



Bharatiya Vidya  
**Bhavan**

# PROSPECTUS

## 2023-2024

AICTE APPROVED  
**MBA**  
PROGRAMME

AFFILIATED TO  
**CUSAT**

**GLOBAL  
ASPIRATIONS  
INDIAN VALUES**



**Bhavan's**  
Royal Institute of Management

[www.brim.ac.in](http://www.brim.ac.in)

(Under the same management as SPJIMR, Mumbai)  
**TRIPUNITHURA, KOCHI, KERALA - 682 305**  
Phone : 0484-2775437, 9847333061



## VISION

The Vision of Bhavan's Royal Institute of Management is "to be one amongst the internationally acclaimed private business school in India nurturing global business leaders". To impart quality education and to mould the best managers who can contribute to nation building and uphold the values of Bharatiya Vidya Bhavan.

## MISSION

To mould Managers and Leaders with an inquisitive and innovative mind and social commitment; to promote R&D in the frontier areas of knowledge, as well as the demanding needs of the society, and to evolve and disseminate appropriate management practices.

## OBJECTIVES

To develop competent managerial resources to cater to the emerging requirements of the dynamic milieu.

To mould socially responsible management professionals and leaders strongly rooted in the inimitable Indian Value system.

To bridge the contemporary knowledge requirements for economic development through intensive management research and consultancy.



### KULAPATI (Dr.) K. M. MUNSHI

Founder - Bharatiya Vidya Bhavan

Our culture is not a composite bundle of different ways, nor a regimented unity. It is a synthesis reaching new levels of equilibrium under the unifying influence of certain fundamental values. The ways of life which India is thus synthesizing, have not been splinters, but whole cultures—each with a rich personality of its own.





# CHAIRMAN'S MESSAGE



"Bhavan's SP Jain Institute of Management and Research has been rated for decades, as one among the best in India. It is our vision that Bhavan's Royal Institute of Management shall also be groomed and developed over the years in the same lines to be among the best."

The Management Education scene, is changing fast. These are days when we see tremendous opportunities globally, both for entrepreneurship and employment for our youngsters, who have the creative and innovative spirit and desired acumen to excel. In Management education, importance is no more on core academic education, but on practical orientation. Government of India has launched certain extremely productive schemes such as 'Make in India', 'Skill India', 'Start up India' etc, which will promote new opportunities for jobs and help to develop the skill sets of our active young men and women. Management Education essentially has to help them to harness and apply their knowledge, intelligence and ideas to succeed.

B-schools today have very high responsibility to ensure need based quality education in all areas of Management which could provide the required exposure in theory and practice of Management that could equip our youngsters with the knowledge and skills needed to handle the challenging managerial or entrepreneurial responsibilities. Management Schools today have to be vastly different from those of past years, in terms of the course content, quality of faculty, teaching methodology, technology application, infrastructure facilities, etc. It is in terms of the relative excellence in these areas that the outstanding B Schools score and are rated. We in Bharatiya Vidya Bhavan have a rich tradition and excellent track record in managing several B Schools in the country. Bhavan's SP Jain Institute of Management and Research has been rated for decades, as one among the best in India. It is our vision that Bhavan's Royal Institute of Management shall also be groomed and developed over the years in the same lines to be among the best.

Set up next to the imposing Royal Hill Palace of yester years in Tripunithura, in a calm cool salubrious natural environment, our Institute - Bhavan's B-School - with a highly competent, knowledgeable and dedicated faculty, and with all the advanced infrastructure and other facilities needed for a modern B School of quality and excellence, enriched by the advice and guidance of an Academic Council with men of great eminence in the fields of academics, industry and commerce, strives hard to provide management education with a difference, for the aspiring students who have the dream and ambition to be world leaders.

Welcome to BHAVAN'S B-SCHOOL

Shri. Venugopal C. Govind  
Chairman,  
Bharatiya Vidya Bhavan, Kochi Kendra

# DEAN'S MESSAGE



"The aim of Bhavans B'School is to take you beyond technical proficiency to mastering the mental frame works and analytical tools for lasting individual development and professional success."

Pandit Jawaharlal Nehru, the first Prime Minister of India said 'The Bharatiya Vidya Bhavan covers all aspects of life from the cradle to the grave and beyond – it fills a growing vacuum in modern life'. Bhavan is in the field of imparting quality education in India and abroad since 1938. The sagacity and vision of Dr. K. M. Munshi has paved the way for the growth of an institution like Bharatiya Vidya Bhavan. It has grown from small beginning to a comprehensive global, intellectual, cultural and educational movement. On identifying the stressing need of Management Education in India, Bharatiya Vidya Bhavan started its first B-School – S.P.Jain Institute of Management and Research in Mumbai in 1981. Establishment of Bhavan's Royal Institute of Management at Tripunithura in 2002 was the first step by the Bhavan's to enter into the Management Education in Kerala. Two-year full time MBA Programme, which is affiliated to CUSAT and approved by AICTE is offered at Bhavan's Royal Institute of Management. This Institution is committed in transforming the students into better professionals by shifting the focus of the MBA Programme from conceptual learning to skill development, attitude change and value classification. We provide a perfect platform for the students to think out of the box to better hone their skills and attitude. Management education at Bhavan's will enable the students to face the transition driven by globalization, technological advancement, demography and pressing social imperatives. Four out of six faculty members are Doctorate holders and the remaining two have submitted their thesis for valuation and adjudication, the fruits of which is being passed on to the society especially the student community. Management Development Programme and the Faculty Development Programme organized by the Institute is well appreciated by the Corporates and the academicians. There has been overwhelming response for 'Casa De Gestao', the Management Fest organized by the students of Bhavan's Royal Institute of Management. Our major recruiters include Amazon, Byju's App, Kurlon, V-Guard, ICICI Securities, Deloitte, EY, Lenovo, KPMG, Reliance, Hedge, Amul, Accenture, Standard Chartered, MRF, Honda, Prabhu's Steel, Bajaj Alliance, Zydus Cadila etc. We believe in a philosophy 'Quality students are always in Demand'.

