



*influencing tomorrow...*

# BHARATHIDASAN INSTITUTE OF MANAGEMENT

**MBA Admission  
2026-2028**

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# Director's Message



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Welcome to BIM!

I am eagerly awaiting your arrival on campus as BIM enters a significant phase in its transformational journey. Having reached its fourth decade, 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 worldwide 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 linchpin of BIM.

Our Pi-shaped Program architecture supports emotional well-being and mental fitness. It includes activities that build resilience in Gen Z learners, giving you an unforgettable learning experience and making you better equipped for a fast-changing business environment.

A handwritten signature in blue ink, which appears to read "Asit Barma". The signature is written in a cursive style with a blue horizontal line underneath it.

**Dr. Asit K Barma**  
Director, BIM Trichy

# BIM, Tiruchirappalli: An Overview



## Vision

To be a preferred destination for management studies to nurture resilient professionals who embrace emerging technology, inclusiveness, and social responsibility.

## Mission

To develop resilient and socially responsible professionals through management education blending technology, contemporary curriculum & pedagogy with a focus on sustainability and research.

# 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. Additionally, the management school is a member of the Association to Advance Collegiate Schools of Business (AACSB), South Asian Quality Standard (SAQS), and Business Graduates Association (BGA).

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.

BIM has entered into a cooperation agreement with The University of Texas at Arlington (UTA) on May 29, 2025, to establish a program of exchange and collaboration in areas of mutual interest and benefit to both institutions. Such collaboration includes a Dual degree program in MBA in Technology, Management, and Innovation (STEM-MBA), Master of Science in Business Analytics (MSBA), and Master of Science in Information Systems (MSIS). It also signed a Memorandum of Understanding (MoU) with Rennes School of Business, France, for International Collaboration to strengthen their ties in mutual interests, focusing on delivering programs of academic excellence and cultural diversity, on January 6, 2023. The two institutions agree to promote mutually beneficial activities in the areas of education, research, and other academic endeavors, and to cooperate and collaborate towards the internationalization of higher education.

Today, BIM is acknowledged as a premier management institution ranked among NIRF's top 100 B Schools. More than 5000 BIM Alumni spread around the globe are significantly contributing to corporates, academics, and society today ([www.bim.edu](http://www.bim.edu)).

# 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 42 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.

# Accreditations 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.



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 date 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  $\pi$  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

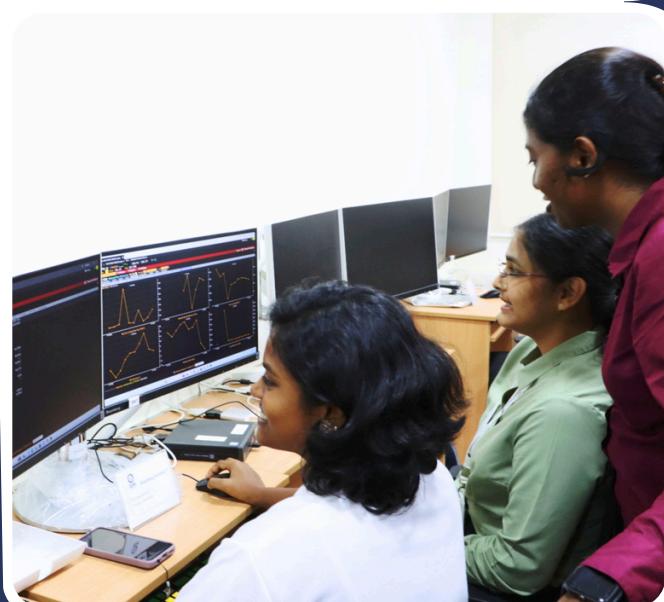
## Holistic Growth of Students

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 $\pi$ 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  $\pi$  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  $\pi$  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

