

Your Gateway to a Great Career

MBA@

BHARATA MATA COLLEGE

(Accredited 'A+' Grade by NAAC, ISO 9001-2015 Certified)



19th BATCH

MBA

MASTER OF BUSINESS ADMINISTRATION

2023-2025

BHARATA MATA INSTITUTE OF MANAGEMENT

Approved by AICTE & Affiliated to Mahatma Gandhi University, ISO 9001-2015 Certified
Bharata Mata College , Seaport - Airport Road, Thrikkakara, Kochi-682021



**BHARATA MATA INSTITUTE
OF MANAGEMENT
BHARATA MATA COLLEGE, THRIKKAKARA**



THE INSTITUTE

Nurturing Global Leaders with Indian Ethos

Bharata Mata College (BMC) is a NACC accredited (A+) first grade arts, science and management co-educational institution of higher learning in the aided sector, under Bharata Mata Educational Trust, owned and managed by the Archdiocese of Ernakulam-Angamaly. Established in 1965 by His Eminence the late Joseph Cardinal Parecattil, the college is offering 17 under graduate courses, 6 post-graduate programmes, 2 professional courses and 4 research centers. Bharata Mata College largely caters to the higher education aspirations of socially, educationally and economically marginalized sections of population belonging to different communities. The continuous strive to excellence is an uphill task that calls for consolidated effort by all stake holders of the institution. Together we created a conducive atmosphere in the campus that ensures full fledged development of students in particular, the community and society in general, elevating Bharata Mata College to greater and nobler heights, setting new benchmarks for excellence.

Bharata Mata Institute of Management (BMIM) is the jewel in the crown of BMC and a to ranking business school in Kerala. It is one among the few business schools in the state to have A+ accreditation from NAAC. Bharata Mata college is an ISO 9001:2015 Certified Institution as well. BMIM offers a two- year full- time MBA programme affiliated to M.G. University and approved by AICTE. BMIM stands precisely for meeting thecurrent global require ments by developing students as competent leaders with globaloutlook and deep rooted Indian value system through academic rigor and excellent industryinterface. The dedic ated efforts of the management, faculty and students transformed BMIM into a reputed centre of excellence in management education. BMIM is known as a Business School which provides placement for all eligible graduates and ranked at the top on 'Value for Money'



VISION

To be a centre of excellence in management education by providing comprehensive training to students with special emphasis on responsible citizenship, secular outlook, moral values and abiding faith in God expressed in active concern for others.

MISSION

To develop a generation of managers for meeting the global managerial challenges. We mould the managers of tomorrow with excellent blend of theory and practice, with deep rooted commitment to serve mankind.

THE MOTTO

The motto of BMC is **"FOR GOD AND COUNTRY"** Bharata Mata Institute of Management aims at the holistic development of our students by instilling in them basic human values and thus transforming them to be responsible citizens of the country





CORE VALUES OF BMIM

Personal Integrity	:	We are committed to promoting the highest standards of honesty and integrity
Mutual Respect	:	We are committed to fostering an environment in which every member of BMIM nurtures the spirit of trust, teamwork, openness and respect
Pursuit of Excellence:		We are committed to creating an environment where all members of BMIM pursue the highest possible level of academic performance and personal development.
Team Spirit	:	We believe that teamwork and collaboration are essential to success in academics, career, and life
Personal Accountability:		We are committed to fostering an environment where every member of BMIM understands and accepts responsibility for upholding and reinforcing values that are dear to BMIM family

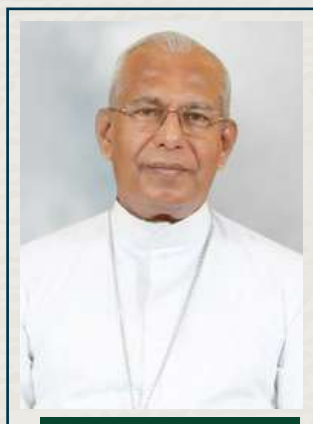
CULTURE

BMIM believes that learning is leading and ensures that all students have the drive for excellence. We focus on interactive learning through case studies, group discussions, seminars and other related activities. These tools serve as effective instruments to sharpen decision making, leadership, team building and analytical skills of the students. Faculty at BMIM strives to impart and nurture outstanding performance. Emphasis is on building strong leadership, positive attitude and ethical behaviour so as to equip an individual to boldly face challenges of the future. Apart from the summer internship programme, live projects are assigned for different courses providing ample opportunity for the student to have exposure to current industry practices. The whole curricular and extracurricular activities are so designed as to produce leaders with a holistic perspective, who are practical in their approach with sound conceptual clarity and an understanding of intricacies in business. While preparing the students for the rigours of the competitive world, BMIM never loses sight of the need to continually reinforce values such as fair play, integrity and respect for dissent.

PEOPLE AT THE HELM



Cardinal George Alencherry
Major Archbishop – Archdiocese of
Ernakulam – Angamaly,
Patron



Archbishop Andrews Thazhath
Apostolic Administrator of the
Major Archeparchy of Ernakulam-Angamaly
Co-Patron & President -
Bharata Mata College Educational Trust



Rev. Fr. Dr. Abraham Oliapurath
Managing Director, BMIM



Dr. Johnson K M
Principal, BMC



Rev. Fr. Jimmichan Karthanam
Asst. Director, BMC



Prof. Dr. B. Hareendran
Academic Director, BMIM

BOARD OF TRUSTEES

Patron

Cardinal Mar. George Alencherry

Co- Patron

Archbishop Andrews Thazhath

Executive trustee

Rev. Fr. Dr. Abraham Oliapurath

Secretary

Rev. Fr. Dr. Varghese Pottackal

Diocesan Finance Officer

Rev. Fr. Paul Madassery

Member

Rev. Fr. Jimmichan Karthanam

GOVERNING BOARD MEMBERS OF BMIM

President

Archbishop Andrews Thazhath

Managing Director

Rev. Fr. Dr. Abraham Oliapurath

(Principal & Secretary of the Board)

Dr. Johnson K M

Members

Rev. Fr. Dr. Varghese Pottackal

Rev. Fr. Paul Madassery

Rev. Fr. Jimmichan Karthanam

Rev. Fr. Dr. Thomas Chathaparambil

Dr. M C Dileep Kumar

Fr. Dr. Aneesh Paul

Prof (Dr). B. Hareendran

Dr. Nimmy A George

Mr. Francis Delson

Dr. Babu Michael

(University Nominated Member)

AICTE Representative

State Govt. Representative



MANAGING DIRECTOR'S MESSAGE

The Promise

In today's global business landscape, disruption is the new normal. Every technological shift brings reactions that filter down to the workplace. To thrive in this ever-evolving reality, where Asia is the central growth engine, the world needs business leaders who are flexible, adaptable and ready to contend with an uncertain future. At Bharata Mata Institute of Management, we have embraced this challenge in the way we teach, share knowledge and conduct research. Our core endeavor remains clear – we seek to provide transformative education, to groom the next generation of leaders.

