

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

MBA - ADMISSIONS 2018

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 34 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 2018.

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 82 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 and corporate immersion program. 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 2018

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, Lucknow on 26th November 2017. 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 2017 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 2017 score of the applicants. The PI & GD will be conducted at Bangalore, Chennai, Delhi, Hyderabad, Kochi, Kolkata, Mumbai, and Tiruchirappalli subject to availability of sufficient candidates for each of the centres. Academic performance of the candidate in 10th standard, 12th 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 **31st July, 2018** 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 31st October 2017 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 32 was placed on 20th November 2016, 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 2017 are:

- ❖ Record 21 companies participated on Day 1 of the executive placement process.
- ❖ More than 100 companies participated in the placement process.
- ❖ Even spread of companies across various industries like (Consulting, FMCG, Manufacturing, BFSI, IT & ITes, E-Commerce, Hospitality, Infrastructure, Advertising & Market Research)
- ❖ Consulting – 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: 240 (120 for Executive Placements & 120 for Corporate Immersion Programme)
- ❖ No. of offers made by all companies – 257 (137 for Executive Placements & 120 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 – 17.00 LPA (Executive Placements) and 1L for Corporate Immersion**
- ❖ **Minimum CTC – 6.00 LPA (Executive Placements) & 12 K 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 stint 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 will surely prove to be a great launch pad for placements and a successful career in future for the students.

Some of our past recruiters

| | | |
|------------------------------|---------------------------|---------------------------|
| 3M India Limited | HCL Technologies | Ramco Systems Ltd. |
| ABP Pvt. Ltd. | HDFC Bank | Rane |
| Accenture Services | HDFC Life Insurance | Reliance Broadcast |
| Ameex Technologies | HDFC Ltd. | Renault Nissan |
| Analytics Quotient | Hitachi Solutions | Reserve Bank of India |
| ANZ Bank | HR Johnson | Royal Enfield |
| Ashok Leyland | Hyundai Motors | SBI Capital Markets |
| Asian Paints | i3 Consulting | SBI Life |
| Auroville Consulting | ICICI Bank | Shell |
| AXIS Bank | ICICI Securities | State Bank of India |
| Bajaj Auto Finance | ICRA Ltd., | Sundaram Clayton Ltd. |
| Bajaj Electricals | ICRA Mgmt. Cons. Services | Sundaram Finance |
| Berger Paints | iDeck | Sulekha |
| Cap Gemini | IDFC | TAFE Limited |
| CavinKare | IMRB International | TATA Motors |
| Casa Grande | iNautix Technologies | TCS |
| Citibank | IndianTerrain | Tentacle Technologies |
| City Union Bank | Infosys Technologies | Thirumalai Chemicals Ltd. |
| Coffee Day | Kaya Limited | Thomas Cook (India) Ltd |
| Coramandal | Kotak Mahindra Bank | Tiger Analytics |
| CRISIL | Lotte | TTK Prestige |
| CTS | Mahindra & Mahindra | TVS Group |
| Daimler India Comm. Vehicles | Marico | Ultramarine |
| Dalmia Cements | Marmore Mena Intelligence | Unilever Group |
| De Shaw | Maverick Systems | Unisys Technologies |
| Delloitte Touche Tohmatsu | McCaan | Vedanta plc |
| Eicher Motors | MindTree Consulting | Vernalis Systems |
| Ernst & Young | Murugappa Group | Vodafone |
| Exide Life Insurance | Nerolac Paints | Wealth Advisors India |
| EXIM Bank | NCDEX | Wipro Consumer Care |
| Feedback Consulting | Ogilvy & Mather | Wipro Technologies |
| Ford Motor Company | Olam International | Zoho Corporation |
| Godrej & Boyce | Photon InfoTech | |

Faculty

Finance & Economics

Prof. M. Sankaran, M.Com, MBA



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

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



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

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



He has 15 years of industry experience and 19 years of academic experience. His areas of interest and Research are Cost Management, Corporate Finance, and Strategic Management. He has presented research papers in various national and international conferences on Foreign Direct Investments, Security Markets and Corporate Finance. He is actively involved in guiding the research scholars in the areas of Finance, Cost and Strategic Management.

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



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

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

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

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

Shri A Balasubramanian, B.Com, MBA(BIM), FCMA, LLB, Former Senior Director (Project Finance & Advisory), IDFC

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

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

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



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

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



Dr. Abhishek Kumar has more than 16 years of experience across media, telecom, banking and academia. He completed his doctoral thesis on Brand Personality from Pondicherry University. As a part of his doctoral studies, he created a brand personality scale to measure brand personality of business media brands. This scale has received global attention when he presented it at AMA Summer Educator's Conference, Chicago, IIM Ahmedabad and Cambridge University. He has written several case studies on product development and leadership. Ramco Systems' Product Management was published by

Ivey Publishing and Ganges: A Temporary Institution by The Case Centre. A Tale of Two CEOs remains a popular published case study that explores the balance that a CEO needs to strike between strategy and operations.

