



BIM
ESTABLISHED 1984

BHARATHIDASAN INSTITUTE OF MANAGEMENT

influencing tomorrow...

**MBA Admissions
2025 -2027**



Director's Message



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Welcome to BIM!

I am eagerly waiting to receive you all on campus as BIM enters a very significant phase in its transformational journey. Having completed four decades of its foundation, BIM enters the next orbit of growth. This is when we reimagine the MBA in the Age of GenAI. Higher education is on the brink of a revolution in the new business order. Rapid advances in generative AI (GenAI) have the potential to fundamentally change how campuses around the world teach, learn, and conduct research. This is when the developing nations are coping with the deleterious effects of global warming. This is when we shift our attention to the triple bottom line- Profit, People, and Planet, and not Profit alone. This is also a time to revisit the program architecture to make the curriculum and pedagogy more immersive and agency-oriented, balancing innovation with tradition, as opposed to a cookie-cutter one, and relevant to the evolving requirements of new-age job roles and expectations of Gen Z.

We recognized the trends early and pushed our agenda accordingly, being one of the first B-Schools in India to do so. New Technology Applications and Advancing Sustainability Practices are the lynchpin of BIM. Our Pi-shaped Program architecture ensures emotional well-being, mental fitness, and activities to build resilience in Gen Z learners, giving you an unforgettable learning experience and making you bulletproof in a fast-changing business order.

A handwritten signature in blue ink, reading "Asit K Barma", with a horizontal line underneath.

Dr. Asit K Barma
Director, BIM Trichy

BIM, Tiruchirappalli : An Overview



Vision

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

An Overview

Established in 1984, Bharathidasan Institute of Management, Tiruchirappalli, an ISO 21001:2018 and 14001:2015 certified, NBA accredited (2024-2027), NIRF Top 100 and AICTE approved 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.

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).

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.

MOTTO of BIMites



*Leave the world
a better place
than we found*



The Impact We Make

BIM witnessed many challenges in global business orders in 41 years of its journey.

B-Schools respond to these changes through an ever-evolving curriculum and pedagogy to stay contemporary and make its students bulletproof in a VUCA world. However, what does not change is the vision and values of the institute and its governance. Today, BIM as an institution and its 4,500 plus Alumni make a significant impact on industry, academia, and society globally.

We want to be known as a boutique B School specializing in new technology applications and sustainable development.

Accreditation and Rankings

- BIM is an AICTE-approved, NBA-accredited B-school.
- BIM has received ISO 21001:2018 and ISO 14001:2015 certification which is an internationally recognised Environmental Management System for its academic processes and governance.
- BIM is actively working on AACSB accreditation.
- BIM is a Top 100 NIRF-ranked B-school.



(2024-2027)



As 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, where the data is available for public audit.



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

Integration with SDG

The social immersion program is an integral part of our curriculum. BIM Centre for SDG is a unique initiative, not just an activity creating photo opportunity as mostly seen, but a platform for strategic interventions to advance the UN's Sustainable Development Goals. The charter of this center is guided by the experts in this space drawn from organizations like KPMG, Deloitte, PwC, UNDP, and other consulting organizations in this space, and every year a few specific goals are chosen from the seventeen SDGs to work on. In this program, students are sensitized to the problems of the community around and the challenges of underserved segments. Students are encouraged to build techno economically viable and sustainable solutions, and measure the impact thereof.