Welcome to Bhavan's B-School

Prof. (Dr.) Rajagopala Nair, DEAN, Bhavan's B-School



# BHARATIYA VIDYA BHAVAN

Founded by Kulapati Dr. K. M. Munshi, on November 7, 1938, nearly a decade before the advent of independence, with the blessings of Mahatma Gandhi and the cooperation and support of several distinguished stalwarts of India's freedom movement, the Bharatiya Vidya Bhavan has grown from small beginnings to a comprehensive global intellectual, cultural and educational movement. It is a totally secular and apolitical organisation. The main purpose of Bharatiya Vidya Bhavan is to provide a modern bridge to span the past, the present and the future, built on the strong foundation of the fundamental values of life.

Bhavan believes that there are elements in all cultures that transcend all barriers and knit people together. Its ideal is "Vasudhaiva Kudumbakam - The World is one Family". Its motto is "Aa no bhadraah kratavo yantu vishwatah - Let noble thoughts come to us from every side." Bhavan also firmly believes that revitalizing ancient values and reintegrating them to suit the changing needs of modern times alone will give people the strength to assimilate whatever is good in the new without being swept away from their traditional moorings.

## BHARATIYA VIDYA BHAVAN KOCHI KENDRA

Bharatiya Vidya Bhavan, Kochi Kendra is one of the largest Kendra among the entire Bhavan family, Kerala has the largest number of Bhavan's Kendra than in any other state of the Indian Union. The first Bhavan's Kendra in Kerala was formally inaugurated on 9th September 1979 at Kochi. Sri. Venugopal C. Govind is the present Chairman, and Sri. E. Ramankutty Warriar, the present Director.

Institutions run by Bhavan's Kochi Kendra are listed below :

- ▶ Bhavan's Balamandir : Started in 1971, Six branches around Cochin
- ▶ Bhavan's Vidya Mandir, Elamakkara : Started in 1977
- ▶ Bhavan's Vidya Mandir, Girinagar : Started in 1980
- ▶ Bhavan's Mahila Vibhag, Started in 1984
- ▶ Bhavan's Nursery Teacher's Training College : Started in 1986
- ▶ Bhavan's Vidya Mandir, Eroor : Started in 1989
- ▶ Bhavan's Adarsha Vidyalaya : Started in 1989
- ▶ Bhavan's Varuna Vidyalaya, Kakkanad, Cochin : Started in 1992
- ▶ Bhavan's Munshi Vidyashram, Thiruvankulam : Started in 2001
- ▶ Bhavan's Royal Institute of Management : Started in 2002
- ▶ Bhavan's Newsprint Vidyalaya, Vellor : Started in 2003
- ▶ Bhavan's Kala Bharati : Started in 2010
- ▶ Bhavan's College of Arts & Commerce, Kakkanad : Started in 2014
- ▶ Bhavan's Research Centre : Started in 2016

## BHAVAN'S INSTITUTES OF HIGHER LEARNING

The Bharatiya Vidya Bhavan, an Internationally reputed Institution dedicated to the promotion of education and culture, is a charitable public trust founded in 1983. Now the Bhavan has 119 Kendras/Officers spread over all parts of India and 8 centers abroad in United States of America, Canada, Portugal, South Africa, Kuwait, Mexico and Australia. Bhavan has acquired a true "International-Indian character and culture". It sponsors more than 367 Institutions all over the world. Bhavan's concern for evolving a new culture by proper synthesis with fundamental human values and growth oriented Indian culture finds expression in the establishment of institutions devoted to science, technology and management. Outstanding Institutions under Bhavan's banner in this context other than Bhavan's Royal Institute of Management are:

1. Bhavan's SP Jain Institute of Mangement and Research, Mumbai, Sydney, Singapore & Dubai
2. Bhavan's Institute of Management Science (BIMS), Kolkata
3. Lakshmi Mittal Institute of Management, New Delhi
4. Bhavan's Center for Communication and Management (BCCM), Bhubaneswar
5. Bhavan's S.A. Institute of Management, Dharwad
6. MP Birla Institute of Management, Bangalore
7. Bhavan's Institute of Management, Mysore
8. Sardar Patel College of Engineering, Mumbai
9. Sardar Patel College of Communication and Managemnt, Delhi
10. Rajendra Prasad College of Communication and Management, Mumbai
11. Rajaji International Institute of Public Affairs and Administration, Hyderabad
12. Bhavan's College, Andheri, Mumbai
13. Institute of Yoga Delhi
14. Bharatiya Sangeet and Nartan Shikshapeeth, Mumbai
15. Bhavan's College of Arts and Commerce, Cochin





## BHAVAN'S ROYAL INSTITUTE OF MANAGEMENT

There are nine Management Schools now in the country promoted by the Bharatiya Vidya Bhavan. Bhavan's Royal Institute of Management at Tripunithura, Kochi is a B School established by the Bhavan's Kochi Kendra. Bhavan's B-School's campus off Tripunithura Hill Palace, has been set up in 2002 in the erstwhile royal estates of the Kochi Maharajas, to offer PGDM Programme. All India Council for Technical Education has approved the course in 2008. In 2012 Bhavan's B-School introduced MBA Programme affiliated to Cochin University of Science and Technology (CUSAT). The campus has a heritage building with the magnificent elegance of royalty, providing the perfect ambience to mould the decision makers of tomorrow. Bhavan's B-School has state-of-the-art infrastructure facilities, highly dedicated team of faculty, innovative teaching techniques matching international standards, E-Learning facilities that will prepare the students to keep abreast of the changing business environment and above all, focus on the wholesome development of the students, all based on the value system of BHAVAN. Stress on Indian values and culture is an integral part of the MBA Programme at Bhavan's B-School.

