



# BHARATA MATA COLLEGE

Thrikkakara, Kochi-21, Kerala, India

Affiliated to MG University, Re-accredited by NAAC with 'A+' Grade,

ISO 9001-2015 Certified



## ANNUAL REPORT 2021-2022

DEPARTMENT OF MBA





## *Department at a Glance*

Bharata Mata Institute of Management (BMIM) is the jewel in the crown of BMC. BMIM offers a two-year full-time MBA programme affiliated to M.G. University and approved by AICTE education. BMIM is one of the pioneer self-financing Business Schools in Kerala. It holds a consistent record of providing good placement to all eligible students along with good academic result. This is possible only because of a strong back up in terms of a visionary management with zeal to uplift department accompanied with outstanding student friendly teaching staff and outstanding service-oriented non-teaching staff.

## *Department vision*

To be a centre of excellence in management education by providing comprehensive training to students

## *Department mission:*

To develop a generation of managers for meeting the global managerial challenges. We mould managers committed to serve mankind.

## *Courses offered*

**PG-MBA**

**P. hD- Proposed to start a Research Centre  
Addon**

## *Department Highlights*

**Ph.D Awarded - 2**

**Paper Publications - 4**

**Awards and Recognitions- 2**

**Paper Presentations- 3**

**MoUs - 1**

**NET/JRF Qualifiers - 4**

## *Faculty Profile*

### ***Prof. Dr. B Hareendran***

Academic Director

Qualification: B.Sc, B.Tech, MBA, Ph.D

Joining Year: 2017



### ***Ms. Susan K Mathew***

Assistant Professor

Qualification: M.A

(Personnel Management and Industrial Relation)

Joining Year: 2005



### ***Mr. Rajmohan Kadavil***

Assistant Professor

Qualification: MBA, NET, PGDMM, PGDIB, PGDPM&IR, PGDR

Joining Year: 2007



## Faculty Profile

### **Mr. Sunil S. S**

Assistant Professor

Qualification: B.Sc, PGDBA, NET

Joining Year: 2017



### **Mr. Bejoy Joseph**

Assistant Professor

Qualification: M.com, MBA, UGC NET

Joining Year: 2019



### **Dr. Geetha Jose**

Assistant Professor

Qualification: MBA, NET, PhD

Joining Year: 2021



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## Student Profile

Class	Batch (eg.2020-22 & 2021-23)	Male	Female
UG – 1st Year	NIL	NIL	NIL
UG – 2nd Year	NIL	NIL	NIL
UG – 3rd Year	NIL	NIL	NIL
PG – 1st Year	57	24	33
PG – 2nd Year	57	18	39
Research Scholars			
Part Time	NIL	NIL	NIL
Full Time	NIL	NIL	NIL

## Student Representatives

Class	Male (Name)	Female (Name)
2021-23	John Jacob	Tanya Pious
2020-22	Eloy Manuel Diez	Jissy Jose

## Result analysis of Students 2019-21 (PG)

No of Students registered/appeared: (Count)

UG						PG			
Semester									
I	II	III	IV	V	VI	I	II	III	IV
						60	60	60	57

No of Students Passed: (Count)

UG							PG			
Semester										
	I	II	III	IV	V	VI	I	II	III	IV
<b>Count</b>							51	42	56	50
<b>%</b>							<b>85%</b>	<b>70%</b>	<b>93%</b>	<b>87%</b>

## Department contribution to examinations

Name of the Faculty	Role Taken
Dr. B Hareendran	,Question paper Setter
Ms. Susan K Mathew	Additional Examiner,
Mr. Rajmohan Kadavil	Chairman,Chief Examiner, Additional Examiner, Question paper Setter
Mr. Sunil S. S	Chief Examiner, Additional Examiner, Question paper Setter
Mr. Bejoy Joseph	Chief Examiner, Additional Examiner, Question paper Setter
Dr. Geetha Jose	Chief Examiner, Additional Examiner, Question paper Setter



## *Institutional responsibilities held by the faculty*

Name of the Faculty	Responsibilities Held
Dr. B Hareendran	Head of Department
Ms. Susan K Mathew	Coordinator for HR Club Examination in charge, Class teacher of first year MBA, SEP Co-ordinator of first year MBA
Mr. Rajmohan Kadavil	Staff Secretary of BMIM, Coordinator for marketing club, Class teacher of second year MBA
Mr. Sunil S. S	Coordinator for placements and internships, Entrepreneurship Club, SEP Co-ordinator of second year MBA
Mr. Bejoy Joseph	Coordinator for Research Publications, Foreign Collaborations, Student fest, Community projects, Building up neighbour hood initiatives, Finance club
Dr. Geetha Jose	Coordinator for monthly activity reports, Higher education webinar/ talk series, FDPs, literary club

## *Department Association*

**About the Association:** Management Students Association has the mandate for conducting programmes and competitions meant for managerial skill development of all the students in the department. It aims at holistic development of every students with support of KMA, NIPM and ISTD.

2. Nominate placement Committee which will coordinate and help all placement and placement training activities of the second year students

3. Nominate executive committee for HR Club, Marketing Club, Finance Club, Entrepreneurship club which are the functional clubs and also for Community Service Club and Literary Club in BMIM.

### **Structure of the Association:**

The President of the Association is Academic Director, Prof. Dr. B Hareendran and he entrusts the responsibilities of each club to faculty. The staff coordinator for HR Club is Ms. Susan K Mathew, The staff coordinator for Marketing Club is Mr. Rajmohan Kadavil, The staff coordinator for Finance Club is Mr. Bejoy Joseph, The staff coordinator for Entrepreneurship club is Mr. Sunil S.S ,The staff coordinator for Community Service club is Mr. Bejoy Joseph. and Dr. Geetha Jose is the staff coordinator for Literary Club.

## Day Observations

### Vigilance Awareness Week

**Coordinator** : Dr. Geetha Jose

**Number of Participants** : 60

Bharata Mata Institute of Management observed the vigilance awareness week on this year's theme 'Independent India@75:Self reliance with integrity', in the First year MBA Classroom. Ms. Igil P. Anil (1st MBA) welcomed the gathering. An awareness programme was organized where the students took an oath to make India a corruption free nation. Academic Director Dr. B. Hareendran read out the Vigilance Day Pledge – Integrity Pledge, for the faculty members and students. Ms. Baby Sona (I MBA) delivered a speech on building corruption free India. The session came to an end with National Anthem.



# Independence Day

Coordinator : Dr. Geetha Jose

Number of Participants : 120

BMIM celebrated the 75th Independence Day with great deal of patriotism and enthusiasm. BMIM held an elocution competition for students on the topic 'Role of Women in India @ 75'. In addition to this BMIM organized 'Capturing Epic Heroes', a quiz competition, to commemorate our freedom fighters.



# E-Onam

**Coordinators** : Dr. Geetha Jose, Mr. Bejoy Joseph

**Number of Participants** : 120

BMIM fraternity celebrated E- Onam on 18th August 2021. Special Games such as Dumb Charades, Tongue Twisters, Onam Quiz, Selfie Competition, Malayali Manga and Kerala Sriman were conducted online. Even though the Onam celebrations were online the creativity, dedication and teamwork of the would be managers and entrepreneurs made it a memorable one.



# *Joyuex Noel 2021*

**Coordinators** : Dr. Geetha Jose, Mr. Bejoy Joseph

**Number of Participants** : 120

BMIM family gathered on 23rd December in Seminar Hall at 10.00 AM. We started the meeting with a prayer. Rev.Fr. Dr. Abraham Oliapurath wished Merry Christmas to everyone and delivered Christmas message. Our Academic Director, Dr. B Hareendran and Prof. Susan K. Mathew also delivered a wonderful message on this special occasion. Christmas celebrations were filled with carols, dance, music and fun-filled games. It was another amazing day in BMIM..

