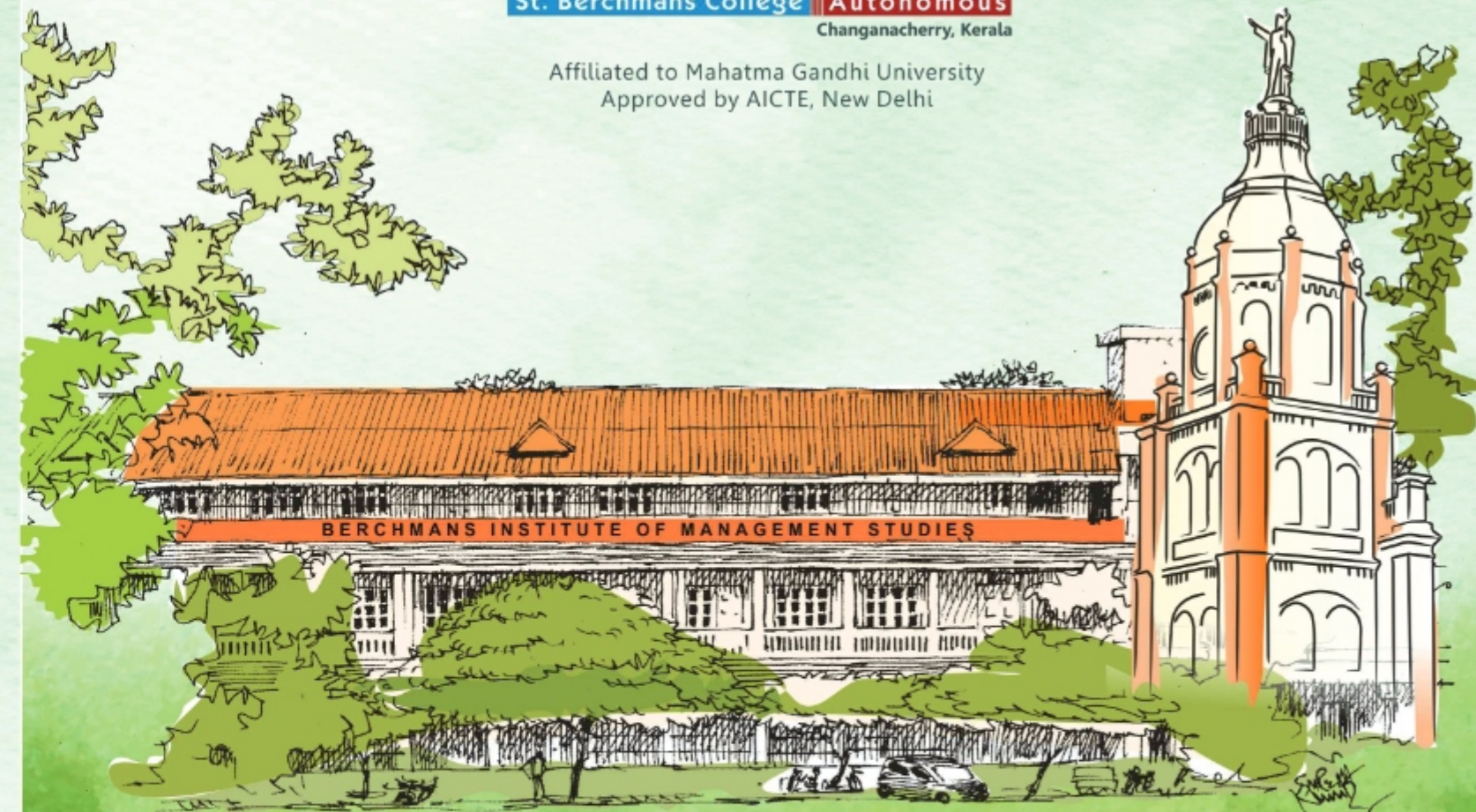


# MBA *Prospectus*



Affiliated to Mahatma Gandhi University  
Approved by AICTE, New Delhi



Affiliated to Mahatma Gandhi University  
Approved by AICTE, New Delhi

St Berchmans College  
Changanassery, Kottayam Dist. Kerala - 686 101  
Ph: +91 481 2420025  
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[www.sbmmba.in](http://www.sbmmba.in)