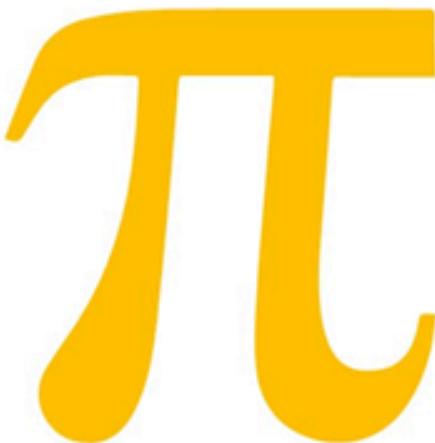
## Unique $\pi$ Shaped Program Architecture

### Grooming $\pi$ shaped professionals

New Age Applications in Core & Elective courses, enabled through

- Practicing Scholars
- Centers of Excellence
- Use of Simulations and Proprietary/Open-Source Tools
- Contemporary Curriculum
- Research Incubation
- Industry and Academic Collaboration

#### Core and Elective Courses



#### Universal Human Values

Impacting Self, Family, Society, & Environment



#### Practice Courses

Enhancing Personality; Instilling Team Spirit, Values, Ethics; Fostering Sustainable Living

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

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

## 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 O9 solutions and INCHAINGE 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.

## 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

- Universal Human Values
- Quantitative Science for Managers
- Managerial Decision Analytics
- Written Analysis and Communication\*
- Organizational Behaviour - I
- Financial Reporting and Performance Analysis
- Microeconomics for Managers
- Marketing Management - I
- Business Simulation – Foundation\*

## Trimester 2

- Macroeconomic Environment for Business
- Corporate Finance - I
- Marketing Management - II
- Organizational Behaviour - II
- Managerial Applications of Operations Research
- Operations Management: Foundations and Smart Advances
- Data Science Tools
- Entrepreneurship and Start-up Ecosystem

## 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
- Ethics, Governance, and Sustainability
- Comprehensive Viva\*\*

## Practice School

- Pre-Foundation – Harvard Online Courses (Pre-T1)
- Design Thinking (T2)
- Social and Business Etiquettes (T2)
- Personal Development Programme (T2)
- Outbound Leadership Programme (T1)
- Behavioural Communication\*\*
- Effective Execution (T1 – T5)
- Personality Enhancement Through Sports (T1-T5)
- Social Immersion Programme (T5)
- Research Incubation (T1-T6)
- Corporate Immersion Programme (Summer Internship)

\*Spread over Trimesters I and II. \*\* Spread over Trimesters I, II, and III, VACC: Value-Added Compulsory Course, VACNC: Value-Added Compulsory Non-Credit Course



# Elective Courses

## Finance and Economics Area

SI .No	Course Title
1	Credit Rating and Analysis
2	Portfolio Management Practices
3	Financial Technologies (FinTech)
4	Corporate Valuation
5	Investment Banking
6	Technical Analysis (Workshop)
7	Managing Banks and Financial Institutions
8	Financial Derivatives
9	Financial Modelling Using Spreadsheets
10	Sustainable Finance
11	Infrastructure Project Finance and Appraisal
12	Financial Alternatives Workshop
13	High-Frequency Trading Workshop
14	Financial Planning and Wealth Management
15	Financial Risk Management
16	International Financial Management
17	Behavioural Finance (Workshop)
18	Tax Planning (Workshop)

# Finance and Economics Area

## ***Roles students can contribute to:***

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

## ***Certifications facilitated at FINTRAC:***

- *Certificate in Bloomberg 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	Brand Management
3	Sales and Distribution Management
4	Business-to-Business (B2B) Marketing
5	Marketing Metrics and Analytics
6	Consumer Behaviour
7	Services Marketing
8	Marketing of Financial Services
9	Social Media Analytics
10	Information Technology Solutions and Enterprise Marketing
11	Retail Management
12	Integrated Marketing Communications
13	Advanced Marketing Analytics
14	Customer Relationship Management
15	Strategic Marketing (with MarkStrat Simulation)
16	Sustainable Marketing in a Circular Economy

# Marketing Area

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## ***Roles students can contribute to:***