He teaches courses in brand management, product innovation and leadership. His courses draw extensively from diverse fields of semiotics, psychology, aesthetics, ontology and phenomenology. As an associate at IIAS Shimla, he presented three papers on application of philosophical principles in marketing, on an ontological construction of a product and on a Foucauldian reading of Tagore and Bernard Shaw dealing with issues of power and gaze. He is currently working on a reconstruction product across three phenomenological levels and on subject-object dichotomy. He has published more than 15 research articles in national and international journals.

Shri R. Kasthuri Rangan, B.Sc., MBA, 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

Dr. V V Gopal, PGDBM(IMT), Ph.D, Associate Dean (UG), NMIMNS, Bangalore

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

Shri M S Shan, B.E.(CSE), PGPM(IIM-B), Non-Executive Director, Hive Minds

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

Shri Kiruba Shankar, BE, CEO, Business Blogging, Chennai

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

Dr. Santosh Nair, Founder & Director, Analytic Edge, Bangalore

Human Resources

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



He has more than 29 years of experience in academics/research and industry. He teaches Organizational Behaviour, Human Resource Management and other HR related subjects. He has an avid interest in research and has published many papers. Currently, he is working on 'management of emotions in the workplace' and Employer Branding. He is also a certified Trainer in Transactional Analysis.

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



He has more than 23 years of Corporate and Academic experience. He has worked with the IT, FMCG, Telecom, Chemical and ITES Industry in the field of Human Resource as a Consultant-Trainer. He specializes in designing and conducting competency and behaviour assessments and various OD interventions. He also trains in areas like Team Building, Leadership, Communication and interpersonal skills between individuals, within teams, projects and organizations. He has a proven record of helping people and organizations by managing their way through challenging issues. He is a Certified International Coach and NLP Trainer. He teaches Organizational Development, Human Resource Management and other related areas. His research interests are in the area of emotional regulation at workplace.

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



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

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

Shri C. Mahalingam, B.Com, Masters in PMIR, Former Exe. VP & Chief People Officer, Symphony Services, Bangalore

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

Shri A Ravikiran, B.Sc., MBA, HR-Lead Outsourcing Novartis Healthcare, Hyderabad

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

Shri G D Sharma, B.Com(Hons.), M.A(PM&IR),HRM,IR,Trg&Dev, HR Consultant & Principal HR Advisory, Chennai

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

Shri G K Sridharan, B.Sc., LLB, MSW, DBA, Consultant, Chennai

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

Ms. Latha Vijaybaskar, MBA (BIM), Founder and Communications Coach at Beyond Z, 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 nineteen 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 Collaboration, Evolution Management of Supply Chain Strategic Alliance, Logistics Strategy, etc. His latest international publication include "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, 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 Consulting 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.

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

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

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, PGDIE (NITIE), Senior Consultant-Planning & Analytics, Capgemini, 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

Systems

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



She has 12 years of experience in teaching and the IT industry. Her area of interest includes E-Retailing, Technology in Business, Lean Concepts, ERP-SAP, Analytics using R, Modeling tools such as SEM. She has participated and presented papers in various national and international conferences and has published few articles in national journals.

Mr. Vel, BE, MBA (BIM)



Mr.Vel is an all-rounder IT Professional with engineering graduate from PSG College of Technology, Coimbatore and a management graduate from Bharathidasan Institute of Management (BIM), Tiruchirappalli. He has 26 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 16 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, Chairman & Global CEO, Digipropel Solutions, USA
Smt. Vijayalakshmi Sankar, M.Sc.(Maths) IIT(M), B.Ed., CISA, CQA, Director-IT Services, Shree Renga Polymers, Karur
Shri Derick Jose, B.Tech., Co-Founder-Flutura Decision Sciences, Bangalore
Shri Dinesh Ganesan, MBA, Former VP-Projects, Healthcare Verticle, CTS, Chennai
Shri M R Jambunathan, Ex-City Head of a Freelance-Consulting and Training, Chennai
Shri Sekar Sethuraman, Independent-Infosec Consultant, Chennai
Shri Krishna Kumar, Independent Consultant, Chennai
Shri Philip Solomon, B.Sc., MBA (BIM), Service Delivery Manager, CTS, Chennai
Shri Sivaraman Kugan, B.Sc, MBA, Senior Project Manager, CSC, Chennai
Ms. Sreeradha Vasudevan, BE, MBA, Principal Consultant, Ciber Sites India Pvt. Ltd., Bangalore

General Management

Shri N Bala Baskar, IAS (Retd.), Former Principal Adviser, Finance, Min. of Ext. Affairs, Govt. of India, Chennai
Ms.Sukanya Badri, B.Com,ACA, Director, Hexagram Business Solutions, International Business Consultant, Bangalore
Prof. V G Sarangan, B.Com., MBA, Chennai
Shri Abhishek Gupta, Co-Founder & MD, i3 Consultancy, New Delhi
Shri D Harsha, 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 & Performance Analysis
Marketing-I
Macroeconomics for Managers
Technology Enabled Business Management-I
Organisational Behaviour-I
Regulatory & Legal Aspects of Business-I
Business Communication-I
Comprehensive Viva Voce