Choosing a Business School to pursue a serious learning endeavor like an MBA is an important life changing decision. It is the best thing one can do to create exciting new professional opportunities. Located in industrial city of Kochi, BMIM offers unique opportunities for our students to engage with corporate executives and business communities. I would like to cordially invite all of you who are interested in expanding your knowledge and enriching your careers to explore the advantages our business school offers to you either online or through a visit to our new campus. I welcome you to Bharata Mata Institute of Management to enjoy academic learning with professional development and to explore the corporate world for yourself. I assure that your two years journey in BMIM for the professional course in management would be adding different dimension to your life and provide distinctive edge over the other management graduates.

Rev. Fr. Dr. Abraham Oliapurath
Managing Director



MESSAGE FROM ASSISTANT DIRECTOR

I'm extremely proud of the rich tradition of providing practical, experience-based business education that our college has upheld since its founding. Our management programme prepare students to become leaders with the moral depth and intellectual intensity necessary to meet the challenges of a highly competitive market. Our faculty provides students with experiential learning opportunities, including case studies, field projects and internships, with the ultimate goal of preparing students as leaders in their field of choice.

We prepare our students to be outstanding business professionals—to be ready for the challenges they will face in a global and dynamic business environment. Our faculty members are known for their commitment to teaching. Their engagement in the business community together with their deep subject matter knowledge enables them to provide excellent preparation for our students' future business careers. We are proud of the rich array of leadership and professional development opportunities available to our students through our many student clubs. We have a long schedule of events—workshops, seminars, training sessions, symposia and more, designed to complement our challenging curriculum. Students are also provided individualized academic advising services through their mentors.

We challenge conventional wisdom, transform careers and empower our people to change the way the world does business. Our students are excellent on all dimensions, from the classroom and beyond. We are proud to have our alumni working at prestigious organizations around the world in firms including E&Y, Deloitte, S&P Global, Uber, Swiggy, Flipkart, MRF, TCS, WIPRO, Byju's, SBI, Federal Bank, South Indian Bank, ICICI Bank, AXIS Bank, HDFC Bank, V-Guard, Reliance, ABFRL, Future group, ICICI Securities, BNP Paribas Ambuja Cement, Paytm just to name a few. Our alumni are generous with their time, and have helped us to develop a strong network of business connections. Come, feel the warmth of Bharata Mata family, enjoy the campus life share the BMIM advantages and build a successful career.

Rev. Fr. Jimmichan Karthanam
Asst. Director



MESSAGE FROM ACADEMIC DIRECTOR

“The Reassurance”

Welcome to the Bharata Mata Institute of Management a mission-driven institution that offers a full-time, two-year management programme which develops leaders who make a difference in the world. We are admitting students to the 19th batch of MBA in 2023. I'm proud to share with you the things that make our college the right place to receive an unrivaled business education. We prepare students to learn transferable skills and knowledge that prepare them for a wide range of leadership positions for today and the future. We offer transformative learning experiences that matter. Our faculty develops critical thinking in our students and meaningful insights through experiential training. We teach students to think deeply, broadly, creatively, analytically—and to become life-long learners.

Our values are right for the times. The BMC grant mission drives us to provide an education accessible to all whom are able to benefit from it. The Institute has always seen quality education as first priority, thus ensuring the academic rigor, institute-industry interface and overall personality development of the students. Our outstanding team of dedicated faculty and staff are committed to providing our students with the finest educational experience and best possible placement opportunities. The success of our students owes much to our dedicated faculty, staff, alumni, and people from local industry.

We believe that the personality of an individual is groomed by the environment he lives in, so we at BMIM have developed a healthy and disciplined environment that ensures quality education. The staff is dedicated to serving the needs of the students in areas including orientation and career planning. In order to help students be better prepared to handle real life challenges as they step into the corporate world they are encouraged and inspired to discuss, debate and introspect to find answers to problems faced by corporates now. We strive to achieve this through excellent industry interface, highly enriching talk by CEO's, top-notch management professionals from the industry.

I look forward to meet and wish you a very successful academic life at BMIM. I welcome you all to celebrate your youth and enjoy campus life at BMIM.

Prof. Dr. B. Hareendran
Academic Director

CORE FACULTY



Prof. (Dr). B.Hareendran. BSc. BTech. MBA. PhD

Experience -34 years

He is an alumnus of three prestigious institutions in Kerala – S.N. College Kollam, TKM Engg College, Kollam and Department of Commerce and Management studies of Calicut University Campus. He has more than 34 yrs. of experience in teaching Management, Research and educational administration in Engineering Colleges and Business Schools in Tamil Nadu and Kerala. He has the distinction of heading management institutes for the last 27 years. He was instrumental in nurturing and developing three AICTE approved MBA programmes at Mohamed Sathak Engineering College, Kilakarai, SNGCE Kadayiruppu and Bhavan's Royal Institute of Management. He is a recipient of fellowships from the prestigious Entrepreneurship Development Institute of India Ahmadabad and IAAP (UK). His areas of interest are Marketing, Strategy and Entrepreneurship. He has authored or co-authored many research papers.



Ms. Susan K Mathew, Assistant Professor MA(PM & IR)

Experience : 31 years inclusive of 11 years Industrial experience

She is currently Assistant Professor in the Institute. She is a Post Graduate in Personnel Management and Industrial relations from Rajagiri College of Social Sciences, Kalamassery, affiliated to Mahatma Gandhi University, Kottayam. She has professional experience with companies including Steel Industrials Kerala Ltd., Kerala Electricals and Allied Engineering Company Ltd. Lukens Medical Products (Pvt)Ltd., a subsidiary to USA based Lukens Medical Corporation. Her areas of interests are Human Resource Management, Counseling skills & Industrial Relations.

CORE FACULTY



Rajmohan Kadavil, Assistant Professor, MBA, NET, PGDMM, PGDFT, PGDPM, PGDIR

Experience – 27Years

An alumnus of Bharathiar University Coimbatore with specialization in Marketing & HR, He joined the Institute as a full-time faculty in 2007. He has also qualified NET and procured postgraduate diplomas in Marketing management, Foreign trade, Personnel Management and Industrial Relations. With an experience of 22 years in teaching & 5 years in the industry, he is also a consultant and resource person in various professional bodies including Institute of Cost and Management Accountants of India (ICMAI), The Institute Of Chartered Accountants Of India (ICAI), The Institute of Chartered Financial Analysts of India (ICFAI) etc. His areas of interest are Brand Management, CRM & EI. He is pursuing research in Management leading him to PhD



Mr. Sunil S.S., Assistant Professor & Corporate Relations Co-ordinator, Bsc, PGDBA, NET

Experience: 27 years

Mr. Sunil S.S is an Assistant Professor and Corporate Relations coordinator at BMIM and holds PGDBA from the reputed Vellore Engineering College [Currently known as Vellore Institute of Technology {VIT}]. He has diverse experience of 27 years in Academics, Marketing, Administration. Coordinating programs and training students is his Forte. He has presented and published papers on Corporate Sustainability and Green Marketing. He has also done Market Research Consultancy programs for companies such as Paragon Footwear, Elite foods, Tierra foods, Tom's pipes etc.