Right from the time of admission Bhavan's B-School takes individual care of students. During the two years of training period each student is individually nurtured to become a competent executive inculcated with right attitude, skill and behavior expected from a business executive. With a view to ensure continuous improvement in communication and presentation skills and to instill a sense of self confidence among the students, a well-structured individual development schedule has been put in place. The mental and physical health of the students are taken care of by a strict regime of yoga and meditation classes.

## THE COURSE

Bhavan's B-School offers two years full-time MBA Programme and follows the semester pattern as per the curriculum of CUSAT. We impart continuous and comprehensive learning experience to the students through an interrelated system of continuous evaluation tools like assignments, quiz programmes, mid-term tests, case analysis, mini projects, oral tests, as well as an end semester examination conducted by the University. A ratio of 60:40 weights will be given for the semester examination and continuous evaluation. Besides there will be a Viva-Voce conducted at the end of each semester essentially by internal examiners to evaluate the student's integrative and basic knowledge on the subjects covered.

The first two semesters are devoted to functional and general subjects to enable the student to get a grip on all the functional aspects of management. The third and fourth semesters are devoted for a range of electives and remaining interdisciplinary courses. Bhavan's B-School follows a dual system of electives which enables the students to master in two functional areas. Each student should carry out a summer project work in a company after the completion of second semester for a period of six to eight weeks. In order to promote social commitment among the young managers, a compulsory social project work is also included in the third semester which is a unique aspect of this course at Bhavan's. The class room sessions are from 9 am to 5.00 pm.





## INFRASTRUCTURE FACILITIES

### Library Complex

We have a collection of 12000 books and 7500 titles related to all the courses offered in the Institute are readily available in the library. The library has an open access system to facilitate readers to have an easy access to library resources. It is fully automated and has adopted open source software KOHA for integrated library management for information retrieval, which ensures efficient delivery of library services. The library is barcoded which helps in efficient issues/returns of books. We subscribe to a good number of national and international journals on various disciplines in management. We also subscribe to a large number of general newspapers, business dailies, periodicals and magazines. Moreover, a digital library with thousands of E-Journals and current abstracts for business research from EBSCO. The Institute is a Club member of the National Digital Library of India.

### Wifi Campus

The entire campus has access to high speed WiFi connectivity.

### Computer Lab

General access computing is available with hardware and software licensed for students, faculty and staff use. Students will receive personal staff assistance and printing facilities in the computer lab.

### Hostel Facilities

Students are offered residential accommodation on twin sharing basis within the verdant campus. Separate boy's and girl's hostel with all modern facilities for a comfortable stay is ensured.

### College Canteen

The spacious canteen within the campus offers hygienic and nutritious food prepared by dedicated staff members. The menu is decided by mess committee comprising student and staff representatives.





# Governing Council

Bhavan's Royal Institute of Management is guided by an elite Governing Council comprising of proven leaders from industry and academic arena. The members of the Governing Council are :

**Shri. Sesa Iyer**  
Professor and Adviser to the Dean,  
Sp Jain Institute of Management &  
Research, Mumbai



**Shri. Prasad K. Panicker**  
Executive Director,  
BPCL KRL



**Shri. Venugopal C Govind**  
Chairman, Bharatiya  
Vidya Bhavan



**Shri. Unni Krishnan K. Nair**  
Professor  
IIM-K



**Shri. E. Ramankutty**  
Director, Bharatiya  
Vidya Bhavan



**Shri. P. R. Poduval**  
Former Director - School of  
Management Studies - CUSAT



**Shri. K. C. Sankaranarayan**  
Treasurer and Secretary,  
Bharatiya Vidya Bhavan



**Shri. K. A. Zakkariya**  
University Representative  
Professor, School of Management  
Studies, CUSAT



**Shri. Shyam Srinivasan**  
MD and CEO,  
Federal Bank



**Prof. (Dr.) Rajagopala Nair**  
DEAN, Bhavan's B-School



**Shri. Dinesh Thampi**  
Vice - President, Operations  
TCS, Kochi



**Dr. M. Bhasi**  
Professor, School of Management  
Studies, CUSAT



*The Regional Director, AICTE (TVM), The DTE, Kerala and Representative of Govt of Kerala are also members of the Governing Council*



# INTERNAL FACULTY

The excellent team of faculty at Bhavan's B-School comprises  
**INTERNAL FACULTY, ADJUNCT & VISITING FACULTY**



**Prof. (Dr.) Rajagopala Nair**  
MBA, M. Com, LLB, Ph.D

Gold medalist and First Rank holder for M. Com from the University of Calicut in 1980 and Ph.D. from the University of Kerala in 1995, Dr. Nair is specialized in Finance and Marketing. He is also a Law graduate from the Govt. Law College, Ernakulam. He has 43 years of Teaching and Research experience and is the author of 'Text Book of Marketing and Sales Promotion'. Twenty Ph.Ds are awarded under his guidance. He is Resource Person at the Academic Staff Colleges in Kerala and has chaired many conferences and seminars. The recipient of 'Sai Samanvaya Award' for his excellent contribution to the field of education. He is the member of Board of Studies (BBA) of Sree Narayana Open University, Kollam.