Second Trimester

Corporate Finance-I
Marketing-II
Microeconomics for Managers
Organisational Behaviour-II
Operations Research
Operations Management
Cost Analysis & Management
Productivity IT Tools for Managers-I
Business Communication-II
Comprehensive Viva Voce

Third Trimester

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

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 & Portfolio Management
- Taxation
- Private Equity Finance
- Financial Modeling using Spreadsheets
- Insurance and Risk Management
- Structured Finance and Trading Strategies
- Project and Infrastructure Finance
- Applied Corporate Finance
- Corporate Valuation
- Investment Banking
- 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 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 Process Re-engineering & Management
- Business Analysis and Design
- Global Information Management
- Information Products and Services Management
- Machine Learning and Artificial Intelligence
- Spreadsheets for Management (Certificate Course)

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
- Cross Cultural Management
- 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
- IT Governance and Management
- Business Consulting

Personal Growth Lab

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

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

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

Industry Interaction

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

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

A few of the eminent personalities who have addressed BIM students in the recent past are as follows:

- **Shri Ananth Subramanian**, Chairman of Board and CEO, DigiPropel Corporation, CA, USA
- **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
- **Shri Rajagopalakrishnan**, Partner, Chaturvedi & Co., Chennai
- **Mrs. Latha Vijaybaskar**, Chennai
- **Mrs. Vasanthi Ranganathan**, Trainer, Chennai
- **Shri R. Kumar**, Business Head, Jubilant Life Sciences Ltd, Delhi
- **Shri Dinesh Kumar Jain**, Delhi
- **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
- **Rev. Fr. Joe Arun**, Director, St. Joseph's Institute of Management, Trichy.
- **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 N Bala Baskar**, IAS (Retd.), Former Principal Adviser – Finance, Ministry of External Affairs, Govt. of India
- **Shri Anoop Jaiswal**, IPS (Retd.), Chennai
- **Dr.V.B. Athreya**, Professor, Rajiv Gandhi National Institute of Youth Development, Chennai
- **Shri A. Ashish Patel**, Nalanda Capital Pte., Singapore
- **Shri T.R. Arulrajhan**, CEO, ECTRA, Chennai
- **Shri V Siva Kumar**, USA
- **Shri K. Kalyanaraman**, Consultant, Chennai
- **Shri T. Sasikumar**, Vice President, Leyland Deere, Chennai
- **Shri Ravishankar Sambankdam**, Sr. Consultant, Leanding Presales, Intellect Design Arena
- **Ms. Dimpi 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
- **Dr. V.M. Ramalingam**, HR Consultant & Trainer, Bangalore
- **Shri Barry O'Brien**, Founder, Heritage Resources Pvt. Ltd, Educationist, Author, Quiz Master, Kolkata