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

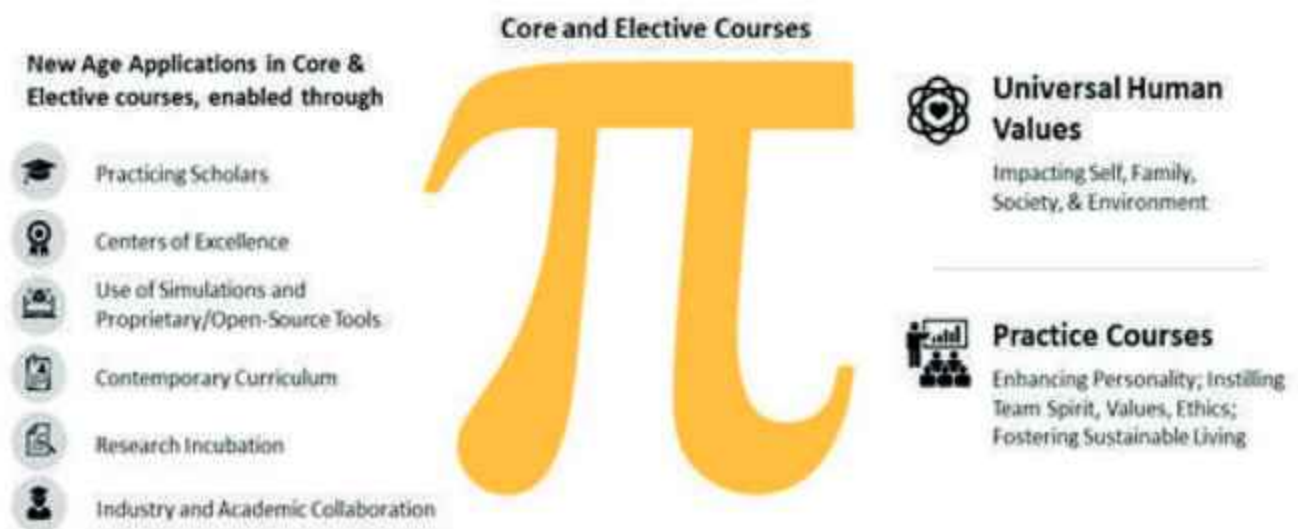


BIM's new program architecture, a carefully chosen network of collaborators, and visiting and adjunct faculty with rich academic and practice backgrounds create a great learning experience. The objective is to transform students into π shaped professionals, ready to take on the new-age work front riddled 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.

Unlock the 'YOU' in you through our

Unique π Shaped Program Architecture

Grooming π shaped professionals



Bringing in new age skills for new age roles:

A PROGRAM ARCHITECTURE TO BULLETPROOF YOU IN THE VUCA WORLD

Our industry designed and industry delivered courses like Operations 4.0, 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, Orange, Smart PLS, Power BI, NVivo, Tableau, and other AI/ML 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. There are external expert interventions to take care of Gen Z learners' mental health and emotional well being.

Centers 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 Center 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 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	- Solving Urban Water Challenges: Model of Partnership with Social Entrepreneurs - ESG Metrics: Global Best Practices Vs. Indian Companies Reporting: Addressing the Gaps	<i>SDG 6 – Clean water & sanitation</i> <i>SDG 8 – Decent work & economic growth</i> <i>SDG 9 – Industry, innovation, and infrastructure</i> <i>SDG 13 – Climate action</i>
Atal Incubation Centre @ Sri Krishnadevaraya University	- Rural Entrepreneurship Ecosystem - Addressing Nutrition Challenges through Social Entrepreneurship - Value from Waste: Addressing the Gaps in Scaling of the Impact	<i>SDG 8 – Decent work & economic growth</i> <i>SDG 3 – Good health & wellbeing</i> <i>SDG 13 – Climate action</i>
Council for Scientific and Industrial Research – Institute for Himalayan Bioresource Technology	- 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	<i>SDG 3 – Good health & wellbeing</i>
Department of Planning & Development, Government of Tamil Nadu	- 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	<i>SDG 12 – Responsible consumption and production</i> <i>SDG 4 – Quality education</i> <i>SDG 7 – Affordable and clean energy</i>

Karkinos Healthcare Pvt Ltd	• 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	<i>SDG 8 – Decent work & economic growth</i> <i>SDG 3 – Good health & wellbeing</i> <i>SDG 13 – Climate action</i>
Society for Community Organisation and People's Education (SCOPE)	• Ideating Strategies for Sustainable Products Developed by Women Self-Help Groups • Assessing The Awareness Of Ecosan Toilets In Rural And Urban Areas	<i>SDG 8 – Decent work and economic growth</i> <i>SDG 5 – Gender equality</i> <i>SDG 12 – Responsible production and consumption</i> <i>SDG 13 – Climate action</i>

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 applied for annual reporting periods beginning in January 2024, companies will start 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.