CORE FACULTY



Dr. Bejoy Joseph, Assistant Professor, MCom, MBA, NET

Experience : 12 Years

A dual PG holder in Commerce and Management from MG University, he is at present working as Assistant Professor(Finance) at Bharata Mata Institute of Management. The 12 years of teaching experience has given numerous opportunities to enrich himself and to nurture the

academic skills of young talents at par with current industrial needs. He has authored many research papers in indexed journals and presented papers in national and international conferences. He is a recipient of young Service Researcher Award from International Journal of Service Management in the International symposium co-hosted by Murdoch University, Dubai. He has also won best research paper award and best research paper presenter awards from national and International conferences. He was teaching at Marian International Institute of Management and ToCH Institute of Management before joining BMIM.



Dr. Geetha Jose, Assistant Professor, MBA, NET, Ph.D.

Experience : 06 Years

Dr. Geetha Jose is Assistant Professor in BMIM. She did her doctoral research at School of Management Studies, CUSAT. Her PhD thesis work was in the area of HRM practices and employee engagement.

She has more than 06 years of teaching experience. She holds an MBA with dual specialization in HR and Marketing from Karunya University, Coimbatore. She has contributed research articles in prestigious publications of Sage, Taylor and Francis, Emerald and other peer reviewed journals and in edited books. She has presented papers in IIMK and other B Schools in and outside Kerala. She has won best paper award in international research conferences.

VISITING FACULTY

1. **Mrs. Anna Pamela Mathew**
Chairman & Managing Director, OEN
2. **Mr. C. K. Kumaravel**
Founder & CEO, Naturals.
3. **Mr. Ranjith Ramachandran**
CEO, Plant Lipids Pvt. Ltd.
4. **Dr. B. Sreekumar**
Managing Director, Kerala Feeds Ltd
5. **Sheela Grace Kochouseph Chittilappilly**
CEO, VStar
6. **Mr. Jomon Joseph**
Mg. Director, The Strategist
7. **Mr. M. S Sreekumar**
President B2N Consulting
8. **Dr. R Krishnamurti**
Corporate Trainer
9. **Mr. Sebastian Joseph**
General Manager HR,
Carborandum Universal.
10. **Mr. Nair Nandkumar Menon**
Senior Associate Vice President,
Carborandum Universal Ltd.
11. **Mr. Rijo Antony**
AVP-HR Reliance Fasion & LifeStyle
12. **Mr. P. J. Jolly**
CEO, Happymindz
13. **Mr. Rijo Thomas**
Associate Director EY
14. **Mr. Shinu Ebrahim**
Management Consider
15. **Mr. Sooraj. Abraham**
Corporate Trainer

16. **Mr. Najeeb P. A**
General Manager DIC Ernakulam
17. **Mr. Jinu Joseph**
Former Country Head Cohppes Group
18. **Mr. Renjith.K K**
HR. Professional & OD. Consultant
19. **Mr. Mohammed Asharaf**
CEO, M/S Auto Grade
20. **Mr. Shivram Sethuraman**
Director, AWT Energy Technologies
21. **Mr. Ananthu. K. Shaji**
Asst. Manager, NSE, Kochi
22. **Dr. Sanil S K**
Managing Director KSFE

ADJUNCT FACULTY

- 1) **Fr. Dr. Abraham Oliapurath**
Managing Director, BMIM
- 2) **Mr. John Mathew Sebastian**
HR. Manager,
Talent Acquisition-Head, V-Guard
Industries Ltd.
- 3) **Mr. Denny Joseph**
Management Consultant
- 4) **Mr. Aravind Warriar**
Director HR, Rapid Value
- 5) **Fr. Baiju Varghese**
Director, Athmayoga
- 6) **Mrs. Kinara Kanak Jinan**
Communication Specialist





INFRASTRUCTURE

“Stand out from the Crowd”

In many ways, the college is basically a second home to the students a place where they can identify themselves, shape their career and have the expert guidance to walk on the right path. Quality infrastructure is essential for quality education. It is also important for placement as recruiters love visiting colleges with good infrastructure facilities. We designed the new campus of BMIM keeping these aspects in our mind. The ambience of the building, the space allocated for various purposes, the height of each floor, the corridors, the stairs and the elevators, everything is so spaciouly arranged to for giving a feeling of freedom and excellence.

The campus offers state of art facilities through its class rooms, tutorial rooms, seminar hall, conference room, G.D room, placement office, Management Hall, Auditorium, library and reading rooms, separate student's activity rooms, barrier free constructions, boy's hostel, Canteen food and good recreational facilities. BMIM also offers excellent, on-campus Guest rooms facilities for the executives who visit us for training and placement activities.

BMIM LIBRARY



The Management library with its vast collection of management literature and electronic resources is a key resource of the Institute. The fully computerized library is equipped with a variety of learning media. It has a collection of over 8000 books including the most recent publications in a variety of areas covering, but

not constrained to, Business and Management. The BMIM library subscribes to 49 periodicals which include scholarly international as well as national journals and business magazines. It has an enriched digital library with the support of 30 systems. Lakhs of online books and periodicals can be accessed in this library. It also possesses a collection of CD-ROMs and DVDs which include audio/video material on the core subjects. There is another General library in the campus which has 44000 volumes in various disciplines and 100 periodicals

COMPUTER CENTRE



The institute has a well-furnished computer centre where all the 60 systems are connected in LAN using servers. The Lab is supported by UPS system with the backup facility. The lab facility has the required operating systems and application software.

BMIM also ensures that laptops are available to each and every student. The campus wide Wi-Fi facilities provide internet access to students.

LANGUAGE LAB

Proficiency in oral and written communication is a pre requisite for every management graduate. We help the students to brush up their communication capabilities by providing them practical sessions in the language lab. The lab has adequate number of systems and the soft wares to fine tune their communication skills.

RECREATIONAL FACILITIES

Bharata Mata College has excellent sports and recreation facilities on campus, for Gym, yoga, basketball, badminton, football, volleyball, cricket etc. The recreation centre for gents and ladies provide facilities for indoor games and fitness equipments such as exercise bikes, Multi stations, slant board, stability ball and free weights. Indoor games facilities include carom and chess.



HOSTEL



The campus has a well-furnished hostel for Men. All facilities in the campus are available for them for studies and recreation. The female students are provided residential accommodation at five well equipped convent hostels near the campus.