**PATRON SAINT  
ST. JOHN BERCHMANS**

*“Regarded as model of excellence  
and holiness for students”*



- ▶ Established in 1922
- ▶ Managed by the Archdiocese of Changanacherry
- ▶ Status of College with Potential for Excellence was conferred by UGC in 2004
- ▶ NAAC accredited with A grade
- ▶ 22 Post Graduate and 16 Undergraduate Arts and Science Programmes
- ▶ 10 Research Departments and
- ▶ The College was granted Academic Autonomy in 2014
- ▶ Ranked 69 in India by NIRF 2024
- ▶ KIRF Ranking 5

**BERCHMANS INSTITUTE OF  
MANAGEMENT STUDIES**

- ▶ BIMS established in 1995
- ▶ Approved by AICTE, New Delhi
- ▶ Affiliated to MG University, Kottayam
- ▶ Two-year full time MBA Programme
- ▶ Annual intake- 120
- ▶ Specialisation: Finance, Marketing, HR, Operations and Entrepreneurship
- ▶ Berchmans Centre for Management Research offering PhD Programmes



**Patron**  
Mar Thomas Tharayil  
Archbishop of Changanacherry



Patron  
Mar Thomas Tharayil  
Archbishop of Changanassery

**Manager**  
V. Rev. Fr. Antony Ethackad  
Vicar General  
Archdiocese of Changanacherry



Manager  
V. Rev. Fr. Antony Ethackad  
Vicar General  
Archdiocese of Changanacherry

**Principal**  
Rev. Fr. Reji P. Kurian



Principal  
Rev. Fr. Reji P. Kurian



Bursar  
Rev. Fr. James Antony

**Bursar**  
Rev. Fr. James Antony

**Vice Principals**  
Rev. Dr. Teddy C. Anthappai  
Prof. Dr. Siby Joseph K.



Rev. Dr. Teddy C. Anthappai  
Vice Principal



Prof. Dr. Siby Joseph K.  
Vice Principal

**HOD**  
Dr. Joychen Manuel



HOD  
Dr. Joychen Manuel

**SF Coordinator**  
Dr. Cris Abraham K.



SF Coordinator  
Dr. Cris Abraham K.

## Vision

Inspired by the spirit of St Berchmans, BIMS aims to be a centre for management innovation with a deep yearning for excellence, assimilating values, integrity and social commitment

## Mission

- ▶ Empower manager aspirants to unearth their full potential
- ▶ Impart value based quality education
- ▶ Encourage entrepreneurship and societal orientation
- ▶ Widen horizons of knowledge in management through research and innovation







## ADVISORY BOARD

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**Dr. M. G. Jomon**  
Professor  
XLRI, Jamshedpur





### Principal's Desk

St. Berchmans College, a centenarian institution committed to academic excellence and social justice, proudly hosts BIMS, its flagship Department. For 30 years, BIMS has been a center of knowledge, empowering students and faculty to pursue learning beyond boundaries and transform lives. Our mission is to become a premier B-School that imparts relevant knowledge, creates challenging opportunities, and fosters values and social responsibility. In an era where global boundaries are dissolving, preparing our youth to thrive in a connected world has never been more crucial. In a vibrant learning environment, we nurture our students to face the world with dignity and confidence. As an autonomous institution, BIMS continues to strive for greater heights in its relentless pursuit of excellence.

God bless!

**Rev. Fr. Reji P. Kurian**  
Principal





### Why BIMS?

The renowned scholar and former President of India, Dr. Sarvepalli Radhakrishnan, beautifully articulated that the true aim of education is not merely the acquisition of information or technical skills, though both are essential in modern society. Instead, education must cultivate a mindset, an attitude of reason, and a spirit of democracy that fosters responsible citizenship.

Education should empower individuals to become responsible and contributing members of society. Management education, by its very nature, transforms aspiring students into skilled professionals, equipping them with the ability to make informed decisions, enhance performance, and develop strong, well-rounded personalities.

Berchmans Institute of Management Studies (BIMS), embedded in the rich, century-old legacy of St. Berchmans College, is steadfast in its commitment to providing value-based education rooted in these ideals. With a focus on excellence, BIMS nurtures students to achieve their fullest potential while contributing meaningfully to society and the nation.

We warmly invite aspiring managers to embark on this transformative journey with us, committing to hard work and a shared vision for a brighter future.

**Dr. Joychen Manuel**  
HOD, BIMS







## Faculty, Research & Consultancy

The faculty at Berchmans Institute of Management Studies (BIMS) combine extensive knowledge, industrial experience, and advanced education to deliver quality training. Through interactive teaching methods and by bringing real-life experiences into the classroom, they ensure a dynamic learning environment.