2. Financial Trading and Analytics Centre (FINTRAC)

This is the first such lab in Tamil Nadu equipped with **12 functional 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. Center for Operations Excellence

Collaborated with **09 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
2. Finance
3. Human Resource Management
4. Operations and Supply Chain Management
5. Digital Business and Analytics

Courses in PGP - I



Welcome to the dynamic journey of Post Graduate Program in Management at BIM Tiruchirappalli.

We are committed to nurturing the leaders of tomorrow. In the first three trimesters of this comprehensive program, our primary focus is to lay a robust foundation in management principles, equipping students with the essential knowledge and skills needed for success in the corporate world. The carefully curated courses offered during this period serve as a compass guiding students through the intricacies of management. From understanding the fundamentals of finance and marketing to delving into organizational behavior and strategic management, our curriculum is designed to provide a holistic view of the business landscape. This approach empowers students to build a strong foundation that not only enhances their theoretical understanding but also fosters critical thinking and problem-solving abilities.

At BIM Trichy, we believe in the importance of self-discovery. Hence, our courses are crafted to help students identify their strengths and weaknesses. Through interactive sessions, real-world case studies, and collaborative projects, students gain insights into their potential, enabling them to tailor their academic and professional journey accordingly.

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: Foundations and Smart Advances
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



Elective Courses

Finance and Economics Area

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

Finance and Economics Area

Roles students can contribute to:

- | | |
|---|---|
| <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• 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 Finance Fundamentals (BFF)*
- *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/>

Elective Courses

Marketing Area

Sl .No	Course Title
1	Brand Management
2	Marketing Metrics and Analytics
3	Sales and Distribution Management
4	Digital Marketing and Social Media Management
5	B2B Marketing
6	Services Marketing
7	IT Solutions and Enterprise Marketing
8	Retail Management
9	Agribusiness Marketing
10	Strategic Marketing with Markstrat Simulation
11	Advanced Marketing Analytics
12	Marketing of Financial Services
13	Customer Relationship Management
14	Consumer Behaviour
15	Integrated Marketing Communications
16	Sustainable Marketing in a Circular Economy

Marketing Area

Roles students can contribute to:

- | | |
|---|--|
| <ul style="list-style-type: none">• Product/Brand Manager• Digital Marketing Manager• Key Account Manager, E-Commerce• Marketing Analyst• Growth Marketing Specialist• Area Sales Manager• Business Analyst | <ul style="list-style-type: none">• 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*

Click on the link to know our Faculty Members:

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Elective Courses

Operations and Supply Chain Management Area

Sl .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 and Supply Chain Management Area

Roles students can contribute to:

- | | |
|---|--|
| <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• 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 (KPMG Workshop & Certificate)*
- *Value Chain Simulation Certificate by INCHAINGE, Netherlands.*
- *Advanced Project Management (APM) Certification*

Click on the link to know our Faculty Members:

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

Elective Courses

Human Resource Management Area

Sl .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:

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Elective Courses

Digital Business and Analytics Area

Sl .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*

Click on the link to know our Faculty Members:

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

Elective Courses

Strategy and Sustainability**

Sl .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
- 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 plan and manage 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.



Cultural Committee :

KALAICOM, 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 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.

Catalyst :



The Systems committee of BIM takes care of IT infrastructure and connectivity inside the campus. Catalyst manages the computer center, 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 center 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)

Managing Director, Appaswamy Real Estates Limited
Chennai



Dr. R K Raghavan, IPS (Retd.), (Member)

Former Director-CBI, Govt. of India
Chennai



Shri N Bala Baskar, IAS (Retd.) (Member)

Former Principal Adviser, Finance, Ministry of External Affairs,
Govt. of India



Mr. Koppu Sadashiv Murthy, (Member)

Chairman and Managing Director, BHEL
New Delhi



Mr. S Prabhakar, (Member)

Executive Director, BHEL
Tiruchirappalli

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!