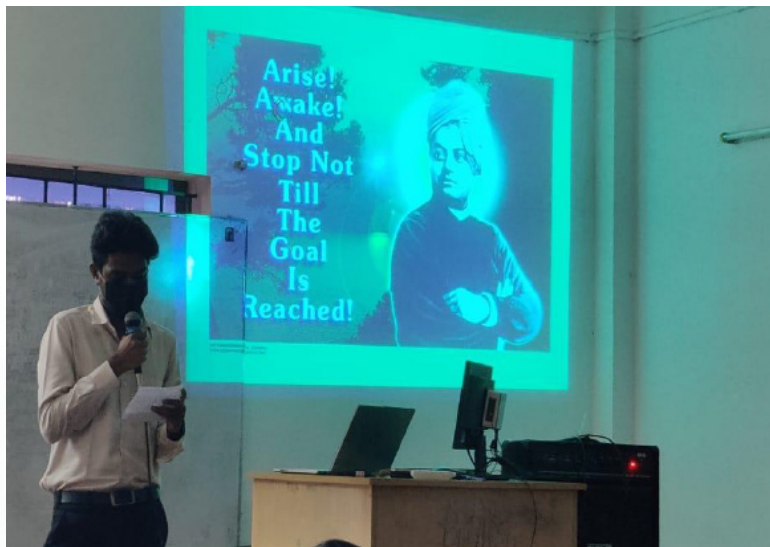
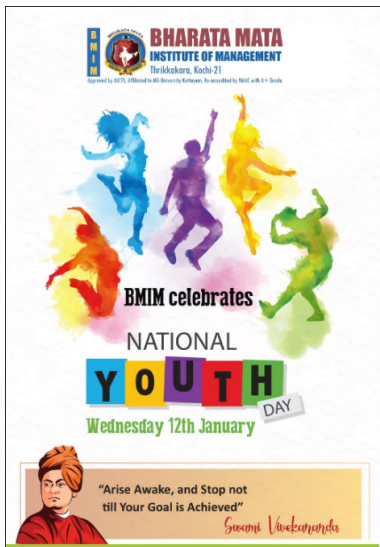


# National Youth Day

**Coordinators** : Dr. Geetha Jose

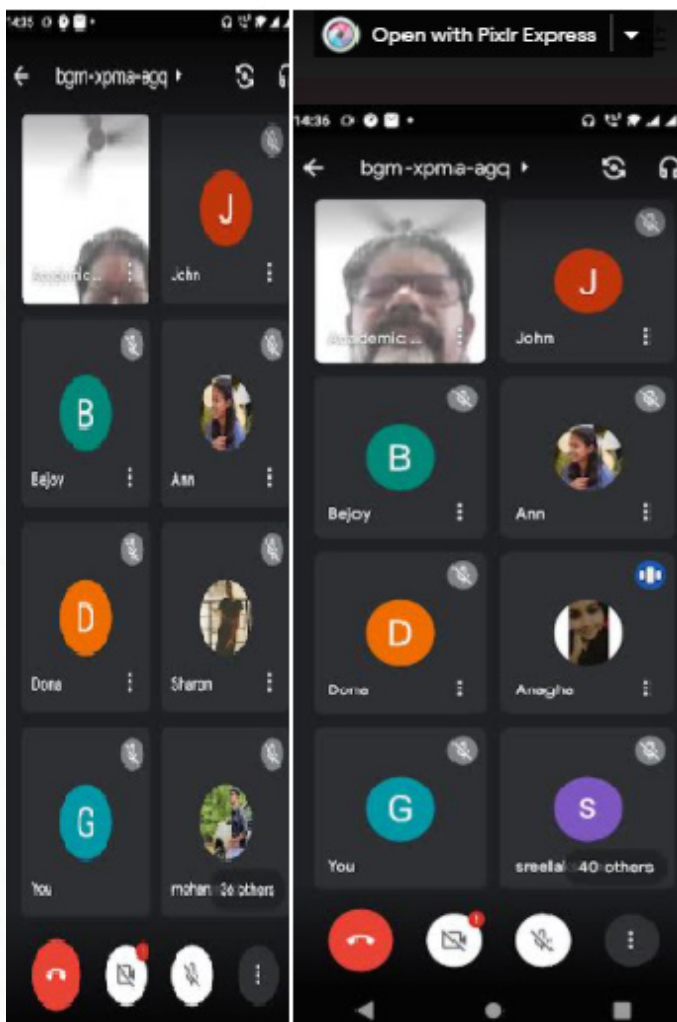
**Number of Participants** : 120

BMIM celebrated national youth day on 12th January 2022. The program started at 2:30 pm. The program started with a silent prayer. Ms. Arya, welcomed all to the program and spoke about national youth day, significance and need of celebrating the day, and history of national youth day. Ms. Ijil P Anil gave a brief description about life of Vivekananda. Then Fahana M D, Arathi P S and Allen J Tomi spoke about the topic “Role of youth in Nation building in a technology developed era”. Ms. Sreelakshmi delivered vote of thanks and the program came to an end by 3:00 p.m.



## National Girl Child Day

National Girl Child Day is observed every year in India on January 24 to promote awareness about the rights of a girl child and to promote the importance of their education, health, and nutrition. The program started at 2.30 pm by a prayer. Ms. Sreelakshmi welcomed the gathering. Ms. Arya spoke about the need for empowering girls for a brighter tomorrow. Ms. Asha Vayshnavi delivered a speech on the opportunities of girl child education and Ms. Sharon Anna Jogi gave a speech on the topic Challenges of girl child in an Indian Society. Dr. B. Hareendran, Academic Director, pointed out that the safety and security of girl child is of utmost importance in Kerala. He also emphasized that it is the need of the hour to nurture and empower the girl child by providing her with equitable opportunities to help her grow, explore and harness the potential to fullest extent in social, economic, political, scientific, empirical, and other dynamic aspects of life. Mr. John delivered vote of thanks and the program ended by 3.30 pm.





# FDP @ BMIM

BMIM organized 2 Day FDP on Hands on Familiarization with Advanced Multivariate Tools in Research on 24 th to 25 th March 2022

BMIM organized FDP on 24 th and 25 th of March 2022. Dr. Hareesh Ramanathan, Associate Professor CUSAT, was the chief resource person. The first day of the FDP commenced with an inaugural session. Prof. Raj Mohan Kadavil welcomed the gathering. Prof. (Dr.) B. Hareendran, Academic Director BMIM inaugurated the function. Dr. Geetha Jose delivered the vote of thanks. After the inaugural ceremony technical sessions began. On March 25th after the technical sessions, valedictory ceremony started. Dr. Raj Mohan Kadavil welcomed the gathering. Rev. Fr. (Dr.) Abraham Oliapurath presented the memento to the resource person as a token of gratitude and appreciation, followed by certificate distribution to all the participants. Prof. Sunil S. S. delivered the vote of thanks.

**Participants**  
Faculty members, Professionals from industry, Research Scholar and Students

**Registration fees**  
Participants Fees 1500  
Industrial Experts 1000  
Faculty Members 750  
Research Scholars 500  
Students 500

The participation fee includes - Working Lunch/ snacks and requisite course material. Accommodation on twin sharing, basis will be provided on actual cost basis on request.