BIMS emphasizes state-of-the-art teaching practices and provides students with opportunities to develop their skills holistically. Faculty members are encouraged to participate in Faculty Development Programs (FDPs), Management Orientation Programs (MOPs), and refresher courses organized by universities, business schools, and corporate organizations. The institute empowers faculty members through comprehensive support for their research initiatives, consulting projects, and participation in scholarly conferences and seminars at both national and international levels.

The academic structure at BIMS is designed to provide a seamless blend of theoretical knowledge and practical insights. The core faculty's expertise is complemented by guest speakers, who bring in valuable industry perspectives. The visiting faculty is carefully selected to ensure that only the best minds contribute to the academic excellence of BIMS.



**Dr. Joychen Manuel**  
(HOD)  
MCom MBA PhD

### Finance



**Mr. Sony Joseph**  
MCom MBA



**Prof. (Dr) Siby Joseph K.**  
MCom MBA PhD



**Mr. Dibin K. K.**  
MBA



**Ms. Sherry Rita Antony**  
M Com, MBA

### Marketing



**Dr. Binsai Sebastian**  
MBA PhD



**Dr. Cris Abraham K.**  
MBA PhD  
(SF Coordinator)



**Dr. Neethu Jose**  
B'Tech, MBA PhD

# Faculty Profile

### Operations & Systems



**Prof. (Dr) Mathew Joseph**  
B'Tech MBA DLM PhD



**Mr. Jeffin Joseph**  
B'Tech MBA



**Ms. Rincy Antony**  
B'Tech MBA

### CRO & MSD



**Mr. Bibin M Thomas**  
MBA  
Corporate Relations Officer

### HR



**Prof. (Dr) Babu Michael**  
MBA LLB PhD



**Ms. Anney Chacko**  
MBA



**Ms. Merlin B. Joseph**  
MBA PGDHAM



**Rev. Fr. Sijimon G. Srampickal**  
MBA



**Ms. Desi Korah**  
MSD Training










**St Berchmans College**  
 AUTONOMOUS  
 College with Potential for Excellence | A-1 in the NIRF Category of Institutions by IIC  
 Changanassery, Kerala, India | 686205 | Affiliated to Mahatma Gandhi University, Kottayam



## Eligibility for Admission

As per the order number no.60496/AC B6-1/2024/AC B 6, the eligibility for admission to MBA program under the university is:

A pass in any Bachelor's degree Examination of Mahatma Gandhi University or an equivalent degree of any other University duly recognized by Mahatma Gandhi University with not less than 50% marks in aggregate for all parts of Examination. Or a Master's degree with 50% marks in aggregate, (in addition to this qualifying KMAT/CMAT/CAT).

Under grading system, C Grade of Mahatma Gandhi University or an equivalent Grade thereto from other recognized Universities, with not less than 50% marks in aggregate is required to become eligible for admission. The said percentage should be accounted by using GRADE CONVERSION FORMULA (UONO.8569/AC A4/2022/MGU dated 16.08.2022).

A pass in any Bachelor's degree examination is needed for SC/ST candidates.

1. Vide UO No.8574 Ac A4/2022/MGU dated 17.08.2022, Cut off marks of C-MAT, CAT entrance examinations have been fixed as follows:  
For CMAT, CAT, KMAT the cut off is 10% in General and SEBC category, for SC/ST it is 7.5%.
2. Vide UO No.2492/AC A1/2022/MGU, Dated 10.03.2022, the relaxation in marks in the Qualifying Examinations of various programs of University for different reserved categories is as follows:  
Relaxation in marks in the qualifying Examination :-  
In the SEBC category, relaxation from the prescribed minimum is 3%, OEC is 5% and SC/ST a pass in the qualifying examination.

## Admission Procedure

Admission to the MBA program at BIMS is based on a candidate's performance in CMAT, KMAT, or CAT, along with scores from Group Discussion and Personal Interview. The process adheres to the rules and guidelines set by AICTE, the Admission Supervisory Committee (ASC), the Fee Regulatory Committee for Professional Colleges, and Mahatma Gandhi University. As per ASC directives, the selection criteria follow an 80:10:10 weightage distribution: 80% for the entrance test, 10% for the Group Discussion, and 10% for the Personal Interview.

## Intakes and Fee Structure

The MBA program at BIMS offers: ▶ Aided Seats: 60 ▶ Self-Financing Seats: 60

The fee structure is determined by the Management of St. Berchmans College in accordance with the guidelines provided by the Government and Mahatma Gandhi University.