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

## **Certifications facilitated at RTCML:**

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

**Click on the link to know our Faculty Members:**

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

# Elective Courses

## Operations and Supply Chain Management Area

Sl .No	Course Title
1	Advanced Logistics and Supply Chain Management
2	Service Operations Management
3	Lean Six Sigma Green Belt Workshop
4	Demand Driven Supply Chain Analytics
5	Value Chain Simulation
6	Supply Chain Decision Analysis
7	Logistics Analysis, Modelling, and Management
8	Digital Supply Chain Planning and Execution
9	Service Process Transformation and Delivery Management
10	Operations Analytics (Workshop)
11	Procurement Management and Analytics
12	Sustainable Supply Chain Modelling
13	Operations Strategy
14	Digital Transformation of the Supply Chain
15	Advanced Project Management (Workshop)
16	Action Project in Operations and Supply Chain Management

# Operations and Supply Chain Management Area

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## ***Roles students can contribute to:***

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

## **Certifications**

- *Lean six-sigma Green Belt Certification (KPMG Workshop & Certificate)*
- *Value Chain Simulation Certificate by INCHANGE, Netherlands.*
- *Advanced Project Management (APM) Certification*

**Click on the link to know our Faculty Members:**

[https://bim.edu/index/faculty/.](https://bim.edu/index/faculty/)

# Elective Courses

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## 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	Future of Work and HR Function (Workshop)
6	Performance Management
7	Compensation Management
8	Organizational Development and Change Management
9	Management of Cross-Cultural Diversity
10	Digital HR
11	Leaders and Leadership
12	Managerial Counselling and Coaching
13	Strategic HRM

# Human Resource Management Area

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## **Roles students can contribute to:**

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

## Certifications

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

**Click on the link to know our Faculty Members:**  
<https://bim.edu/index/faculty/>.

# Elective Courses

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## Digital Business and Analytics Area

Sl .No	Course Title
1	Digital Product and Service Management
2	Data Management and Governance
3	Artificial Intelligence and Machine Learning
4	Digital Technology
5	Business Data Visualization
6	Text Mining and Social Sentimental Analysis
7	Advanced Predictive Analytics
8	Blockchain for Business
9	E-Commerce
10	Robotic Process Automation
11	Cybersecurity for Business Leaders
12	Generative AI for Business

# 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*

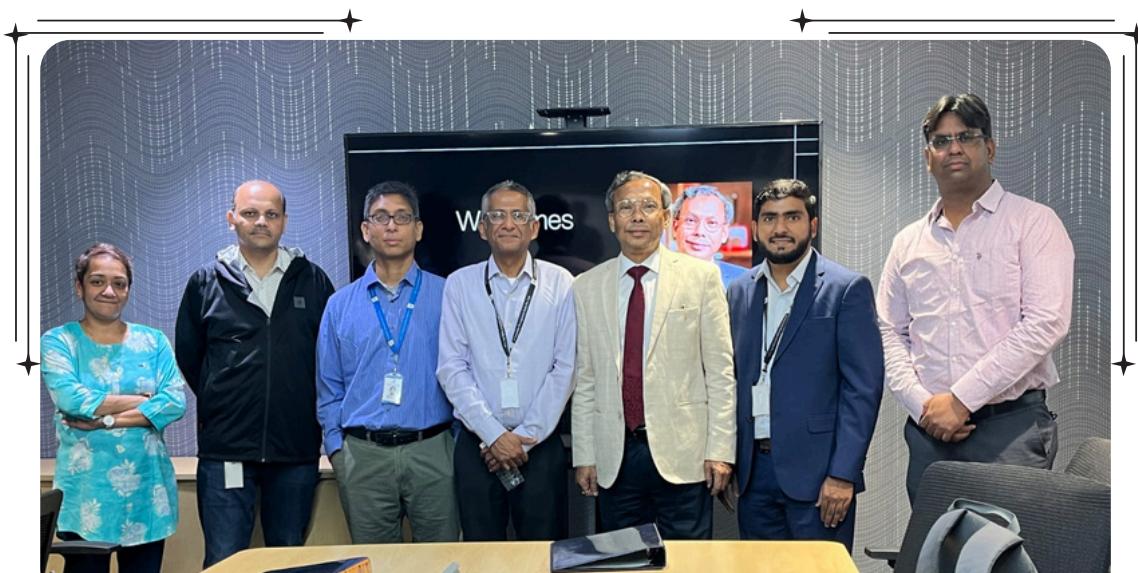
**Click on the link to know our Faculty Members:**