- Shri K Parasuraman, MD, Samriddhi Leadership Academy, Chennai
- Shri R Kasthuri Rangan, Marketing – Consultant, Chennai
- Ms. Payal Gupta, HR Trainer, Mumbai
- Dr. Balaji Rajagopalan, Dean, Northern Illinois University College of Business, Illinois
- Shri S Subramanian, Sr. VP, MPHASIS, Chennai
- Shri R Karthikeyan, AVP-Retail & Consumer Products, Ramco Systems
- Shri Raghava Rao, Co-founder, Camomile Healthcare Ventures
- Ms. Shalini Gupta, Head Marketing, Janmat, Mumbai
- Group Captain CC Venkataraman (Retd.), GM, MMA, Chennai
- Shri Satheesh Krishnamoorthy, Brand Consultant, Chennai
- Shri Balaji Chakravarthy, Founder of ScoVelo Consulting, Chennai
- Shri Tarun Bhargava, CFO, Energy Continuum, Mumbai
- Shri Sunil David, Country Sales Director, Telstra India
- Shri Abhishek Gupta, Co-founder & MD, i3 Consultancy
- Shri Guha Kashyap, Operations Manager, OLA Cabs
- Shri M R Sreeshya, Pegasus Institute for Excellence, Bengaluru
- Dr. V Prasanna Bhat, Former Chairman, Karnataka Bank, Bangalore
- Shri R Ramamurthy, Chairman, Cyber Security & Privacy Foundation, Chennai
- Shri SV Subrahmanian, Management Consultant-HR, Leadership & OD, Bangalore
- Shri P B Ramanujam, Consultant, Chennai
- Shri Gowrishankar Sundararajan, Director, Blue Ocean Strategy Institute in Kuala Lumpur, Malaysia
- Shri M R Jambunaathan, Ex-City Head of a Freelance – Consulting & Teaching
- Shri M P Nandakumar, Director, Anugrah Madison, Chennai
- Smt. Sukanya Badri, Director – Hexagram Business Solutions, Bangalore
- Shri J Badri Narayanan, Business Unit Head–CTS Regional Head Infosys, Chennai
- Shri V M Ramalingam, HR Consultant & Trainer, Bangalore
- Shri P Senthil Kumar, CEO, Gardener Consultancy, Chennai
- Smt. Geetha Anantharaman, Vice President-Operations, TCS, Chennai
- Shri Ganesh Venkataraman, AVP, HCL Technologies, Chennai
- Shri S Babu, Practice Director, Oracle Financial Services, Bangalore
- Shri Chandran, Ex. Executive Vice President, Reliance Telecom, Mumbai
- Shri Madhu Raghunath, Group Head-HR, TVS & Sons, Chennai
- Shri Balu Srinivasan, Sr. Vice President & Chief Information Officer, TVS & Sons, Chennai
- Shri K Parasuraman, Managing Director, Samriddhi Leadership Academy Pvt. Ltd, Chennai
- Shri Siva Balakrishnan, Vice President-Sales Marketing, Sensiple Software Solutions Pvt . Ltd., Chennai
- Shri S Thirumalainathan, Safety Management Professional, Qatar Petroleum, Qatar
- Shri G Natarajan, Executive Vice President, Credit Kotak Mahindra Bank, Chennai
- Dr. M Krishnakumar, Sr. Manager-Operations/Projects, Apollo Hospitals, Chennai
- Shri Sriram K Iyer, Vice President/Sales, WIPRO Consumer Care, Bangalore
- Dr. C Joe Arun, SJ, Director, Goa Institute of Management, Goa
- Shri M Balasubramanian, Former Head / HR, Mahindra Satyam, Bangalore
- Shri I Balasubramanian, AVP, CTS, Chennai
- Shri K Manickam, Chairman, NIPM, Chennai Chapter
- Shri P Senthil Kumar, CEO, Gardener Consulting, Chennai
- Shri V Arockia Jerome, Banking and Financial Services, Delivery Excellence Group, TCS, Chennai
- Shri V Ramanathan, Vice President, TCS, Chennai
- Shri Sakthi Saravanan, Head-NPD, Vodafone, Bangalore
- Shri G Srinivasan, Sr. Director-Enterprise Information Management, Virtusa, Chennai
- Shri N Chandrakumar, Chief Technology Officer (CTO), Asia-Pacific-Japan at EMC2, Singapore
- Shri V Rajesh, Retail Expert, Consultant & Trainer, Chennai
- Shri Chakravarthy Perumal, Associate Director, iData System Tech & Consulting Pvt. Ltd. Bahrain
- Shri G Muruges, Former Head-HR, TSPL (Vedanta Resources)
- Ms. P Renju, Regional Marketing Manager-TN & Kerala, ICICI Securities Ltd.
- Ms. B Jayashree, Head-International Supply Chain, DHL Global Forwarding, DHL Logistics, Chennai
- Shri K S Ananthanarayanan, CEO, Hitachi Solutions India Ltd., Chennai
- Shri Ravi Seshadri, VP & Chief Compliance Officer, Bharti AXA General Insurance Co.
- Shri K Srinivasan, General Manager(South & East), Tube Products of India
- Shri P K Diwakar, AGM, Vantack Logistics (I) Ltd., Chennai
- Dr. N Kamakodi, MD & CEO, City Union Bank Ltd., Kumbakonam
- Mrs. Vidhya Srinivasan, CEO, Sarara Inc., Chennai
- Shri Pawan Bakhshi, Business Head, Airtel Money, New Delhi
- Shri C Vasanthkumar, Head, Co-innovation Lab, Bangalore
- Shri G Shanker, President, Madras Consulting Group, Chennai