**Bank Details:**  
Bank: Federal Bank, Kakkanad

**Name of the Account:** Bharata Mata Institute of Management

- Account no. 1469020007765
- IFSC Code: FDR0001469

**Address for Communication:** Bharata Mata Institute of Management, Bharata Mata College, Thrikkakara-682021

**Organizing Committee**


- 1) Fr. Dr. Abraham Oliapurath – Manager, Bharata Mata College
- 2) Dr. Shiny Palatty – Principal, Bharata Mata College
- 3) Fr. Jimmy Kartharam – Assistant Manager, Bharata Mata College
- 4) Dr. B. Hareendran – Academic Director, Bharata Mata Institute of Management
- 5) Ms. Susan K Mathew – Assistant Professor
- 6) Mr. Rajmohan Kadavil – Assistant Professor
- 7) Mr. Sunil Sebastian – Assistant Professor

**Venue: MBA Seminar Hall**

**1. Mr. Bejoy Joseph**  
Assistant Professor  
9447375082

**Coordinators:**

**2. Dr. Geetha Jose**  
Assistant Professor  
8547518448




**BHARATA MATA INSTITUTE OF MANAGEMENT**

**FACULTY DEVELOPMENT PROGRAMME**

**On HANDS-ON FAMILIARISATION WITH ADVANCED MULTIVARIATE TOOLS IN RESEARCH**

**@ BHARATA MATA COLLEGE**

**DATE: 24, 25 MARCH 2022**

**About Bharata Mata College**

Bharata Mata College is a nationally acclaimed first grade arts and science co-educational institution of higher learning in the aided sector, under Bharata Mata Educational Trust owned and managed by the Archdiocese of Ernakulam-Angamaly. Established in 1965 by His Eminence the late Joseph Cardinal Parakkal, the college is affiliated to the Mahatma Gandhi University, Kottayam. The college was included under section 2 (f) and 12 (b) of UGC Act 1956 in 1976 and accredited at the A+ level by NAAC in 2019. The continuous strive to excellence is an uphill task that calls for a consolidated effort by all the stakeholders of the institution, comprising of the management, staff, parents, alumni and the local community. Together we created a conducive atmosphere created that ensures all round development of the students in particular and the community and society in general, elevating Bharata Mata College into greater and nobler heights, setting new benchmarks for excellence. In keeping with the lofty vision of its founder, Bharata Mata College is a melting-pot of students from all communities and creeds, thus preserving a secular character while promoting the Christian ideal of love and service.

**About Bharata Mata Institute of Management**

Bharata Mata Institute of Management (BMIM) is the jewel in the crown of BMIM. BMIM offers a two-year full-time MBA programme affiliated with M.G. University and approved by AICTE. BMIM stands precisely for meeting the current global requirements by developing students as competent leaders with a global outlook and deep-rooted Indian value system through academic rigour and excellent industry interface. The dedicated efforts of the management, faculty and students transformed BMIM into a reputed centre of excellence in management education. BMIM believes that learning is leading and ensures that all students have the drive for excellence. We focus on interactive learning through case studies, group discussions, seminars and other related activities. These tools serve as effective instruments to sharpen decision-making, leadership, team building and analytical skills of the students. Faculty at BMIM strives to impart and nurture outstanding performance. Emphasis is on building strong leadership, positive attitude and ethical behaviour so as to equip an individual to boldly face challenges of the future.

**Objectives of the Faculty Development Programme**

It has been observed that researchers find it difficult to conduct an in-depth analysis of data collected in any scientific research without a sound knowledge of the multivariate tools for data analysis. A two-day offline Faculty Development Programme (FDP) on "Advanced Multivariate tools in Research" is designed to impart knowledge on tools and techniques used for data analysis in empirical research. The focus is on interpretation rather than computation and to develop competencies that will aid participants in their future careers as researchers or data analyst or corporate executives. It will surely help the faculty members, Research Scholars, corporate executives and Students in revamping their present ideas and concepts about data analysis.

- The FDP will help participants to understand the basics of research and statistical analysis.
- Empowered to handle independently data analysis in research.
- It would help the participants in correctly choosing the right techniques for analysing the research problem.
- To provide conceptual facilitation in understanding the output generated by statistical softwares.
- To provide application oriented knowledge on Multivariate statistical Techniques.

**Resource Person**

We have drawn in an eminent and accomplished faculty the best available in Kochi as Resource person. Dr. Hareesh N Ramanathan is a Doctoral Degree holder in Management with a first class MBA degree. He is having 19 years of experience in teaching post-graduate Management students and in managing different courses in the capacity of coordinator academics in University level. He is an IBM certified specialist in the field of analytics who has conducted several such workshops at different parts of the country. He has several indexed journal publications to his credit and presented many research papers in International and National conferences in India and abroad. He is one of the authors of the book "Statistical Methods for Research - A step by step approach using IBM SPSS". A recipient of European Union (ERASMUS) - funding for international teaching at Vauclustite U. Porezi, Poreza, Croatia. Working as Associate Professor, SIF, CUSAT.



**Contents of FDP**

- Day 1: Correspondence Analysis
- Day 1: Multi Dimensional Scaling
- Day 2: Conjoint Analysis
- Day 2: Discriminant Function Analysis

## Batch Inauguration

E -Vidyarambham of MBA 17th Batch was organized by BMIM on 22nd September 2022. BMIM organised E-Vidyarambham, formal opening ceremony of 17th Batch, 21-23 on 22nd September 2021. The auspicious occasion started with a prayer followed by the reading of holy scriptures Bible, Bhagvat Gita and Quran. Asst. Prof. Rajmohan Kadavil welcomed the gathering. Rev. Fr. (Dr) Abraham Oliapurath presided over the function. Rev. Fr. Jose Puthiyedth delivered the Inaugural address. Mrs. Pamela Anna Mathew was the Key note speaker and Prof. Dr. B. Hareendran, Academic Director, conveyed the felicitation speech. Asst. Prof. Bejoy Joseph delivered vote of thanks and the program ended with National Anthem.



**Very Rev Fr. Jose Puthiyedath,**  
Vicar General Archdiocese  
of Ernakulam-Angamaly

**Smt. Pamela Anna Mathew,**  
Chairman & Managing Director,  
OEN India Ltd.

*E-Vidyarambham*

**2021** Wednesday- 22nd 2021  
Time- 10 am

**BHARATA MATA**  
**INSTITUTE OF MANAGEMENT**  
Thrikkakara, Kochi-21  
Approved by AICTE, Affiliated to MG University Kottayam, Re-accredited by NAAC with A+ Grade

## Department Non-Academic activities

### Outreach activities

**Coordinator : Mr. Bejoy Joseph**

**Number of Students : 5 students**

Community service Club – BMIM distributed 100 food kits at a cost of Rs.70000/- to families affected by Covid in two colonies and an old age home at Vallagham, a rural hamlet near Vaikom. This initiative was accompanied by Faculty Coordinator Mr. Bejoy Joseph and 5 students, Three students from senior batch(2019-21) and two students from junior batch (2020-22). The students involved were Rishad, Rashid and Aslah from senior batch. The junior batch comprised of Eloy and Anumodh.



## *We are Ready for V-Guard*

A training session by Head Talent Acquisition of V- Guard Mr.John Mathew Sebastian with BMIM students.



BMIM Finance Club celebrated webinar on Hazzle Free Investment 24th February 2022 in association with NSE.



**BHARATA MATA INSTITUTE OF MANAGEMENT**  
Thrikkakara, Kochi-21  
Approved by AICTE, Affiliated to MG University Kottayam, Re-accredited by NAAC with A+ Grade

**Webinar**  
On  
Hazzle Free Investment  
Organised by  
Finance Club  
In Association with NSE

**Speaker**  
**Sri. Unnikrishnan V.M,**  
Centre Head Investor Services, NSE

Topic  
Investor Awareness – Unregulated  
Products/Platforms/Schemes

Date: 24/02/2022 Time : 4.15 pm to 5.00 pm  
Venue: MBA Seminar Hall

BMIM organised Placement Training Program by Mahindra Pride School from 15th -18th February 2022



**BHARATA MATA INSTITUTE OF MANAGEMENT**  
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**Placement Training Program 2022**  
by  
**Mahindra Pride School**

15th February 2022  
to  
18th February 2022

Venue: MBA Seminar Hall

BMIM Finance Club organized webinar on Hazzle Free Investment in association with SEBI and NSE on 24 February 2022.