## Pedagogy

The pedagogical methods include Lectures, case studies, assignments, presentations, field works and Projects



## MBA Autonomous Curriculum

Semester	Course Code	Title	ISA	ESA Marks	Total	
1	CMBA101	Accounting for Management	40	60	100	
	CMBA102	Entrepreneurship Development	40	60	100	
	CMBA103	Legal Environment of Business	40	60	100	
	CMBA104	Management Theory and Practice	40	60	100	
	CMBA105	Managerial Communication and Technology	40	60	100	
	CMBA106	Managerial Economics	40	60	100	
	CMBA107	Organisation Behaviour	40	60	100	
	CMBA108	Business Statistics	40	60	100	
			Managerial Skill Development			
		<b>Total</b>		<b>320</b>	<b>480</b>	<b>800</b>



Semester	Course Code	Title	ISA	ESA	Total Marks
2	CMBA209	Business Research Methodology	40	60	100
	CMBA210	Business Ethics and ESG	40	60	100
	CMBA211	Financial Management	40	60	100
	CMBA212	Human Resource Management	40	60	100
	CMBA213	Management Information Systems	40	60	100
	CMBA214	Marketing Management	40	60	100
	CMBA215	Operations Management	40	60	100
	CMBA216	Operations Research	40	60	100
		Managerial Skill Development			
	<b>Total</b>		<b>320</b>	<b>480</b>	<b>800</b>

Semester	Course Code	Title	ISA	ESA	Total Marks
3	CMBA317	Business Analytics	40	60	100
		Elective 1	40	60	100
		Elective 2	40	60	100
		Elective 3	40	60	100
		Elective 4	40	60	100
		Elective 5	40	60	100
		Elective 6	40	60	100
		Elective 7	40	60	100
		Elective 8	40	60	100
	CMBA3IN	Organization Study & Internship	40	60	100
		Managerial Skill Development			
	<b>Total</b>		<b>400</b>	<b>600</b>	<b>1000</b>

Semester	Course Code	Title	ISA	ESA	Total Marks
4	CMBA418	Strategic Management	40	60	100
		Elective 9	40	60	100
		Elective 10	40	60	100
		Elective 11	40	60	100
		Elective 12	40	60	100
		Elective 13	40	60	100
		Elective 14	40	60	100
	CMBA4PJ	Project Work	40	60	100
	CMBA4VV	Comprehensive Viva Voce		100	100
		<b>Total</b>	<b>320</b>	<b>580</b>	<b>900</b>

## Overview

The MBA (Full Time) programme of Berchmans Institute of Management Studies is spread over two years with 4 Semesters. Continuous Internal Evaluation during the semester and end semester examination at the end of such semester shall be conducted.



## Managerial Skill Development Programme (MSDP)

The Managerial Skill Development Programme (MSDP) is specifically designed to enhance and refine the skills essential for effective management. These skill development sessions are conducted on all weekdays and alternate Saturdays, ensuring continuous learning and improvement for aspiring managers.

## Corporate Skills

Along with comprehensive theoretical knowledge, BIMS focuses on the holistic development of students by offering training in employability techniques, soft skills, and presentation skills. These initiatives prepare students to excel in the corporate world with confidence and professionalism.

## Business News Analysis

Students are required to prepare weekly news analyses and deliver presentations on assigned topics. This initiative aims to enhance their general knowledge and business awareness, fostering a deeper understanding of current events and trends in the corporate world.

## Stress Management

Sessions have been designed to promote relaxation and stress relief for students. Education is a unique experience, and students often juggle multiple responsibilities. Through this program, students learn how to strike a balance in their daily schedules, both physically and mentally, helping them manage stress effectively.





### Berchmans Industry Interface (BII)

To align with the evolving needs of the industry, BIMS incorporates the Berchmans Industry Interface (BII) program to equip students with practical and applicable knowledge. The goal of BII is to foster a passion for the subject while preparing students to be employable with the necessary skills and expertise. BII focuses on producing “Ready-to-Employ” business graduates, ensuring they are well-prepared for the market. This certificate program adds significant value to the MBA degree.

### Add-on Courses

As part of its Industrial-Institutional Interface, the institute has introduced certification courses in specialized areas such as Finance, Marketing, HR, and Operations Management. These add-on courses are designed to enhance students' expertise and provide them with additional skills, making them more competitive in the job market.

### Berchmans Research & Consultancy (BCC)

The Berchmans Consultancy Centre (BCC) aims to extend contemporary knowledge in Business Management to the business community. This initiative by BIMS focuses on fostering collaboration with the industry. Over the years, BCC has undertaken numerous consultancy assignments, and it continues to fulfill its mission of providing valuable insights and solutions to businesses. All students in the Third Semester shall undergo any of the add on courses along with their curriculum.