FOOD COURT



Health is wealth, especially for students. When students spend long hours in the campus it is necessary for him/her to have refreshments and tasty food in clean surroundings. The college canteen caters to the needs of the staff and students by providing healthy food at affordable rates. The canteen functions from 8.30 am to 4.30 pm.

BOOK STALL

The college book stall supplies books and stationery to the student community at discounted rates.

BANK AND ATM

A branch of the SBI with ATM facility is functioning in the premises of the college for the convenience of the students and staff.



“Excellence Always”

PROGRAMME

Bharata Mata Institute of Management offers two year full-time MBA Programme approved by AICTE New Delhi, accredited by NAAC and affiliated to MG.University Kottayam

ELIGIBILITY

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 the aggregate for all parts of examination or a Master's Degree examination with 50% marks in aggregate. Under grading system, C Grade of Mahatma Gandhi University or equivalent thereto from other recognized Universities with not less than 50% marks in aggregate is required to become eligible for admission

For SC/ST candidates: A pass in any Bachelor's Degree examination.

For SEBC candidates: Relaxation up to 3% marks from the norms

ADMISSION PROCEDURE

The admission to the MBA full time programme is strictly on the basis of merit as determined by the entrance examinations KMAT Kerala / CMAT/ CAT, Group Discussion and Personal Interview conducted at the institution level. We are bound to follow the guidelines and time schedule provided by Mahatma Gandhi University and Admissions Supervisory Committee (ASC) appointed by Govt. of Kerala.

The rank list for admission will be prepared on the basis of following components:

Component	Weight
Entrance Examination Score	80%
Group Discussion, Written Ability Test	10%
Personal Interview	10%

A general category candidate should get a minimum of 10% marks in the entrance test. SEBC candidates should score a minimum of 10% marks and SC/ST candidate should score 7.5% marks to get qualified. Eligible candidates will be short-listed for group discussion and personal interview. Based on the performance in the written test, group discussion, written ability test and personal interview a merit list will be prepared and published. While preparing the rank list, if there is same index marks for more than one candidate, he/she will be ranked on the basis of

actual marks obtained in the qualifying exam. Even after this, if there is a tie, they will be ranked on the basis of date of birth; i.e. the elder candidate is ranked higher. The reservation rules are applicable as per the Government norms.

ADMISSION PROCESS

Apply for KMAT Kerala / CMAT/ CAT and simultaneously apply to BMIM for admission by online through www.bmim.org or www.bharatamatacollege.in. The cost of application form for admission at BMIM is Rs. 500/-. When we receive your application, the date of group discussion and personal interview will be intimated to you telephonically or through e-mail. After GD & PI, as and when you receive the result of KMAT Kerala / CMAT/ CAT intimate the score immediately to us. When the college office confirms your selection for the admission kindly confirm your acceptance of the offer by remitting the first semester fee. A candidate can withdraw admission till the last date of admission as prescribed by ASC. In case of such withdrawal the fee paid will be fully refunded after deducting a process fee of Rs. 1000/-.

FEE STRUCTURE

The fee structure decided by Fee Regulatory Committee (FRC) appointed by Govt. of Kerala is applicable to us. The tuition fee per semester for a 2023 batch student is Rs 80,000/- (subject to approval by ASC). Admission fee is Rs. 1000/-. All Payments should be in online mode only.



Some People Dream of Great Accomplishments, While Others Stay Awake and do Them.

WHY MBA @ BHARATA MATA ?

- 1. Your Kochin advantage:** Our location is Kochi, Kerala's most industrialised and progressive city puts you at an advantage. Being in Kochi means you'll be enviably placed to make one of the most developed cities in India your own both during and after your MBA. You will be taught in our newly built beautiful campus at the heart of Ernakulam a stone away from Kakkanad civil station, the smart city and enroute to Kalamassery- the only manufacturing hub in Kerala, on the seaport-airport high way. Throughout your programme, our placement and corporate communication team will facilitate networking opportunities with India's leading employers, and speakers from leading organisations in Kochi will visit our campus to add value to you.
- 2. 57 years of educational legacy:** By joining BMIM you are becoming an integral part of BMC family which has a story and culture of 57 years of educational leadership
- 3. Known for good placement:** For the last few years every eligible candidate who wanted to get placement has received even multiple offers from the campus
- 4. Value for your Money:** The median salary offered to a student is considerably higher than your cost of MBA education at BMIM.
- 5. Making you industry ready:** Through up skilling, by providing hands on training in contemporary analytical tools
- 6. Employability enhancement programmes:** Include aptitude training, softskill training, resume workshops, mock interview, induction and orientation
- 7. Visiting faculty from corporates:** Working Professionals bridge the gap between theory and practice through extension lectures.
- 8. Global immersion programme:** Provides opportunity to understand the culture, environment and practices in another country which expand the horizon of thinking frame.
- 9. Grooming you for corporate success:** By providing CEO Talks, Top notch professional talks and corporate interactions we groom students as competent professionals.
- 10. Blended learning:** We follow the practice of combining digital learning tools with more traditional classroom face to face teaching.
- 11. Bharata Mata Alumni Mentorship:** With the support of BMC Alumni we have started a new initiative of our distinguished Alumni mentoring the present students and moulding them as smart professionals who are industry ready.
- 12. International Faculty Exchanges:** We have started signing MOU's with Universities in Europe, UK,US and other Asian countries with an intention to bring learned Professors from those universities to BMIM as visiting faculty and to offer short term courses.
- 13. Rural Immersion Program:** Under this programme, students will visit villages, do tours of local industries, conduct door-to-door surveys, prepare case studies and hold focus group discussions to inculcate values of social commitment among future business leaders and entrepreneurs to make them socially responsible.
- 14. Community Outreach Programs:** Outreach program aims to help, uplift, and support the deprived in the society for their greater good.

“Before you Apply



“Best in Value for Money”

SCHOLARSHIPS

Students joining MBA programme can get financial help from many sources by way of scholarships, awards and lump sum grants and the like from private and Government agencies.

BHARATA MATA ACADEMIC EXCELLENCE SCHOLARSHIP

Bharata Mata Educational Trust is offering scholarships to all candidates with excellent academic records. Scholarships are awarded on the basis of their performance in University examinations of their qualifying degree from recognised educational institutions. All students who have secured admission in Bharata Mata Institute of Management and have scored more than 85% marks in Major and complementary subjects (other than languages) for Arts courses and more than 90 % in commerce /Science/Technology courses will be eligible for scholarships as detailed

Sl. No	Percentage of marks in degree level		Scholarship amount
	Arts stream	Other courses	
1	85-89 %	90% up to 95 %	20 % of the semester fee
2	90 % and above	95 % and Above	25 % of the semester fee

E-GRANTS

All Candidates admitted from SC/ST/ OEC communities can apply for e-grants. Apart from providing a portion of the annual tuition fee, they get full refund of boarding and lodging expenses if they are residing in a hostel approved by the college. Apart from this they get a monthly lumpsum grant.