**BHARATA MATA INSTITUTE OF MANAGEMENT**  
Thrikkakara, Kochi-21  
Approved by AICTE, Affiliated to MG University Kottayam, Re-accredited by NAAC with A+ Grade

**Webinar**  
On  
Hazzle Free Investment  
Organised by  
Finance Club  
In Association with SEBI & NSE

**Speaker**  
**Sri. Arun**  
AGM, SEBI

Topic  
Introduction to Securities

Date: 24/02/2022 Time : 3.30 pm to 4.15 pm  
Venue: MBA Seminar Hall

## Entry Level Examination

Category	No of Students
Advanced Learners	19
Average Learners	27
Slow Learners	14
Total	60

## Bridge course

Name of Faculty :Mr. Bejoy Joseph

Department :MBA

Subject :Fundamentals of Accountancy

Date	Session	Topics	Covered	Absentees
24-09-2021	1.20-2.20	Accounting - Meaning, assets, liabilities and basic aspects of Accounting	Covered	3
28-09-2021	9.00-10.00	Limitation of accounting - GAAP	Covered	3
29-09-2021	9.00-10.00	Double entry system-types of accounts and problems	Covered	3
01-10-2021	1.20-2.20	Preparation of Journal and ledger	Covered	1
20-10-2021	1.20-2.20	Preparation trial balance (2 problems)	Covered	9
21-10-2021	10.10-11.10	Preparation of trading and profit and loss account ( 2 problems)	Covered	4

25-10-2021	9.00-10.00	Preparation of balance sheet, identifying its components	Covered	7
25-10-2021	1.20-2.20	Preparation of final accounts	Covered	6

## *Bridge course*

**Name of Faculty** :Dr. B Hareendran

**Department** :MBA

**Subject** :Fundamentals of Economics

Date	Session	Topics	Covered	Absentees
13-10-21	11.20-12.20	Wealth – Welfare – Scarcity – Growth Definitions, Basic Pillars of Economics	Covered	0
20-10-21	11.20-12.20	Micro Economics Vs Macro Economics, Factors of Production, Concept of Utility	Covered	3
26-10-21	1.20-2.20	Efficiency and Optimization, Marginal Principle	Covered	3
27-10-21	1.20-2.20	Marginal Concepts, Concept of Economic Equilibrium	Covered	5
30-10-21	9.00-10.00	Economic Systems, Capitalism – Socialism and Mixed Type of Economy	Covered	2
30-10-21	1.20-2.20	Structure of Indian Financial System	Covered	7
25-10-21	9.00-10.00	preparation of balance sheet, identifying its components	Covered	7
25-10-21	1.20-2.20	preparation of final accounts	Covered	6

## Bridge course

Name of Faculty :Sunil S S

Department :MBA

Subject :General Orientation Programme(GOP)

Date	Session	Topics	Covered	Absentees
23-09-2021	10.10-11.10	Students Introduction ,Unit 1-Goal Setting-How to set Goals?, Feasible Goals	Covered	3
24-09-2021	11.20-12.20	Unit 1-Goal Setting-Personal environment	Covered	3
28-09-2021	1.20-2.20	Unit 2-Attitude formation	Covered	3
29-09-2021	1.20-2.20	Unit 3-Self Discipline & Professionalism	Covered	3
01-10-2021	11.20-12.20	Unit 3-Need for Self Discipline & etiquetes	Covered	1
21-10-2021	1.20-2.20	Unit 4-Leadership & synergy-Identify leader, ability to influence & synergy-Key factor in management.	Covered	9
26-10-2021	9.00-10.00	Unit 5-Group discussion & Presentation skill-Group discussion elements & effective presentation.	Covered	4
27-10-2021	9.00-10.00	Unit 6-Self learning -How to learn self & Importance of Course Plan.	Covered	7



## Bridge course

**Name of Faculty** :Susan K Mathew  
**Department** :MBA  
**Subject** :Introduction to case method

Date	Session	Topics	Covered	Absentees
23-09-21	11.20-12.20	Case - Definition, Case method in management education, Steps in case discussion	Covered	2
13-10-21	10.10.11.10	Role of instructor and learner in case teaching, steps in writing a business case	Covered	1
25-10-21	11.20-12.20	Structure of a business case, writing a case analysis report	Covered	4
26-10-21	11.20-12.20	Types of cases - Historical case, Best practice case, problem oriented case	Covered	1
27-10-21	11.20-12.20	Primary Vs secondary data cases, appraisal case, live case	Covered	3
30-10-21	11.20-12.20	Real time case, Analysis of model caselet	Covered	4
26-10-2021	9.00-10.00	Unit 5-Group discussion & Presentation skill-Group discussion elements & effective presentation.	Covered	4
27-10-2021	9.00-10.00	Unit 6-Self learning -How to learn self & Importance of Course Plan.	Covered	7

## Bridge course

Name of Faculty : Rajmohan Kadavil

Department :MBA

Subject : Management

Date	Session	Topics	Covered	Absentees
24-09-2021	9.00-10.00	Management – Meaning & Definitions – Nature & Scope	Covered	3
28-09-2021	10.10-11.10	Management as a Profession. Evolution of Management	Covered	3
29-09-2021	10.10-11.10	Role of Management in various types of Organisations – Mintzberg’s Managerial Roles	Covered	3
01-10-2021	9.00-10.00	Levels of Management – Low Middle and Top Levels	Covered	1
20-10-2021	9.00-10.00	Management as Line & Staff Functions	Covered	9
21-10-2021	9.00-10.00	Planning Organising Staffing	Covered	4
26-10-2021	9.00-10.00	Unit 5-Group discussion & Presentation skill-Group discussion elements & effective presentation.	Covered	4
27-10-2021	9.00-10.00	Unit 6-Self learning -How to learn self & Importance of Course Plan.	Covered	7

## Bridge course

Name of Faculty :Dr. Geetha Jose

Department :MBA

Subject :Introduction to Research and Projects

Date	Session	Topics	Covered	Absentees
29-09-21	11.20-12.20	Introduction to research, Research process	covered	4
21-10-21	11.20-12.20	Basic Research Designs	covered	2
25-10-21	10.10-11.10	Projects & Internship, Industry analysis, components and methods	covered	2
26-10-21	10.10-11.10	collecting data using online resources, Google search	covered	2
27-10-21	10.10-11.10	Styles of referencing	covered	3
30-10-21	10.10-11.10	How to write meaningful Assignments, making use of online resources and good practices in report writing	covered	1
26-10-2021	9.00-10.00	Unit 5-Group discussion & Presentation skill-Group discussion elements & effective presentation.	Covered	4
27-10-2021	9.00-10.00	Unit 6-Self learning -How to learn self & Importance of Course Plan.	Covered	7

## Bridge course

Name of Faculty : Dr. Geetha Jose

Department : MBA

Subject : Quantitative Foundation

Date	Session	Topics	Covered	Absentees
23-09-21	9.00-10.00	Introduction and Application of Business Statistics	Covered	0
23-09-21	1.20-2.20	Types of Data, frequency distribution, diagrammatic presentation	Covered	0
24-09-21	10.10-11.10	Cumulative Frequency Distribution, Statistical graphs	Covered	4
28-09-21	11.20-12.20	Types of Data Presentation	Covered	1
01-10-21	10.10-11.10	Measures of Central Tendency	Covered	4
13-10-21	9.00-10.00	Measures of dispersion /shape	Covered	1
13-10-21	1.20-2.20	Probability, Counting principles, Permutation	Covered	1
20-10-21	10.10-11.10	Probability,Combination	Covered	2

## *Mentoring Report - Department Level*

The MBA department follows the mentoring system initiated by mentoring Cell. The students are grouped and assigned a mentor faculty. The concerned students and faculty meets once in a week. The meeting will be there for one hour. In this one hour faculty becomes friendly with the students so that students can open up and share their difficulties. Along with this the system also enabled to focus more on slow learners in the group by each faculty. The students who are in the slow learner category will be guided by the faculty and the students would not know that they are in slow learner category and they are being guided for an upliftment. It is usually disclosed at the end of the course that they were guided and progress is shown with their improvement in current marks and performance when compared to earlier one.

### *Department Mentor list 2021-22*

SI No.	Name of the Mentor	No. Mentees
1.	Prof. Dr. B Hareendran (2020-22 batch)	10
	Prof. Dr. B Hareendran (2021-23 batch)	10
2	Ms. Susan K Mathew (2020-22 batch)	10
	Ms. Susan K Mathew (2021-23 batch)	8
3.	Mr. Rajmohan Kadavil (2020-22 batch)	10
	Mr. Rajmohan Kadavil (2021-23 batch)	9
4.	Mr. Sunil S. S (2020-22 batch)	9
	Mr. Sunil S. S (2021-23 batch)	10
5.	Mr. Bejoy Joseph (2020-22 batch)	10
	Mr. Bejoy Joseph (2021-23 batch)	9
6.	Dr. Geetha Jose (2020-22 batch)	8
	Dr. Geetha Jose (2021-23 batch)	10

## Add-on Courses

### **Course name: Advanced Excel**

Objective: The program aims to improve the skill sets of students in the usage and application of excel software. The excel software is widely adopted by the corporates in handling their day to day affairs. The knowledge in the application of this software enables the student to possess an extra edge during the time of interview process.

