



BHARATHIDASAN INSTITUTE OF MANAGEMENT

MBA Admissions
2024 -2026

MHD Campus, BHEL Complex,
Tiruchirappalli, Tamil Nadu
620014

influencing tomorrow...



Director's Message

India not only just celebrated its 75th anniversary of independence, but the country is also now poised to become a robust economic growth engine being one of the fastest-growing economies in the world. The third largest start-up ecosystem, an enviable number of new Unicorns reported every quarter, world class digital infrastructure, tech services and manufacturing being on track, India is seen to be a global powerhouse. As the India-story unfolds in the coming decades; what should be the role of Indian B Schools?

During the boom of the post-war economy in the early twentieth century, most B Schools globally got oriented toward scientific and academic underpinning following the Ford and Carnegie Foundation report. They forgot that B Schools need to be professional schools, just like Law or Medicine. I see a B-School conundrum today- to adopt a scientific model of Physicists and Economists or a professional model of Doctors and Lawyers. B- Schools must balance these two with a relevant program architecture and pedagogy, especially in today's new business order. The pandemic-led uncertainty and Industry 4.0 further mandate this to advance professional education with scientific scholastic underpinning.

I am happy to say BIM is one of the first B Schools in the country to be set up within an industrial complex in 1984, just like the way Medical Colleges originate around a medical hospital, thanks to our visionary founding chairman, Bharat Ratna C Subramaniam.



He envisioned BIM to be a world-class B School way back in 1984. BIM holds great promise today, given its 40 years of legacy, ensuring an enduring value system, rigor, and governance. BIM enjoys an excellent perception in today's business ecosystem, with its 4500+ highly accomplished alum network profoundly impacting the business and society globally.

We have now added the speed and agility of a startup to BIM. We are shaping a new-age program architecture and pedagogy, mandating impactful research and IP creation. It is now India's moment. India is no longer a country of cost arbitrage. We also recognize that tomorrow's business order revolves around sustainable living. We must seize this moment. At BIM, we prepare our students to influence tomorrow with the most contemporary curriculum and pedagogy centered around new technology and a sustainability practice, Welcome to BIM!

Dr. Asit K Barma

BIM, Trichy : An Overview



An Overview

Established in 1984, Bharathidasan Institute of Management, Tiruchirappalli, an ISO 21001:2018 certified institution, is an autonomous School of Excellence of Bharathidasan University, governed by an independent society, with the Hon'ble Governor of Tamil Nadu as its Patron in Chief. Former Union Minister, Bharat Ratna, Late Shri C Subramaniam, was motivated by the idea of a School of Excellence in Management organically linked well with the industry. Accordingly, the Institute was set up in collaboration with BHEL within its sprawling Tiruchirappalli campus on the same analogy of a Medical college attached to a hospital for providing a real-world learning experience.

Vision

To be an innovative, socially responsive, and inclusive institute of excellence in management education

Mission

- Nurture socially responsible and competent leaders.
- Foster innovative practices in curriculum, pedagogy, and industry engagement for holistic student development
- Provide access to quality management education for all sections of the society.
- Engage in meaningful research and share knowledge with the community & industry

It was akin to the thought which motivated Jamsetji Tata, the founder of the Tata Group, to conceive the idea of establishing an institution of advanced scientific education and research, the like of which even England did not have at the end of the 19th century that saw IISc based in Bengaluru. Shri C. Subramanian headed the first Board of Governors of BIM Trichy, and Shri V. Krishnamurthy, former Chairman of BHEL, was one of the critical actors in the participation of BHEL in the Industry-Academia linkage. Because of this organic link with BHEL, the unique concept of the School of Excellence was also incorporated in the statute of Bharathidasan University as a new idea of the University Grants Commission, the first of its kind in India. The definition is evident in the status of the school of excellence as follows.

A. Governed by a separate Board of Governors,

B. A separate legal entity registered under the Society Registration Act,

C. Sponsored by the University

D. Affiliated to the University by its status as a school of excellence, and the purpose is well defined as “For post-graduate study and Research.”

BIM offers a two-year residential MBA program approved by AICTE, specializing in Marketing Management; Finance and Economics; Operations and Supply Chain Management; Human Resources Management; Digital Business, and Analytics. As an Academic Partner of the Government of Tamil Nadu, BIM also conducts the prestigious TN CM’s Two Year Fellowship Program, besides offering various Executive/ Faculty Development Programs. Like PG Certification in ERP (SAP) PG Certification in Public Policy & Management, PG Certification in Digital HR & Analytics. In addition to its graduate program, BIM has a strong focus on research and industry consulting, having established multiple centers of excellence, including the Operations Excellence Centre, Financial Trading and Analytics Centre (FINTRAC) Real-Time Contextual Marketing Labs, qBotica Robotic Process Automation Lab, and Centre for Sustainable Development to advance contemporary management practices. BIM is in the process of re-starting its Ph.D. program in management sciences.

Established over four decades, BIM is acknowledged as a premier management institution ranked among NIRF’s top 100 B Schools. More than 4500 BIM Alumni spread around the globe are significantly contributing to corporates, academics, and society today (www.bim.edu)

Accreditation and Rankings

BIM is in an advanced stage of working on NBA accreditation, having already submitted the SAR. BIM has received ISO certification for its academic processes. We are actively working on AACSB accreditation now.

BIM is a NIRF-ranked (86)B School. Per policy, BIM does not participate in any other ranking system, primarily those conducted by Private agencies or publications, and believes only in the NIRF ranking system undertaken by the Ministry of Education, Government of India.



BIM received the AACSB Educational Membership certificate on October 14, 2023, during the 13th India Management Conclave (IMC), 2023 at SPJIMR, Mumbai.

Core Values

In carrying out the mission, Bharathidasan Institute of Management is guided by the following core values and expected outcomes

01 Intellectual Excellence

BIM aspires to create an intellectually stimulating environment on campus. Intellectual Excellence at BIM is achieved through highly qualified faculty (expertise and research output) a new-age program architecture with a rigorous curriculum and innovative pedagogy, student engagement, professional development opportunities, a global perspective, and a commitment to continuous improvement (accreditation and feedback) Prioritizing these elements gives students a solid foundation for success in the new business order.

02 Community

Collegiality: We encourage transparency in our decision-making through a shared governance process based on faculty, staff, and student interactions.

Service: We foster collaborative partnerships between internal and external stakeholders to impact and promote life-long experiential learning, research, service, and community engagement.

03 Diversity

We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

04 Integrity

Ethics: We are committed to ethical and responsible behavior in our actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.

Responsibilities: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

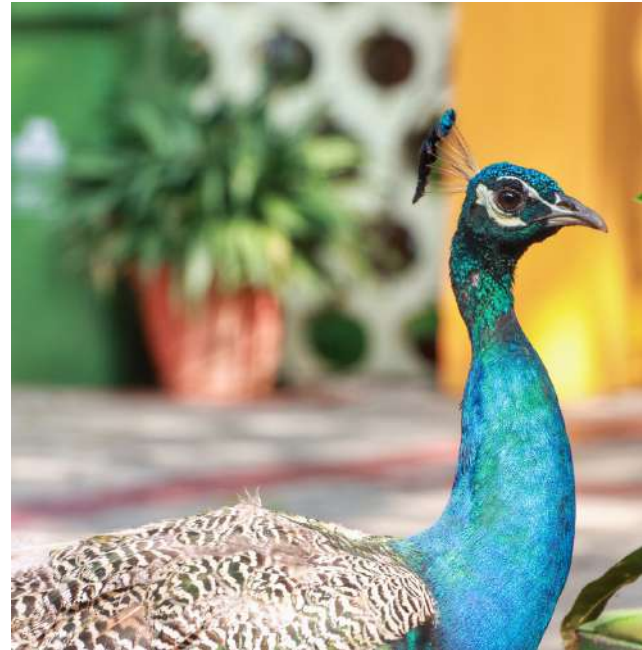
At Bharathidasan Institute of Management, all our actions evolve around its Vision, Mission, and Values (VMV)As businesses and society transform over time, BIM's strategy is to have a curriculum, pedagogy, faculty, external engagements, and evaluations to give BIM the edge to create and nurture leaders who will lead such transformation, contributing to resilience in Industry, Society, and Impactful Governance. BIM's strategy is to create a system of learning that grooms the students into **π** shaped professionals. The strategy is based on the Five Pillars of Differentiators of BIM, described as five anchors.