- Shri Srinivas Rengarajan, MD, Inautix
- Shri Muthu Singaram, Founder Vibazonee, Chennai
- Shri T C A Ranganathan, CMD, EXIM Bank, Mumbai
- Shri Gouranga Chattopadhyay, CEO, Chattopadhyay Associates, OD Consultant, Kolkata
- Shri Kiruba Shankar, CEO, Business Blogging Pvt. Ltd., Chennai
- Shri Mani Sudharsan, Regional Head of Traded Risk, Middle East and North Africa, HSBC Bank
- Shri Dinesh Jain, CEO, TDI International India Ltd, New Delhi
- Shri 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, CHRO, TAFE & TMTL, Chennai
- Shri Srinivas Rengarajan, MD, Inautix
- Shri Y Rama Rao, MD & CEO, Spark Capital Advisors, Chennai
- Shri Samuel Chander, CGM, EXIM Bank, Mumbai
- Dr. Gunta Srinivas Associate Professor, IIM Indore.
- Shri Jayant Pendharkar Consulting Advisor, Tata Elxsi Ltd., Mumbai.
- Shri Roger C. B. Pereira Roger Pereira Communications Pvt. Ltd., Mumbai
- Shri H. Srinivasan, Assistant Vice President, Star Health & Allied Insurance Co. Ltd., Chennai.
- Prof. Nalini Ravishankar, Prof. & Undergrad. Director, Dept. of Statistics, University of Connecticut, USA.
- Shri Sridhar Ramanujam, CEO, Integrated Brand.Comm Pvt. Ltd, Bangalore.
- Shri Prakash Singh Director-Marketing, Asia Pasific, Beldon.
- Dr. Lakshminarasimhan Professor / Dept. of Computer Science, East Carollina University, USA
- Mr. Isaac, HR-Head, Telecom Business Unit, TCS, Chennai
- Shri Pandiyan General Manager, Murugappa Group, Chennai
- Mr. Anand Santhanam, GM, Brand Mgmt – S&M, TAFE.
- Shri M S Ravindran, BPO, HCL Technologies, Chennai
- Shri V Sivakumar, Professor of Business from Coker College, SC, USA
- Shri Balaji Chakravarthy, Founder of ScoVelo Consulting, Chennai
- Shri Oommen Abraham Vice President, Cavinkare, Chennai.
- Dr. Olivier Crepin Leblond Chair, ICANN's (Internet Corporation of Assigned Names of Numbers)
- Mr. Madhu Menon, Director, Standard Chartered Bank, Chennai.
- Mr. P M Venkatesh, VP, Spark Capital, Bangalore
- Shri P H Rao, Former President, Crompton Greaves and CEO, Airtel (South India)
- Shri Vijaykrishnan, Vice President, 3M
- Mr. K. Ramakrishnan, ED & Head (Investment Banking), Spark Capital Advisors (I) Pvt. Ltd.,
- Shri G Srinivasan, Sr. Vice President, Lister Technologies, Chennai.
- Shri K Ramakrishnan, President-Marketing, Café Coffe Day, Bangalore.
- Ms. Kavitha Singh, Head/HR, MAERSK International, Chennai
- Shri S V Kaushik, Sr Vice President-IT & IA, TI of India, (Murugappa Group), Chennai.
- Shri Harikrishnan, MD Avigo Capital Partners, Mumbai
- Shri Raveen Joseph, Head-Institutional Sales, TAFE, Chennai
- Shri Vijay Chander, Head-Business Analytics, HDFC, Bangalore
- Shri Suri, Vice President & Head, (Corporate strategy Planning) Murugappa Group, Chennai.
- Shri Raja Krishnamoorthy, Director, HRD, Talent Maximus India Pvt. Ltd, Chennai
- Shri Raghunathan, CDSL, Security Markets, Chennai
- Shri Vikas Gupta, Founder & Director, 9.9 Mediaworx Pvt. Ltd.
- Shri Kumarappan, Sr. General Manager, Sales and Marketing, TAFE
- Shri S Krishnan, I.A.S, Secretary (Expenditure), Finance Department, Govt. of Tamil Nadu
- Shri Ajay Padmanabhan, AGM-PR, Suzlon Energy Ltd, Pune
- Shri S D Sharma, Beeline HR Advisor/Consultant, Chennai
- Shri Mukundan, I.A.S, Chennai
- Shri Hari Kumar Kasa, Vice President, HSBC
- Shri Balaji Prakash, GM, Food Division, Cavinkare Pvt. Ltd, Chennai

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

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

Infrastructure

Location

The Institute is located in the sylvan surroundings within the BHEL complex, 21 kilometers East of Tiruchirappalli on the Tiruchirappalli-Tanjore highway. Tiruchirappalli is a town of historical and cultural significance. A town of temples, it has also been a major centre for learning in Tamil Nadu for the last 150 years producing outstanding stalwarts like Sir C.V. Raman, Sir Vishweswaraiya and Dr.A.P.J.Abdul Kalam. BHEL Complex is a peaceful, self-contained township with a mix of people from all over the country living in the Campus. All accommodation, back-up and recreational facilities of the Institute are located in the BHEL Complex.

Classrooms

All classrooms are fully air-conditioned with WiFi internet connectivity, and are equipped with advanced audio visual aids. Faculty and Students use laptops with multimedia facilities for classroom presentations, discussions and analysis.



All class rooms are connected to internet to facilitate the use of vast online resources for better classroom interactions. The Institute also has access to a large auditorium with a capacity to house more than 1500 people.

Video Conferencing Facility

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

Library

BIM has a comprehensive computerized library with more than 17,500 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.

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

JOCMAR [Journal of Contemporary Management Research]

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

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

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

Seminars / Conventions

Crescita 2017

Crescita 2017, the flagship event of Bharathidasan Institute of Management (BIM), Tiruchirappalli kick-started on 22nd October 2017 at Sangam Hotel, Tiruchirappalli. The day witnessed two events - BIM Quest and Isai Kaveri; and CXO Connect session on 6th November 2017 at Sangam Hotel, Tiruchirappalli.