A Brief Report: This program in the year 2021-22 was conducted for 7 hours. This session was executed on 2nd of March 2022 for the MBA batch (2020-22).

**Course coordinator: Mr. Rajmohan Kadavil**

**Resource Person : Mr. Jomon Joseph**

Initiative: As the skill set required for excel is very much essential to the students in their professional life, the department has made an initiative to have a MOU with Strategist. The strategist is owned by Mr. Jomon, who imparts the required knowledge in excel to the students.

### **Course name:Yoga**

Objective: The program aims to improve the concentration and focus of students to handle the pressures which they encounter in their professional and academic life. The session also aims at imparting the skill of silence. Because nowadays the students are becoming impatient and ends up in doing unproductive things. The knowledge in the application of yoga skills enables the student to possess an extra edge during the climbing of professional ladder.

A Brief Report: This program in the year 2021-22 was conducted for one hour on a weekly basis. This session is executed on Wednesday of each week for the MBA batch (2021-23).

**Course coordinator: Mr. Rajmohan Kadavil**

**Resource Person : Fr. Baiju Varghese**

Initiative: As the skill set related to Peace and tranquility is very much essential to the students in their professional life, the department has made an initiative for promoting such skill set among the students through yoga. This helps in imparting the required knowledge in yoga to the students.

## Department level Infrastructure

**Number of Classrooms :4**

Computers & Peripherals

Laptops : 4

PCs : 60

Projectors : 4

Printers : 7

**Furniture & Fittings**

Desk : 120

Bench : 60

Tables : 147

Chairs : 709

Almirah : 55

Shelf : 101



## Department Meetings

Description: The department of MBA conducts department meetings in the presence of Managing Director, Academic Director and 5 faculty members. The meetings are usually convened on second Wednesday of each month. The time fixed for the meeting is 3.30 pm.

SI No.	Date and Time of Meeting	Major Agenda
1	9th March 2022, 4.00 pm	<ol style="list-style-type: none"> <li>1. The FDP programme dates were fixed on the 24th &amp; 25th of March 2022</li> <li>2. Farewell for outgoing students on Saturday, April 2nd 2022</li> <li>3. Sports day on the Friday, 8th of April and Arts day Friday, 1st April</li> <li>4. Model examination for 3rd semester fixed 16th to 23rd March</li> <li>5. OBT for first years from 27th to 29th March 2022</li> <li>6. Industrial visit for second years to be fixed after consulting with the companies</li> <li>7. Outreach programmes to be named as Karuthal and programmes to be decided later</li> </ol>
2	8th December 2021, 3.30 pm	<ol style="list-style-type: none"> <li>1. Christmas celebrations were decided to be conducted on 23rd December, Thursday from 9.30 am to 3.30 pm</li> <li>2. OBT for the first semester students to be conducted in a redesigned format</li> <li>3. FDP programme planned in march 2022.</li> <li>4. It was decided to conduct a farewell programme for seniors in January 2022. Dates to be finalized later</li> <li>5. Graduation ceremony to be conducted for the last 2 batches once MBA is shifted to the new building</li> <li>6. International visit for senior student to be conducted if situations are favorable otherwise 20000 rupees to be refunded to the students</li> <li>7. Managing Director asked the Faculty team to complete the website work as early as possible</li> </ol>



No separate PTA exists for the department. Every year an open house is held with all the parents and the teaching faculty. In open house meetings parents of each class gather separately. This gathering provides parents and teachers with an opportunity to exchange views, work together for the development of students as well as college. General feedback from parents about the college is also taken.

### Open House Meetings

Sl No	Class	Date and Time
1	MBA Batch 2021-23	19th March 2022

### Programmes Attended by Faculty

Name of faculty	Name of Programme	Date/s	Conducting Agency	FDPs/ STTPs/ Work-shops/ Seminars / Webinar
Mr. Bejoy Joseph	FDP on Multivariate Tools in Research and Decision Making	13th to 17th September 2021	JAIN University	FDP
Mr. Sunil S.S	National FDP on : Research And Data Analysis	15th July to 19th July 2021	Rankers Coach	FDP
Ms. Susan K Mathew	Three day Professional Development Programme on "Learning through Gamification: Fun is the Future"	22nd, 23rd, 24th September 2021	Internal Quality Assurance Cell, Nirmala College Muvattupuzha	FDP

## Research Contributions

Name of the Faculty	Type of Publication (Contribution to Book, Research Publication, Conference Proceedings)	Listing of the publication (ISBN BOOK, UGC Care List1, Scopus, Web of Science)	Title of the Paper or Book Chapter	Journal Name or Publisher Name	ISSN or ISBN Number
Mr. Bejoy Joseph	Research Publication	UGC Care list1	The unsung sectors in the indian manufacturing industry:An empirical study on the influence of accounting variables with share price	CA journal	0009-188X
Mr. Bejoy Joseph	Research Publication	UGC Care list1	Unmasking the endorsement :An empirical investigation on the Indian Mutual Fund Industry	Shodhsamhita	2277-7067
Mr. Bejoy Joseph	Research Publication	UGC Care list1	Exploring The Path Of Disinvestment: A Pre- And Post-Analysis Of Divested Companies	Journal of Asiatic Society of Mumbai	0972-0766
Dr. Geetha Jose	Research Publication	Scopus	It is not a case of "one size fits all": the need for customized HRM practices for	Development and Learning in Organizations: An International Journal	1477-7282

## *Publications - Students (If any)*

Name of the Student	Type of Publication (Contribution to Book, Research Publication, Conference Proceedings)	Listing of the publication (ISBN BOOK, UGC Care List1, Scopus, Web of Science)	Title of the Paper or Book Chapter	Journal Name or Publisher Name	ISSN or ISBN Number
Ms. Nithya P.S	Research Publication	UGC Care list1	Exploring The Path Of Disinvestment: A Pre- And Post-Analysis Of Divested Companies	Journal of Asiatic Society of Mumbai	0972-0766

## *Resource Person in Seminars*

Name of the Faculty	Type of Program Attended (FDPs/ STTPs/ Workshops/ Seminars/ Conference/ Webinar)	Date/ Dates of Program	Title of the Program	Institution or agency organized the Program
Mr. Rajmohan Kadavil	Webinar	20/05/2021	Professional Ethics for Teaching and Non Teaching Staff	KMEA College of Arts and Science
Dr. Geetha Jose	Webinar	14/07/21	Guidance for higher education opportunities for MBA students	Bharata Mata Institute of Management
Mr. Rajmohan Kadavil	Webinar	05/08/2021	Professional Ethics for Teaching and Non Teaching Staff	St.Teresa's College

## ***BMITM Faculty Achievements***

<b>Name of Faculty</b>	<b>Achievements</b>
Prof.(Dr.) B. Hareendran	Selected as a member of Board of Studies in S. H. College Thevara
Mr. Bejoy Joseph	Received Best Paper Award at a National Seminar in KUFOS ,January 2022  Received Best Paper Presenter Award in an International Conference at Adi Shankara Business School, February 2022
Dr. Geetha Jose	Best Paper Award (Runner up) , International conference , Adi Shankara Business School, Kalady,February 2022.  Total Google Scholar Citations Received- 387