Five Anchors

WHAT DIFFERENTIATES BIM FROM OTHERS

01 The rich legacy and focus on Values.

Being one of the country's oldest B Schools (founded in 1984) in the country BIM always champions traditional human values, and the same spirits continue to flow through its globally spread alums, students, faculty, and staff. The affection and passion its students and alums show towards their alma mater stand testimony to this with a very high NPS. Many of our staff members have been here for decades. The average tenure of the faculty members is one of the highest among all private B Schools in India. Governed by an independent, professionally managed trust and not owned by any individual or family, BIM always remains true to its purpose and vision.



02 Grooming π shaped Professionals for the business of tomorrow.

BIM's new program architecture, a carefully chosen network of collaborators, and visiting and adjunct faculty with rich academic and practice backgrounds create a great learning experience. The objective is to transform students into π shaped professionals, ready to take on the new-age work front riddled with uncertainties. BIM is perhaps the first B School in the country to apply this concept of π shaped professionals while developing its program architecture. As a part, students are exposed to bleeding age competencies through our Real-Time Contextual Marketing Lab (RTCML) comprising a host of proprietary and open-source marketing and analytics tools; AI/ML and Robotic Process Automation Lab; and Financial Trading Lab, a Platform for Investor Experience. Several industry-designed and industry-delivered courses bring real-life learning to the classroom.

03 Scholarship, Research, and Industry Consulting

Academic rigors in BIM are well established. Besides scholarship, BIM strongly focuses on research and creating knowledge capital with a strong practice orientation. Not moon-shot research, but research with an immediate impact on industry and society.

04 Holistic Growth of Students

Specific activities through our practice schools, such as the Personal Growth Lab (PGL) Outbound Leadership Lab (OLL) Social Immersion Program (SIP) Corporate Immersion Program (CIP) Effective Execution through Clubs (EEC) and Personality Enhancement through Sports (PES) Personality Enhancement through Theatres (PET) help build character, strength and a spirit of collaboration to successfully face an adverse and uncertain situation in life, and build a strong personality. BIM is an institute where students are the prime movers, having one of the highest numbers of clubs for students' participation. Each student has to participate in at least one of the clubs. Each student also needs to take up at least one of the sports (Football, Cricket, Volleyball, Badminton, Basketball) to attain a certain level of proficiency. A state-of-the-art gym is available for the students to work on their fitness. And students need to play sports or engage in club activities. As they do so, they also earn academic credits in the process.

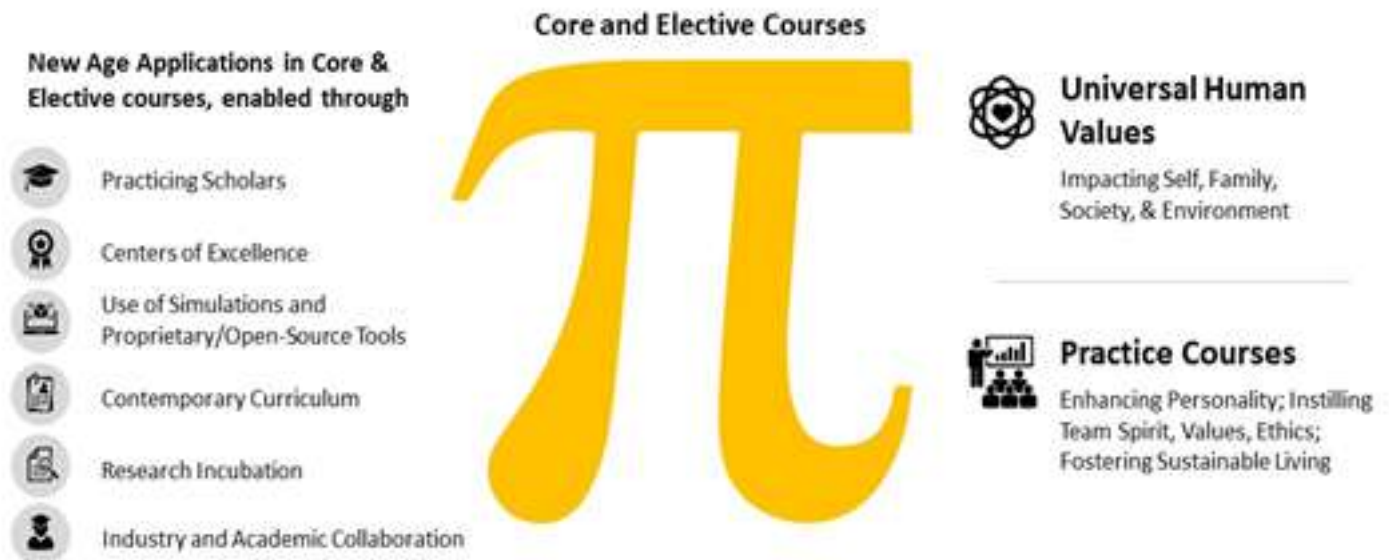


05 Grooming π shaped Professionals for the business of tomorrow.



Through a well-crafted program architecture, BIM nurtures π -shaped professionals who are future-ready. The top horizontal bar denotes the core and elective courses to spread subject knowledge across core and elective subjects to make them strong generalists. The pillar on the left represents the new technology applications across five areas of specialization. For example, Martech, Text mining, Marketing Analytics in Marketing; Fintech, Blockchain in Finance; Supply chain

Grooming π shaped professionals



BRINGING IN NEW AGE SKILLS FOR NEW AGE ROLES: A PROGRAM ARCHITECTURE TO BULLETPROOF YOU IN THE VUCA WORLD

4.0 in Operations, HR Analytics, Digital HR in Human Resources, and AI/ML and other tools in Digital Business & Analytics, equip our students to be specialists in applying new technology applications in a specific specialization. All BIM students learn Python, R, KNIME, SPSS, AMOS, NVivo, Tableau, and other tool-based applications. The second pillar on the right denotes courses that help our students imbibe human values, build character, personality and confidence to take on the uncertain VUCA world, and be sensitive to SDG/ESG priorities. Our practice courses, like participation in club activities, personality building through sports, outbound leadership program, personal growth lab, and courses like universal human values, aim to achieve this.

Centres of Excellence

BIM has invested in creating several centers of excellence for interdisciplinary research and inquiry-based learning to enable our students to prepare for various certifications and project works.

1. CSD: An introduction

SDGs keep us focused on making our lives and planet economically, environmentally, and socially sustainable. We have reached the midpoint mark towards achieving them by 2030. Let's succeed in the SDG compass, as a campaign of UNDP reads.

As the world wakes up to this reality, Bharathidasan Institute of Management (www.bim.edu) one of India's oldest and premier B Schools, established its Centre for Sustainable Development (CSD) in 2021 to play a small part in its commitment to build a more sustainable business by making SDG an integral component of its program architecture. CSD aims to prepare future leaders in public policy who can bring in data-driven management insights to develop mechanisms (plans, programs, and policies) that enhance resilience and provide support to reduce and manage risks associated with climate change and sustainable development, particularly in developing countries.



Businesses that are strategic in their contacts with the Government and can comprehend the political and public policy frameworks in which they operate are at a competitive advantage over their peers, including those in the digital space. The Government impacts the market economy through specific policies, regulations, far-reaching judgments, taxation, government spending, and laws regulating the private market system. These governmental initiatives are a dynamic component of the operational environment all firms face and change regularly. All businesses are impacted by public policies that address, for example, energy use and climate change, but companies focused on sustainability are particularly and significantly affected. Such public policies concentrate more on implementing regulations to curtail and refocus commercial operations that harm the environment.