BIM Quest 2017

BIM Quest - A National Level Business Quiz for corporates hosted by one of the finest quiz masters of the country Mr. Barry O' Brien. A total of 980 teams from the corporate,



each team comprising of two members, participated in the online quiz preliminary round. The top 6 teams that made into finals were from **Amul, ICRA, Walnut, The Hindu, TCS, Infosys** and **Sai Mitra Construction**. The quiz event saw a mind-boggling performance from the contenders. Eventually the team '**Ignorance is Bliss**' emerged as WINNERS, and were awarded prize money worth Rs.50000. Team 'Master Blaster and

Grand Master' comprising of BIM alumni from ICRA and corporate personnel from Walnut finished runners up as they bagged Rs 25,000 prize money.

ISAI KAVERI 2017



Trichy's Music loving audience were in for a treat yesterday, when the world renowned Violin Sisters - Dr. Lalitha and Dr. Nandhini captivated their hearts and minds through a '**Trans Global Fusion**' concert. They have just returned from a successful musical tour across 8 countries in Europe and they hold the pride of introducing Carnatic Music to the European audience.

The Violin Sisters were accompanied by Mr. Gabriel from Brazil on the keys, Ms. Karina Colis from Mexico on the drums, Mr. Shashank Venkatesh on guitar, Mr. Shanthakumar on the Thavil and their mother and Guru Smt. Subbulakshmi Muthuswamy who was the conductor of the concert.

Their performance was an amalgamation of diverse genres of music such as Jazz, African music and Folk, beginning with their Signature tone – "Revelation". They also rendered a piece "Thinking of you", dedicating it to their spiritual guru. One another remarkable piece was the "Brazillaintica" which brought South Indian, Brazillian and Mexican styles together.

The entire performance was enthralling and was a memorable experience for the audience. This event marked the fifth edition of 'Isai Kaveri', the annual classical music extravaganza.

CXO Connect session

CXO connect was conducted by BIM Trichy in association with Confederation of Indian Industry (CII) and Young Indians (YI). It creates a platform for students to interact with business leaders and take away the insights of industry practices. The welcome note was given by Shri A S Ananthkrishnan, Vice Chairman, CII Trichy Zone, elucidating the importance of corporate interaction with students and its influence on understanding business context. Our Director, Dr. Karuthiah Pandian also addressed the group on the dynamics of business decisions and the impact of technological advancements in business.



Dr. V Damodaran, Chief Executive Officer and Managing Director of Ameex Technologies, the chief speaker of CXO connect spoke on how global perception of Indian economy has changed over time. He touched upon how digital disruption has affected business and about the advent of recent technologies. He threw light on the significance of

forthcoming technologies like Artificial Intelligence, Machine Learning, Analytics and how they will be dominating in transforming the conventional business practices.

The event was followed by CRESCITA later in the day which saw eminent speakers from industry and academia sharing strategic insights into the future. The speakers of the day were Mr. K. Swaminathan, founder and CEO of Aspire ventures, Mr S Suresh, Managing Director EID Parry (India) Limited, Mr. CK Kumaravel, CEO and Co-founder Naturals Salon & Spa and Dr. P Vijayaraghavan, Professor (Retd.) DoMS, IIT Madras.

The events were an enriching experience for the students as they enthusiastically interacted with the key personnel.

Life at BIM



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

The "Beyond Academics" Thrust

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

Administrative Staff

A group of 30 members of Staff look after the administrative, accounting, secretarial service and support functions at BIM. The credit for the smooth day to day functioning of the Institute goes to them. The competence and the sense of mission they bring into their work goes a long way in making BIM a special place.

Competitions participated and won by BIM Students in the years 2014-2015, 2015-2016 and 2016-2017 (till September 2017):