### Placements

The Placement Office at BIMS is dedicated to providing students with appropriate placements that align with their unique strengths and interests. The office also helps students discover their passions and choose the best career path. To prepare them for the competitive business world, various training workshops are offered, including soft and hard skills, mock interviews, group discussions, and online aptitude tests. These initiatives empower students to overcome challenges and succeed in their careers. With a strong emphasis on professional development, BIMS serves as a finishing school to prepare students for the corporate landscape. In 2023, BIMS successfully achieved a 50% placement rate.

### Campus to Corporate Programme

As part of its initiative, BIMS, in collaboration with its Corporate Relations Office, organizes a Corporate Readiness Program on campus. This program provides students with valuable insights into the skills they need to develop and the preparations required for a smooth transition into professional life. Students have the opportunity to interact with eminent industrialists and career experts, gaining guidance to adapt to the evolving corporate world and thrive in their careers.



### Our Major Recruiters





## Infrastructure

Berchmans Institute of Management Studies offers a peaceful and conducive environment for studies. The campus is centered around the library, computer lab, and seminar hall, creating an ideal space for students to learn and engage with one another. The institute provides a rich array of extracurricular activities and cultural events that contribute to both academic and personal development. Equipped with state-of-the-art technology, the infrastructure supports a dynamic and interactive learning experience.

## Library

BMS boasts a splendid reference and lending library that supports students' academic programs. The library serves as a hub for knowledge, encouraging students to explore and expand their understanding. It offers a wide collection of books, journals, and international magazines, fostering a quest for knowledge and academic excellence.

## Berchmans Centre for Management Research (BCMR)

The Berchmans Centre for Management Research (BCMR) serves as the PhD research wing of the Berchmans Institute of Management Studies (BIMS), a prestigious institution dedicated to nurturing academic excellence and leadership in management education. Established with the mission to advance research in the domains of Management and Business Administration, BCMR has become a hub for scholars aspiring to contribute meaningfully to the academic and professional landscape.

Approved by **Mahatma Gandhi University, Kottayam**, BCMR operates with a well-defined vision of fostering innovative and impactful research. It is guided by a team of eminent research guides, each bringing extensive experience and expertise in their respective fields. The center is committed to maintaining the highest standards of academic rigor, ethical research practices, and global relevance.

### ▸ Research Focus Areas

BCMR offers scholars the opportunity to delve into a wide range of research areas, including Marketing, Finance, Human Resources, Operations and Supply Chain Management, as well as Interdisciplinary Research.

### ▸ Achievements and Current Status

At present, BCMR hosts a vibrant community of 22 scholars who are actively engaged in research projects that align with global trends and address industry-relevant issues. The center takes pride in its track record of publishing high-quality research articles in some of the most reputed national and international journals. These publications not only enhance the academic reputation of BCMR but also contribute to shaping policies, strategies, and practices in the business world.

### ▸ Mentorship by Distinguished Research Guides

BCMR thrives under the guidance of a team of highly accomplished and experienced research mentors. These guides play a crucial role in shaping the research journey of scholars by providing academic supervision, methodological expertise, and insights into emerging trends. The approved research guides at BCMR are:

- Prof. (Dr.) Mathew Joseph
- Prof. (Dr.) Siby Joseph K
- Dr. Joychen Manuel
- Prof. (Dr.) Babu Michael
- Dr. Sopna V. Mohammed

BCMR remains steadfast in its mission to cultivate a culture of inquiry and innovation, empowering scholars to emerge as thought leaders who make significant contributions to academia, industry, and society at large.







### Computer Centre

BIMS offers comprehensive computing facilities to its students. The centralized computer lab is equipped with a ninety-node network and internet access. Additionally, the center provides access to various tools and resources, including EBSCO, PROWESS, Statistical packages, and a language lab, ensuring students have the necessary technological support for their academic and professional growth.

### Hostel

BIMS provides separate accommodations for boys and girls, encouraging students to reside in the college hostel. This fosters a better quality of interaction and learning among peers. The hostel also plays a vital role in helping students manage their time and space within a community environment, promoting personal growth and independence.

### Project Kalalayam

Industry-academic interface plays a crucial role in ensuring practical orientation in management education. By working together, academia and industry can bring the latest practices into the classroom, providing students with an industry-focused learning experience. Through its CSR initiative, "Project Kalalayam," EY has taken a significant step in this direction. St. Berchmans College and BIMS have been identified as pioneer institutions for this project. With many students pursuing careers in consulting-related fields, this initiative offers job-specific orientation and training to better prepare them for their professional journeys.