## PG Dissertation Batch - 2019-21

SL. No.	Roll No.	NAME	TITLE	Research Supervisor	Batch
1	190031000001	ABHIJITH S NAIR	A Dissertation On “ Comparing Roi And Cost Of Capital With Reference To Indian Automobile Sector “	Mr. Bejoy Joseph	2019-21
2	190031000002	AFEEFA E L	A Dissertation On “Examining Intensity Of Risk And Return Among Indexes In Various Situations”	Mr. Bejoy Joseph	2019-21
3	190031000003	AISWARYA J	A Dissertation On “ A Study On Stress And Employee Outcomes Among Employees Of Mrf Ltd, Kottayam”	Dr. Geetha Jose	2019-21
4	190031000004	AISWARYA M	A Dissertation On Ef-fectiveness Of E-Wal-let	Mr. Rajmo-han Kadavil	2019-21
5	190031000005	ALANA KURIAKOSE	A Dissertation On “A Study On Effective-ness Of Occupational Health And Safety Measures”	Susan K Mathew	2019-21
6	190031000006	ANGEL GLANIYA	A Dissertation On “Stereotyping Creditworthiness Of Indian Banks”	Mr. Bejoy Joseph	2019-21
7	190031000007	ANJALI C	A Dissertation On “To Study The Incentives And Motivational Level Of Employees In Re-tail Sector”	Dr. Geetha Jose	2019-21
9	190031000009	ANSILA M M	A Dissertation On “Influence Of Social Media On Online Buy-ing Behavior”	Mr. Rajmo-han Kadavil	2019-21

10	190031000010	ANU ALBY	Influence Of Financial Matrices On Share Price : An Exploratory Study On Two Wheeler Companies Listed In Bse	Mr. Bejoy Joseph	2019-21
10	190031000011	ANU KRISHNAN	A Dissertation On A Study On Organizational Commitment And Organizational Citizenship Behavior Among Bank Employees	Dr. Geetha Jose	2019-21
11	190031000012	ARCHANA P K	A Dissertation On Brand Loyalty For Cosmetic Products Among Youth With Special Reference To Ernakulam City	Mr. Sunil S. S	2019-21
12	190031000013	Arya Leeladharan	A Dissertation On "Super Normal Profit In Oil Sector Myth Or Reality?"	Mr. Bejoy Joseph	2019-21
13	190031000014	Ashly Treesa	A Dissertation On "Effectiveness Of Grievance Handling Mechanism In Health Care Sector"	Ms. Susan K Mathew	2019-21
14	190031000015	Ashmi Salu	A Dissertation On "How Visual Merchandising Influence Impulse Buying With Reference To Reliance Trends"	Dr. B Hareendran	2019-21
15	190031000016	Ashna Rash-eed	A Dissertation On Consumer Awareness Towards Organic Fruits And Vegetables	Dr. B Hareendran	2019-21
16	190031000017	ASLAH AB-BAS	A Dissertation On "A Study On Risk In Mutual Fund Investments Using Sharpe And Treynor Ratio"	Mr. Bejoy Joseph	2019-21

17	190031000018	ASTIL STAN-LY	A Dissertation On "Brand Awareness Of Bisleri Among Customers"	Mr. Sunil S.S	2019-21
18	190031000019	ATHIRA A	A Dissertation On "A Study On Consumer Perception Of Branded Apparel"	Dr. Geetha Jose	2019-21
19	190031000020	ATHUL JAYA-KUMAR	A Dissertation On "Factors Affecting Motivation Of Marketing Executives Dealing In Two Wheeler Segment"	Susan K Mathew	2019-21
20	190031000022	DEVIKA RAVI	A Dissertation On "A Study On Customer Satisfaction Towards Amazon Using Servqual Model"	Mr. Rajmohan Kadavil	2019-21
21	190031000023	DONA KURIA-KOSE	A Dissertation On "Employee Relations And Its Effect On Employee Productivity"	Susan K Mathew	2019-21
22	190031000024	JESLIN GEORGE	A Dissertation On "A Study On The Customer Preference And Awareness On Different E-Payment Applications"	Rajmohan Kadavil	2019-21
23	190031000025	JITHIN JOSE	A Dissertation On "Effectiveness Of Covert Advertising In Malayalam Movies"	Dr. Hareendran B	2019-21
24	190031000026	JOEAN N BERNABAS	A Dissertation On "Analysing Share Valuation: Capm Approach"	Bejoy Joseph	2019-21
25	190031000027	K N MOHAMMED RASHID	A DISSERTATION ON CUSTOMER IN-STORE EXPERIENCE ON CUSTOMER SATISFACTION with special reference to DECATHLON	Dr. Hareendran B	2019-21

26	190031000028	KARTHIKA M S	A Dissertation On Effectiveness Of Sustainable Hrm Practices In Covid 19 Period	Ms. Susan K Mathew	2019-21
27	190031000029	LEENU CHE-RIAN	A Dissertation On “A Study On Trading On Equity Of Big Corporates In India”	Mr. Bejoy Joseph	2019-21
28	190031000030	LIDHIYA V S	A Dissertation On “Employee Recognition Practices And Intention To Stay”	Dr. Geetha Jose	2019-21
29	190031000031	MADHURI M MURALI	A Dissertation On “Gauging Financial Distress Among Listed Insurance Companies In India: An Empirical Study Focusing On Disinvestment In Insurance Sector In India	Mr. Bejoy Joseph	2019-21
30	190031000032	MAHIMA DIXON	A Dissertation On “A Study On Performance Of Fdi Infused Pharmaceutical Companies In India	Mr. Bejoy Joseph	2019-21
31	190031000033	MARTIN S PAZHAYIDAM	A Dissertation On “Factors Influencing The Default In Loan Repayment”	Mr. Sunil S.S	2019-21
32	190031000034	MEGHA ANTONY	A Dissertation Project On Investigating The Exorbitant Price Of Shares: A Comparative Study Of Whitbeckkisor Model With Conventional Price Earnings Model	Mr. Bejoy Joseph	2019-21
33	190031000035	MERCY ELNA K T	A DISSERTATION on INFLUENCE OF GREEN MARKETING ON CONSUMER PURCHASING BEHAVIOUR	Mr. Sunil S. S	2019-21



34	190031000036	MILNA MU-HAMMEDALI	A Dissertation On "Customer Perception Towards Id Fresh Food Products"	Mr. Sunil S.S	2019-21
35	190031000037	MOHAMED ALBIN	A Dissertation On "Factors Influencing Buying Behavior Towards Dairy Whitener In Modern Trade Outlets"	Mr. Rajmo-han Kadavil	2019-21
36	190031000038	NEENU K N	A Dissertation On The Spark For A New Era: An Analysis On Bitcoin And Other Investment Avenues	Mr. Bejoy Joseph	2019-21
37	190031000039	NEERAJ K R	A Dissertation On "A Study On Consumer Perception Towards Electric Car"	Dr. Hareendran B	2019-21
38	190031000040	NEETHU AUGUSTINE	A Dissertation On "Study On Career Planning And Its Impact On Employee Development"	Susan K Mathew	2019-21
39	190031000041	NEFTY SERA REJI	A Dissertation On "Investors Preference Toward Mutual Funds"	Mr. Bejoy Joseph	2019-21
40	190031000042	NIBA NAJEEB	A Dissertation On A Study On Customer Centricity And Customer Satisfaction At Reliance Smart	Mr. Rajmo-han Kadavil	2019-21
41	190031000043	NITHYA P S	A Dissertation On Rehashing The Journey Of Disinvestment: A Pre- And Post-Analysis Of Divested Companies	Mr. Bejoy Joseph	2019-21

42	190031000044	NIVEDYA SREEKUMAR	A Dissertation On A Study On Influences Of Advertisement On Purchase Decision Of Oppo Mobile Phones	Mr. Sunil S.S	2019-21
43	190031000045	NOWREEN M	A Dissertation On "Customer Satisfaction Of Indus Motors"	Mr. Sunil S.S	2019-21
44	190031000046	R HARI NAIR	A dissertation on "revealing tantrums behind sensex: a study unearthing variables influencing the sensex"	Mr. Bejoy Joseph	2019-21
45	190031000047	RISHAD RAHIM	A Dissertation On "Effects Of Marketing Mix Elements On Customer Satisfaction Of V-Guard Mixer Grinder"	Mr. Rajmo-han Kadavil	2019-21
46	190031000048	RITA RIYA D J	A Dissertation On "A Study On Influence Of Debt In Capital Structure On Value Of A Firm And Cost Of Capital"	Mr. Bejoy Joseph	2019-21
47	190031000049	RIYA HYRIN M B	A Dissertation On Consumer Awareness And Effectiveness Of Online Payment System With Special Reference To Paytm"	Mr. Rajmo-han Kadavil	2019-21
48	190031000050	SACHIN BIJU	A Dissertation On "A Study On Factors Influencing Online Purchase Intention Of Smartphones"	Mr. Rajmo-han Kadavil	2019-21
49	190031000051	SANJO JOSE	A Dissertation On Modelling Sales Forecast For E-Commerce Sites	Dr. Geetha Jose	2019-21