- ❖ 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 & Preamsai 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.
- ❖ Preamsai 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.
- ❖ Mhonika Bharathi, Arjun Suresh, Sibi Suren of Batch 32 Won Third Prize in Prakalp – IT case study Organized by IIT,Bombay in November, 2016.
- ❖ Arvind Babu M.C of Batch 33 won Second Place in GLADIATOR-Xpressions’16 organised by XIMB from 11-13, November 2016.
- ❖ K.Sindhura, Srinivasa Jagan of Batch 32 won First Place in Unmarketable – Marketing Event organised by MICA in November 2016.
- ❖ Mary Julia, Mohammed Fazil, Ashif of Batch 32 Won First Prize in Sketches organized by Asian Paints in November 2016.
- ❖ Mary Julia, Mohammed Fazil of Batch 32 won Second Prize in Consulting Czars organized by IIM, Trichy on October, 2016.
- ❖ Shanmathi, Gopika and Nivedithaa V of Batch 32 won first prize in Buzzar-Samanvay (Marketing event) conducted by IIT-Madras (DOMS) on 16th October 2016.
- ❖ Mayur Tandon, Vijayaraghavan .V and Vidhya M of Batch 32 won 2nd prize in Buzzar- Samanvay (Marketing event) conducted by IIT-Madras (DOMS) on 16th October 2016.
- ❖ Mary Julia and Mohammed Fazil of Batch 32 won the Marketing competition conducted by Giftistree (October 2016)
- ❖ Prachetha and Ashif of Batch 32 won 1st place in YUKTHI (case study competition) - Dhruva organised by IIM-Tiruchirappalli (October 3-9, 2016).
- ❖ Govindaraj & Azarudheen of Batch 32 won 2nd place in YUKTHI (case study competition) - Dhruva organised by IIM-Tiruchirappalli (October 3-9, 2016).
- ❖ Ashiq, Preethi and Prakash of Batch 32 won the 2nd Place in Consulting Czars organised by IIM-Tiruchirappalli (October 2016)
- ❖ Nissanka Parvath, Preethy Raghu, and Siddharth of Batch 32 won 2nd prize in “Parivarthan-cause marketing” organised by IIM-Ahmedabad (September 30, 2016)
- ❖ Mary Julia, and Mohammed Fazil of Batch 32 won the 1st Place in Vista-Sparsh organised by IIM-Bangalore (September 25, 2016)
- ❖ Hariprsanth, Thirumurugan,Prasanth A, and Shivarajan of Batch 32 won 2nd place in MMA B-Plan Competition organised by MMA, Chennai (September 24, 2016)
- ❖ Hariprasanth, Prassana, Ramki, Lokeshwaran, Gurushankar, and Jaiprasanth of Batch 32 won the 2nd place in “Vista-Bidwiser” organised by IIM-Bangalore (September 23, 2016)
- ❖ Gaurav Kulkarni, Ashika S, Vaibhav and Ankit Gupta of Batch 32 won the 3rd place in “Agora- Halla bol bech dalo” organised by IIM Ranchi (September 4, 2016)
- ❖ Shivashanmugam of Batch 32 won 2nd place in “Celebretio- Stock selection Model” organised by IIM Shillong (August 23, 2016)
- ❖ Shivashanmugam of Batch 32 won 1st place in “Global Industry Analysis” organised by IIM Shillong (August 17, 2016)
- ❖ Rahul Boya of Batch 32 placed in Top Ten in “Ayurved RMAI Awards” organised by Rural Marketing Association Of India (July 2016)

- ❖ The team 'On Your Mark' comprising of Shanmati S, Ramkumar J.R, Pracheta and Dhivakar K of 32nd Batch won the second place in a National Level Sales and Marketing competition conducted by Knappily Media Private Limited (September 3, 2016). The event comprised of 3 rounds where marketing fundamentals were tested along with practical exposure of making a sales pitch in the college campus and a year-long marketing plan to enhance it further.
- ❖ Ashiq, Preethi and Prakash of Batch 32 won the 1st place in event ABHIYAAN conducted by IIM Raipur in January 2016
- ❖ Karthik C and Sreehari R of Batch 32 won the event AD HONOREM, a valuation based case study competition conducted by the Finance Society of FMS, Delhi (February 2016).
- ❖ Monish and Jai Prasanth of Batch 31 won in the ET in Campus (ETiC) Quiz held in Trichy in a contest that saw a fierce fight among six competing teams.
- ❖ The team "Animal Spirits" consisted of Thirumurugan, Shivarangan, Hari Prasanth, Prasanth of Batch 32 won first prize in YUTRY 2016, Startup competition conducted as a part of YUTRY-National Conference on Entrepreneurship–Sharpen Your Saw hosted by CII - Young Indian on 22 & 23rd January 2016.
- ❖ Ashif.A & Mohamed Fazil of Batch 32 achieved the Runner Up position in "YUKTI" during ACTURUS 4.0 an annual business festival of IIM Tiruchirappalli
- ❖ Thirumurugan P, Sivarangan M, Hari Prasanth Y & Prasanth A of Batch 32 grabbed the second prize in "Backwaters'15" B Plan contest conducted by IIM Kozhikode.
- ❖ Nitya Devi of Batch 31 won first place in "HR Whiz" contest conducted by TCS
- ❖ Sowmya and Bhavana of Batch 32 have won 1st place in "Product Innovation and Sales pitch" conducted by IIM Udaipur.
- ❖ Sahana G of Batch 31, Praveen S & Nissanka P of Batch 32, have won the Second Place in "Prakalp" - IT strategy contest conducted by SJMSOM, IIT-Mumbai.
- ❖ Vignesh G & Vignesh KB of Batch 31 have won the Second Place in "Avenues " - Analytics Event conducted by SJMSOM, IIT-Mumbai.
- ❖ Mahmood Sulthan, Preethi & Pradheep Kumar M of Batch 31 have won the Second Place in "IPL Strategy formulation" conducted by SJMSOM, IIT-Mumbai.
- ❖ Karthik MSS and Giridhar S of Batch 31 have won 2nd place in "M&A Case solving" contest conducted by MDI Gurgaon.
- ❖ Surendhar V and Bharathidasan V of 31st Batch secured second prize in 'Vitt Neeti' conducted by IIFT during 4-6 September 2015. The event was held in 3 parts. The first round was an online quiz. Fifty teams were selected to round two, where the teams were tested on their stock trading prowess on ICICI Direct Virtual Stock Trading platform over a span of week. Five teams moved to the final round, where our students presented a case analysis to the judges. Kudos to the team.
- ❖ Archana S and Saumya Singh of 31st Batch secured first prize in 'Truly Madly' which was conducted from 8 July to 9 Aug. 2015.
- ❖ Praveen Salim and Aravinth.S of 31st Batch won third prize in "Samridhhi"- Live marketing case study competition held at GIM, Goa on 19 Sep. 2015.
- ❖ Shanmughaprabhu D, Vignesh K.B and Vignesh S of 31st Batch came first in "KRUNCH"- Analytics Quiz Conducted by IIT-M on 29 Sep. 2015.
- ❖ Vasudev, Rathana Sabapathy and Ragothaman of 31st Batch won second prize in 'FinSpin' conducted by IMT ,Ghaziabad on 17 Oct.,2015
- ❖ P.R.Sriram and D .Shanmugha Prabhu of 31st Batch won first prize in "Hriith" conducted by IIT-Madras on 25 Oct. 2015.