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

# Elective Courses

## General Management and Strategy

Sl .No	Course Title
1	Managing Strategic Alliances
2	Enterprise Risk Management
3	Business Dynamics (Advanced Simulation)
4	Revenue Management
5	SDG and ESG Frameworks in Practice
6	Water Management and Policy



*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
- Bimprenuer

# 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 :



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 :



FINCLUB

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:



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 :



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

# 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, Myliduthurai, Tirunelveli, Thoothukudi, Tenkasi, Ramanathapuram, & Kaniyakumari 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

## BIM Students bag top honors at the Global Strategic Management Simulation Competition

Two teams of students from the first-year and second-year MBA courses at Bharathidasan Institute of Management have earned international recognition by winning top honors at the prestigious “Capsim Challenge” in both the Foundation and Advanced-level competitions during Fall 2025. With this achievement, BIM has consistently won both competitions in Spring and Fall 2025, a rare accomplishment for any college globally in the 20 years of the prestigious CAPSIM Challenge.

The Capsim Challenge is a widely recognized biannual business simulation competition for students, organized by Capsim Management Solutions Inc., USA. In this competition, students run virtual companies in a fast-changing market, making real-time decisions across R&D, marketing, production, and finance. The event promotes hands-on learning, helping students prepare for the complexities of global business. The best performers are inducted into the Capsim Hall of Fame.

A team of final-year MBA students—Prasana Subramaniam T R, Yutesh P, and Muthu Kumaran R—secured first place globally in the CAPSIM Capstone 2.0 Fall 2025 Challenge. This achievement marks BIM’s second consecutive worldwide victory in the Capstone Challenge. In the Core category, first-year MBA students Vaithiyanathan S, Shrie Sannith N, and Khailaash Lakshminarasimhan claimed the top spot globally in the CAPSIM Core Fall 2025 Challenge, marking BIM’s third straight global win in the Core simulation. Prof. R. Subramanian mentored both teams. Participants from India, Canada, Israel, Thailand, and the USA competed in the final. Other Indian business schools in the finals included SPJIMR, Mumbai, IIM Bangalore, and NMIMS.

(For detailed results <https://www.capsim.com/challenge>)



Expressing joy over the achievement, the Director of BIM, Dr. Asit K. Barma, commented, “Today’s Gen Z learners need a different pedagogy to bring out their best. We have invested in building several CoEs and introduced simulation-based learning across all courses, right from the first term. This win underscores BIM’s continued position as a leading B-school in experiential and simulation-based learning, consistently delivering globally competitive talent.”

The professor in charge of the BIM team, Dr. R. Subramanian, said, “These honors of students reflect not only their individual business acumen but also the nurturing environment in BIM, which propelled our students to outshine at a global level. We are proud to see our students’ consistent accomplishments in this global competition, and it is a testament to the institute’s commitment to nurturing borderless competitive skills that are required for today’s business order.”

The students reported that the competition helped them understand:

1. How to navigate high time pressure in decision-making,
2. How to balance short-term performance with long-term sustainability,
3. How to manage cross-functional trade-offs and competitive dynamics,
4. How to compete against top global B-schools on a real-time leaderboard.

The winning students shared that the global recognition was a proud moment and validated the institute’s strong focus on practical, analytics-driven decision-making.

# Student Participation List 2025

## NITT – Nisadya'25

11 January 2025

### Serpentize – IPL Auction (Winners):

Dhileepan D R  
Lokeswaran K  
Dharmesh

### Uttar – Business Quiz (First Runner-up):

S Vasudevan  
Yutesh P

### Vriddhi – Finance Event (First Runner-up):

S Vasudevan  
Aadhithyan S P  
Vignesh V

### Gravel – Debate (Second Runner-up):

Shyam S

## 11th Management Doctoral Colloquium – IIT Kharagpur

30-31 January 2025

Paper Presented: "Does Managerial Ability Impact ESG Disclosures?"