50	190031000052	SERIN SARA JOSE	A Dissertation On "A Study On Effectiveness Of Training Program In Bmtc, Bangalore"	Dr. Geetha Jose	2019-21
51	190031000054	SREELAKSHMI G T	A Dissertation On "An Exploratory Study On Ott Platforms In India"	Dr. Hareendran B	2019-21
52	190031000055	STENY SEVI	A Dissertation On "A Study Of Performance Appraisal, Employee Motivation And Work Performance Among Employees Working In Telecom Industry"	MS. Susan K Mathew	2019-21
53	190031000056	SUFIYANATH T S	A Dissertation On "A Study On Problems And Prospects Of Women Entrepreneurship With Special Reference To Ernakulam District"	Dr. Hareendran B	2019-21
54	190031000057	SUSAN J ROACH	A Dissertation On "The impact of packaging on consumer buying behaviour with special reference to cosmetic products"	Mr. Sunil S.S	2019-21
55	190031000058	T S RAGENDHU	A Dissertation On "A Study Of Emotional Intelligence And Employee Satisfaction Of Bank Employees In Kerala"	Dr. Geetha Jose	2019-21
56	190031000059	TABY THOMAS	A Dissertation On "Bird In The Hand Argument: Examining The Relevance Of Dividend In Share Valuation"	Mr. Bejoy Joseph	2019-21
57	190031000060	VISHNU SURENDRAN	A Dissertation On "A Study On Analysing Risk And Return Of Investing In Indian Fmcg Sector"	Bejoy Joseph	2019-21

## PG Dissertation Batch - 2019-21

Sl.No.	(2018-2020)	Submitted by	Research Supervisor	Batch
1	Influence of Brand Equity on Purchase Intention of Cosmetic brands with special reference to Fair and Lovely	A.K. Pooja	Dr. Hareendran B	2018-20
2	Evaluation of Financial Distress Among Indian Pharmaceutical Sector	Adarsh Francis	Mr. Bejoy Joseph	2018-20
3	A Study on the Effectiveness of CRM in Public & Private Sector Banks	Aju Abraham	Dr. Hareendran B	2018-20
4	Influence of Work-life Balance on Employee Wellness	Aleena Mary Figarado	Susan K Mathew	2018-20
5	Service Quality of FEDNET	Amal Pappachan M	Dr. Hareendran B	2018-20
6	Influence of Facebook Advertising on Consumer Purchase Decision	Ananthakrishnan A S	Mr. Sunil S.S	2018-20
7	Influence of Competency Mapping on Employee Performance	Anu Jayan	Susan K Mathew	2018-20
8	Customer loyalty with Amazon	Aparna Santhosh	Sunil Sebastian	2018-20
9	The Impact of Job Satisfaction on Employee Retention	Arathi Mohandas	Susan K Mathew	2018-20
10	Evaluation of Unsystematic Risk: A Study on Indian Commercial Vehicle Sector	Ardra Boban	Mr. Bejoy Joseph	2018-20

11	The Influence of Accounting Variables on Stock Price in Indian Shipping Industry	Ardra Sasi	Mr. Bejoy Joseph	2018-20
12	Study on Influence of Social Media in Marketing Effectiveness of SMEs	Arun Sebastian	Mr. Rajmohan Kadavil	2018-20
13	Influence of Job Satisfaction on Employee Engagement	Arya Chandran	Ms. Susan K Mathew	2018-20
14	Factors Influencing Purchase Decision of Two wheelers in India	Asish George	Mr. Sunil S.S	2018-20
15	A Comparative Analysis of Online Shopping Behaviour of Millennial with Senior Citizens	Aswathy Krishna	Dr. Rama L	2018-20
16	Consumer Satisfaction of Milk Brand in Kerala	Athira P S	Mr. Sunil S.S	2018-20
17	The Attitude of Graduated Youths Towards Entrepreneurship	Basil Varghese	Mr. Sunil S.S	2018-20
18	Effectiveness of Consumer Promotions at Hypermarket	Bhagya Devadasan	Mr. Rajmohan Kadavil	2018-20
19	Influence of Telecommuting on Job Satisfaction of Professionals	Bibiya Rose Mathew	Susan K Mathew	2018-20
20	Antecedents of customer trust which results in retail store loyalty	Dila Teddy	Mr. Rajmohan Kadavil	2018-20
21	Influence of Reward System on the Motivational Level of Employees	Elizabeth Abraham	Ms.Susan K Mathew	2018-20
22	Influence of Teamwork on Employee Engagement	Febin A Paul	Dr. Rama L	2018-20

23	Influence of Product Return Policy in Online Shopping on Consumer Behavior	Feby K Sabu	Mr. Rajmohan Kadavil	2018-20
24	Dissertation Project carried out at "LULU HYPERMARKET	Hafees Rahman E. K	Dr. Hareendran B	2018-20
25	Influence of work life Balance on Job Satisfaction	Jerin Jacob	Mr. Rajmohan Kadavil	2018-20
26	Influence of Customer Loyalty Program on Customer Retention in Retail Sector	Jofin Jose	Mr. Sunil S.S	2018-20
27	A Study on Influence of Branding on Consumer Purchasing in Relation to Fashion Industry	Johit Joy	Mr. Rajmohan Kadavil	2018-20
28	Impact of Social Media Usage on Brand Choice	Joshua J Mathew	Dr. Hareendran B	2018-20
29	Brand Personality and Customer Profile of Chocolate Brands In India	Keerthana Satheesan	Mr. Rajmohan Kadavil	2018-20
30	An Empirical Study on the Individual Influences of Oil Prices and Gold Prices on Foreign Exchange Rates in India	Lilil P Thankachan	Mr. Bejoy Joseph	2018-20
31	Factors Affecting Consumers Buying Decision in the Selection of a Coffee Brand	Manesha Roy	Mr. Rajmohan Kadavil	2018-20
32	Customer Perception and Satisfaction towards Allen Solly	Manu K.V	Dr. Hareendran B	2018-20
33	Customer Perception on YouTube Pop up Ads	Maria Milkana	Mr. Bejoy Joseph	2018-20
34	A Comparative Study on CRM of Traditional Scheduled Bank and New Private Sector Bank in Kerala	Miji Joy	Mr. Rajmohan Kadavil	2018-20
35	A Study on Influence of Customer Demography on Online Customer Satisfaction	Neha B S	Dr. Rama L	2018-20

36	The Influence of Job Stress on Job Satisfaction	Nezma Fathima	Ms. Susan K Mathew	2018-20
37	Influence of Training and Development on Employee Retention	P. Karthika Mohan	Dr. Rama L	2018-20
38	Service Quality and Customer Satisfaction of YONO App of SBI	P.N. Mohamed Shehin	Dr. Rama L	2018-20
39	Analysis of Consumer Decision Making Variables on Online Food Delivery Services	Parvathy Manoj	Mr. Sunil Sebastian	2018-20
40	Evaluation of Companies Based on Market Volatility: With Special Reference to Companies that Issued IPO in 2012	Reshma Thamby	Mr. Bejoy Joseph	2018-20
41	A Study on Content Marketing in Customer Engagement Through Social Media	Rinsiya Sathar O T	Mr. Sunil Sebastian	2018-20
42	A Study on Market Perceptions and Acceptance of Online Learning	Rose Mary Babu	Dr. Hareendran B	2018-20
43	Evaluation of Market Volatility of Top 10 Companies listed in BSE based on Pre and Post Covid-19 Scenario	Saroj Saran	Bejoy Joseph	2018-20
44	A Study on Consumer Awareness and Perception of Electric Cars	Sagar Aji	Rajmohan Kadavil	2018-20
45	Customer Attitude and Satisfaction towards Van Heusen	Sarath Santhosh	Rajmohan Kadavil	2018-20
46	A Study on the relationship between Job Satisfaction and Turnover Intention	Sethulakshmi E S	Susan K Mathew	2018-20