Dr. N Kamakodi, (Member)

Managing Director & CEO, City Union Bank Limited
Kumbakonam



Dr K Shanmugam, (Member)

Former Chief Secretary to the Government of Tamil Nadu
Chennai



Shri Sathish Parasaran, (Member)

Senior Advocate, High Court,
Chennai



Dr. Tamarapu SRIDHAR, (Member)

Sir John Monash Distinguished Professor,
Emeritus



Dr. Asit K Barma

Director & Member-Secretary, BIM
Tiruchirappalli

Faculty Research Publications 2024

- Sultana, M. et. al. (2024). "CSR Expenditure and Company Performance: Financial Evidence from NIFTY 500 Companies" *Int. J. of Managerial and Financial Accounting*, Vol. 16 No. 1, pp. 395-413
- Sultana, M. et. al. (2024). "Integrating Management Accounting and Marketing Practices in Pursuit of Competitive Advantage", *Accountancy Business and the Public Interest*, Vol. 40 No. 09, pp. 39-47
- Barma, A. et. al. (2024). "CSR Expenditure and Company Performance: Financial Evidence from NIFTY 500 Companies" *Int. J. of Managerial and Financial Accounting*, Vol. 16 No. 1, pp. 395-413
- Sultana, M. et. al. (2024). "Effect of Market Factors on the Movement of Gold Bond and Gold ETF: An Exploratory Study" *Empirical Economics Letters*, Vol. 23 No. 3, pp. 191-204
- Sultana, M. et. al. (2024). "Exploring the Relationship between Economic Growth and Income Inequality in Developed Nations", *European Economic Letters*, Vol. 14 No. 3, pp. 2471-2479
- Barma, A. et. al. (2024). "Effect of Market Factors on the Movement of Gold Bond and Gold ETF: An Exploratory Study" *Empirical Economics Letters*, Vol. 23 No. 3, pp. 191-204
- Sriraman, VP. (2024). "Currency Exchange Rate Determinants: A Case of MENA and India". *Migration Letters*, Vol. 21 No. S4, pp. 856-71
- Sriraman, VP. (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*, Vol. 45 No. 2, pp. 151-169
- Sultana, M. et. al. (2023). "Financial Development, Country Governance and Economic Growth: Evidence from BRICS Economies" *International Journal Services and Operations Management*, Vol. 1 No. 1
- Sultana, M. (2024), "Battle over trademark: Kirloskar vs Kirloskar", *Emerald Emerging Markets Case Studies*, Vol. 14 No. 2, pp. 1-18
- K G Dinesh, S. et. al. (2024). "Measuring the Consumer's Choice of Environmental Sustainability Products", *A Sustainable Lifestyle Perspective*, Vol. 8 No. 6, pp. 1-17
- K G Dinesh, S. et. al. (2024). "Comparative Analysis of ChatGPT and Bard in Digital Governance: Accuracy, Adaptability, and Readability Insights", *Digital Government: Research and Practice (ACM Journals)* <https://dl.acm.org/doi/pdf/10.1145/3674846>
- K G Dinesh, S. et. al. (2024). "Measuring the consumer's choice for edible cutlery: A sustainable lifestyle perspective", *Journal of Infrastructure, Policy and Development*, Vol. 17 No. 2 pp. 69-80
- K G Dinesh, S. et. al. "Perceived Credibility of Social Media Influencers and Adoption Intention towards Green Apparel", *International Journal of Internet Marketing and Advertising* accepted for publication

Faculty Accomplishments 2024

Dr. Asit K Barma

Dr. Asit K Barma, received the Best Institution Overall award by World Education Congress, in Mumbai. He is proud to have received this award on behalf of the faculty, staff and students at BIM Tiruchirapalli who made this possible.



Dr. R. Subramaniam

Dr. R. Subramaniam received the prestigious "BIM IKIGAI Award 2024" for his significant contribution to BIM's consecutive victories in CAPSIM Business Simulation in the global forum which has been instrumental to BIM's mission of providing top-tier management education. The award was presented by Thiru. N. Muruganandam, IAS, Chief Secretary to the Government of Tamil Nadu; in the esteemed presence of Shri. Ravi Appasamy, chairman of the Board of Governors, BIM Trichy; Dr. Asit K Barma, Director, BIM Trichy; and Shri N Bala Baskar, member of the Board of Governors, BIM Trichy.