Venkatesh K M  
Santhosh Thirunavukkarasu  
Arjun P  
Prasaanth S

## LIBA Chennai – Chrysalis '25

12 February 2025

### LIBA Chrysalis – AI HR (Winners):

Sushanthikaa M  
Ranjitha R P  
Sneha Roy  
Pradhiksha N

## ASTRA University – Progyan'25

14 February 2025

### Bodhya (Business Analytics Event) – Winners:

Kavi Sharan  
Shyam

### Vipanikriya (Marketing Event) – Runners-up:

Naveen  
Sanjana B S  
Siddharthan B

## Capsim Spring 2025 Winners

Prasana Subramaniam T R  
Yutesh P

## Capstone 2025 Winners

Venkatesh S  
Pazhani Sankar

## Capsim Fall 2025 Winners

Vaithyanathan S  
Shrie Sannith N  
Khailaash Lakshminarasimhan

## Capstone Fall 2025 Winners

Prasana Subramaniam T R  
Yutesh P

# Student Participation List 2024

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## IIM Ahmedabad – India Management Research Conference (IMRC'24)

7-9 December 2024

Paper Presented: "An Analysis of Human Resource Management Policy Challenges in the Gig Economy"

Deberna Das

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## Capsim Fall 2024 Winner

Muthu Kumaran R

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## Capsim Spring 2024 2nd Place

Pazhani Shankar  
Ranjith R  
Subramaniam  
Venkatesh S  
Palaniappan P L

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## IIM Indore – Kalpavriksha

Theme: MrDecaf – Social and Environmental Issues

Hetavi Shah  
Aravindh Raj D N  
Yamini B S

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## Ynos – IIT Madras: Ynos – Uniqest 2nd Position

Akansha Gupta  
Umar Farooque  
Shaun Mampilly  
Akhil Prasad

# Placement Details

The placement seasons for BIM Trichy's 39th and 40th batches marked yet another chapter of consistent outcomes and strong corporate trust. Across both cohorts, nearly 100% of students secured offers through campus placements, underscoring the institute's position as a dependable talent partner across sectors.

Batch 39 recorded 112 offers for a batch size of 119, while Batch 40 continued the momentum with strong participation and outcomes. A total of 37 companies participated in the process for Batch 39 and 40 respectively. The average CTC stood at ₹10.5 LPA for Batch 39 and ₹10.46 LPA for Batch 40, reflecting a mix of experienced professionals and early-career talent across the two cohorts. The highest CTC offered touched ₹16 LPA for Batch 39 and ₹35.26 LPA for Batch 40.

Students were placed in key roles across domains such as Marketing, Finance, Operations, Analytics, Product Management, Human Resources, and Strategy. Participating companies came from a wide industry spectrum including technology, consulting, manufacturing, BFSI, and supply chain.

Notable recruiters included Bosch Global Software, o9 Solutions, Ford, Godrej & Boyce, Wipro Technologies, Vedanta, Infosys, Asian Paints, Schneider Electric, CRISIL, and Accenture, among others. The placement process also welcomed several new hiring partners, further expanding BIM's recruiter base.

Final placements were conducted in a structured and time-bound manner, with select students also securing Pre-Placement Offers (PPOs) through their summer internships and project engagements.

## COMPENSATION SNAPSHOT OF BATCH 39 & 40

Metric	Batch 39	Batch 40
Highest CTC (Domestic)	16	35.26
Average CTC	10.5	10.46
Median CTC	10	10
Lowest CTC	8	8
Pre-Placement Offers (PPOs)	6	6