Sustainability, therefore, plays a vital role in the Government's design and implementation of various public welfare programs (in education, health care, utilities, and in-house policy research programs). The fiscal measures and policy initiatives are increasingly being reworked and reoriented, incorporating the elements of UN Sustainable Development Goals.

The Centre for Sustainable Development (CSD) Bharathidasan Institute of Management (BIM) Tiruchirappalli, is a Centre of Excellence aiming to advance the practice of business sustainability and policy research. Centering around Industry 4.0, Artificial Intelligence/Machine Learning, and data-driven insights, the CSD focuses on bringing the social and humane aspects in policy and decision-making to make business enterprises a social enterprise, moving towards the concept of Society 5.0, where the society and the planet considerations influence the business order.

The center aims to establish itself as a thought leader in sustainability and ESG strategy. It envisions itself as an innovative, socially responsive, and inclusive center of excellence in management education to achieve sustainable development goals.

The center's mission includes providing a comprehensive platform to connect industry, Government, and academia. It will act as the facilitator towards creating a sustainable business ecosystem for the corporation and design a strategy for the value maximization of firms through the lens of the triple bottom line. It further aims to nurture socially responsible and competent leaders by providing access to quality management education equitably. BIM will engage in meaningful research through this center, share knowledge with the community and industry, and support the Government and NGOs in policymaking and various welfare programs and initiatives.

Competencies created at the CSD

CSD commits to delivering on the UN's SDGs across all areas of its activity, including teaching, research, consulting, campus life, and outreach. The Centre seeks to foster partnerships and collaboration to take global best practices to the grassroots, develop better products, and improve service delivery, thereby contributing to the local ecosystem's sustainable competitiveness. It aims to work extensively on the best ESG practices and promotes research, consulting, and consensus-building in policymaking.

- Corporate Social Responsibility (CSR) Impact Analysis of various sectors
- Policy tools for implementing SDGs at the grassroots level.
- District-level Dashboard of various Socio-Economic Indicators
- Economic Viability Analysis of Urban Development Zones
- Conceptualization and Development of the City Economic Plan focused on Sustainable Living
- Identifying and developing a policy framework for new Economic Growth Areas
- Water Analytics and Management
- Sustainable Digital Business Models
- Women Empowerment and Gender Studies
- Artificial Intelligence in ESG* Reporting

The CSD at BIM extensively leverages the ecosystem economy by partnering with multiple stakeholders, including the Government of Tamil Nadu (Department of Finance, Department of Forests, Environment, and Climate Change, State Planning Commission, Department of Higher Education, and Urban and Town Planning) research bodies including International Centre for Clean Water (ICCW) Irrigation Management and Training Institute (IMTI) and many such institutions to deliver on its objectives.

Flagship Initiatives

The Centre aids in advancing sustainable development across thematic and country-specific contexts to build a robust ecosystem.

a. Collaboration with the Irrigation Management Irrigation Management and Training Institute, Water Resources Department, Government of Tamil Nadu



The Institute is working with the Irrigation Management and Training Institute (IMTI) Water Resources Department, Government of Tamil Nadu, to address the problems related to rural entrepreneurship and rural market assessment, including fair and optimal price discovery and product promotion, using Artificial Intelligence (AI) / Machine Learning (ML) and digital best practices.

b. Social Immersion Programme

The Social Immersion Programme (SIP) at Bharathidasan Institute of Management aims to expose management students to various aspects of emerging requirements in the sustainability space in corporate, Government, and society to achieve sustainable development goals (SDGs)

SIP focuses on all interactions between society, corporate, and governments. The program is offered in two parts: the first part is the classroom sessions, and the second is direct participation in a group project involving CSR/NGO/Government department in understanding, researching, and presenting a solutions framework.

Some of our student-driven and faculty-guided projects are mentioned in the following table, with details of the organizations where the students worked, the topics, and their linkage with SDGs.

Organization	Topics	SDGs Linked
Akara Research & Technologies Pvt Ltd	<ul style="list-style-type: none"> · Solving Urban Water Challenges: Model of Partnership with Social Entrepreneurs · ESG Metrics: Global Best Practices Vs. Indian Companies Reporting: Addressing the Gaps 	SDG 6 - Clean water & sanitation SDG 8 - Decent work & economic growth SDG 9 - Industry, innovation, and Infrastructure SDG 13 - Climate action
Atal Incubation Centre @ Sri Krishnadevaraya University	<ul style="list-style-type: none"> · Rural Entrepreneurship Ecosystem · Addressing Nutrition Challenges through Social Entrepreneurship · Value from Waste: Addressing the Gaps in Scaling of the Impact 	SDG 8 - Decent work & economic growth SDG 3 - Good health & wellbeing SDG 13 - Climate action
Council for Scientific and Industrial Research - Institute for Himalayan Bioresource Technology	<ul style="list-style-type: none"> · Food Habits & Nutrition Status of Children from Lower-Income Urban Households · Food Habits & Nutrition Status of Pregnant and Lactating Women from Lower-Income Urban Households 	SDG 3 - Good health & wellbeing
Department of Planning & Development, Government of Tamil Nadu	<ul style="list-style-type: none"> · Fertilizer Industry and its Transformation Towards Bio-Fertilizers · Evaluating the Impact of E-Learning, Career Guidance Programmes, and Activity-Based Learning for Providing Better Quality Education · Awareness of UJALA Yojana Scheme in Tamil Nadu 	SDG 12 - Responsible consumption and production SDG 4 - Quality education SDG 7 - Affordable and clean energy

<p>Karkinos Healthcare Pvt Ltd</p>	<ul style="list-style-type: none"> • Thematic Analysis of Corporate Social Responsibility in India • A Review of Technologies in Healthcare • Willingness and Role of Gynaecologists in Early Detection of Cancer • Study on Cancer Prevention and Early Detection Products and Test Packages Available in Indian Healthcare Space 	<p>SDG 8 - Decent work & economic growth SDG 3 - Good health & wellbeing SDG 13 - Climate action</p>
<p>Society for Community Organisation and People's Education (SCOPE)</p>	<ul style="list-style-type: none"> • Ideating Strategies for Sustainable Products Developed by Women Self-Help Groups • Assessing The Awareness Of Ecosan Toilets In Rural And Urban Areas 	<p>SDG 8 - Decent work and economic growth SDG 5 - Gender equality SDG 12 - Responsible production and consumption SDG 13 - Climate action</p>

c.. ESG Standard and Reporting

BIM is one of the early B Schools in India to introduce ESG reporting or Sustainable Finance in its MBA program. It consults corporates and organizations in ESG reporting as an integral part of financial reporting. IFRS Foundation's International Sustainability Standards Board (ISSB)recently made the official launch of its new global sustainability and climate disclosure standards, expected to form the basis for emerging sustainability reporting requirements by regulators around the world and marking a significant step towards the integration of sustainability reporting into the broader financial reporting process. The new standards will apply for annual reporting periods beginning in January 2024, with companies starting to issue disclosures against the standards in 2025. Officially launched in November 2021 at the COP26 climate conference, ISSB was mandated to develop IFRS Sustainability Disclosure Standard.

The ISBB Chair Emmanuel Faber commented,“... The flurry of about 500 different ESG standards, metrics, and disclosures over the last decade is evidence that despite the very comprehensive accounting systems that we operate and have been operating for decades that have been refined and completed, there is something that market participants are needing and do not find in the current system...The global baseline approach, supported by the G20 and others, will provide investors with globally comparable sustainability-related disclosures that have the potential to move market prices without constraining jurisdictions from requiring additional disclosures. This will help companies and investors by tackling duplicative reporting.’