Dr. Mafruza Sultana

Dr. Mafruza Sultana received the prestigious "BIM IKIGAI Award 2024" for her significant contribution to BIM's Research Output and has aligned the institute with global academic standards during 2023-2024. The award was presented by Thiru. N. Muruganandam, IAS, Chief Secretary to the Government of Tamil Nadu; in the esteemed presence of Shri. Ravi Appasamy, chairman of the Board of Governors, BIM Trichy; Dr. Asit K Barma, Director, BIM Trichy; and Shri N Bala Baskar, member of the Board of Governors, BIM Trichy.



Dr. Mafruza Sultana presented a paper titled 'Gender Diversity and Firm Performance: Role of Equality' co-authored with Dr. Asit K Barma, Director, BIM, at the India Management Research Conference 2024 at the Indian Institute of Management Ahmedabad.



Faculty Accomplishments 2024



Dr. Asit K Barma

Dr. Asit K Barma received the prestigious award for BIM's Excellence in Student Outreach in 2024, at the 7th Edition of the Education Leaders Conclave and Awards in Hyderabad, organised by ObserveNow..

Dr. Jaya Krishna S

Dr. Jaya Krishna S, was invited in the ANZAM 2024 conference held at the University of Wollongong, Australia, to chair a session on "Business Process Innovation and Supply Chains". He also presented his paper titled "Assessing the Environmental Impacts of Product-Service Systems (PSS): The Product Lifecycle Perspective." along with his co-authors.



Prof. Mahalingam D

Prof. Mahalingam D received the prestigious "BIM IKIGAI Award 2024" for his significant contribution to the Tamil Nadu Government's Fellowship program with BIM. The award was presented by Thiru. N. Muruganandam, IAS, Chief Secretary to the Government of Tamil Nadu; in the esteemed presence of Shri. Ravi Appasamy, chairman of the Board of Governors, BIM Trichy; Dr. Asit K Barma, Director, BIM Trichy; and Shri N Bala Baskar, member of the Board of Governors, BIM Trichy.



Dr. Mafruz Sultana

Dr. Mafruz Sultana received the prestigious award for Emerging Leader in Higher Education 2024 at the 7th Edition of the Education Leaders Conclave and Awards in Hyderabad, organised by ObserveNow..



Management Development Programs

Unique Future Leader Development Modules

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 faculty from diverse institutions through innovative Faculty Development Programs. A few snapshots of Programs conducted in the year 2023-24 are as follows:

1. Tamil Nadu e-Governance Agency (TNeGA)

BIM conducted the two-day Leadership Development Program for the Tamil Nadu e-District Managers in partnership with Tamil Nadu e-Governance Agency (TNeGA).



2. Matrimony.com Limited

BIM conducted the two-day Authentic Leaders Program for Matrimony.com for their mid-level managers.



Management Development Programs

Unique Future Leader Development Modules

3.BHEL INDIA Limited

- i. Influencing through Executive Presence
- ii. Achievement Motivation
- iii. Developing Streak of creativity: Design Thinking Approach
- iv. Building Effective Team and Assertive Communication



3. Focus Blocks Development Programme (FBDP)

BIM started the regional training to prepare the Block Development Strategy Paper for the twelve blocks in Trichy, Ariyarur, Perambalur, Myluduthurai, Tirunelveli, Thoothukudi, Tenkasi, Ramanathapuram, & Kanniyakumari with the support of the District Collector, Trichy, Mr. Pradeep Kumar, IAS; Ms. S Sudha, IFS, Member-Secretary, State Planning Commission; Prof R Srinivasan, Member, State Planning Commission; and Dr. M Vijayabaskar, Member State Planning Commission.



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, competent teamwork 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.



Muthu Kumaran R

T. R. Prasana
Subramaniam

Yutesh P

GLOBAL CAPSIM FOUNDATION BUSINESS SIMULATION FALL CHALLENGE WINNERS

A team comprising three first-year MBA students achieved global 1st rank in the CAPSIM Fall 2024 Foundation Challenge. Our heartfelt gratitude goes to Dr. R. Subramanian for guiding the students. 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.

A team comprising five second-year MBA students achieved global 1st rank in the CAPSIM Spring 2024 Foundation Challenge. Our heartfelt gratitude goes to Dr. R. Subramanian for guiding the students. 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.



