **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
- **Shri S. Lakshmi Ram Kumar**, Vice President–Sales, Ford India, Chennai
- **Shri Sundar Ramamoorthy**, Accenture, Bangalore
- **Shri Michael Arun**, Sr. Consultant – Planning & Analytics, Capgemini, Chennai
- **Mrs. Sowmya Ravikumar**, Associate Director, Grant Thornton, Chennai
- **Shri Ramaswamy**, Digital Consultant in Retail, Consumer & Manufacturing Verticals, Mindtree, Chennai,
- **Shri Vittal Raj**, Partner, Kumar & Raj Chartered Accountants, Chennai
- **Shri Vinod Kumar**, Supply Chain Director, TPA, Tehran, Iran

- **Shri Goutham Chandrasekaran**, Associate Director, KPMG, Chennai
- **Shri M. Kulothungan**, Consultant, Bangalore
- **Dr. Venkatesh Sarangan**, Principal Scientist & Head-Intelligent Infrastructures R&I Program, TCS, Chennai
- **Shri 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. Dimpi Tejesvi**, Trade Marketing Manager, Quatar
- **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 Murugesu**, 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 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.
- **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 Carolina University, USA
- **Shri V Sivakumar**, Professor of Business from Coker College, SC, USA
- **Shri Oommen Abraham**, Vice President, CavinKare, Chennai.
- **Shri Madhu Menon**, Director, Standard Chartered Bank, Chennai.
- **Shri K. Ramakrishnan**, ED & Head (Investment Banking), Spark Capital Advisors (I) Pvt. Ltd.,
- **Shri P M Venkatesh**, VP, Spark Capital, Bangalore
- **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 Harikrishnan**, CEO, Blue Lotus Capital, Mumbai
- **Shri Raveen Joseph**, Head-Institutional Sales, TAFE, Chennai
- **Shri Raja Krishnamoorthy**, Director, HRD, Talent Maximus India Pvt. Ltd, Chennai
- **Shri Raghunathan**, CDSL, Security Markets, 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

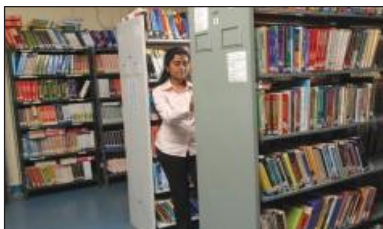
BIM has full-fledged state-of-the-art video conferencing facility to facilitate interaction with industry leaders in India and abroad.

