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From the Director’s Desk

It is a joy to welcome you all to the BIM fraternity.

BIM is a happening place transforming students to become great leaders in the industry and society at large.

Located in the industrial hub of BHEL, BIM provides a conducive learning eco system that stimulates learning, discussion, and collaboration.

Leaders emerge in the campus: they identify their potentials, groom them, experiment the same and come out as proven leaders. This is possible because of the tremendous opportunities created by way of student driven clubs and committees where they take up different responsibilities and develop their capabilities.

Curriculum is continuously updated keeping in mind the emerging trends in the industry and society. Teaching-learning pedagogy is designed to make learning effective and application oriented. Industrial exposure is ensured by getting a pool of practitioners who offer courses as visiting faculty.

BIM is credited with many alumni who occupy high positions in industry and bring laurels to the institute. We enjoy a very good name among the business community who regularly recruit our students.

You will enjoy your life in this value driven as well as student driven institute.

All the best for your eventful life here.

Dr. A. JOHN PETER
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☆☆☆”

Selection Process - MBA Admission 2021

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, Indore on 29th November 2020. 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 2020 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 2020 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 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, 2021** 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 2020 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. 65 students were placed on the 27th November 2019, of the placement process. It is a glorious testimony to the focused-education and placement process at the institute. The details of the placements this season are given below.

- No of Students who participated in the placement process: 118
- No. of offers made by all companies - 113
- No of Companies that participated in the process: 36
  (Sectors represented by these companies - 9 (BFSI, Manufacturing, FMCG, IT & ITes, Consumer Durables, Automotive, Chemical, E-Commerce, Healthcare)
- Average CTC – 9.26 LPA
- Median CTC – 9.50 LPA
- Maximum CTC – 13.50 LPA
- Minimum CTC – 6.00 LPA

The placement team strives to provide students an appropriate role that leverages his uniqueness and strengths and therefore a joyous start to his/her career and prepare a life of success and happiness. The PGP program is so structured that students are able to discover their strengths, develop areas of interest and convert their passion into a career. The placement process is in sync with the PGP program and begins with personality exploration, numerous counseling sessions and gradual discovery of interests and expertise. The process includes Personality Growth Laboratory, a battery of Psychometric Tests and frequent interaction with industry stalwarts to enable students to make informed choices.

The result of this process is that today a large number of our alumni don the top most position in organizations across the world. They are our pride and flag bearers and an elite club within the realms of corporate scene led and directed ably by the BIM Alumni Association.

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

Faculty

Finance & Economics

Dr. V. P. Sriraman, M.Sc., MBA, AWM, Ph.D., Controller of Examinations

He has 23 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, LII, 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 Gopal, B.Com., MBA (IIM-A), Corporate Trainer & Consultant in Finance Mgt., Bangalore
Dr. T Arul Velan, B.V.Sc., PDM, 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. Satyanarayana Rentala, B.Pharmacy, PGDM, Ph.D., Placement Coordinator, Coordinator-Clubs & Committees

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.

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

He has more than 26 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., PGP Chairperson and Placement Chairperson

He has more than 22 years of teaching management, training and consultancy experience along with 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), Adjunct Faculty

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., Head-CECMAR (Research Wing)

"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 head of the Centre for Contemporary Management Research (CECMAR), the research wing of BIM.

Shri T. J. Hari Krishna, 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, MBA, 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
Shri Aravind Kumar, Sr. Data Scientist, Intentico, Hyderabad
IT and Analytics

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

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, PGP Coordinator

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 Amex - 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’, ‘AWS Certified Cloud Practitioner’ and holds a number of telecom certifications from Hallmark. He is also an avid learner from various MOOCs.

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
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)

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<tr>
<th>First Trimester</th>
<th>Second Trimester</th>
<th>Third Trimester</th>
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<tr>
<td>Mathematics and Statistics for Managers</td>
<td>Corporate Finance-1</td>
<td>Regulatory and Legal Aspects of Business</td>
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<tr>
<td>Marketing-1</td>
<td>Marketing-2</td>
<td>Business Research Methods</td>
</tr>
<tr>
<td>Micro Economics for Managers</td>
<td>Macro Economics for Managers</td>
<td>Corporate Finance-2</td>
</tr>
<tr>
<td>Liberal Arts and Aesthetics</td>
<td>Organisational Behaviour-2</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td>Organisational Behaviour-1</td>
<td>Operations Research</td>
<td>Business Ethics, Government and Governance</td>
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<tr>
<td>Business Communication-1</td>
<td>Technology Enabled Business Management-1</td>
<td>Environmental Management</td>
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<tr>
<td></td>
<td>Business Communication-2</td>
<td>Interpersonal Dynamics</td>
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<td>Business Communication-3</td>
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<td>Village Immersion Program</td>
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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