**Dr. Smitha Rajappan**, MBA, M.Phil, a faculty member, brings with her three years of Industrial experience as Programme Officer in a Government of India Project. She has joined team Bhavan's Royal Institute of Management in 2006. She has published research articles in National and International Journals.



**Dr. Deepa Unnithan**, PGDM, She brings with her more than 3 years of industrial experience as Banker in HDFC Bank and Barclays. She has also served as the Programme Manager for Commercial Programmes in Jeevan Telecasting Corporation. She has published several papers in national and international journals. She is the Co-ordinator of Bhavan's IEDC and also serving and the Head of the Department.

**Dr. Girish S. Pathy**, PGDM, After his graduation in Cooperation and Banking, Dr. Girish S. Pathy, spent about 2 years in industry and practiced marketing. He took 2 years break for his PGDM at Bhavan's Royal Institute of Management. He was placed as training officer at Muthoot for about 6 months and joined the faculty team of Bhavan's B-School in February 2011. He has published papers in International journal and has also presented papers in Seminars. His Ph.D. is in Consumer Behaviour.



**Dr. Rohini S. Nair** PGDM with specialization in HR and Marketing from Bhavans Royal Institute of Management. She has joined at this Institute in 2011. She belongs to the seventh PGDM batch of Bhavan's Royal Institute of Management and is the gold medallist for being the first rank holder in the batch. She has joined Bhavan's Royal Institute of Management after working in Axis Bank. She has published research articles in National and International Journals.

**Dr. Aswathy Mohan**, M.B.A. has completed her Post Graduate degree in Management from Albertian Institute of Management (AIM). She was with the Kerala University of Fisheries and Ocean Studies as Assistant Professor in School of Management and Entrepreneurship for two years. She joined this Institute in 2015. She is the Asst. Co-ordinator of Bhavan's IEDC. She has published research articles in National and International Journals.





## Adjunct Faculty

- Mr. Venugopal C. Govind FCA, Senior Managing partner, Varma & Varma, Chartered Accountants, Kochi
- Prof. (Dr.) P. R. Poduval, Former Dean, Faculty of Social Science, CUSAT
- Prof. (Dr.) Sankaranarayanan K. C., Former Dean, Faculty of Social Science, CUSAT
- Mr. Manomohanam, CEO, Muthoot Capital Services Ltd.
- Mr. Mukesh Kalra, Joint Secretary (International Trade) at FISME, New Delhi
- Mr. S.R. Nair, Chief Executive Officer, Team Frontline Ltd., Kochi
- Mr. Renjith Ramachandran, CEO, Plant Lipids
- Mr. Thampi Kurien Head, HR, Federal Bank
- Mr. P.T. George, VP-HR, V-Guard
- Mr. A.S. Girish, Head, HR Operations, Appolo Tyres, Kerala
- Mr. P.V. Ramesh, General Manager, Zuari Cement
- Mr. Saanil Bhaskaran, Senior Manager, Akshayapatra Foundation
- Mr. Praveen Saseedharan, Deputy Manager, McDonalds India
- Mr. Prabhulal, Regional Manager (Marketing), Plant lipids
- Mr. Anantha Krishnan, AGM, SBT (Retd.)
- Ms. Kanak Jinan, HR Trainer



## Visiting Faculty

- Prof. K. Kalyanaraman, Retd. Professor, Kerala University
- Prof. (Dr.) R. Seshu Iyer, Advisor to the Dean, SPJIMR
- Dr. K.S. Chandrasekhar, Professor and Director of Institute of Management, Kerala
- Prof. (Dr.) Bhasi A Balakrishnan, Controller of Examinations, CUSAT
- Prof. (Dr.) Jagathy Raj V.P., Professor, School of Management Studies, CUSAT
- Prof. (Dr.) Zakkariya K.A., Professor, School of Management Studies, CUSAT
- Dr. S. Sreekumar, MBA, PhD, General Manager, SIDCO
- Mr. A. Radhakrishnan, CEO & MD, Infosys BPO Ltd.
- Dr. K.S. Anantha Raman, Retd. General Manager, TCC
- Mr. Roshan K. Menon, Binani Zinc Limited
- Mr. P. Jayaraman, former Marketing Manager, FACT
- Mr. Sooraj Abraham, HR and Soft Skill Trainer, Kochi
- Mr. John Mathew, Chief Manager-HR, V-Guard Ltd.
- Adv. Sunil Bedekar-High Court, Mumbai
- Mr. M.S. Sreekumar – HR Consultant
- Mr. Atul Pujar, ITC Limited, Cochin
- Mr. Pramod J Simon, Head Production, Synthite, Cochin
- Mr. Muralikrishnan K.R., Asst. Manager, Tesco, Bangalore
- Mr. Ajayaraj Palasseni, Director, Nagarjuna Group
- Mr. Aravind Warriar, Sr. Business Partner & University Relation - People & Organisation, Novo Nordisk
- Mr. A. Krishnaswami, IIM K alumnus and a successful entrepreneur
- Adv. Diya C.R., High Court of Kerala
- Mr. Sony Mathews – Manager, Geojit Financial Services Ltd.
- Mr. Shajman – HR Manager, ICICI Securities
- Mr. Jomon Joseph – Strategist
- Mr. T. P. Aravindan – Communicative English
- Mr. Rajesh Panicker – Yoga Trainer
- Mr. Pradeep Mypilly – M. Tech
- Mr. Babu G. – CFA, MBA