# Top Recruiting Partners

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ACCENTURE DBA	GODREJ & BOYCE Sales and Marketing
ASIAN PAINTS Sales and Marketing	HDBFS Operations
AXIS BANK Sales and Marketing	HDFC BANK Sales and Marketing
BARCLAYS HR OPerations	ICICI PRUDENTIAL LIFE INSURANCE Sales and Marketing
BOSCH GLOBAL SOFTWARE Operations (OSCM )	INFOSYS DBA, HR, Analytics
CARE RATINGS Finance	RAMCO SYSTEMS DBA
CENTURYPLY Sales and Marketing	SCHNEIDER ELECTRIC Digital Marketing, Operations, Sales and Marketing
CRISIL Finance	TIGER ANALYTICS DBA
COGNIZANT DBA	TVS MOTORS Sales and Marketing
DALMIA CEMENT BHARAT LTD Sales and Marketing	VE COMMERCIAL VEHICLES Sales and Marketing
DELOITTE Consulting	WIPRO DBA
EXL Pvt Ltd Analytics	O9 SOLUTIONS OSCM
FORD Finance/Operations	

# 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, SDG/ESG initiatives, and new technology applications across areas such as Finance, Marketing, Operations, Supply Chain, and HR. The scope of the agreement also includes the execution of Design Thinking oriented programs and activities for BIM's students, faculty, and stakeholders to enable Design Thinking on campus. We endeavor to create a design-driven culture at BIM. Partnering with the School of Design Thinking and setting up our Centre for Design Thinking will foster scholastic pursuit, research, and practice around Design Thinking. Not just Fortune 500 companies or marquee brands alone, we want to enable everyone in our local ecosystem to take advantage of Design Thinking to create ecosystem value leading to better products, services, and, eventually, a better planet.

## International Centre for Clean Water (ICCW)

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



# Global & Industry Exposure

## 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*



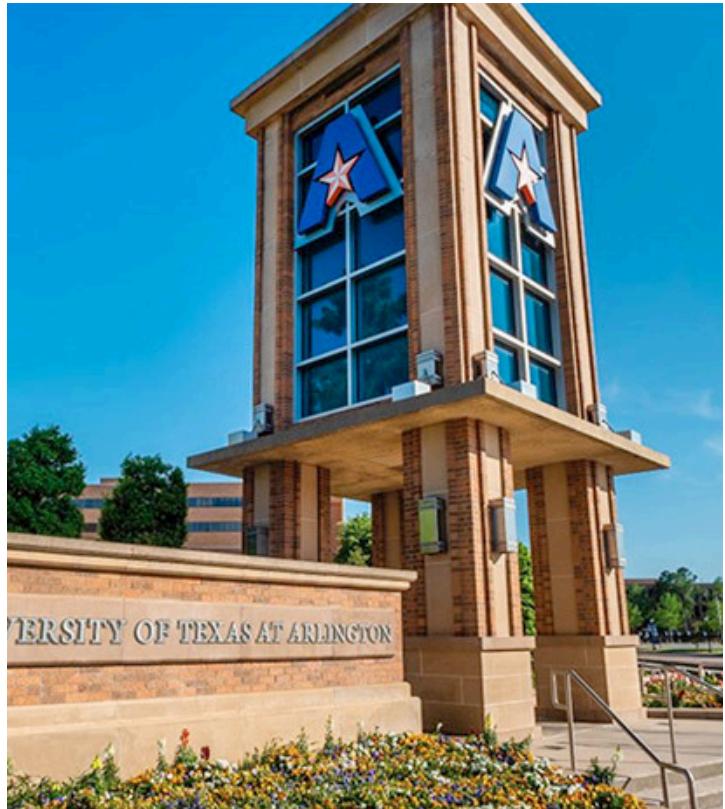
Vist of Ms. Maud LE BARS of Renees Business School for extending the global partnership with BIM, Trichy

# Global & Industry Exposure

## 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.



## Global Sustainable Futures Network CIC, United Kingdom

BIM signed an MoU on the 01 day of July 2025 with M/s. The Global Sustainable Futures Network CIC, with its office located at Wokingham, RG41 1AW, United Kingdom, is represented by its Founder & CEO, Dr. Renuka Thakore.

This MoU applies to joint working in the domain of Sustainable Development Goals (SDG) and is titled as JALSHAKTI1000 and shall be active for five years from the date of signing by both parties.