## 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.

## 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.

## 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.

### **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 2018 till 3<sup>rd</sup> November 2019:

- ❖ Aravindha Raajan TJ, Srihari V, Sreyas Sairam S and Vishnu Prasath K of Batch 35 won 1<sup>st</sup> place in Consilium organised by Indian School of Business, Mohali on 2<sup>nd</sup> November 2019 and the same team were in finalist in E-Guerra organised by Indian School of Business, Hyderabad on 3<sup>rd</sup> November 2019.
- ❖ Harish R, Dinesh Kumar C, Sindhu C, and Sibielpamarithi M of Batch 36 runner-up of Pragati organised by Indian School of Business, Hyderabad on 3<sup>rd</sup> November 2019.
- ❖ Pranava Kartikeyan M S of Batch 35 has emerged as the winners of Consularium—The consulting Competition of @IITMSamanvay conducted by Dept. of Management Studies, IIT, Madras on October 20, 2019.
- ❖ Vishnu Prasath K, Srihari V, and Yugeash Kumar SM of Batch 35 won the first place in Breaking Case 4.0 conducted by Consulate, Strategy & consulting club in Nishtha, a 2-day Business conclave conducted by IIM, Tiruchirappalli on October 19, 2019. They were felicitated by Prof. Manikandan and Prof. Abhishek Totawar.
- ❖ Kannadhasan M, Siva K, Sandeep Balaji and Saravana Prasad R of Batch 35 bagged the first place in Opsmania conducted by Sigma eta, Operations club in Nishtha, a 2-day Business conclave conducted by IIM, Tiruchirappalli on October 19, 2019.
- ❖ Srihari V, Yugesk Kumar SM, Vishnu Prasath K of Batch 35, won the first place in Chanakyaaneeti organized by NMIMS, Bangalore on September 29, 2019. Students had the honor of receiving the prize from Rahul Venugopal, Senior Manager, @simplilearn.
- ❖ Our students have proven their mettle once again by entering into the finals for the 3<sup>rd</sup> consecutive year of the prestigious Infosys Ingineous on September 11, 2019.
- ❖ A Six student team consisting of Shruthi V, Nirban Sakaravarthi B, Ashwin D, Sri Krishna Prasanth B, Hariharan K and Rohan S of Batch 34 under the guidance of Dr. R Subramanian have ranked FIRST in Capstone Business Simulation International Competition - a biannual global competition (Fall and Spring), which tests the MBA students' strategic decision-making skills in a competitive environment. BIM's 903 points out of 1000 is the highest score in this international competition since Fall 2012.
- ❖ Sriraam M, Kavin Malar A and Subasree P R of Batch 35 secured 3<sup>rd</sup> place in Marketing Blitzkrieg - Tangerine Trails conducted by IIM Nagpur.
- ❖ Vibesh V of Batch 34 secured the Second Prize in 'BusinessLine on Campus (BLoC) - Kaybase' Summer Internship Project.
- ❖ Abhishek B Krishna, Sriraam M, Ashique Ahmed of Batch 35 won 1<sup>st</sup> place at Sanchalan, an operations event, conducted by IFMR Graduate School of Business.
- ❖ Irfan Khan B, Krish Nitin S and Thamaraiselvan M of Batch 34 secured Third position in the Market Master conducted by IIM, Tiruchirappalli
- ❖ Veena Parvathi S of Batch 34 snatched the winner's title for solo Vocals and on the sports front, our students bagged 2 gold medals in Table tennis (Men & Women) and 3 silvers in Football, Basketball (Women) and Badminton (Women) respectively at Dhruva'19, cultural fest of IIM, Tiruchirappalli.



- ❖ Hemanthkumar K, Gattupalli Venkata Bhargav, Gadiraju Pradeep Raju of Batch 35 won the runner-up position in OpsWise, conducted by IIM, Tiruchirappalli.
- ❖ Vibesh K.V of Batch 34 who represented BIM Trichy in 'Premier League 2018' conducted by Hindustan Unilever Limited. Vibesh, along with 35 future leaders from leading B-schools in India, and had the opportunity to attend a leadership workshop where they interacted with Mr. Sanjeev Mehta - CEO of Hindustan Unilever Limited and gained several insights about leadership.
- ❖ Vibesh K V, Rohitashva Raj, Pariksith NR, Felix Ashwin A P, Thamaraiselvan M and Venkateshvivek K of Batch 34 were adjudged as South zone winners at 'Conscious Capitalism' - a simulation game conducted by All India Association for Management Schools (AIMS). 
- ❖ Aravind Shangar A and Rahini Suba M of Batch 34 were the campus winners of The Big Brand Theory by HUL and got selected for the finale held at Mumbai.
- ❖ Preethi M, Sankara Subramanian D, Sanganiithi R, Paritala Sivaji and Sreyas Sairam S of Batch 35 got selected and attended HUL Speed Mentoring Workshop held in Mumbai, in which they were mentored by top business leaders on personal branding.
- ❖ 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).

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

Batch 37 (2020-2022)			
S.No.	Particulars	I Year (Rs.)	II Year (Rs.)
1	Admission Fee	2750	0
2	Recognition fee **	**	0
3	Tuition fee	586800	627900
4	Knowledge facilities	31600	31600
5	Welfare activities including Placement Assistance	20700	20700
6	Books and Course materials	20700	20700
7	Computer and Internet	13830	13830
8	Examination fee	20600	20600
9	Accommodation & Water Charges #	41800	41800
10	Caution Deposit	10000	0
11	Mess Deposit	7000	0
12	Subscription to MMA subscription	590	590
13	Insurance Policy	531	531
14	Special fee	1000	1000
<b>Total</b>		<b>757901</b>	<b>779251</b>

\* Subject to modification

# Based on Actual expenses incurred

** Recognition Fee	
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.

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