POST MATRIC SCHOLARSHIP FOR MINORITIES

Students belonging to Minority Community (Muslim/ Christian/ Buddhists/ Sikh/ Zoroastrians or Parsis) are provided Post Matric Scholarship by the central Government. Applicants should have secured not less than 50% marks or equivalent grade in the previous Board/ University Examination. The annual family income should not exceed Rs. 3.5 Lakhs.

CARDINAL MAR JOSEPH PARECATTIL EXCELLENCE AWARD

Bharata Mata Educational Trust has instituted Cardinal Mar Joseph Parecattil Excellence Award for nurturing excellence among students.. The award comprises of a cash award, certificate, and a memento conferred to a student from final year class of every programme in a department who scores the maximum points as per the selection tool designed for the purpose. The selection of the award winner will be done by a committee of teachers of the department headed by HOD and approved by the core committee comprising of Manager, Principal and Vice Principal. Marks in university examinations, performance in arts, sports, literature, other achievements, attendance everything counts in the selection.

SCHEME OF MBA PROGRAMME -CHOICE BASED CREDIT SEMESTER SYSTEM

We offer full-time MBA Programme of Mahatma Gandhi University. The scheme of this course enables the candidates to acquire conceptual, technical and human skills to meet the requirements of industry, business and society. It enables the candidates to acquire knowledge, skills, and strategic perspectives essential for business leadership. The MBA Programme consists of 26 courses, an organization study, a dissertation project work. At the end of every semester a student has to undergo comprehensive subject viva-voce carrying 50 marks each also. All theory courses carry 100 marks each, out of which 40 marks is for continuous evaluation and 60 marks is for comprehensive evaluation by University. The first and second semester courses carry 750 and 850 marks respectively. The third and fourth semester courses carry 750 and 650 marks, thus the total marks for the MBA Programme is 3000.

DURATION OF THE COURSE

This two year course is spread over four semesters. All semesters are of 20 weeks duration out of which 16 instructional weeks are provided for class work. The remaining 4 weeks are intended for examinations and other extracurricular activities.

CORE COURSES & ELECTIVE COURSES

There are 26 courses for the MBA Programme which comprises of 18 core courses, 1 Summer Internship, 1 Problem Centered Research Project and 1 Viva voce at the end of every semester. The first semester has 7 core courses and second semester has 8 core courses. The third semester has 2 core courses and 4 elective courses (2 courses each from 2 functional areas) and a summer Internship of 8 weeks duration. The final semester has 1 core course, 4 elective courses (2 courses each from 2 functional areas) and a problem centered research project. As we offer dual specialization students are required to select 4 elective courses each from 2 functional areas of their choice from the list of elective courses permitted for third and fourth semesters.

I SEMESTER CORE COURSES

Course Code	Course Title
MB010101	Management Concepts & Organizational Behaviour
MB010102	Business Communication
MB010103	Managerial Economics
MB010104	Accounting for Management
MB010105	Quantitative Methods
MB010106	Legal Environment of Business
MB010107	Environment Management
MB010108	Course Viva I

II SEMESTER CORE COURSES

Course Code	Course Title
MB010201	Financial Management
MB010202	Marketing Management
MB010203	Human Resources Management
MB010204	Operations Management
MB010205	Management Science
MB010206	Management Information Systems & Cyber Security
MB010207	Business Research methods
MB010208	Entrepreneurship Development
MB010209	Course Viva II

III SEMESTER CORE COURSES & ELECTIVE OPTIONS

Course Code	Course Title
MB010301	Big Data & Business Analytics
MB010302	Business Ethics & Corporate Governance
	4 Elective courses from two areas
MB010303	Course Viva III
MB010304	Summer Internship

IV SEMESTER - CORE COURSES & ELECTIVE OPTIONS

Course Code	Course Title
MB010401	Strategic Management
	4 Elective courses from two areas
MB010402	Course Viva IV
MB010403	Problem Centered Research Project

FINANCE ELECTIVES

Course Code	Elective Course	Semester
MB80 03/01	Security Analysis and Portfolio Management	S3
MB80 03/02	Financial Derivatives and Risk Management	S3
MB80 03/03	Management of Banks and Financial Institutions	S3
MB80 03/04	Corporate Taxation	S3
MB80 03/05	Project Risk Evaluation and Management	S3
MB80 04/06	Behavioural Finance	S4
MB80 04/07	International Finance and Forex Management	S4
MB80 04/08	Management of Financial Services	S4
MB80 04/09	Rural Economy and Micro Finance	S4
MB80 04/10	Strategic Financial Management	S4



Motivation Is what gets you Started. Habit is what Keeps you Going

MARKETING ELECTIVES

Course Code	Elective Course	Semester
MB81 03/01	Sales Management	S3
MB81 03/02	Retail Business Management	S3
MB81 03/03	Services Marketing	S3
MB81 03/04	Digital and Social Media Marketing	S3
MB81 03/05	Integrated Marketing Communication	S3
MB81 04/06	Product and Brand Management	S4
MB81 04/07	Marketing Analytics	S4
MB81 04/08	Consumer Behaviour	S4
MB81 04/09	Agriculture Business and Rural Marketing	S4
MB81 04/10	Marketing Research	S4

HRM ELECTIVES

Course Code	Elective Course	Semester
MB82 03/01	Training and Development	S3
MB82 03/02	Performance and Talent Management	S3
MB82 03/03	Organisational Change and Transformation	S3
MB82 03/04	Compensation Management	S3
MB82 03/05	Global Human Resources Management	S3
MB82 04/06	Mentoring Coaching and Management Consulting	S4
MB82 04/07	Industrial Relations and Labour Laws	S4
MB82 04/08	Counseling Skills for Managers	S4
MB82 04/09	Human Resources Information System	S4
MB82 04/10	Leadership for Managerial Performance	S4

SUMMER INTERNSHIP

At the end of the second semester, all students will have to undertake Summer Internship for a period of 8 weeks. The Summer Internship carries 100 marks with 4 credits. This internship is expected to provide the participants with elements of experiential learning pertaining to managerial functions. Student can select a manufacturing or service firm, having four functional departments such as Finance, Marketing, Human Resources Management, and Operations Departments. Prepare and submit a report on the functioning of that organisation from the managerial perspective. The candidates are required to take one hard copy and a soft copy of the Summer Internship Report with the completion certificates from the Organisation and the College

PROBLEM CENTERED RESEARCH PROJECT

At the end of the fourth semester, all students will have to undertake a Research Project for a period of not less than 8 weeks. The research project is a problem centered study in management where the students are expected to follow the basic process of research. A specific managerial problem from any industry shall be selected by the candidate in consultation with the Faculty Guide.