BIM is championing the usage of AI/ML in data capture and ESG reporting as per the prevailing global best practices.

d. Ongoing Research

S.No	Topics	SDGs Linked
1	Dr. Asit K Barma	Society 5.0, AI/ML & ESG Reporting, Sustainable Corporate Governance, Digital India Initiatives (Voters' Portal by Election Commission of India) Digital Business Model for Sustainability
2	Dr. V P Sriraman	Sustainable Finance, Rural Entrepreneurship
3	Dr. S Jaya Krishna	Green Supply Chain
4	Dr Satyanarayana Rentala	Green and Regenerative Marketing
5	Dr. Sadrita Deb	AI/ML in ESG reporting, ESG and Corporate Governance, Gender Economics
6	Dr. Mafruz Sultana	Digital India Initiatives in SDG (Fastag-Electronic toll collection system of Government of India) Digital Business Model for Sustainability, AI/ML in ESG reporting, Gender Diversity and Women Empowerment, Digital Economics
7	Dr. K G Sofi Dinesh	Digital India Initiatives in SDG (Passport Seva of Government of India)
8	Dr. S Jeayaram	Digital India Initiatives in SDG (Fastag-Electronic toll collection system of Government of India)
9	Prof L Somasundaram	Socio-economic indicators, Impact Analysis and Assessment, Economic Geography, and Spatial Econometrics
10	Prof Mahalingam Dhamodharan	Urban Economics, New Empirical Industrial Organization, Applied Public Economics, and Water Economics

2. Financial Trading and Analytics Centre (FINTRAC)

This is the first such lab in Tamil Nadu equipped with Bloomberg terminals and NSE SMART Trading simulation to train our students on financial trading, doing CMT or Bloomberg certifications, learning ESG reporting standards, carrying out interdisciplinary research and projects or developing white papers/ concepts notes on various topics based on Bloomberg data.



3. RealTime Contextual Marketing Lab (RTCML)

Equipped with proprietary software like Salesforce Social Studio, and open-source tools, this Centre provides the perfect platform to learn insights-driven real-time contextual marketing applications like different visualization techniques, text mining, applications like market basket analysis, building recommendation engines, and advanced marketing analytics. With our in-house StratX-trained instructors, all students specializing in marketing get certification in MarkStrat.

4. qBotica RPA Labs

This lab helps to understand various Robotic Process Automation applications and implementation processes. Based on the qBotica platform, students learn RPA applications in this lab. With the increasing adoption of RPA in business processes across domains, training in this lab prepares our students for new-age corporate roles.



5. Centre for Operations Excellence

Equipped with O9 solutions and INCHARGE simulation software, this center facilitates a superior learning experience for our students in the operations and supply chain management area and learn to simulate various business applications in the domain, including green supply chain or creating a complex supply chain implementation.

Specializations at BIM



With the most contemporary curriculum, area-specific centers of excellence, industry-designed and industry-delivered courses, simulation tools, facilitation of domain-specific certifications, and a thrust on capstone projects, BIM enables a smooth and quick transition from classroom to corporate. BIM graduates are known for their high retention in the industry due to their subject matter expertise and ability to hit the road running.

SPECIALIZATIONS

- 1. Marketing Management**
- 2. Financial Management**
- 3. Human Resource Management**
- 4. Operations and Supply Chain Management**
- 5. Digital Business and Analytics**

Courses In the First Year



BIM is one of the early B Schools in India to introduce ESG reporting or Sustainable Finance in its MBA program. It consults corporates and organizations in ESG reporting as an integral part of financial reporting. IFRS Foundation's International Sustainability Standards Board (ISSB) recently made the official launch of its new global sustainability and climate disclosure standards, expected to form the basis for emerging sustainability reporting requirements by regulators around the world and marking a significant step towards the integration of sustainability reporting into the broader financial reporting process. The new standards will apply for annual reporting periods beginning in January 2024, with companies starting to issue disclosures against the standards in 2025. Officially launched in November 2021 at the COP26 climate conference, ISSB was mandated to develop IFRS Sustainability Disclosure Standard.

Core Courses

Trimester 1

Pre-Foundation - HBP Modules
Universal Human Values
Quantitative Science for Managers
Design Thinking
Managerial Decision Analytics
Business Communication - I (The Art of Persuasive Speaking)
Organizational Behaviour - I
Financial Reporting and Performance Analysis
Microeconomics for Managers
Marketing Management - I
Business Simulation - Foundation
Research Incubation

Trimester 2

Macroeconomic Environment for Business
Corporate Finance - I
Marketing Management - II
Organizational Behaviour - II
Operations Research
Operations Management
Data Science Tools
Business Communication - II (Writing for Results)
Entrepreneurship and Start-up Ecosystem
Financial Modelling Basics

Trimester 3

Cost Analysis and Management
Corporate Finance - II
Regulatory and Legal Aspects of Business
Human Resource Management
Technology Enabled Business Management
Business Research Methods
Digital Business Modelling
New Venture Planning and Execution
Comprehensive Viva
Business Communication - III (Social and Business Etiquettes)

Practice School

Personal Growth Lab
Outbound Leadership Programme
Social Immersion Programme
Effective Execution
Personality Enhancement Through Sports

Year II

Corporate Immersion Programme (Summer Internship)
Strategic Management
Ethics, Governance, and Sustainability



Finance And Economics Area

Electives Offered:

SI.No	Course Title
1	Credit Rating and Risk Analysis
2	Portfolio Management Practices
3	Financial Technologies
4	Financial Modelling and Corporate Valuation
5	Financial Trading Lab
6	Managing Securities and Market Institutions
7	Financial Derivatives
8	Infrastructure Project Finance and Appraisal
9	International Financial Management
10	High-Frequency Trading and Quant Investing
11	Managing Banks and Financial Institutions
12	Financial Planning and Wealth Management
13	Financial Risk Analytics
14	Investment Banking
15	ESG Reporting

Finance And Economics Area

Roles students can contribute to:

- Analyst - Finance Specialist
- Quant Analyst
- Research Science Analyst
- Analyst - Post-Payment Audit
- Analyst - Fixed Income Financing
- Analyst - Investment Banking
- Analyst - Equity Research
- Analyst - Knowledge Specialist
- ESG Analyst
- Sustainable Wealth Manager
- Fin-Tech Solutions
- Business Development in Cryptos & Blockchain
- Equity Data Specialist
- Portfolio management
- Risk assessment and mitigation
- Consulting
- Regulatory reporting
- Ratings
- Competition analysis
- NBFC Compliance Manager
- Project Leader - Financial Services
- Debt Products Research

Certifications facilitated at FINTRAC:

- Certificate in Bloomberg Market Concepts (BMC)
- CMT certification (Certified Market Technician)
- Chartered Financial Analyst (CFA)from CFA Institute
- Financial Risk Manager (FRM)from GARP
- CFP (Certified Financial Planner)from FPSB, India

Click on the link to know our Faculty Members:

<https://bim.edu/index/faculty/>.

Marketing Area

Electives Offered:

SI.No	Course Title
1	Brand Management
2	Sales and Distribution Management
3	B2B Marketing
4	Consumer Behavior
5	Marketing Metrics and Analytics
6	Digital Marketing
7	Services Marketing
8	Marketing of Financial Services
9	Agribusiness Marketing
10	IT and Enterprise Marketing
11	Retail Management
12	Integrated Marketing Communications
13	Marketing Technologies
14	Customer Relationship Management
15	Strategic Marketing with MarkStrat Simulation

Marketing Area

Roles students can contribute to:

- Product/Brand Manager
 - Digital Marketing Manager
 - Key Account Manager, E-Commerce
 - Marketing Analyst
 - Growth Marketing Specialist
 - Area Sales Manager
 - Business Analyst
- Category Manager, E-Commerce
 - Business Development Manager
 - Social Media Manager
 - Customer Insights Manager
 - Sales and Services Analytics
 - Ad Operations Specialist

Certifications facilitated at RTCML:

- MarkStrat Certification
- Google and Web Analytics
- Hubspot Inbound Marketing
- Hoot Suite Social Media Marketing
- Google Adwords
- Social Studio Certification
- Text Mining and Social Sentiment Analysis using Python, KNIME, and Social Studio
- Business Data Visualization using Tableau/Power BI
- SPSS/ AMOS/ PLS/ Python/ R/ Orange/ NVivo/ KNIME