# SCHEME OF STUDY

## FIRST SEMESTER

• SMS2101 Management Concepts and Organisational Behaviour • SMS2102 Statistics for Managers • SMS2103 Managerial Economics • SMS2104 Business Communication • SMS2105 Financial Accounting • SMS2106 Business Environment • SMS2107 Indian Ethos and Business Ethics • SMS2108 IT for Business and Management • SMS2109 Managerial Skill Development

## THIRD SEMESTER

• SMS2301 Management Science • SMS2302 Organisational Structure, Design and Change • SMS2303 Business Analytics • SMS2304 Summer Project Work • SMS2305 Elective – 1 • SMS2306 Elective – 2 • SMS2307 Elective – 3 • SMS2308 Elective – 4

## SECOND SEMESTER

• SMS2201 Financial Management • SMS2202 Marketing Management • SMS2203 Operations Management • SMS2204 Human Resource Management • SMS2205 Management Accounting • SMS2206 Business Research Methods • SMS2207 Legal Aspects of Business • SMS2208 Innovation and Entrepreneurship • SMS2209 Managerial Skill Development

## FOURTH SEMESTER

• SMS2401 Corporate Governance and Strategic Management • SMS2402 Environment Management • SMS2403 Elective – 5 • SMS2404 Elective – 6 • SMS2405 Elective – 7 • SMS2406 Comprehensive Viva-Voc

## LIST OF ELECTIVES

### MARKETING

- Consumer Behavior
- Advertising and Promotion Management
- E-Commerce
- Marketing Research
- Strategic Marketing
- Sales Management
- Services Marketing
- Brand and Product Management
- Retail Management
- Industrial Marketing
- Distribution Management
- Customer Relationship Management
- Digital Marketing
- Marketing Analytics
- Strategic Marketing for Non-profit Organisations

### FINANCE

- Industrial Finance
- Working Capital Management
- Corporate Taxation
- Security Analysis and Portfolio Management
- Management of Financial Services
- Financial Derivatives
- Corporate Restructuring
- Banking Services
- Financing of Small Business

### PRODUCTION AND OPERATIONS MANAGEMENT

- Supply Chain Management
- Purchasing and Materials Management
- Quality Management
- International Logistics Management
- Service Operations Management
- Project Management

### INTERNATIONAL BUSINESS

- International Finance
- International Logistics Management
- International Marketing
- Export Import Policies and Procedures
- Global Human Resource Management
- Supply Chain Management

### INFORMATION TECHNOLOGY MANAGEMENT

- Enterprise Resource Planning
- Strategic Management of Information Technology
- Data Base Management Systems
- Business Process Re-engineering
- System Analysis and Design
- Technical Foundation for E-Business
- Data Mining for Business Intelligence
- Advanced Data Analytics for Business Decisions
- Technology Management

### HUMAN RESOURCE MANAGEMENT

- Strategic Human Resource Management
- Management of Industrial Relations
- Management Training and Development
- Global Human Resource Management
- Compensation Management
- Human Resource Planning and Development
- Organizational Change and Intervention Strategies
- Managing Interpersonal and Group Processes
- Human Resource Development : Strategies and Systems
- Performance Management

### GENERAL

- Corporate Social Responsibility
- Management of NGOs
- Simulation and Modeling



## EXTRA ACADEMIC ACTIVITIES

Corporate world is highly dynamic and a manager has to be skillful and alert to meet the challenges. We, at Bhavan's Royal Institute of Management concentrate on the holistic development of our students. We nurture the zeal for hard work, the quest for details, and the ability to work in group, and above all the confidence and ability to communicate effectively.

### PRATIPAD

Students are inducted to MBA programme through an extensive orientation – Pratipad, a well-designed blend of expert interactions, ice breaking games etc.

### RESEARCH PAPERS

The objective of research paper presentation is to develop quest for research among the students. The spirit for searching information will definitely improve the reading habits of the students and provide them in-depth knowledge about current business environment. Every semester each student has to take one topic for research paper preparation from among the list of topics made available to them. The paper has to be presented in a seminar class and is evaluated by a team of faculty. This will also help to develop the comprehension skill, writing skill, analytical skill and presentation skill of the students.

### JOURNAL REVIEWS

Innovations and creative imitations provide competitive advantage for business corporations. Management journals carry information related to current practices and expert opinion about the impact of such practices and changes due to it. It is essential for management students to keep abreast with such changes by reading good journals. Thousands of National and International Journals are available in the Bhavan's B-School library and digital library. Students are expected to critically evaluate the articles and make a presentation before their classmates. This exercise provides the student with the opportunity for reading articles relevant to business and industry to assimilate changes happening around the world.

### TRAINING IN ANALYTICAL SOFTWARE PACKAGES

In order to cater to the increasing demand from industry for quality analytical professionals, the students are offered regular sessions on popular software packages like SPSS, advanced Excel etc. by experts from industry and academia

### NEWS ANALYSIS

Bhavan's B-School subscribes to all the major business dailies. Students are expected to go through the dailies and are the opportunity to present their views about the major issues covered every day. This helps the student to keep abreast with the latest developments globally in business and industry. While one of the students critically reviews a new item with additional information collected through his research and enquiry, others participate in the discussion session following presentation.

### BUSINESS QUIZ

Bhavan's B-School aims at giving every opportunity for the

student to develop. Course based quiz are conducted by faculty handling the course where as business quiz are regularly scheduled and organized by student quiz coordinators. Students are motivated to ensure their active interest and participation in business quiz competitions as it adds value to them.

### DWIPAD

DWIPAD is a Corporate Readiness Training Programme offered to the second year MBA student to enhance their employability skills.