# Fee Structure

**FOR BATCH 2026-28**

S.No	Particulars	I Yr (in Rs.)	II Yr (in Rs.)
1	Admission Fees	2750	NA
2	Recognition Fees**	1250	NA
3	Tuition Fees	719992	748813
4	Knowledge Facilities	40300	40300
5	Student Welfare	20700	20700
6	Academic Resources	21700	21700
7	Computer, Internet, Lab Facility, and Certification Fees	28830	28830
8	Examination Fees	20600	20600
9	Accommodation	53800	53800
10	Caution Deposit	10000	NA
11	Mess Deposit	7000	NA
12	Subscription to Madras Management Association (MMA) Membership	590	590
13	Group Insurance Policy	3500	3500
15	Alumni Association Subscription Fees	1000	NA
	Total	9,32,012	9,38,833

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

Additional:

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

Optional:

- PG Certificate in SAP Programme Fees: 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 2026

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, Kozhikode, during November 2025, with the XAT exam during January 2026, and the GMAT exam between from January 2024 to January 2026. 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 2025 scores, XAT 2026 scores & GMAT scores (Validity taken from January 2024 to January 2026) 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, 2026, 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 15, 2025, 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.

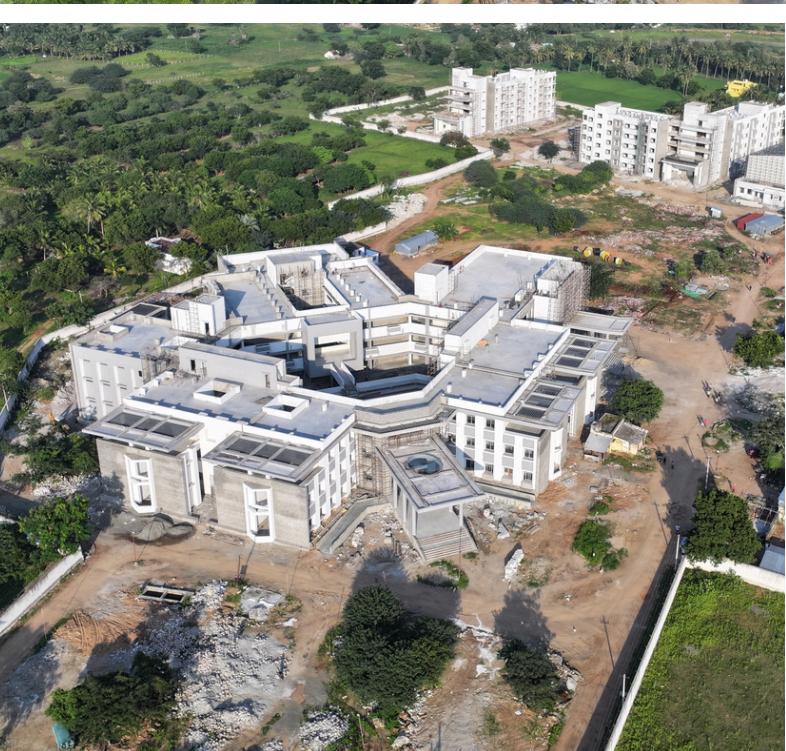


The Hon'ble Governor of Tamil Nadu, Thiru R. N. Ravi, laid the foundation stone for the second campus of BIM in Tiruchirappalli, in the presence of the Guest of Honour, Thiru. Venu Srinivasan (Chairman, Emeritus of TVS Motor), Shri Ravi Appasamy (Chairman, BoG Bharathidasan Institute of Management), 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 31:69, 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.



The presence of Thiru M. K. Stalin, Hon'ble Chief Minister of Tamil Nadu as Chief Guest and other esteemed dignitaries present in the 33<sup>rd</sup> Graduation Day Ceremony

**BHARATHIDASAN INSTITUTE OF MANAGEMENT**  
TIRUCHIRAPPALLI - 620 014

**32<sup>nd</sup> GRADUATION DAY**  
May 2024

**Dr. R. Velraj**  
Vice-Chancellor,  
Anna University

**Dr. Asit K Barma**  
Director,  
BIM Trichy

**Shri Ravi Appasamy**  
Chairman - BOG,  
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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