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Operations & Supply Chain Management AREA

Electives Offered:

SI.No	Course Title
1	Advanced Logistics and Supply Chain Management
2	Service Operations Management
3	Quality and Lean Six Sigma
4	Digital Supply Chain Planning and Execution
5	Value Chain Simulation
6	Logistics Analysis, Modelling, and Management
7	Supply Chain Analytics
8	Service Process Transformation and Delivery Management
9	Operations Analytics
10	Procurement Management and Analytics
11	Advanced Project Management
12	Operations Strategy
13	Digital Transformation of the Supply Chain
14	Revenue Management
15	Action Project in Operations/SCM

Operations & Supply Chain Management AREA

Roles students can contribute to:

- Supply Chain Specialist
- Supply Chain Planner
- Service Delivery Manager
- Operations Specialist
- Operations Consultant
- Demand Planner
- Production Planner / Supply Chain Transformation Strategist
- Operations Analyst
- Logistics Planner/ Digital Supply Chain Specialist
- Professional Services Consultant
- Manager - Business Strategy and Operations
- Strategy Consultant/Chief Operating Officer
- Project Management Specialist
- International Supply Chain Analyst
- Transportation Operations Analyst
- Operations Risk Analyst/ Operations and Technology Risk Control
- Predictive Analyst/Demand Planning Manager/ Process Lead - Demand Planning/ Consultant (Analytics -SCM)
- Supply Planner/ Process Lead - Supply Planning

Certifications

- Lean six-sigma Green Belt Certification by KPI (Karl-Pearson Institute)
- TFC Certificate by INCHINGE, Netherlands
- o9 platform-based Digital Supply Chain

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Human Resource Management Area

Electives Offered:

SI.No	Course Title
1	Talent Acquisition
2	HR Analytics
3	Training and Development
4	Employee Relations and Labour Laws
5	Performance Management
6	Compensation Management
7	Organizational Development and Change Management
8	Management of Cross-Cultural Diversity
9	Digital HR
10	Leaders and Leadership
11	Managerial Counselling and Coaching
12	Strategic HRM

Human Resource Management Area

Roles students can contribute to:

- HR Governance Specialist
- OD & Change Specialist
- Business Behavior Chief
- Enablement Coach
- HR Analysts-OD
- Workplace Environment Architecture
- Digital Change Champion
- HR Analysts
- Tech HR

Certifications

- Certification in Appreciative Inquiry
- Certification in NLP
- Certification in Emotional Intelligence
- Certification in Assessment centers



Click on the link to know our Faculty Members:

<https://bim.edu/index/faculty/>.

Digital Business and Analytics Area

Electives Offered:

SI.No	Course Title
1	Artificial Intelligence and Machine Learning
2	Data Management and Data Engineering
3	Digital Technology
4	Digital Product Management
5	Text Mining and Social Sentiment Analysis
6	Blockchain for Business
7	Advanced Predictive Analytics
8	Business Data Visualization
9	Robotic Process Automation
10	E-Commerce
11	Deep Learning for Business Application
12	Cyber Security for Business Leaders

Digital Business and Analytics Area

Roles students can contribute to:

- Business Analyst
- Data Scientist
- Big Data Analyst
- Data Analyst
- Workplace Environment Architecture
- Digital Change Champion
- HR Analysts
- Tech HR

Certifications

- Certified Cloud Practitioner (AWS)
- Certified Project Management Professional (PMI)
- Certification in Blockchain, Robotic Process Automation, Cloud, and Analytics (IBM)
- Certificate in Text Mining & Sentiment Analysis
- Certificate in Data Visualization
- qBotica Robotic Process Automation

Click on the link to know our Faculty Members:

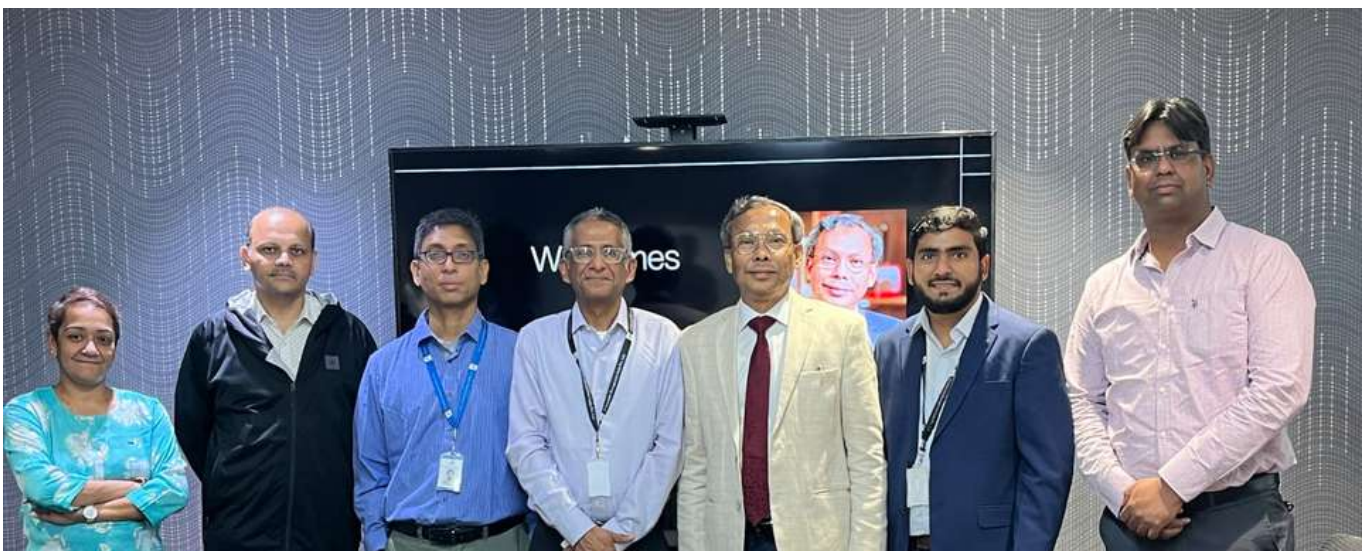
<https://bim.edu/index/faculty/>.

Strategy & Sustainability**

Electives Offered:

SI.No	Course Title
1	Business Consulting
2	Enterprise Risk Management
3	Global Business and Emerging Markets
4	Systems Thinking Applications for Managers
5	SDG and ESG Frameworks in Practice
6	Business Dynamics (Advanced Simulation)

**This is not a standalone area. BIM has introduced a number of courses/capstone projects to train students in Strategy & Sustainability domain. Many of the courses are compulsory for MBA students for a smooth ride into consulting space as they enter the Corporate portal.



MOU Signing between BIM & o9 Solutions with objectives of academic collaboration in designing, developing and delivering relevant digital courses, virtual training and certification programs in Supply Chain Management, IP creation for developing supply chain digital products/platforms and deep application research and other joint events in the future.

Clubs And Committees



Committees

- Placement Committee
- Public Relations Committee
- Alumni Relations Committee
- Messcom
- Kalaicom
- Welfarecom
- Sportscom

Clubs

- Bismarc
- Finclub
- Optima
- Zetetica
- Economistique
- Catalyst
- Bimpreneur

Committees

Placement Committee :

The Placement Committee of BIM Trichy is a dedicated group of individuals responsible for connecting students with promising career opportunities. Their primary goal is to ensure that every student receives the best possible placement options, matching their skills and aspirations with the needs of the corporate world.

Public Relations Committee :

The Public Relations committee is the connecting link between the public and BIM. By taking charge of plethora of activities like social media handling, alumni relations, newsletter publications, corporate management and admission assistance, the committee stands as the "Voice Of BIM".