- Portfolio Management Practices
- Financial Modeling using Spreadsheets
- Derivatives and Risk Management
- Project Appraisal, Finance and Management
- Corporate Valuation
- Financial Planning and Wealth Management
- Investment Banking
- Behavioral Finance
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
- Advanced Marketing Research
- Marketing in Practice

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:

Advanced Logistics and Supply Chain Management

The course aims at learning the strategic value of Logistics and Supply Chain Management (SCM) in Business Systems. It offers a broad understanding and in-depth insights into various facets and issues in -- continuous supply chain planning and execution, and in integrating different subsystems of a typical logistics and supply chain. While providing an advanced understanding of the generic strategies, concepts, and models, the course deals with issues and risks due to uncertainty, complexity, and uncoordinated operational efforts across sourcing, making, and distribution functions. It imparts advanced knowledge and skills for efficient network design, demand planning, sourcing and supply management, and inventory management across echelon supply chains in various contexts including the emerging e-commerce, industry 4.0, and shifting global environment. The course also provides various managerial approaches to optimize inter-relationships for maximizing customer value and building competitiveness of manufacturing and/or service firms.

Quality and Lean 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
- 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
- Machine Learning and Artificial Intelligence
- Block Chain Decoded for Business Managers
- Industrial Internet of Things
- Data Science and Tools
- Cloud Computing
- Online Business Models
- Robotic Process Automation

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
Other Electives
- Performance and Compensation Management
- Human Resources Analytics
- Management of Cross Cultural Diversity
- Managerial Counselling and Coaching
- Talent Acquisition

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
- Enterprise Risk 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 last 2 years:
- Dr J Rajaretanm, Consultant, KANTAR IMRB, Bangalore
- Dr. Vinay Raj Menon, Vice President–Learning & Development, Intellect Design Arena Ltd., Chennai
- Shri I Raj Gali, Vice President–HR, Intellect Design Arena 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.

Shri R Vijayakumar, Sr. Vice President–HR, Intellect Design Arena Ltd., Chennai
Shri Israel Inbaraj F, Head–HR, TCS, Chennai
Shri Vignesh Raja, Product Manager, Inthree Access Services, Chennai
Shri Chandraprakash Varadarajan, Area Manager, Asian Paints, Chennai
Ms. V. Lakshmi Devi, OD and Movement Practitioner & Facilitator, Mumbai
Shri S Shriram, Founder, Miles2Go Consulting Services, Chennai
Shri Prasenjit Das Purkayastha, Marketing Research & Analytics Professional, Kolkata
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
Dr V.B. Athreya, Professor, Rajiv Gandhi National Institute of Youth Development, Chennai
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
Shri S Ganesh Kumar, Founder and CEO, EQ Universe Learning Solutions, Chennai
Shri Rajesh Anantharaman, Amazon, Bangalore
Shri Renold Raj Devaraj, Analytics Consultant, Bangalore
Shri R. Selvam, Analytics Manager, Latent View Analytics, Chennai
Shri T. Vimal Raj, Head-Logistics and Coal Procurement, Sterlite Copper, Thoothukudi
Shri V Phani Kumar, General Manager–EMS-SQ & PPAP, NCR Corporation, Chennai
Shri Achutha Rao, Bangalore
Shri Koushik Srinivasan, Program Manager, DXC Technology, Chennai
Ms. Mathangi Sri, Lead Data Science Team, Bangalore
Shri G Rajanna, Director, Action Learning Network, Bangalore
Shri V Gopal Krishnan, Financial Wellness Coach & Founder, Chennai
Shri P S Prabhakar, Chartered Accountant, Chennai
Shri B Harish, Business Director, McCann, Chennai
Shri Chandra Kumar N, Founder and CEO, WiseleyWise, Singapore
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 S. Lakshmi Ram Kumar, Vice President–Sales, Ford India, Chennai
Shri Vinod Kumar, Chief Executive Officer at Marsh Qatar LLC Chain, Qatar
Shri M.P. Vasimalai, Executive Director, DHAN Foundation, Madurai
Shri Ezhil Venugopal, Head of Transaction Banking, Arab Bank, Dubai
Dr. S. Vasudevan, Director – Business Development, Institute of Analytics, USA
Dr. Balaji Rajagopalan, Dean, Northern Illinois University College of Business, Illinois
Shri Gowshankar Sundararajan, Managing Partner at Value Innovation Group, Brisbane
Shri Ravi Seshadri, Vice President, Bharti AXA General Insurance Co., Chennai
Dr. Ram Kesavan, Professor, University of Detroit Mercy, Michigan.
Dr. Sundaram Janakiramanan, Head of Finance, School of Business, SIM University Singapore.
Dr. Partha Krishnamurthy, Professor of Marketing, University of Houston, USA.
Shri Muthukumar Thanu, Group-CHR, TAFE & TMTL, Chennai
Shri Y Rama Rao, MD & CEO, Spark Capital Advisors, Chennai
Shri Samuel Joseph, Chief General Manager, EXIM Bank, Mumbai
Shri Madhu Menon, Executive Director, Standard Charted Bank, Gurgaon.
Shri K. Ramakrishnan, Senior Managing Director, Spark Capital Advisors, Chennai
Shri P M Venkatesh, Director, Spark Capital, Bangalore
Shri K Ramakrishnan, Managing Director-South Asia, Kantar World Panel, Mumbai.
Ms. Kavitha Singh, Chief HR Officer, Hindustan Zinc, Udaipur
Shri Hari Krishna, Founder & Managing Partner, Blue Lotus Capital, Mumbai
Shri Hari Kumar Kasa, Chief Risk Officer, Bank of Bahrain and Kuwait, Mumbai

