



MARIAN COLLEGE
KUTTIKKANAM (AUTONOMOUS)
MAKING COMPLETE

MARIAN INSTITUTE OF MANAGEMENT

PROSPECTUS 2023-24



MBA

ABOUT Us

Marian Institute of Management (MIM), is the Management program of the Marian College Kuttikkanam (Autonomous) that is Affiliated to Mahatma Gandhi University, Kottayam and NAAC Reaccredited with A++ Grade (CGPA 3.71/4) College with Potential for Excellence. The Institute is approved by the All-India Council for Technical Education (AICTE), New Delhi with a sanctioned intake of 180 students. A trusted name on its merit in the higher education academia in Kerala and abroad, MIM is a co-educational institution ideally located in a picturesque, serene and climatically invigorating milieu at Kuttikkanam, managed by the Catholic Diocese of Kanjirapally. Today, the MBA at MIM is bolstered by countless academic and industry initiatives and innovative programmes for skill and personality development.

The life of a Marianite is a journey through a series of experience that enriches one's professional and personal life. MIM has changed the way knowledge is imparted by ever setting advanced standards of quality education accompanied by intelligent and world-class innovations. A qualified team of committed personnel carefully nurture each individual with a view of shaping up their future as efficient leaders in their field of operations. MIM also inculcates high moral and ethical qualities in the students and thereby bring about holistic development as a fruitful outcome of its programs.

MANAGEMENT

PATRON



H.E. MAR JOSE PULICKAL
BISHOP, DIOCESE OF KANJIRAPALLAY



FR. BOBY ALEX MANNAMPLACKAL
MANAGER



FR. JOSEPH PONGANTHANATHU
ADMINISTRATOR



PROF. DR. AJIMON GEORGE
PRINCIPAL



DR. T.V. MURALIVALLABHAN
DIRECTOR, MIM

VISION

"To be a transformational leader in education, facilitating and celebrating the full flowering of life in abundance".

Marian is envisioned as a Centre of Excellence in higher learning where knowledge is intended to become 'Knowledge Plus' through reflection, introspection, and fine-tuning (Saadhana) of oneself. Marian is a place where 'tireless striving and efforts stretch its arms towards perfection'. Our intentions shall always be to excel in every way so that our today has to be better than our yesterday, and our tomorrow has to be better than our today. At Marian, quality is not an act, it is a practice.

Marian perceives education as an important vehicle for the realization of this abundance which encompasses material well-being, intellectual maturity, moral uprightness, emotional stability, and spiritual inspiration of its stakeholders. Thus, Marian aspires that all its stakeholders experience holistic abundance and through them the entire mankind should come to experience it.



MISSION

We at Marian commit ourselves to achieving our vision through:

Facilitate an enriching scholastic experience focused on higher-order thinking and competencies.

Create avenues for developing artistic, literary, and sports talents, life skills, personal health, and well-being.

Nurture a collaborative learning community, open to the free exchange of ideas in which research, creative ideation, innovation, and entrepreneurship flourish.

Influence the educational sector by strengthening and innovating outcome-based learning and assessments, fostering multidisciplinary engagements, and integrating technologies.

Bring in a transformative impact on society – regional, national, and global- by attracting diverse talents and engaging with institutional partners.



PROGRAMME SPECIFIC OBJECTIVES (PSOs)



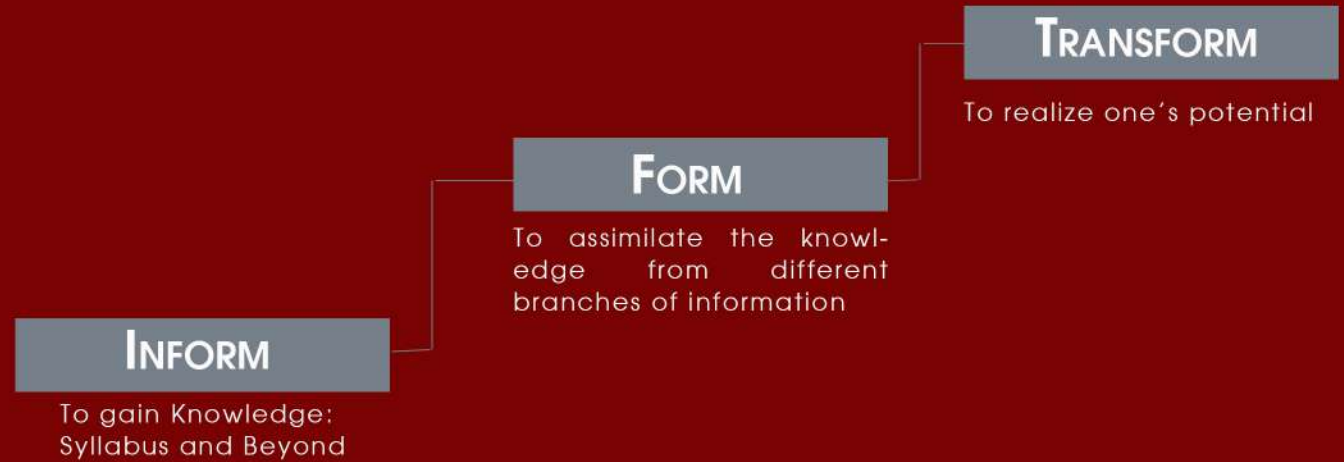
PSO1. Excel as management professionals, entrepreneurs or pursue higher studies in management, keeping professional ethics and social responsibility in all their endeavours.