Alumni Relations Committee :

The Alumni Relations Committee of BIM was conceived with the intent of providing a platform for alumni-alma mater interaction and fostering relationships with the 4500+ existing and future alumni, keeping the now 40-year legacy of BIM intact.

Mess Committee :

MESSCOM is the mess committee of BIM which is in existence since the very beginning of BIM. Members of MESSCOM plans and manages all the activities which are essential in running the mess for the students from purchase, sourcing, human resources, menu design, quality checking, operations, complaint handling and accounts. Quality plays an important role in delivering foods to the students and it is assured by the committee people and the chef every day. They divide the various functions of an organization and work effectively in delivering nutrition to every plate in every meal. MESSCOM holds the pride being one of the committees which functions all the days throughout the year.

Cultural Committee :

KALAIKOM, the cultural committee of BIM creates a platform that provides students with an opportunity to display their talent in a variety of ways. It unleashes the creativity amongst the students and enables them to keep their best foot forward. It organizes remarkable cultural events bringing in enthusiasm and energy amongst everyone through dance, drama and Music.

Welfare & Sustainability Committee :

The welfare committee of BIM takes care of the welfare and health of students by providing Medical support and organizing medical camps. They are the rule keepers who works for the safety and well-being of students.

Sports Committee :

Sportscomm is the Sports Committee of BIM which is in existence from the very beginning. Physical fitness and Intellectual skills, both go in tandem. Apart from maintaining and managing inventories of all the sports equipment, Sportscomm conducts tournaments of various sports for the students of BIM every trimester.

Clubs

BISMARC :

The MARKETING club of BIM is the club by the marketing enthusiasts formed and maintained by them to showcase the important highlights in the world of the marketing to the students. BISMARC gives the opportunity to apply the classroom skills in the real world by conducting various events and activities through which the students can apply their marketing skills. BISMARC highlights the importance of marketing in business and shows the students how inevitable marketing is to a business.

Finance Club :

The Finance Club of BIM is a group of enthusiasts who view finance as the elixir of life. They analyze finance as a structural and dynamic unit. The club conducts fun-filled events and discussions throughout the year, as they believe that learning is made easy by playing a game or expressing their views openly.

OPTIMA :

THE OPERATIONS CLUB OF BIM has the mission of nurturing the interests in operations, providing important developments in the field of Operations Management. They share the best industrial practices for the students and makes them in sync with the live world. It organises various workshops and events that help the students to understand operations concepts in a better way. It brings the classroom teachings and practical applications together in the events they conduct every trimester in various field of Operations - Operations Strategy, Logistics, and Supply Chain Planning, Inventory Planning through Simulation Games, Case studies and quizzes.

Zetetica:

Dedicated to spreading awareness and interest in the field of human resources, Zetetica is the ideal club for individuals who wish to conduct a detailed inquiry into the art of talent management. The members of Zetetica believe that mastery of people management skills is necessary for all budding managers, not just those who aspire to pursue their career in the field of human resources. The club conducts various events throughout the year in order to bring out and develop these talents.

Economistique :

The Economics Club of BIM, Trichy. This club aims at acting as a platform that imparts knowledge and insights on economics and recent economic developments around the world through fun-filled activities and exciting events. The main objective of the club is to not only disseminate knowledge in economics amongst the students of BIM Trichy, which is its primary function but also to bring back the excitement in economics.

CATALYST :

The Systems committee of BIM takes care of IT infrastructure and connectivity inside the campus. CATALYST manages the computer centre, BIM's networks VIZ., Local Area Network and Wireless Network peripherals such as server, firewall, gateway, routers, terminals, modem, Wi-Fi devices, printers, scanners, LCD projectors and LAN ports. The committee also manages the internet connection in the classrooms, computer centre and hostels, and is responsible for network security.

BIMpreneur :

The Entrepreneurship cell of BIM aims to inculcate the passion and spirit of entrepreneurship among the students by facilitating a platform where they can be mentored in the right direction. The members of E cell believe that entrepreneurs are the wealth creators of the nation. They are focused on developing the talents and skills required for students who are inclined to take up an entrepreneurial path at some point in their careers.

Board of Governors

The presence of outstanding leaders from the Industry, Academia, and Government make the Board unique in a B School, lending tremendous credibility, and ensuring the continuity of our decades-old value system and governance, manifested through what we practice at BIM: Doing it right, always!



Shri Ravi Appasamy,
Chairman, Appaswamy Real Estates Limited
Chennai.



Dr. R K Raghavan, IPS (Retd.)
Former Director-CBI, Govt. of India
Chennai



Shri N Bala Baskar, IAS (Retd.)
Former Principal Adviser, Finance Ministry of External Affairs,
Govt. of India



Dr. Nalin Shinghal,
Chairman and Managing Director,
Bharat Heavy Electricals Limited, New Delhi



Shri. S M Ramanathan,
Executive Director - BHEL(Triuchirapalli)
Bharat Heavy Electricals Limited, Trichy

Board of Governors

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Dr. N Kamakodi,
Managing Director & CEO,
City Union Bank Limited, Kumbakonam



Shri Mohan Parasaran,
Former Solicitor General of India
New Delhi



Shri Sathish Parasaran,
Senior Advocate
High Court, Chennai



Dr. Tamarapu SRIDHAR,
Sir John Monash Distinguished
Professor, Emeritus,
Monash University



Dr. Asit K Barma
Director & Member-Secretary,
Bharathidasan Institute of Management, Tiruchirappalli

Research Publications 2023

Peyrat-Guillard, D., Grefe, G., & Subramanian, J. (2022) 'Understanding quondam commitments to retain employees: insights from the case of flight attendants and pilots', *International Journal of Contemporary Hospitality Management*, 35(1) 274-301.

Choudhury, A & Sultana, M & Gupta, P. (2022) 'Corporate governance parameters and their impact on enterprise performance', *Corporate Ownership and Control*. 20. 136-144. 10.22495/cocv20i1art13

Gupta, P., Agarwal, A., Sultana, M. and Barma. A. 'CSR Expenditure and Company Performance: Financial Evidence from NIFTY 500 Companies', *Int. J. of Managerial and Financial Accounting*. DOI: 10.1504/IJMFA.2024.10057793 (In Press)

Krishna, A., Soumyaja, D., Subramanian, J., & Nimmi, P. M. (2023) 'The escalation process of workplace bullying: A scoping review', *Aggression and Violent Behavior*, 101840.

Jayapalan, C., Hariharan, T. S., & Ganesh, L. S. (2022) 'Power supply to electric vehicle charging stations in India: Justification of a framework for a dynamic and adaptive electricity tariff policy', *The Electricity Journal*, 35(10) 107219.

Dinesh, K. S., & Rejikumar, G. (2023) 'Demystifying collaborative consumption: a systematic literature review', *International Journal of Business and Globalisation*, 33(1-2) 147-170.

Dinesh K. S., Mitra S. (2023) 'Consumers' Adoption of Electric Vehicles for Sustainability: Exploring the Role of Personality Traits', *Foresight and STI Governance*, 17(2) 69-80. DOI: 10.17323/2500-2597.2023.2.69.80

Raju, K. N., Venkatesh, S. B. and Sriraman, V. P. (2023) 'A comparative study of the productivity and operational efficiency of container terminals of major Indian ports and Srilankan port using DEA (Malmquist index)', *International Journal of Services and Operations Management*, 45(2) 151-169.

Debata, B., Gupta. S. and Sultana. M. 'Financial Development, Country Governance and Economic Growth: Evidence from BRICS Economies', *International Journal of Services and Operations Management* (In press)

Deb, S., & Chandra, A. (2023) 'Corporate Governance Mechanism in an Emerging Economy: Synthesis and Future Directions', *Business Law Review*, 44(2)

V.P. Sriraman, C.T.Sunil Kumar, Mahesh R Pillai (2023) 'Trends in the Financial Market - The Exchange rate policies and relative advantage for ME and Indian Money Market', *Seybold Reports*. Vol 17, No 08. DOI: [10.5281/zenodo.7012727](https://doi.org/10.5281/zenodo.7012727)

S. Thirumalainathan and S Jayakrishna (2022) 'PROCESS SAFETY MANAGEMENT (PSM) A REVIEW', *Industrial Engineering Journal*, 15(9) 21-30.