Consistent Academic Recognition bagged by  
BIMSONITES from Mahatma Gandhi University

BATCH NAME	RANK	YEAR
1 MANOJ M.A., BINCY BABY, KRISHNA KUMAR.R	1st, 2nd & 3rd	1997
2 JOSE POOTHOKARAN	3rd	1998
3 SANTHOSH JOSEPH	3rd	1999
4 JOLSNA MURALEEDHARAN, DEEPA JOSE	1st & 3rd	2000
6 SIBY JAME, SRESHMI THACHIL	2nd & 3rd	2002
7 KRISHNA KUMAR T. V	1st	2003
8 TESSLA ARAKAL, ASEEB A	1st & 2nd	2004
9 JISSO JOSETHIYARNAKAL, VIDYA VIJAYAN	2nd & 3rd	2005
10 RENJU RACHEL ZACHARIAH	2nd	2006
11 JOB ROSA N. J.	2nd	2007
16 ANU MARY PRINCE, NEHA VARGHESE	1st & 3rd	2012
17 SHERRY RITHA ANTONY	1st	2013
18 JUJI VARGHESE	1st	2014
19 PRINCY MATHEW	1st	2015

#### Academic Proficiency Under Autonomous Curriculum

BATCH	NAME	YEAR
20	Jilu Joseph	2016
21	Merry Eapen	2017
22	Geethika G	2018
23	Teena Thomas	2019
24	Meera Rose Benny	2020
25	Annatt Wilson	2021
26	Arya Rajendran	2022
27	Sheba Mathew	2023
28	Shruthy Vijayakumar Kavya Thomas	2024





## Annual Events

Berchnova is a national-level management fest organized annually to broaden perspectives, challenge limits, and encourage creativity by transforming thoughts into actions. Since its inception, the fest has attracted participants from top B-schools across India. The two-day event features various competitions that test students' skills in multiple areas, aiming to transcend traditional boundaries of knowledge and wisdom.

The fest focuses on honing skills in Finance, HR, and Marketing, with major events such as the Business Quiz and Best Manager Contest, which add to the grandeur of the event.

## Entrepreneur's Day

**BerchEmpresario: 2024 Mr Johnson Varghese**

Managing Director, Keerthi Agro Mills Pvt. Ltd (Nirmal Rice)

BIMS celebrates Entrepreneur's Day to honor entrepreneurs who have excelled in their chosen fields of business. The most outstanding entrepreneur is conferred the title "BerchEmpresario" and is awarded the Entrepreneur of the Year Award. This event provides an opportunity for students to engage with successful business leaders and discuss matters of mutual interest.

The day also features a Business Plan Competition, "Nueva Empresa" which is open to students from reputed B schools. A panel discussion with eminent entrepreneurs is another highlight of the event, adding grandeur to the celebration.

### Berch de Inicio (Startup Award)

To promote and honor young entrepreneurs in Kerala, the "Berch de Inicio" Award is presented to the most deserving young startup entrepreneur during Entrepreneur's Day.

2024 - Genrobotic Innovations Pvt. Ltd

### Berch de Alumnus

This award recognizes the best alumni entrepreneur from the silver jubilee batch, celebrating their contributions and achievements as entrepreneurs.