Pazhani Shankar

Ranjith R

Subramaniam

Venkatesh S

Palaniappan P L

GLOBAL CAPSIM FOUNDATION BUSINESS SIMULATION SPRING CHALLENGE WINNERS

Highlights of Students' Achievement



PROGYAN-24 Mithalapuri - Marketing Event

Organiser: Sastra University, Tanjore



BIM Trichy extends heartiest congratulations to the team of batch 40 for their multiple victories in the Mithalapuri-Marketing event of PROGYAN-24, organized by Sastra University, Tanjore. From winning in the Best Manager category to being finalists in the Stock War and winning the Marketing Ever competition, the students showed their competence and excellence.



Ms Akansha Gupta and Umar Farooquee won the second place in the Uniquet Case Study Competition by YNOS and CREST conducted in collaboration with IIT Madras. Through in-depth analysis using the YNOS platform and other resources, they identified potential future unicorns in India, evaluating startups for scalability and market acceptance. Their achievement highlights the analytical prowess and innovative thinking fostered to our students.

Ms Akshaya V secured her position till the semi final round of the prestigious Flipkart Wired 7.0 B-school pan India competition. Her perseverance and pragmatic approach was the catalyst to her journey and success. BIM Trichy takes immense pride in her victory.



BIM Trichy extends heartiest congratulations to Mr. Akshansh Vidyarthi for the insightful presentation of his research paper on ESG and Sustainability- 'Prioritizing E or S or G?' at the 25th Annual Convention, Strategic Management Forum(SMF) 2023, IIM Tiruchirapalli.

Placement Details



***Audited
Placement
Report***

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 - 2024 (BATCH 39)

Highest
CTC

₹ 16.00
L.P.A

₹ 10.50
L.P.A

Average
CTC

Median
CTC

₹ 10.00
L.P.A

TOP 25%

AVERAGE

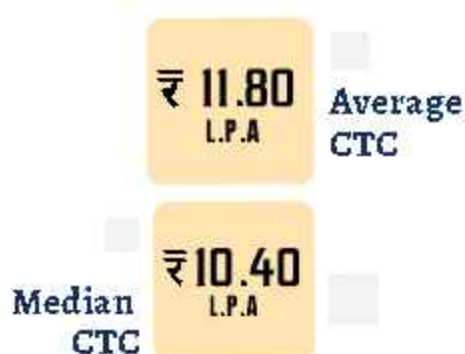
13.00 LPA

MEDIAN

13.00 LPA

Placement Details

PLACEMENT HIGHLIGHTS - 2024 (BATCH 40)



TOP 25%	
AVERAGE	16.10 LPA
MEDIAN	14.95 LPA

Final Placements Ongoing

SUMMER PLACEMENTS - (BATCH 40)

HIGHEST	
75,000.00 per month	11,285.00 per month

Top Recruiting Partners



Impacting the Local Ecosystem

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, SDB/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

MOU with Rennes School of Business, France

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



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

MOU with The University of Texas, Arlington, USA

Bharathidasan Institute of Management, (BIM) enters into an agreement of cooperation with The University of Texas at Arlington (UTA) to establish a program of exchange and collaboration in areas of interest and benefit to both institutions. Such collaboration includes:

- Dual degree program in Business Analytics (MSBA) program and Information Systems (MSIS) program
- Institutional exchanges by inviting faculty and staff of the partner institutions to participate in a variety of teaching and/or research activities and professional development
- Organize symposia, conferences, short courses and meetings on research issues
- Carry out joint research and continuing education programs
- Exchange information pertaining to developments in teaching, student development and research at each institution.

Fee Structure

FOR BATCH 2025-27

S.No	Particulars	I Yr (in Rs.)	II Yr (in Rs.)
1	Admission Fees	2750	0
2	Recognition Fees**	1250	0
3	Tuition Fees	672890	699825
4	Knowledge Facilities	40300	40300
5	Student Welfare	20700	20700
6	Academic Resources	20700	20700
7	Computer, Internet, Lab Facility, and Certification Fees	28830	28830
8	Examination Fees	20600	20600
9	Accommodation & Water Charges#	53800	53800
10	Caution Deposit	10000	0
11	Mess Deposit	7000	0
12	Subscription to Madras Management Association (MMA) Membership	590	590
13	Insurance Policy	580	580
14	Special Fee	1000	1000
15	Alumni Association Subscription Fees	1000	0
	Total	8,81,990	8,86,925