Delios, A., Clemente, E. G., Wu, et al (2022) 'Examining the generalizability of research findings from archival data', *Proceedings of the National Academy of Sciences*, 119(30) e2120377119.

K. Adhinaryanan and N Chaithra (2022) 'Web OPAC in University Libraries in Karnataka: A Study', *IASLIC Bulletin* 67, 2; 2022 June, p.91-99 A Peer-reviewed Quarterly Journal

Faculty Accomplishments 2023

Prof. Dr. Sadrita Deb & Prof. Dr. V P Sriraman :

Invited to teach Investment Valuation - Bloomberg Application for MBA students at Coburg University of Applied Science and Arts during the Summer - July 2024.:

Prof. Dr. Mahalingam

Appointed as Economic Advisor at Chennai Metropolitan Development Authority (CMDA)

Dr. K. Adhinarayanan

Appointed as an "Associate Editor" at a world-renowned open-access publishing platform namely Directory of Open Access Journals www.doaj.org



Our Faculty - Prof Ruma Agnes R and Dr. Satyanarayana Rentala had an opportunity to interact with Mr. Paul Polman - Former CEO, Unilever during the Academy of International Business (AIB) Annual Meeting 2023 at Warsaw, Poland on 6th July 2023. The discussion briefly focussed on the significance of the 17 United Nations Sustainable Development Goals (UNSDGs) and the course titled, 'Marketing 4.0: Sustainable and Responsible Marketing' offered at BIM which focused on the 12th UNSDG - 'Responsible Consumption and Production'

Management/Faculty Development Programs



At BIM Trichy, our commitment to excellence extends beyond nurturing students to encompass the professional development of executives and professionals. We take pride in enhancing managerial acumen through a series of bespoke Management Development Programs tailored for both public and private limited companies. BIM Trichy is at the forefront of knowledge dissemination, empowering faculties from diverse institutions through innovative Faculty Development Programs. Details of Programms conducted in the year 2022-23 as follows,

Matrimony.com Limited

1. Emerging Leaders Program

BIM conducted the Emerging Leaders Program for Matrimony.com for their mid to senior-level leaders from July to November 2023. The program was divided into four modules- Nurturing high-performing teams, Data-driven decision-making, Execution Excellence, and Big Picture/Strategic Thinking

BHEL INDIA Limited

1. Building Effective Teams
2. Assertive Communication
3. Understanding Self & Others through Transactional Analysis
4. Role Efficacy Module
5. Value of Harmonious Relationship at Workplace-How to sustain it

NTPC

Case Based decision Making

Highlights of Students' Achievement

Embark on a journey through the extraordinary accomplishments of our students, showcased in this vibrant compilation of highlights. These glimpses into their achievements merely scratch the surface of the remarkable talent and dedication within our academic community. From groundbreaking research to artistic masterpieces, athletic triumphs to leadership accolades, this collection serves as a testament to the diverse and outstanding accomplishments of our students. As you peruse these pages, remember that these snippets are but a taste of the myriad achievements awaiting discovery within our dynamic and thriving student body

Anurag Chanda

1st Rank in "Startup Sprint"

NATIONAL E-SUMMIT 2023

Conducted by



x

unstop



Mr. Anurag Chanda of Batch 38 showcased his entrepreneurial prowess by securing the top position in the Startup Sprint at NIT Rourkela's National Entrepreneurship Summit 2023. The competition consisted of two rigorous rounds, including a preliminary screening stage and a presentation round with participants from various B-schools nationwide.

A team comprising three first-year MBA students achieved global 1st rank in the CAPSIM Spring 2023 Foundation Challenge. Our heartfelt gratitude goes to Dr. R. Subramanian for guiding the students and Mr. Vijay Surya, our esteemed alumnus, for his support. BIM proudly stands as the sole Indian management institute in the finals, competing against numerous global B-Schools. The simulation offered invaluable experience, allowing students to navigate the dynamic, responsive, and risk-laden challenges of the business world.

INTERNATIONAL WINNERS

CAPSIM FOUNDATION
SIMULATION
CHALLENGE - GLOBAL 1
POSITION

Conducted by

CAPSIM 



Pratyush Chowdhury

Shriram Balaji

Sathya Moorthy M

Highlights of Students' Achievement

BIMTrichy extends congratulations to the team for their victory in the AIMA simulation competition at the Coimbatore regional level. They have qualified as semifinalists for the competition in Delhi, where students excelled in creating, testing, and assessing business strategies within a virtual environment.

REGIONAL WINNERS

All India Management Association - Simulation Competition

Conducted by



NATIONAL FINALISTS

PHARMA CHALLENGE - SHAASTRA 2023

Conducted by



BIMTrichy takes immense pride in the selection of three of its students as National Finalists in the esteemed Pharma Challenge - SHAASTRA 2023, held at IIT Madras. We remain committed to nurturing our students' competitive spirit and fostering their participation in diverse events to enhance their exposure and experience.

Mr. Subro Saha from Batch 38 received the Best Research Paper award for his exceptional contribution, which focused on Net Zero readiness and proposed actions to guide the South African Government in achieving Net-Zero Emissions by 2050. This recognition came during the Model G-20 summit, a part of Symbiosis Institute of Business Management, Pune's flagship ESG conclave #Samavesh, organized by the Social Entrepreneurship and Consulting Cell.

Shubhro Saha

Best Research Paper

MODEL G-20 SUMMIT

Conducted by



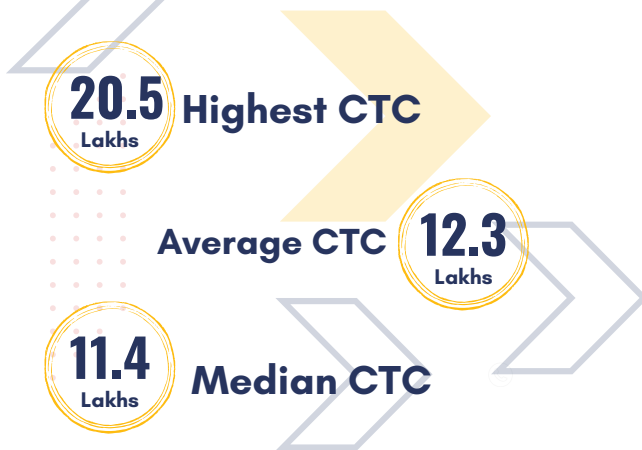
Placement Details



At BIM Trichy, our unwavering commitment to academic excellence is reflected not only in our rigorous curriculum but also in the outstanding success of our students in securing placements year after year. In an era where market conditions are dynamic and challenging, the consistent improvement in our placement records stands as a testament to the exceptional skill set our students possess.

One distinctive aspect that sets BIM Trichy apart is its status as one of the select institutions to undergo CRISIL Audited placement reporting. This audit not only adds a layer of credibility but also underscores our dedication to transparency and accountability. The CRISIL Audited placement report ensures that the data presented is authentic, providing a reliable insight into the success stories of our graduates.

PLACEMENT HIGHLIGHTS - 2023



TOP 25%	
HIGHEST	20.5LPA
AVERAGE	15.8LPA
MEDIAN	15.0 LPA

SUMMER PLACEMENTS - 2023

HIGHEST	AVERAGE
75000 PM	17400 PM

Top Recruiting Partners



Impacting The Local Ecosystem

RoundSqr (now CignitiDigital)

BIM signed an MoU with RoundSqr, a global Digital Transformation solution provider headquartered in Hyderabad, to further the practice of Artificial Intelligence (AI) / Machine Learning (ML) in the country and create a more extensive knowledge/skill base in the digital transformation space. The scope of the MoU includes knowledge participation and sharing, co-creation of new knowledge, and developing joint projects.