2024 - Mr Anoop Madhavappillil, Director, Leaders Drive





BerchEmpresario	Organization	YEAR
Mr Johnson Varghese	Keerthi Agro Mills Pvt. Ltd (Nirmal Rice)	2024
Mr Hari N Namboothiri	Sreedhareeyam Group of Institutions	2023
Mr Sunny Jacob	St Mary's Rubbers Pvt Ltd	2022
Mr. Sabu Johny	EVM	2021
Mr. George Scaria	H2O Care	2020
Ms. Annamma Joseph	Anns Bakery & Confectionery Pvt. Ltd.	2019
Mr. John Kuriakose	Dent Care Dental Lab	2018
Mr. K.George Varghese	Quality Food products	2017
Ms. Sheela Kochouseph	V-Star Creations	2016
Mr. V Vishnu Namboothiri	Brahmins Foods Pvt Ltd.	2015
Mr. Ranji John	Manjilas Group	2014
Mr. V. Noushad	VKC Group	2013
Dr. Philip Augustine	Lakeshore Hospitals	2012
Mr. S Rajkumar	Sree Sakthi Paper Mills Ltd.	2011
Mr. V. P Nandakumar	Manappuram General Finance & Leasing Ltd.	2010
Mr. P Jayakumar	Toonz Animation India (P) Ltd.	2009
Dr. S.Saji Kumar	Dhathri Ayurveda Pvt Ltd	2008
Mr. K. V Tolin	Tolin Tyres Pvt. Ltd.	2007
Mr. Giby Mathew	JRG Securities Ltd.	2006
Mr. K Nandakumar	Sun Tec Business Solutions Pvt. Ltd.	2005
Mr. Christo George	Hykon India Pvt. Ltd.	2004
Dr. Hareendran Nair	Pankaja Kasturi Herbals Pvt Ltd.	2003
Mr. MadhuK.G	Omega Electronics	2002
Mr. Jortin Antony	Techni Bharathi Ltd., Cochin	2001
Mrs. Achamma Joseph	Soft System (P) Ltd.	2000
Mr. P. J Kunjachan	Arjuna Natural Extracts Ltd.	1999
Mr. Kurian John	M V J Foods (P) Ltd.	1998
Mr. Jehangir	Nest Software	1997
Mr. Joshi Kuruvila	Pentatech Rubbers Pvt Ltd.	1996

#### Business Plan Competitions Winners

2024	Incial Business Consulting and Services
2023	Saintgits College of Engineering
2022	Cusat
2021	Naipunya School of Management
2020	Rajagiri Business School
2019	Layola College, Trivandrum
2018	Oracle Software Solutions
2017	Dell Inc.
2016	Oracle Software Solutions
2015	Kirloskar Institute of Management Studies, Karnataka

#### Start Up Award Winners

2024	Genrobotic Innovations Pvt. Ltd
2023	Digital Arts Academy for the Deaf (DAAD)
2022	Linways Technologies Pvt. Ltd.
2021	Ecodow Pure Water Solutions Pvt. Ltd.
2020	Techgentsia Software Technologies
2019	Asimov Robotic Pvt. Ltd.
2018	Riafy Technologies
2017	Extravelmoney.com

#### Alumni Award Winners

2024	Leaders Drive	Mr Anoop Madhavappillil
2023	Retail Textile Business	Mr. Satish S Prabhu
2022	CanEurope Studies and Options Abroad	Mr Jimmy Joseph
2021	Malanadu Latex Pvt Ltd	Mr Rijo Jose
2020	KITE Consulting	Ms Nidhi Raj
2019	E and A Components Pvt Ltd	Mr Jobin P Jose

## Berch Environ

Annual competitions are organized every year on various environmental themes by BIMS in collaboration with BPCL Cochin to commemorate World Environment Day. These events aim to raise awareness about environmental issues and engage students in meaningful activities that promote sustainability and environmental responsibility.

## Outbound Training Programme

Outbound Training Programs are organized for MBA students to enhance their skills in people and situation management. The program helps students polish their abilities in resource management, risk assessment, team building, leadership, and decision-making. These activities are designed to provide hands-on experience and foster personal growth, making students better prepared for real-world challenges.



## Union Budget Analysis

The Union Budget is a key roadmap of the government's economic policy and an outlined plan for reviving the growth of the Indian economy. BIMS conducts an analysis of the Annual Union Budget every year to provide a broader perspective on the current economic status. Financial heads from renowned companies share their views, highlighting the major achievements of the ongoing financial year. This comprehensive analysis by our students offers valuable insights into the fiscal direction and priorities of the government.





## Industrial Visits

Industrial visits are organized to complement the theoretical concepts taught in the classroom. Exposure to the industry and interaction with practicing managers help students develop an understanding of organizational relationships and functions. Participation in these visits is mandatory for all students, as they provide valuable insights into real-world business operations and enhance learning beyond academics.



## Dining Etiquette

Students are given the opportunity to experience fine dining and receive training on proper dining etiquette in a five-star environment. This training helps them develop professional skills, enhancing their social competence and preparing them for business networking events and corporate settings.



## Bridge Course

The Bridge Course is an in-house training program conducted by the faculty of BIMS. It aims to provide a theoretical foundation on various management subjects before the commencement of regular sessions. This course serves as a link between regular degree education and the core subjects of the management program, ensuring a smooth transition into the MBA curriculum.

## Induction Programme

The week-long Induction Programme is designed to empower students and help them acclimate to the MBA program. It provides them with the opportunity to explore various self-development areas, such as career counseling, SWOT analysis, stress management, and leadership. The program bridges the gap between industry and academics, preparing students to compete in the modern corporate environment by equipping them with the skills and mindset needed for excellence.