VIVA VOCE

Comprehensive Viva voce in all semesters will be conducted by the Viva Voce Board nominated by the Mahatma Gandhi University and carries 50 marks each.

STUDENT EVALUATION

The evaluation of students comprises of continual evaluation at the Institution level and comprehensive evaluation by the University.

CONTINUAL EVALUATION

Continual evaluation or internal assessment will be conducted throughout the semester. It is based on internal examinations and various types of assignments as decided by the faculty member who is handling the course. Assignments include homework, problem solving, group discussions, quiz, term projects, spot tests, role play, software exercises etc. A systematic record for the award of continual evaluation marks are maintained in the department duly signed by the concerned faculty members and counter signed by the head of the department.

CRITERIA FOR CONTINUAL EVALUATION

Sl. No.	Component of Continual Evaluation	Marks	Percentage
1	Test Papers (Subject to a Minimum of 2 tests including model exam for each course)	20 (5 + 15)	50%
2	Assignments – Other Components	10	25%
3	Class Participation, Punctuality, Discipline	10	25%
	Total	40	100

COMPREHENSIVE EVALUATION

The comprehensive evaluation will be done by the University through end- semester examinations which is of 3 hours duration for all subject courses. It carries 60 marks. The marks required for a pass is 40% for individual courses. There is separate minimum for all courses in continual and comprehensive evaluation (University Examinations). The candidate shall also secure 50% marks in aggregate of all courses of a particular semester with minimum credit point of 5 (SGPA – Semester Grade Point Average) for semester pass.



THE TRAINING & PLACEMENT DIVISION

The Training & Placement Division of BMIM closely works with the employers providing them access to highly skilled industry-ready graduates. On the other hand, the T&P division strives at building key employability skills in students, defining individual career charts for them and organizing student engagement activities like assessments tests, 360 degree feed backs, aptitude training, finishing school training, offering personalized counselling services and industry internship. BMIM supports the students in shaping and managing their careers by building key ingredients required for a student to be a complete professional through the two year long skill development programme conducted by the internal faculty. The placement activities of the institute is co-ordinated by the corporate relations officer with the help of student committee.

ORIENTATION

Right from the day of induction the institute tries to assess the individual aspirations and the aptitude of each student. We invite senior professionals from industry with a passion to contribute towards development of students. They are experts with a minimum of 15 years of work experience, excellent academic and professional skills and are currently in leadership positions across their organizations. These committed and seasoned industry professionals from various domains embark upon orienting them to the actual operations and manpower requirements of different industries. They tell them the realistic expectations of industry from young managers and how they should go about developing the required knowledge and skill.

PROFILE DISCUSSION AND PERSONALIZED COUNSELING

Each student in the campus goes through a personalized profile discussion, assessment and counseling session with the outside experts. This enables the student to assess his/her strengths, weaknesses and improvement areas well in time before he/she begins his/her journey as a professional. The CV is your advertisement to the prospective employer convincing him/her that you are the right candidate that he is looking for. Projecting the self properly is important for each student to get noticed by the prospective employer and convince them that you are the candidate that best fit with the job- role and organization.

APTITUDE & PLACEMENT TRAINING

The Training & Placement Division of BMIM supports the students in shaping and managing their careers by building key ingredients required for a student to be a complete professional. We provide training on numerical ability, logical reasoning, data interpretation and problem solving which organizations use for recruiting the right candidate. This help students to identify areas of improvement much in advance. These skills not only improve the chances of placements for students but also help them in developing professional

attributes for continuing and growing in their future job. These are the skills, attitudes and actions that enable professionals to get along with their fellow workers, reporting managers/ supervisors and to take informed decisions at crucial times.

PRE-PLACEMENT TALKS

The pre- placement talks are presentations organized by a prospective employer on the college campus. Over the years, they have become the primary forums for company-student interaction. These talks give the student a chance to learn more about the company, the work and the work culture. The students can also learn about the opportunities for growth, learning and advancement that the company offers. They can also form a first-hand impression about the company and can make an informed decision about applying for placements

UNIVERSITY RESULT AND PLACEMENT

Academic Year	Total No of Student	No. of Student passed	Percentage of pass	Percentage of Placement
2020-2022	57	Result awaiting	NA	94
2019-21	57	50	87.71	88
2018-20	57	52	91.22	91.22
2017-19	59	48	81.35	100





CO-CURRICULAR ACTIVITIES

ORGANISATIONAL STUDY

An organizational study for students provides them an opportunity to gain an insight into the way an organization works. Students can use the internship to see professionals on actual work setting, interact with them, determine if they have an interest in a particular career, create a network of contacts, or gain credits for their academic program.

INDUSTRY INTERNSHIPS

Industry internships are perfect platform for students to apply the classroom learnings in industry settings. The T&P coordinates with the partnering organizations and generates suitable internship opportunities for the students. The organizations turn up with their requirements and discuss with the T&P about internship opportunities for prospective interns. The T&P division is committed to generating opportunities for summer internship for all MBA students of the institute.



INDUSTRY VISIT

BMIM organizes field visits and industry visits for our students in every semester. These visits are to manufacturing companies or places of professional relevance to the students that will contribute to the overall personal and professional development of the students. The senior managers of the firm address our students in their settings and brief them about their operations, systems and management strategies.



STUDENTS ENRICHMENT PROGRAMME (SEP)

Students joining BMIM should transform themselves as globally competent managerial personnel with holistic skills. We are offering two hours of experiential learning opportunity per day for the students. They regularly engage in debate,



Quiz, extempore, just a minute, Journal review, book review, news paper review, management games, casestudy, role play, product launch, stock game and the like under the guidance of faculty members.

INTERNATIONAL IMMERSION PROGRAMME

Every year BMIM students go for an international study tour. Our staff and students had visited Segi University of Malaysia, the capital city of Kuala Lumpur, The Assumption University of Thailand and the like. Last two years such visit was not feasible due to pandemic. The present final year students are awaiting Govt permission regarding their International immersion programme.





“Leadership and Learning are Indispensable to One Another”

“Knowledge has to be Improved, Challenged, and Increased Constantly, or it Vanishes”



CEO TALK

BMIM offers a unique experiential learning opportunity to students by inviting CEO of top Indian and Multinational Companies on campus to interact with them. Students understand the work culture and work ethos of good companies through such interactions. They get enough cues about the values, integrity and commitment in professional and personal lives of a CEO. They share stories and experience about problems that they had encountered and the strategies and tactics they have used to successfully overcome all those issues. Aspiration level of students goes up leaps and bounds due to the inspiration given by successful corporate leaders.

NATIONAL SEMINAR/CONFERENCE

The institute offers opportunity to students for conducting national level events like seminars/conferences by inviting students and faculty from other B-Schools. The serious deliberations on the theme of the programme provide all students and researchers to get exposed to contemporary issues and practices in business world.