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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 Wi-Fi 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 software that support classroom learning. New software 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, IBID, Outlook Business Journal (Digital)

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.

**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 Elxi 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
Centre for Contemporary Management Research (CECMAR)

More than a decade ago, Bharathidasan Institute of Management (BIM) has embarked on an ambitious journey to foster meaningful research in the contemporary management space. This led to the genesis of the Centre for Contemporary Management Research (CECMAR) in November 2006. It was established with the aim of identifying and analysing 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.

Since its inception, CECMAR has been providing stage for scholarly work in a splendid plethora. It promotes research under the guidance of eminent management scholars and thinkers, leading to research publications and degrees. The centre also assists in the ongoing research and publication activities carried on by the faculty and students. The centre also conducts Conferences, Workshops and Seminars to share the knowledge gained through rigorous research and publishes high-quality journal. It also helps the industry and other institutions through research solutions. The flagship pursuits of CECMAR are conducting ATHENAEUM, an Industry-Academia Research Conference, and publishing of JoCMAR, the peer-reviewed bi-annual high-quality journal.

ATHENAEUM

ATHENAEUM is a biennial research conference organized by the Centre for Contemporary Management Research (CECMAR) with a view to promote academic value in the management practice. This conference is distinct from other typical academic conferences, as ATHENAEUM aims to take contemporary research into management practice and vice-versa. It involves high profile panel discussions on various contemporary themes in different areas of Management. While senior academic experts present the practically relevant contemporary research developments and insights, the industry experts throw light on management issues that offer scope for future research. Each panel discussion will be moderated by an eminent chairperson either from academics or industry. As participation takes place from both, industry and academic worlds, ATHENAEUM strives to bridge management research and practice. The forum provides opportunities to the practitioners and researchers for value-added learning to address contemporary issues in management. Details about the latest edition of ATHENAEUM can be found at http://athenaeum.bim.edu/.

JOCMAR [The Journal of Contemporary Management Research]

Apart from promoting the spirit of contemporary and meaningful research amongst students and faculty members, the CECMAR has been publishing a quality journal on a bi-annual basis since January 2007. This publication known as, the Journal of Contemporary Management Research (JoCMAR) has been recognized by the Indian Citation Index (ICI), besides being indexed in renowned bibliographic databases such as EBSCO, PROQUEST, etc. It publishes original peer-reviewed, research-based articles, perspectives, cases on topics of current issues and book reviews in all contemporary areas of Management.
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 2019 till 5th November 2020:

- Aravindha Raajan TJ, Srihari V, Sreyas Sairam S and Vishnu Prasath K of Batch 35 won 1st place in Consilium organised by Indian School of Business, Mohali on 2nd November 2019 and the same team were in finalist in E-Guerra organised by Indian School of Business, Hyderab on 3rd November 2019.
- Pranava Kartikeyan M S of Batch 35 has emerged as the winners of 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, Yugesh Kumar SM, Vishnu Prasath K of Batch 35, won the first place in Chanakyaneti organized by NMIMS, Bangalore on September 29, 2019. Students had the honor of receiving the prize from Rahul Venugopal, Senior Manager, @simpilearn.
- Our students have proven their mettle once again by entering into the finals for the 3rd consecutive year of the prestigious at 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 3rd 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 1st 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 Venkatesh Vivek 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).

Preethi M, Sankara Subramanian D, Sanganithi 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.
# Fee Structure for two-year full-time Residential MBA Programme*

## Batch 38 (2021-2023)

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* Subject to modification

** No Recognition Fee for graduates from Bharathidasan University

# Based on Actual expenses incurred

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