- ** No recognition fee for graduates from Bharathidasan University, Tiruchirappalli

On actual basis

- Additional:
- Mess Fees: Rs.75,000.00 (per year, on actual basis)

Optional:

- PG Certificate in SAP Programme Fees (Optional): Rs.2,36,000.00
- International Summer School at University of Sussex, UK or Exchange Program with Rennes School of Business, France, University of Texas, Arlington: Rs.5,00,000.00

"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 2025

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, Calcutta, on November 24, 2024, with the XAT exam on January 05, 2025, and the GMAT exam between January 2023 and January 2025. The registration number of the test taken by the candidate should be incorporated into the BIM online registration page in the space provided therein.

The selection process consists of the following stages:

Shortlisting of candidates based on CAT 2024 scores, XAT 2025 scores & GMAT scores (Validity taken from Jan 2023 to Jan 2025), 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 applicants' entrance exams. 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 in 10th standard, 12th standard, 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, 2025, 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, 2024, which will have a bearing on or affect the selection process.

TAMIL NADU CM FELLOWSHIP PROGRAM



The Government of Tamil Nadu has appointed Bharathidasan Institute of Management (BIM), Tiruchirappalli, as its academic partner to conduct the fellowship program.

BIM successfully completed the Tamil Nadu Chief Minister's Fellowship Programme (TNCMFP) for the 2022-24 cohort, collaborating closely with the Tamil Nadu government as the sole non-IIM academic partner. Selected through an intense three-tier process from over 24,000 applicants, 30 fellows engaged in a transformative public policy and management curriculum delivered by top experts from India and abroad. Throughout the program, fellows developed and implemented innovative solutions across critical government sectors, such as health, water resources, and urban development, under the mentorship of senior officials.



OPPORTUNITY FOR BIM COHORTS -

- *Top students will be getting exclusive opportunities to work with fellows of the Tamil Nadu CM's fellowship program on public policy projects.*
- *This will open up career opportunities for students in the consulting domain.*



The Hon'ble Governor of Tamil Nadu, Thiru R. N. Ravi, laid the foundation stone for the second campus of BIM in Tiruchirapalli, in the presence of the Guest of Honour, Thiru. Venu Srinivasan (Chairman, Emeritus of TVS Motor), Shri Ravi Appasamy (Chairman, BoG Bharathidasan Institute of Management), Dr. Asit K Barma (Director, Bharathidasan Institute of Management), Mr. Ramesh Gelli (Former Chairman – Board of Governors BIM), Thiru. Bala Baskar, Thiru. Sathish Parasaran, Dr. Kamakodi, Dr. R.K. Raghavan (Members, Board of Governors – BIM), Dr. M. Selvam (Vice-Chancellor, Bharathidasan University) and Dr. R. Velraj (Vice-Chancellor, Anna University), who were also among the dignitaries attending the event.

THE DREAM IN THE MAKING



**OUR
STATE-OF-THE-ART
SECOND CAMPUS**

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.

BIM Never Sleeps...

At BIM, a 100% student-driven campus, we work hard and party even harder!



Diversity, Inclusivity and Equity



A remarkable female-to-male ratio of 47:73, fostering a vibrant and inclusive learning environment.

Students from diverse regions across India and varied educational backgrounds, promoting cross-cultural understanding and exchange.



Initiatives like Outbound Leadership Program, Personal Growth Lab, Design Thinking workshop and Social Immersion Program empower them to reach their full potential.



BHARATHIDASAN
INSTITUTE OF
MANAGEMENT

Leave
the world
a better place
than
we found.