Irrigation Management & Training Institute (IMTI)

BIM signed an MoU with The Irrigation Management Training Institute (IMTI) an institute functioning under the Water Resources Department of the Public Works Department, to cooperate and promote the latest technologies in agriculture and irrigation. The MoU seeks to promote the adoption of Artificial Intelligence / Machine Learning and digital best practices in agriculture and irrigation space and create a more extensive knowledge/skill base to improve farm productivity, agriculture management, and rural entrepreneurship. The MoU will focus on arriving at proof-of-concept solutions for farm productivity and irrigation management using artificial intelligence/machine learning techniques, knowledge sharing through seminars/ conferences and training programs, and undertaking collaborative research to address the problems related to rural entrepreneurship and rural market assessment.

Chartered Market Technician (CMT)

Bharathidasan Institute of Management (BIM) Trichy, has joined CMT Association's Academic Partner Programme, paving the way for the certification of aspiring finance students and professionals for new-age job roles.

Institute of Design Thinking

BIM Trichy has partnered with the leading design thinking solution provider, the School of Design Thinking to set up a Centre for Design Thinking on the BIM Trichy campus. This center would aim to advance the practice of Design Thinking in the local ecosystem to identify new ecosystem values and research the next practices in design thinking. The Centre also aims to apply Design Thinking frameworks to functional areas, such as Government Service Delivery, SDG/ESG initiatives, and new technology applications across areas such as Finance, Marketing, Operations, Supply Chain, and HR. The scope of the agreement also includes the execution of Design Thinking oriented programs and activities for BIM's students, faculty, and stakeholders to enable Design Thinking on campus. We endeavor to create a design-driven culture at BIM. Partnering with the School of Design Thinking and setting up our Centre for Design Thinking will foster scholastic pursuit, research, and practice around Design Thinking. Not just Fortune 500 companies or marquee brands alone, we want to enable everyone in our local ecosystem to take advantage of Design Thinking to create ecosystem value leading to better products, services, and, eventually, a better planet.

International Centre for Clean Water (ICCW)

BIM signed MoU with ICCW based in IIT Madras Research Park to expand our knowledge of 'water management and build skills in the area of Water Analytics. This MoU further strengthens our initiatives in this critical area of sustainability.



Global & Industry Exposure

Bharathidasan Institute of Management signs MoU with Rennes School of Business, France for International Collaboration to strengthen their ties on their mutual interests in delivering programs of academic excellence and cultural diversity on 06 January 2023. The two institutions agree to promote mutually beneficial activities in the areas of education, research, and other academic issues, and to cooperate and work together towards the internationalization of higher education.

Such cooperation includes:

- Progression Programmes
- Exchange of Students
- Organisation of Executive programs for the professional community
- Short “Study abroad seminars”: Winter session, Summer programme
- Executive education: virtual projects, Study tours
- Admission as degree-seeking students on a fee-paying basis
- Collaborative virtual student projects
- Joint research projects
- Joint conferences and publications
- Exchange of faculty members



Vist of Ms. Maud LE BARS of Renees Business School for extending the global partnership with BIM, Trichy

Fee Structure

FOR BATCH 2024-26

S.No	Particulars	I Yr (in Rs.)	II Yr (in Rs.)
1	Admission Fee	2750	0
2	Recognition Fee**	1250	0
3	Tuition Fee	640850	666500
4	Knowledge Facilities	40300	40300
5	Welfare activities including Placement Assistance	20700	20700
6	Books and Course materials	20700	20700
7	Computer, Internet, Lab facility & Certification fee	28830	28830
8	Examination Fee	20600	20600
9	Accommodation & Water Charges #	53800	53800
10	Caution Deposit	10000	0
11	Mess Deposit	7000	0
12	Subscription to MMA	590	590
13	Insurance Policy	1000	1000
14	Special Fee	1000	1000
15	Alumni Subscription	1000	0
	Total	849950	853600

In addition, Mess charges will be extra, calculated on a sharing basis, and will be approximately Rs.5000 per month.

*Subject to modification

**No Recognition Fee for graduates from Bharathidasan University

#Based on Actual expenses incurred

“Scholar Loan Scheme” available to BIM students from State Bank of India, Canara Bank, Central Bank of India and Union Bank of India without collateral.

Selection Process MBA Admission 2023

Candidates seeking admission to Bharathidasan Institute of Management (BIM) Tiruchirappalli, should appear and score for either of the tests given below. The Common Admission Test (CAT)is to be conducted by the Indian Institute of Management, Bangalore, on November 26, 2023, with the XAT exam on January 07, 2024,and the GMAT exam between January 2022 and December 2023.The Registration Number of the test taken up by the candidate should be incorporated in the BIM online registration page in the space provided therein.

The selection process consists of the following stages:

Shortlisting of candidates based on CAT2023 scores, XAT 2024 scores & GMAT scores (Validity taken from Jan 2022 to Dec2023), Personal Interview(PI)and Group Discussion (GD) for shortlisted candidates.

Candidates will be shortlisted for the second stage mentioned above based on the scores of any of the entrance exams of the applicants. The PI & GD will be conducted at Bengaluru, Chennai, Delhi, Hyderabad, Kochi, Kolkata, Mumbai, and Tiruchirappalli, subject to the availability of sufficient candidates for each of the centers. The candidate's academic performance in10th standard, 12thstandard, qualifying degree, and relevant work experience are the other components that are verified and given weightage during the second stage of the selection process. The final selection for the MBA program will be based on the candidate's performance in all the above components.



Eligibility

Applicants should hold a minimum of a bachelor's degree(under 10+2+3 or equivalent)recognized by UGC in any field, including Arts, Science, Commerce, Engineering, or Social Sciences. Candidates who possess ACA / ACWA / ACS qualifications are also eligible to apply. They should have secured a minimum of 50% marks in their Graduate/ Master's Degree examination. Candidates appearing for the final bachelor's or equivalent degree examination are also eligible to apply. However, their admission will be provisional until they produce proof of having passed the test with a minimum of 50% marks, and evidence of minimum required qualification should be produced before July 31, 2024, positively.

Disclaimer

BIM reserves the right to modify the selection process at any time. BIM will not be responsible for any statutory or regulatory developments that may happen after October 28, 2023, which will have a bearing on or affect the selection process.

THE DREAM IN THE MAKING



OUR NEW CAMPUS

Campus Life - Where the Mind is Without Fear!!



Embark on an exceptional academic journey at our esteemed B-School, where life@BIM goes beyond the ordinary. Our MBA program offers a well-rounded experience, seamlessly integrating learning with a lively campus atmosphere. At the heart of our institution lies a strong commitment to academic excellence. Our esteemed faculty, known for their expertise, foster an intellectually stimulating environment. Here, academic pursuits are enriched with challenging coursework, detailed case studies, and practical applications, shaping our students into visionary business leaders.

Life on our campus is more than just studying. Our sports facilities and events calendar ensure a balanced blend. From spirited sports events to engaging cultural activities and insightful lectures, our campus is always buzzing with activity. We strongly believe in nurturing versatile individuals. Get involved with like-minded peers in student clubs and committees, expanding horizons beyond the classroom.

Our living arrangements are designed to promote a sense of community. Living and learning together in our modern hostels epitomize the essence of communal living. Our dining services offer a variety of delicious cuisines, catering to different tastes and dietary needs. An enriching academic journey is supported by modern libraries and advanced labs, providing access to the latest knowledge and necessary software.

Join us for an engaging MBA experience that offers a comprehensive package - challenging academics, a lively campus life, and a supportive environment for your future goals. Your journey starts here.

Campus Life - Where the Mind is Without Fear!!





40th Founders Day at IIT Madras Research Park, Chennai



31st Graduation Day at Courtyard By Marriot

influencing tomorrow...

Bharathidasan Institute of Management

**BHEL Complex, MHD Campus, BHEL Trichy Main Office
Road, Tiruchirappalli, Tamil Nadu 620014**



431 2520402



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admissions@bim.edu