### SOCIAL PROJECTS

Bhavan's B-School tries to contribute socially responsible individuals and managers to the world. We want them to be grounded to the roots, understand the needs of the local community and respond to it. Bhavan's B-School organizes compulsory social projects and community extension programmes. Bhavan's B-School organize free medical camps, blood testing camps, blood donation camps, dental check-ups, eye clinics with support of reputed hospitals and medical colleges in Kochi.

### SOFT SKILL DEVELOPMENT PROGRAMME (SDP)

SDP sessions are regularly conducted in evening sessions with the help of faculty and experienced trainers to develop the soft skill of Bhavan's B-School students. GD sessions and mock interview sessions are also part of the SDP to equip them to take up good managerial positions in reputed corporate houses.

### BOOK REVIEW

Book reading is a starting step, which build solid stairs for our students to climb up achieving something big out there. The comprehensive book review sessions of Bhavan's B-School takes our students through a newer level of the world of reading and create a passion to explore it and even nurture a fulfilling hobby. Reading also increases the understanding of the values of life, in order for these grooming managers to adapt, adopt and accommodate into the society better. Every semester, each student has to select a book from the library for reviewing and present a description and evaluation of the book which will lead to extensive class discussions. This will enhance the reading and comprehension abilities as well as critical thinking of students.

### CORPORATE INTERACTION

Students in Bhavan's B-School are provided ample occasions to interact with the Corporate Executives. The main objective of corporate interaction is to expose them to the realities of the corporate world. The executives from



different industries are invited to share their experience and expertise so that the students will get acclimatized to various industrial cultures and practices. Both practitioners and consultants from industry are invited. The forum provides students the opportunity to bridge the gap between theory and practice through open discussions and debate with distinguished practitioners. These interactions enable the students to understand the challenges ahead of practicing Managers.

#### INDUSTRIAL VISITS

In order to expose the students to the real life situations in industry we regularly conduct industrial visits during the first year of the course. Students are taken to manufacturing industries in and around Kochi and familiarise them the operations of such industries. They also get the opportunity to interact with the senior managers in their work setting and receive inspiration and insights about future career.

#### SEMINARS AND SYMPOSIA

Every year Bhavan's B-School conducts seminars at national and international level which acts as a meeting platform for management evangelists to augment the holistic perspective of our students on contemporary management themes. The Institute will encourage the students to organize seminars, symposia, etc. for discussing emerging issues in trade, industry and business. The students can identify resource personnel from the industry/academic field and organize the guest talks. There will be at least one seminar in a semester.

#### STUDENT'S HEALTH AND WELL-BEING

The physical and mental well-being of our students are equally important to us. The institute conducts Yoga classes by an experienced Yoga teacher. Attending to Yoga classes is compulsory and the Yoga teacher administer periodical tests to ensure that everybody takes the sessions seriously and gain the expected benefit out of this programme. Facilities for playing indoor and outdoor games like football, volley ball, badminton, cricket, table tennis, chess, and caroms are provided and the students shall make use of these facilities extensively. Students can avail the services of nearby hospitals also in case of necessity. All advanced medical facilities are available nearby the campus.

#### STUDENT MENTORING

A group of 20 students are attached to a member of faculty who serves as a Mentor. The students can approach the Mentor for redressing their grievances, sorting out personal problems etc. Parents can contact the Mentor for any details regarding the performance of their wards. All leave applications of the students should reach the Dean only through the Mentor with his recommendations.

#### FUNCTIONAL CLUBS

A) **SYNERGY** – Student life is diverse@ Bhavan's B-School. All activities are converged at the holistic development of students. Be it sports, hobbies, cultural or literary events; the main emphasis of all student activities at the campus is for the improvement of managerial skills and personal attribute of the students. The purpose of Synergy HR Club, is to enhance professional competence through personal development and growth and to encourage members to take a global and strategic view of their development as leaders.

B) **MARKETING MIX** – Marketing Mix is the marketing club of Bhavan's B-School. The main objective is to enhance the marketing sense and skills of the students through practical application of their learning in different areas of marketing. Various activities and events conducted by the student body are games, quizzes, products launch, market analysis and expert insight about contemporary developments in marketing.

C) **FORTUNA** – The Bhavan's B-School "Fortuna" club is intended to promote the activities of the finance wizards in the class. It promotes peer and interactive learning among the students in the area of finance. The Fortuna club provides an opportunity to the students to take the initiative and organize occasional talks by finance specialist from the industry. The club also conducts stock games, quizzes, business plan and other experimental methods to promote "learning by doing" in the fast changing field of finance.

#### LANGUAGE LAB

Bhavan's B-School has a well-equipped Multi Media Digital Language Lab to help our students to gain proficiency in communicative English. Students can take communication lessons from linguistic software individually or in groups to improve their abilities, modulation and accent.

#### CULTURAL ACTIVITIES

Unity in diversity is the hallmark of Indian culture. Bhavan's B-School celebrates this diversity with great poise during Onam, Christmas and Ramadan. Other important festivals and events such as New-Year day, teacher's day, college day and arts festivals are also occasions for celebration at Bhavan's B-School. Beyond celebrations these are opportunities for the students to sharpen their organizational abilities as well as to showcase their various artistic talents.

#### SPORTS & GAMES

Going by the truism "A healthy mind can exist only in a healthy body". Bhavan's B-School has facilities for playing indoor and outdoor games like football, volleyball, badminton, cricket, table tennis, chess and caroms. We also conduct Annual Sports Meet wherein students are



encouraged to participate in various indoor and outdoor games and athletics.

#### EDUCATIONAL TOUR

We encourage industrial visits in the first year and in the 2nd year, students accompanied by members of faculty go for an educational tour to destinations of student's choice. Bhavan's B-School considers this as an important measure for socialization of our students.