BIM Sustainability Day

October 05, 2024



Shri N Balu Basheer
Member,
Board of Governors,
BIM Trichy

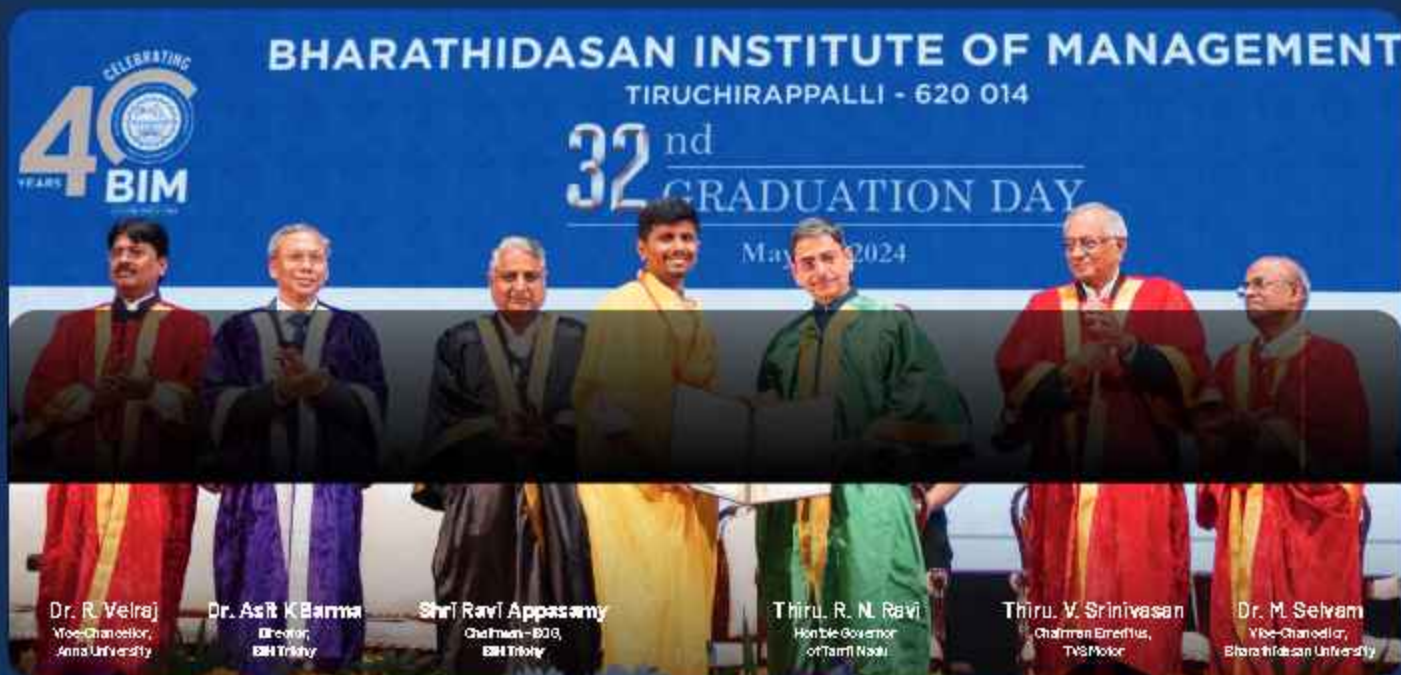
Thiru N. Muruganandam
IAS,
Chief Secretary,
Govt. of Tamil Nadu

Shri Ravi Appasamy
Chairman,
Board of Governors,
BIM Trichy

Dr. Asit K Barma
Director,
BIM Trichy

The presence of Thiru N. Muruganandam, IAS, Chief Secretary to the Government of Tamil Nadu, and other esteemed dignitaries greatly enriched BIM Sustainability Day, reflecting a shared commitment to fostering sustainability and inspiring future-focused initiatives.

BIM Sustainability Day at The Music Academy, Chennai



Dr. R. Velraj
Vice-Chancellor,
Anna University

Dr. Asit K Barma
Director,
BIM Trichy

Shri Ravi Appasamy
Chairman - BGS,
BIM Trichy

Thiru. R. N. Ravi
Hon'ble Governor
of Tamil Nadu

Thiru. V. Srinivasan
Chairman Emeritus,
TVS Motor

Dr. M. Selvam
Vice-Chancellor,
Bharathidasan University

The esteemed presence of Hon'ble Governor Thiru R. N. Ravi and other distinguished dignitaries graced BIM's 32nd Graduation Day, celebrating academic excellence and laying the foundation for BIM's new campus, a key milestone in its 40-year legacy.

influencing tomorrow...

Bharathidasan Institute of Management

**BHEL Complex, MHD Campus, BHEL Trichy Main Office
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9443318296



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admissions@bim.edu