47	Beneficiary Perception towards Mudra Loan	Sithara V S	Mr. Sunil S.S	2018-20
48	Influence of Work Life Balance on Employee Retention	Sona Susan V B	Dr. Rama L	2018-20
49	A Study on Factors Influencing Employee Retention	Sruthy M Varghese	Susan K Mathew	2018-20
50	Influence of Motivation on Employee Performance	Thasleema Nazar	Susan K Mathew	2018-20
51	Influence of operating variables on risk: A study on Indian FMCG sector	Timiya P S	Mr. Bejoy Joseph	2018-20
52	Analysis of risk and return in Indian Airlines Industry	Tony T Jolly	Mr. Bejoy Joseph	2018-20
53	Study on Service Quality of Flipkart	Treesa Helen P E	Dr. Hareendran B	2018-20
54	An Empirical Study on the point of indifference level in IT consulting and software sector	Treesa Mathew	Mr. Bejoy Joseph	2018-20
55	Pre-Merger and Post-Merger Performance Analysis of State Bank of India	Vishnu G	Mr. Bejoy Joseph	2018-20
56	Influence of demographic factors on consumer perception towards online food ordering	Vishnu K	Sunil Sebastian	2018-20
57	A comparative study of consumer behavior and customer satisfaction of online and offline retail market (special reference on electronic gadgets)	Vishnu Santhosh	Rajmohan Kadavil	2018-20



## *Alumni Interaction Series*

A One hour alumni interaction program was organised in the computer lab of BMIM on 5th of March 2022. The entire senior students (2020-22) participated in the interaction.

### *Interaction - 1*

**Ms. Dila Teddy,  
New Age Sys Solutions  
(14th Batch)**



### *Interaction - 2*

**Ms. Raghendu K., TCS  
(15th Batch)**



### *Interaction - 3*

**Mrs. Taby Thomas , EY  
(15th Batch)**

## Students Placed- Student Progression

No.	NAME OF STUDENT	BATCH	Company
1	ABHIJITH S NAIR	BMIM 15th MBA Batch	MS Chola(Murugappa Group)
2	AISWARYA J	BMIM 15th MBA Batch	Bisleri
3	AISWARYA M	BMIM 15th MBA Batch	EASF Bank
4	ALANA KURIAKOSE	BMIM 15th MBA Batch	EASF Bank
5	ANGEL GLANIYA	BMIM 15th MBA Batch	SBI-G
6	ANJALI C	BMIM 15th MBA Batch	EASF Bank
7	ANN AMITHA ANTONY	BMIM 15th MBA Batch	ICICI Bank
8	ANU ALBY	BMIM 15th MBA Batch	ICICI Bank
9	ANU KRISHNAN	BMIM 15th MBA Batch	EASF Bank
10	ARCHANA P K	BMIM 15th MBA Batch	EASF Bank
11	ARYA LEELADHARAN	BMIM 15th MBA Batch	EASF Bank
12	ASHLY TREESA	BMIM 15th MBA Batch	FLIPKART
13	ASHMI SALU	BMIM 15th MBA Batch	REC Works(HRConsultancy Firm)
14	ASHNA RASHEED	BMIM 15th MBA Batch	SudCHemi

15	ASLAH ABBAS	BMIM 15th MBA Batch	V-Guard Industries Ltd
16	ASTIL STANLY	BMIM 15th MBA Batch	Bisleri & EASF Bank
17	ATHIRAA	BMIM 15th MBA Batch	EASF Bank
18	ATHUL JAYAKUMAR	BMIM 15th MBA Batch	EASF Bank
19	DEVIKA RAVI	BMIM 15th MBA Batch	EASF Bank
20	DONA KURIAKOSE	BMIM 15th MBA Batch	ZELLIS
21	HARI NAIR R	BMIM 15th MBA Batch	SBI-G
22	JESLIN GEORGE	BMIM 15th MBA Batch	ICICI Bank
23	JITHIN JOSE	BMIM 15th MBA Batch	FLIPKART & ICICI Bank
24	JOEAN N BERNABAS	BMIM 15th MBA Batch	MS Chola(Murugappa Group)
25	LEENU CHERIAN	BMIM 15th MBA Batch	EASF Bank
26	MAHIMA DIXON	BMIM 15th MBA Batch	SBI-G
27	MARTIN S PAZHAYIDAM	BMIM 15th MBA Batch	ICICI Bank
28	MEGHA ANTONY	BMIM 15th MBA Batch	Aditya Birla Fashion Retail Ltd
29	MOHAMED ALBIN	BMIM 15th MBA Batch	EASF Bank & MS Chola(Muru- gappa Group)
30	MOHAMMED RASHID K N	BMIM 15th MBA Batch	FLIPKART

31	NEENU K N	BMIM 15th MBA Batch	Byjus APP(Think & Learn Pvt. Ltd)
32	NEETHU AUGUSTINE	BMIM 15th MBA Batch	ROYZ
33	NIBA NAJEEB	BMIM 15th MBA Batch	EASF Bank
34	NITHYA P S	BMIM 15th MBA Batch	SBI-G
35	NIVEDYA SREEKUMAR	BMIM 15th MBA Batch	EASF Bank
36	NOWREEN M	BMIM 15th MBA Batch	Auro Asia
37	RISHAD RAHIM	BMIM 15th MBA Batch	V-Guard Industries Ltd
38	RITA RIYA D J	BMIM 15th MBA Batch	Broadridge(MNC)
39	SACHIN BIJU	BMIM 15th MBA Batch	ICICI Bank
40	SANJO JOSE	BMIM 15th MBA Batch	FLIPKART
41	SREEKUTTY SREEKUMAR	BMIM 15th MBA Batch	ICICI Bank
42	SREELAKSHMI G T	BMIM 15th MBA Batch	New AgeSysSolutions(MNC)
43	STENY SEVI	BMIM 15th MBA Batch	FLIPKART
44	SUFIYANATH T S	BMIM 15th MBA Batch	EASF Bank
45	SUSAN J ROACH	BMIM 15th MBA Batch	SBI-G
46	T S RAGENDHU	BMIM 15th MBA Batch	TCS(MNC) & New AgeSysSolu- tions(MNC)
47	TABY THOMAS	BMIM 15th MBA Batch	EY(MNC)

48	VISHNU SURENDRAN	BMIM 15th MBA Batch	SBI-G
49	PRASANTHI S	BMIM 16th MBA Batch	V-Guard Industries Ltd
50	SHERRY JOHN	BMIM 16th MBA Batch	V-Guard Industries Ltd

### *Teaching Learning Innovative practices in the department*

Teaching learning innovative practices are initiated as a part of moulding MBA students to become successful and sensible future managers. The innovative practices that are catered to the management students is the result of continuous and strenuous effort taken by the faculty team of BMIM under the regular supervision and guidance of Academic Director. The practices and its outcomes are mentioned below:

Innovative Practices	Outcome
Lecture method	Clarity in presenting the core concepts, facing the audience and grabbing attention, showcasing the importance of problem solving in a team, Use of ICT in conveying useful informations.
Interdisciplinary Lectures	Enables the students to connect and learn, make the students understand application of specific concepts in different context
Major/Mini Projects	Giving students an opportunit
Student Seminars	Encouraging students in updating themselves and for revealing their true passion or interest
Course Assignments	Enables students to learn extra and implement that in their present work
Communication Skills	Improvising the students in terms of their communication in all spheres

Seminars/ Webinars/ Workshops	Allows students to manage themselves, think critically and solve problems in practical world with the help of what they have imbibed from the sessions or class.
Online Tutorial	Gives an exposure to students on how to effectively manage audience in a virtual mode.
Virtual Lab	Exposure to Programming & Lab practices enables students in analysing data set for arriving at conclusions

## Faculty Team







**Internal Quality Assurance Cell**

# **Bharata Mata College**

**Thrikkakara, Kochi-21, Kerala, India**

**Affiliated to MG University, Re-accredited by NAAC with 'A+' Grade, ISO 9001-2015 Certified**



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