- ❖ Bhavani Sridharan and Thanish Mohammed J of 31st Batch won the first place in the 14th Annual MMA Student Convention-Paper Presentation contest entitled 'Winning Strategies of Strong Brands'.
- ❖ BIM Student Team among Winners of the Spring 2015 Capstone Business Simulation International Challenge. Ms. Sahana Priyadharshine Danasekaran, Mr.Venkat Parthasarathy, & Mr. Manoj Paulraj of 31st Batch are among the Winners of the Spring 2015 Capstone Business Simulation International Challenge. Hearty congratulations to the team.
- ❖ Students of Batch 31 of BIM, Ms. Archana S, Ms. V P Lakshmi and Ms. Singh Saumya Saurabh secured First place in 'Mark-E-Diction' organised by DMS, IIT Delhi. The event involved contests like Quiz, Making a Poster and getting Facebook likes + Case analysis and Case presentation + Q&A session and was held on 22 Feb. 2015.
- ❖ Baskar S, Tanvi Lamba and Shivam Gupta of 30th Batch won the Marketing event conducted by IIM, Tiruchirappalli.
- ❖ Harika V, Swati Pandey and Sudharsahan S of 30th Batch stood second in the Marketing event conducted by IIM, Tiruchirappalli.
- ❖ Pranesh R of 30th Batch won the First Place for Articles on “Banking Licence to NBFCs” organized by SCMHRD.
- ❖ Shanmugaprabhu D, Ashwin karthic, and Arunkumar R of 31st Batch won 3rd prize in Marketing Strategy competition conducted by Tentacle Technologies, Malaysia
- ❖ Sriram P R of 31st Batch stood second in Arohan 2014 organised by NITIE, Mumbai
- ❖ Sriram P R of 31st Batch won second prize in SAY organised by NITIE, Mumbai
- ❖ Sriram P R of 31st Batch stood second in the Emoveré - Online Photography Contest (Quest 2014) organised by XIME, Kochi
- ❖ Thiyagarajan S T and Jayashree Santhanam of Batch 30 secured 2nd place at Arcturus organised by IIM, Tiruchirappalli
- ❖ Manoj Paulraj, Anitha Palaisamy, Vivek Muralidharan, and Dharanija Rajendran of Batch 30 won the B-Plan competition organised by IIT, Madras
- ❖ Premnath V and Venkat P of 30th Batch secured 1st place in Ashwamedh conducted by IIT,Mumbai
- ❖ Vignesh S and Dinesh M secured first place in the event called 'PARISHRAM' conducted by IIT Kharagpur. The event is aimed at involving the students from various parts of the country to provide original and practical solutions to the issues faced by NGOs and Rural Development issues.
- ❖ Nithya Devi G A, Vikraman P of 30th Batch presented and published a paper titled " "School Dropouts and Societal Adjustment” in "AH-CON"(Adolescent Health Conference) conducted by Madras School of School Work, Chennai on 23rd & 24th January 2015. The paper highlights a pattern of low peer and parent attachment score than graduated youth, suggesting that both peer and parent attachment plays an influential role in Emotional Disorders.
- ❖ Thanish M and Praveen Salim of Batch 30 secured 1st place at Zest-athon at SCMHRD, Pune.Zest-athon is a Case Study competition where participants were given a Tata Motors case study and asked to prepare a marketing plan for Tata Motors' new car "ZEST"
- ❖ Sriram P R of 31st Batch secured First Prize in Imperium (Photography contest) conducted by MDI Gurgaon.

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

| Batch 35 (2018-2020) | | | |
|----------------------|---|---------------|---------------|
| S.No. | Particulars | I Year (Rs.) | II Year (Rs.) |
| 1 | Admission Fee | 2750 | 0 |
| 2 | Recognition fee ** | ## | 0 |
| 3 | Tuition fee | 512530 | 548400 |
| 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 |
| 15 | Bloomberg Businessweek B-School Connection subscription | 2000 | 2000 |
| Total | | 674000 | 700900 |

* subject to change

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

Based on Actual expenses incurred

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

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