FACULTY DEVELOPMENT PROGRAMMES

Management is very dynamic. New trends emerge and go very frequently. A management faculty may be able to do justice to the students only if they update themselves with the changing trends, technology and knowledge. We take effort to ensure that our faculty keep pace with changes outside by sending them for seminars, conferences, workshops FDP and the like. We also organize faculty development programmes for the benefit of faculty members of other B-Schools.

MANAGEMENT DEVELOPMENT PROGRAMS (MDPs)

The purpose of organizing MDP is to have mutually beneficial interactions with Industry. The programme focuses on the recent trends and developments in the management world. The programme helps the executives to upgrade their knowledge, abilities, aptitude and attitude to enhance productivity and efficiency. Our MDPs provide the participants an excellent opportunity to interact and exchange ideas with the experienced faculty and fellow participant's newer insights and help crystallize the concepts for better decision making. It also facilitates business executives to explore new frontiers of knowledge, sharpen their skills and help their organizations to achieve newer heights.

RURAL IMMERSION PROGRAMME

Rural Immersion Programme (RIP) is a new initiative that is being planned for providing an orientation to young professionals towards the problems of the vast majority of rural poor in India. It is intended to create awareness about the challenges of rural India and how students can leverage their education to bring social change at the grass-root level. Under this programme, students will visit villages, do tours of local industries, conduct door-to-door surveys, prepare case studies and hold focus group discussions. This enables them to

- 1) Evaluate the effectiveness of government schemes
- 2) Adopt social perspective in business products and solutions
- 3) Inculcate values of social commitment among future business leaders and entrepreneurs to make them socially responsible.

INTERNATIONAL FACULTY EXCHANGES

Benefits of international faculty exchange are truly infinite. Our students will have the opportunity to learn concepts and ideas presented in an entirely new and different manner. It makes students more globally aware, more proactive and more adaptable. The faculty exchange programs present a unique opportunity for interaction between foreign universities and our institute leading to student's exchanges between us in future. We have started signing MOU's with Universities in Europe, UK, US and other Asian countries with an intention to bring learned Professors from those universities to BMIM as visiting faculty and to offer short term courses.





EXTRA CURRICULAR ACTIVITIES

Extracurricular are anything that you pursue with passion, something that makes you more productive and healthy, and work as a stress buster for you in campus. It helps you to utilize your free time very productively. Engagement in such activities will help students to demonstrate the leadership potential and business skills required to make students stand out.

MANAGEMENT STUDENTS ASSOCIATION

Management Students Association is a nominated body of senior students which spherehead all extracurricular activities in the campus. The leadership plan and implement various activities by harnessing the skills and talents of each and every student in the institution. To focus on different functional areas of management and to provide depth and focus on various activities different functional clubs are also working in unison with MSA.

Faculty co-ordinator	:	Prof. Susan.K. Mathew
Student co-ordinators	:	Sreelakshmi C N (Secretary)
		Ashwin K Pai (Jt. Secretary)
		Ljil P Anil
		Delisha Paul



CLUBS

FINVEST is the Finance and Investments Club at Bharata Mata Institute of Management. The objectives of the club include providing a platform for all the Finance enthusiasts to be a part of club initiatives and promoting finance as a career option among the student community. FINVEST collaborates with both the corporate and academia from the financial sector to provide a platform for students to improve their analytical thinking abilities and to sharpen their knowledge in Finance. FINVEST conducts various intra-college competitions in the field of investment banking and equity research, which gives the students an opportunity to test their financial expertise and prepares them for the real world. The Finance game in X'lencia, the Annual Management Fest which attracts participants from the best colleges in India is conducted by members of Finvest to demonstrate the financial prowess and knowledge of our students.

Faculty co-ordinator

:

Prof. Bejoy Joseph

Student co-ordinators

:

Mary Hridya (Secretary)

Augustine Abhishek Livera (Jt. Secretary)

Elsa Greeshma N A

Fazal P P

Parvathy Anilkumar



BAZAAR

BMIM firmly believe that sound business education is an ideal mix of a world class curriculum and practical learning opportunities. As such Bazaar, the Marketing club strives to create opportunities for members to learn by doing. The year round programmes that the club organizes include guest lecture series, live projects, workshops, intra and inter college competitions, product launch and the like. It helps the budding marketers to express their creativity, updating knowledge of marketing by keeping abreast with the latest in the marketing world. The club provides immense opportunities to the members to interact with key people from the industry and professionals, allowing the students to understand, explore and link theory with practice. The Club attempts to provide career guidance via distinguished guest speakers, on- the- job internship programs, and by functioning as a personal career- oriented liaison between club members and the industry. Further, the Marketing Club serves as a two-way conduit of information existing between its members and the industry. This type of communication alerts club members to the realities and importance of “networking” and helps them begin to develop their skills in this area.

Faculty co-ordinator

: **Prof. Rajmohan Kadavil**

Student co-ordinators

: Favaz K M (Secretary)

Nikita Thomas (Jt. Secretary)

Ashik P L

Niranjana.s.das, Andriya D Cruz



JYOTHI

The pioneer club of Human Resources at BMIM established for the overall development and understanding of HR among students. HR club holds events all through the year to enable its members to gain insights into the latest happenings in the field of HR. The plethora of activities ranging from seminar, conferences, debates to quiz, games are regularly organized to enhance the relevant and essential skills required to develop successful HR professional for the corporate world. The regular events that Jyothi organizes are

Colloquium: In house Seminars

GyanKosh: Special lecture series by corporate resource persons

HR Datum: Research Paper presentation, HR Quiz

Declamation: Debate, Extempore

Vishleshan: Case study competitions

Faculty co-ordinator
Student co-ordinators

: **Prof. Susan.K.Mathew**

: Sharon Anna Jogi (Secretary)

Martin Jose (Jt. Secretary)

Ranveer Subin Job

Fahana M D

Akshay



THE ENTREPRENEURSHIP CLUB

An entrepreneurship club is functioning in our college to inculcate entrepreneurship culture among youth and equip them with the knowledge, skill, techniques and confidence to act as torch bearers of enterprise for the new generation.

Objectives are

- To nurture entrepreneurial culture in the students.
- To induct entrepreneurial spirit in the institution
- To inculcate values of integrity, hardwork, discipline, honesty etc, as constituents of entrepreneurship. The club conducts awareness programs, experience sharing and the like.

Faculty co-ordinator
Student co-ordinators

: Prof. Sunil.S.S
: Amal P M (Secretary)
Elezabath Jain (Jt. Secretary)
Allen J Tomy
Roshan Babu
Sanshya Berty



KARUTHAL

Karuthal is the community service club of BMIM. India is blessed with a large youth population that can contribute towards the welfare of the society by participating in community service. The process of working for the welfare of others will serve to morally educate students and help increase their social sensitivity. Furthermore, engaging in community services will require students to step out of their homes, interact with several people and work in teams. As a result, it will help them develop functional and soft skills like leadership qualities, management, and communication skills. The youth are the future of our country and this is the right time to help them realize their responsibility towards society

Faculty co-ordinator
Student co-ordinators

: Prof. Bejoy Joseph
: Fr. Albin Varghese (Secretary)
Jobi Jose (Jt. Secretary)
Ajith George
Akhil Antony
Anagha P B



“Your Search for Perfect Place ends here”

CELEBRATIONS...