## Mentoring

Students at BIMS are grouped under different faculty mentors, where they have regular discussions to address their concerns and seek guidance. The goal of this mentoring program is to help students overcome their challenges, address grievances, and improve their performance both academically and in extracurricular activities. Students are required to fill prescribed forms for tracking their progress and submit them during their meetings with mentors. This program aims to provide personalized support and foster overall development.

## Career counselling

Career counselling at BIMS helps students identify their strengths and choose the right MBA specialization based on their aptitude. In the third semester, counselors analyze students' profiles using the 36PF Scale. This assessment offers valuable insights to help students make informed decisions about their career paths and academic focus.





## The In-House Workshop Training Programme

The In-House Workshop Training Programme at BIMS includes sessions on Excel, SPSS, Creativity, and Outbound Training. These programs aim to fill knowledge gaps and expand the knowledge horizons of participants. Interactions with experienced faculty and fellow participants provide new insights, which help students make better-quality decisions.

## Yoga

The MBA students at BIMS undergo a course on Yoga, which includes regular sessions culminating in an evaluation. This course aims to enhance the overall personality and well-being of students.



## National / International Conferences

BIMS hosts both National and International Conferences, attracting experts, scholars, and professionals from around the world. These conferences offer students and attendees opportunities to deepen their understanding of management education and engage in meaningful discussions. In addition to exploring solutions to professional challenges, these events foster the exchange of ideas and perspectives. Coordinated by faculty and students, the conferences provide valuable platforms for social learning and knowledge sharing.

## INDUSTRY INTERACTIONS 2023 – 2024

01	Mr. Lince Lawrence , EY Global NextGen Security Operations
02	Mr. George Ninan, Former Chief General Manager HR Zuari Agro Chemicals
03	Mr. Binoy Vincent, EY GDS MBA – Group CoE Leader
04	Mr. Vivek N Pillai, Executive Director, GDS Tax GDS MENA
05	Mr. Thomas Joseph K, Executive Vice President, South Indian Bank, Thrissur
06	Mr. Edwin James, Chief General Manager, Malayala Manaroma, Kottayam
07	Ms. Remya Raj, CEO, Daad.io
08	Mr. Hari N Namboothiri, CEO, Sreedhareeyam Group
09	Mr. Jibu Jose James, JLL South Asia Head, Bangalore
10	Mr. M P Joseph, Former UN & IAS Official
11	Mr. Densil Antony, CEO, XR Horizon
12	Mr. Anoop Ambika, CEO, Kerala StartUp Mission
13	Mr. Sreedhar Chitraju, Director, Kyndryl CTO COE, Bangalore
14	Mr. Bertly Ashley, CFO, Original Dog
15	Prof. Dr. Jayachandran
16	Mr. S.R Nair, Director, Mentor Guru
17	Mr. Sujin Oommen Philip, Director, Toir Business Solutions
18	Mr. E. A Jayakrishnan, Assistant Director, EY
19	Mr. Jose Chacko, State Head, Zydus Wellness
20	Dr K. K John, Principal, Mangalam College, Kottayam
21	Mr. George Abraham, Director of Human Resources, Deloitte
22	Mr. Alex Varghese IAS, District Collector, Alappuzha
23	Mr. Nanda Lal TS, EBSCO, India
24	Dr. Prathibha Anney Baby, Assistant Professor English Department, CMS College, Kottayam
25	Prof. C.N Purushothaman Namboothiri, Retired Professor, Department of Malayalam, SB College
26	Ms. Sobha Viswanath, Influencer & Social Entrepreneur, Weavers Village Store
27	Mr. Rithin Roy
28	Dr. Abraham Cyril Issac, School of Business, IIT Guwahati
29	Mr. Mathew Joseph, Co-Founder, Fresh To Home
30	Mr. Rahul Easwar, Indian Commentator
31	Mr. Benson Thomas George, CEO of Unique World Robotics
32	Mr. Jacob M George, CEO, cmercury
33	Mr. Wonder Joky, Vice President, CIEL HR Services
34	Ms. Mariyam Khader, Assistant Vice President, Hedge School of Applied Economics
35	Mr. Johnson Varghese, MD, Keerthi Agro Mills Pvt. Ltd
36	Mr. Jose Kurian Mundakkal, Regional Head of North Kerala, KSIDC
37	Mr. Jinu Johnson, CEO & Managing Director, Tanmeyah
38	Mr. Tony Mathew, Global Market Manager, TEJIN ARAMID