#### BHAVAN'S IEDC

Bhavan's Royal Institute of Management is a recognised Innovation and Entrepreneurship Development Centre (IEDC) of Kerala StartUp Mission, promoting Entrepreneurial Skill among the students.

#### NOBLE THOUGHTS – THE CORPORATE LECTURE SERIES

Apart from regular corporate interactions, eminent sessions by highly accomplished and erudite leaders from academia and industry are offered to students and faculty.

### Students' Achievements

<b>Budding Leader Award</b>	Mr.Visakh Ram Mohan, 2 <sup>nd</sup> MBA won the title of " Budding Leader" in the All India Management Fest, Berchnova-2017. The winner was honoured with trophy,certificate and a cash prize of Rs. 25000
<b>Distinction in University Examination</b>	Mr. Visakh Ram Mohan, Ms. Aparna Lakshmanan and Ms. Achla Anoop from MBA 2016-18 were secured highest marks in college with distinction in University examination.
<b>Winners in HR contest in the management fest hosted by MACFAST,Thiruvalla</b>	The team comprising Ms. Aparna Lakshmanan, Ms. Aswathy S., Ms. Achla Anoop and Ms. Anamika S won First Prize in HR contest at MACFAST Tantra.
<b>Winner in Western Solo</b>	Ms. Kasthoori, secured first place in Western Solo Song in 'inflore' - National Management Fest organised by Rajagiri Business School.
<b>Winners in the Business Plan Competition 2020</b>	Jisma and Ann Maria secured third place in the Business Plan Competition 2020 organised by Madras Management Association.

## Andragogy

MBA being a post graduate training programme, the learning system in this institute is based on case studies, assignments, presentations, role plays and mini projects. The students are expected to do the learning based on the curriculum plan facilitated by subject faculty through lectures. Continuous assessments and semester end examination will be used for evaluation of students.





# ADMISSIONS

Bhavan's B-School offers a two year full-time MBA Programme approved by AICTE New Delhi and affiliated to Cochin University of Science & Technology (CUSAT). The annual intake of the course is 120. 60 seats are offered on Government merit quota and 60 seats are offered on Management merit quota.

## Eligibility Criteria

Any graduate with 50% marks in aggregate and a valid score in CMAT/CAT/KMAT is eligible to apply. All UGC specified Degrees, awarded by the UGC approved statutory Universities are recognized by Bhavan's B-School for



admission to MBA course. However, distance education courses will be considered only if it is approved by the Distance Education Council, New Delhi. Final year degree students may also apply. Community reservation norms are followed as per Government and University stipulation.

Application forms can be availed from Institutes Office or Bharatiya Vidya Bhavan Kochi Office. Alternatively forms can also be downloaded online from [www.brim.ac.in](http://www.brim.ac.in). The cost for application form is Rs. 600/-. The filled in application forms should be sent to:

The Dean,  
Bhavan's Royal Institute of Management,  
Old Guest House Road, Thruvankulam,  
Tripunithura – 682 305, Kochi, Kerala.

Students from all the States can participate in the admission process.

## SELECTION PROCEDURE

The short-listed candidates will be called for group discussion & personal Interview. A panel of experts from industry and academia along with a representative of the CUSAT will select the prospective candidates based on the following norms

PARAMETERS	WEIGHTAGE
CMAT/CAT/KMAT Score	80%
Group Discussion	10%
Interview	10%

1. The minimum qualifying cut off marks is 10% for General Category and SEBC and 7.5% for SC/ST.
2. All tests will be treated at par (CAT/CMAT/KMAT).

## FEE STRUCTURE

Tuition fee	Rs. 70,000/- per Sem.
Hostel fee	Rs. 7,500/- per Sem.
Admission fee	Rs. 1,000/-
Hostel Admission fee	Rs. 1,000/-
Caution Deposit	Rs. 2,000/-
Hostel Caution Deposit	Rs. 4,000/-
The fees shall be payable online (as per High Court Directions)	

## RAGGING FREE CAMPUS

Students from different parts of India harmoniously co-exist in this campus. Ragging is strictly prohibited in the campus and hostels. Since inception of the institution in 2002 this is a ragging free campus. As it is statutory, Anti-Ragging Committee, Anti-Ragging Squad, grievance committee and 'Mentoring Cell' are active in the campus.







# FACULTY & EXECUTIVE DEVELOPMENT PROGRAMMES





## PLACEMENT DETAILS

YEAR	NO. OF STUDENTS	NO. OF STUDENTS PLACED	PLACED PERCENTAGE
2021-22	60	52	86.00
2020-21	60	50	83.00
2019-20	60	51	85.00

## RESULTS

YEAR	NO. OF STUDENTS	NO. OF STUDENTS PASSED	PASS PERCENTAGE
2021-22	60	55	92.00
2020-21	60	54	90.00
2019-20	60	55	92.00

## INDUSTRY INSTITUTE INTERACTION



Mr. Sabarinath Menon-Manager, RentOKil PCI, Bangalore



Mr. Sushanth K. S., GM, Thomas cook



Mr. Jaydev Menon, CEO, Akash - people transformation



Mr. Arun Narayanan, TCS



Ms. Shibi P. K., Corporate trainer



MoU with NSE on Knowledge Sharing



# OUR RECRUITERS

Bhavan's B-School has consistently placed all its previous students because of the untiring efforts of the placement division. The faculty co-ordinators and student co-ordinators pool their talents and achieve hundred percent placements year after year.





## TESTIMONIALS

### Visakh Ram Mohan

Federal Bank Ltd.