Celebrating events and festivals in our institute has become an integral part of learning and building a strong cultural belief. Such celebrations bring the students closer to each other's traditions and cultural beliefs and develop respect and understanding for each other's customs and traditions. When students from different regions and backgrounds experience this joy of festivals which they celebrate together, it truly enhances and glorifies the Indian culture. Along with fun and enthusiasm for the activities related to the festivals and events qualities like creativity, sensitivity, and a feeling of togetherness are also inculcated among the students.

FRESHER'S DAY

Fresher's day celebration is a gracious and a cordial welcome by the second year students to the first year students. It is an event where fresher's are not only given a chance to exhibit their talents but also feel comfortable and adapt to the new surroundings



FAREWELL DAY

Which is a special time when sentiments are shared, bonds strengthened, and memories etched in Spartan green.

GRADUATION DAY

Wearing graduation gowns, tossing the caps and having group photos clicked is a unique moment in everyone's college life. What could better symbolize the completion of your graduation compared to the photo in convocation gown itself and along with your classmates and professors?



DAYS CELEBRATIONS

We celebrate all important days and occasions to mark particular events or topics in order to promote awareness about it and remind the students about the objectives and motivate them to take necessary action. We celebrate Women's day, Teachers day, Youth day, Vigilance day, Environment Day, World food day, Management week and the like

ARTS DAY

Arts Day at BMIM is an educational, fun-filled day of arts and events that encourage everyone to appreciate and celebrate arts, take note of the impact of the arts on our daily lives, and explore the critical and creative nature of the visual and performing arts.

SPORTS DAY

Sports day is a day of honoring and awarding the talented students who are participating in sports inside the college campus. Intra house tournaments and athletic events help students to reduce stress, enhance the leadership quality and a good way to experience group process. For that we conduct house wise tournaments for both men and women separately.



ONAM

Onam the harvest festival of Kerala, the secular festivity of the state observed by people of all castes and religions is celebrated with all its poise and gaiety in the campus



X'MAS

Christmas the celebration to remember the birth of Jesus Christ, the festival of Universal love is the most celebrated event in the campus. The whole campus is illuminated, carol singing and competitions are conducted christmas is celebrated with lots of joy and happiness.



NEW YEAR

Out with the old, in with the new, the campus celebrates the oldest among the celebrations very enthusiastically.

KERALAPPIRAVI

Kerala Day or Kerala Piravi is celebrated to commemorate the birth of Kerala as an independent state in the Republic of India on November 1, 1956. BMIM celebrates Kerala Day



X'LENCIA

X'lencia is the flagship event of the Institute, planned and executed by the MBA students. It is intended to promote the young managers to broaden and sharpen their minds by putting them through tough tasks. It is one among the much awaited Management Fest in Kerala as it provides a platform to showcase the talents of hundreds of young managerial aspirants from south Indian B Schools.

BMIM

TESTIMONIALS



Suvitha John
MBA 14th Batch 2017-2019
Staffing Specialist-Randstad

Thinking back of my masters in Bharata Mata Institute of Management, brings several keywords to my mind: mind opening, empowering and meaningful. My 2 years of Journey at BMIM has been a surreal and glorious experience. The institution has moulded my personality and clarified my vision for the future.

There has been not only academics, but also extracurricular activities which helped me to evolve as a completely fruitful being, more confident, self-dependant, resilient and always be grateful within and out. BMIM has done that to me, and I am very sure that anyone who comes to BMIM will become a different and enhanced individual once they leave the gates for sure. I feel privileged to be a part of the institution and amazing to meet and trained by experienced and knowledgeable faculties who have inspired and challenged us through out this quest to help us reach the epitome of success and achievement till day.



Sruthy M Varghese
15th Batch (2018-2020)
Corporate HR HappyMindz

Bharata Mata Institute of Management and the phenomenal academic and professional support I have received, allowed me to re-enter the workforce after maternity leave and a subsequent

career break. Having completed my MBA (2020) with the help of excellent support of the faculties of BMIM, I secured good academic record and a formal professional background. However, getting married and to take gap to focus on priorities of motherhood definitely felt like it impeded on my career advancement .

I am grateful to my academic director and all other faculties for providing the confidence, reference, guidance and mentorship to reconnect with the industry. The unwavering support from BMIM which allowed me to secure a role as a Corporate HR for an organization that specializes in Key HR services, people and culture awareness. I am excited for the journey ahead and encourage students to leverage the support of networks and BMIM institute which not only provided us academic opportunities but many pathways to forge a rewarding career.

BMIM

TESTIMONIALS



Saira Sunil
MBA 14th Batch 2017-2019
Senior Associate – PwC

joined BMIM to pursue my MBA, ever since then, it provided me with a wide range of options and opportunities to tailor my career as per my interests. When I carried forward taking my specialisations, I was provided with the trainings that are necessary to shape my career.

I was also trained extensively to meet the tight deadlines with high quality work, which is a major performance influencer in my career journey.

Even after coming out of the institution, it is always a place where I can go back to seek any support, both in my personal and professional life.



Roopesh Gopi V
MBA 13th Batch (2016-2018)
Future Group

My experience at Bharata Mata College is great and memorable. The mentors at BMIM helped us to enhance our academic and interpersonal skills. I am thankful to the Training & Placement cell for providing a platform to enhance my skills and an opportunity to showcase them. I am sure that my two year at BMIM shaped my carrier.



Alphonsa Job,
MBA 14th Batch 2017-2019
HR Sourcing Analyst- Deloitte

I thank Bharata Mata College and the faculties for putting in all the efforts to groom and make each student a corporate professional. It was great to be a part of the BMIM family. Currently, I am working in Deloitte as a HR sourcing analyst. I am privileged to be a part of BMIM alumni.





BHARATA MATA INSTITUTE OF MANAGEMENT

BHARATA MATA COLLEGE, THRIKKAKARA

OUR CORPORATE PARTNERS FOR SUMMER INTERNSHIPS AND PLACEMENTS



BHARATA MATA INSTITUTE OF MANAGEMENT

Where Learning is Leading



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BHARATA MATA INSTITUTE OF MANAGEMENT

BHARATA MATA COLLEGE, THRIKKAKARA

Accredited with 'A' Grade by National Assessment and Accreditation Council [NAAC]
Approved by AICTE & Affiliated to Mahatma Gandhi University, ISO 9001-2015 Certified



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