There are some choices in life that leave you feeling happy for yourself for having made them. It is a matter of pride to have made a decision to join Bhavan's B-School. It had the very apt pedagogy, resources and ambience that helped me realize my innate potential in doing what I wanted to. The pool of features, offered by Bhavan's B-School, has enabled me to channel my abilities and in the process offered me a professional career that was always desired. It is not always the lakshya that alone counts. For at times, your marga determines what you are when you reach the lakshya.

### Aparna Lakshmanan

Kotak Mahindra Bank Ltd.



I am very glad to share about the positive journey I had at Bhavan's Royal Institute of Management. All the faculty members are enthusiastic and always ready to help. The support I got from the institution provided me an opportunity to find and follow a career I had desired for, in a reputed Bank like Kotak Mahindra Bank.

### Vineetha V. Nair

S&P Global



I consider my 2 years tenure at Bhavan's Royal Institute of Management as a great experience. Bhavan's provides a great platform for skill enhancement and to get a great learning experience. The members of faculty as well as of the placement committee were extremely supportive in developing us to meet the industry expectations as well as ensuring maximum number of placement opportunities to all of us. I wish to express my sincere gratitude to the Dean and staff of the institution for their relentless support.

### Sidharth S. Kumar

Vitson Steel Corp



I consider the time spent at Bhavan's Royal Institute of Management as a great phase of my life. The institute has a good group of faculty members, who are extremely cooperative, and the campus environment is very positive. Training and Placements cell is very active and persisted to provide the right opportunity for the students. The days spent at Bhavan's has a special place in my life and will be remembered forever. It's a place which brings the best out of each student. I will miss the campus. Thank you Bhavan's for making me who I'm today.

Two-years of MBA experience in Bhavan's Royal Institute of Management, made me stand out from a crowd with the courage to take responsibility by experimenting lot of things. The number of different activities, assignments, and clubs that we had at our college helped me to switch and think from many dimensions by solving a case study related to HR at 10 am and creating a marketing video at 12 pm, which enabled me to be more flexible in my workplace.

**Neema Rajendran , Batch 2015-2017 (HDFC Bank)**

What I admire most about Bhavan's Royal Institute of Management is the consistent support and encouragement from everyone. Faculty members of the institution help and encourage open discussion, in a participative learning environment. Bhavan's Royal Institute of Management helped me in transforming myself to an all rounded personality.

**Mohammad Faizal, Batch 2015-2017 (V-Guard)**

2 years of MBA experience gave me the opportunity to learn, explore and grow. This gave me the confidence to take responsibilities and overcome my inhibitions. We had a number of different subjects, assignments and club activities that we were exposed to, this helped me multitask more effectively. I learned the importance of prioritizing work and this enabled me in dealing with life outside of academics as well.

**Midhuna Varma, Batch 2015-2017 (Markon Strategy Consulting)**





## Bhavan's Royal Institute of Management

Affiliated to  
Cochin University  
of Science and Technology

Serene Campus



High Quality  
Placements



Managed by

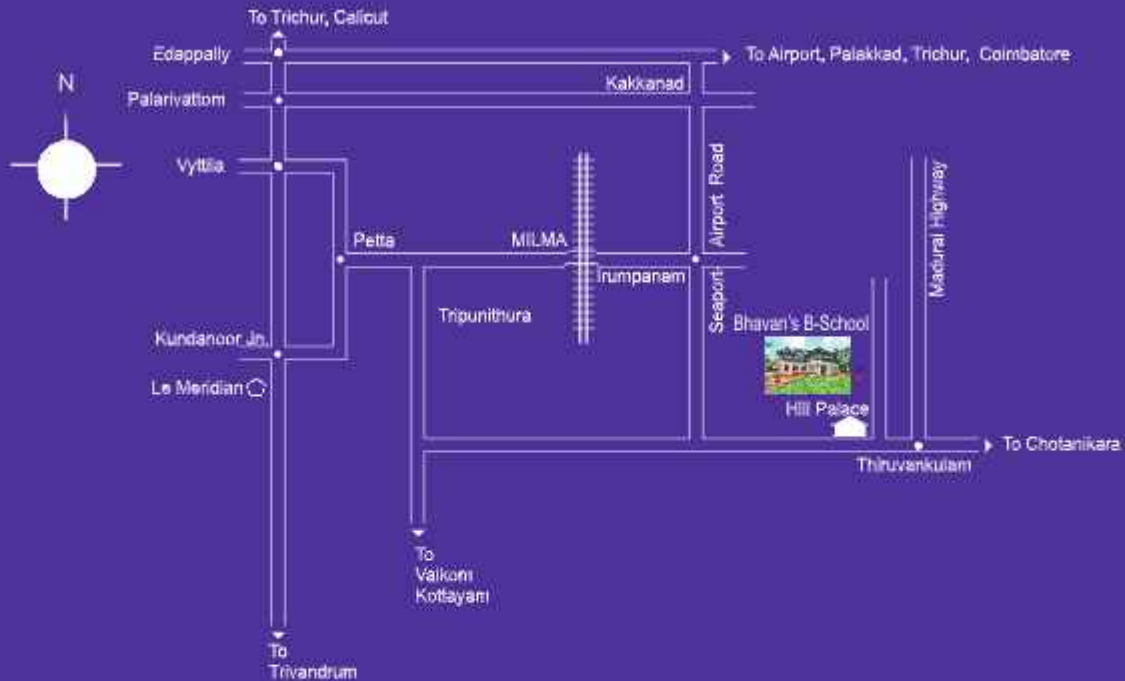


**Bharatiya Vidya  
Bhavan**

Scientific Andragogy



State-of-the-art Infrastructure



**Bharatiya Vidya  
Bhavan**

### BHAVAN'S ROYAL INSTITUTE OF MANAGEMENT

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