PSO2. Exhibit multi-disciplinary skills like teamwork, leadership and professional competence in all their activities.

PSO3. Pursue an innovative approach to face current managerial and social challenges faced by the society.

PSO4. Demonstrate ability to adapt to a rapidly changing environment by applying new skills and competencies.

Our Motto



These institutional values will be reflected in the actions of all stakeholders of Marian:

Respect: Respect moves us to understand the gifts and unique nature and contributions of every person in the Marian learning community and to value diverse perspectives.

Excellence: Excellence commits us to challenge ourselves to utilize our God-given gifts – intellectual, social, physical, spiritual, and ethical.

Compassion: Compassion compels us to stand with and embrace others in their sufferings so that, together, we may experience God's liberating, healing, and life-giving presence.

Service: Service calls us to use our gifts, talents, and abilities to advance the genuine well-being of our community and those we encounter.

Hospitality: Hospitality draws us to do our daily work with a spirit of graciousness that welcomes new ideas and people of all backgrounds and beliefs.

Our Core Values

Integrity: Integrity gives us the ability to realize the greater good in our actions and programs and challenges us to look at our work and ourselves holistically and as one that is united with nature and others across the globe.

Diversity: Diversity builds a community that fosters an environment that is open and welcoming to diverse people, ideas, and perspectives; that promotes constructive discourses on the nature of diversity; and that engages faculty, staff, and students in activities that promote the core values of Marian's.

Learning for life: Learning for life, in the liberal arts tradition, encourages us to pursue knowledge and truth throughout our lives in ways that improve our communities and ourselves and that strengthen our understanding of each other.



MESSAGE FROM THE PRINCIPAL

Welcome one and all to MIM, the wonderful campus of Knowledge, Harmony and Excitement. With our motto of 'Making Complete', we are committed to moulding leaders capable of making decisions in a complex, dynamic business environment. With its training oriented academic schedule, MIM is a beehive that never sleeps. Equipped with its state-of-the-art infrastructure and highly qualified faculty team we also conduct Outbound training (OBT), Faculty Development Programs (FDP) and Consultancy service for our stakeholders. At MIM, the curriculum is carefully crafted and supplemented with many additional certificate programs, value-added courses, seminars, organizational studies, internships and projects along with the opportunity to organize the largest management fest of South India - Caligo - to hone the skill inventory of students and to enhance their practical skills and managerial perspective. I welcome you to join us in this exciting journey towards excellence.

PROF. DR. AJIMON GEORGE

MESSAGE FROM THE DIRECTOR

At this moment in human history, we are all experiencing difficult times. We have seen that some of yesteryear's seemingly strong business organizations are fading away and new genres of business and commercial entities are emerging and flourishing. Being aware of the cataclysmic changes, new events and developments in business and industry, we initiate changes in the curriculum design, pedagogical processes, technology integration and value orientation thereby affirming and influencing moral, ethical and sustainability principles.

With warm regards, I welcome you to build your career with MIM.

DR. T.V MURALIVALLABHAN



ACADEMIC PROGRAMMES

The first two semesters are common to all students, and they are eligible to opt for specialization subjects during the third and fourth semesters as per their area of interest. Currently, the institute offers five specializations in the area of Human Resource, Finance, Marketing, Operations, and Information Technology.

MBA at MIM follows the autonomous curriculum. Carefully merging the best practices of the academia and industry, the regulation and syllabus are prepared by the institution which consists of 19 core courses and 10 elective subjects spread across four semesters. The curriculum also contains internship, project and year-end viva voce. The assessment is done based on the Continuous Assessment Tests, Continuous Assessment for Research Skills (CARS), Continuous Assessment for Deepening Learning (CADL) and Semester End Exams



CERTIFICATION

Certification programs are a part of the MBA Programme offered by MIM. Students are required to complete three certification courses from the list of courses provided. The list is updated from time to time, as per industry demand. At present the institute offers around nine certifications and many other skill development programs to each batch of MBA students.



ELIGIBILITY

Admission to the MBA course is done as per the directives of the Admission Supervisory Committee (ASC) and M.G. University Norms.

- A pass certificate in any Bachelor's Degree Examination from Mahatma Gandhi University or an equivalent degree from any other University duly recognized by M G University.
- Under grading system, C Grade of Mahatma Gandhi University with not less than 50% marks in aggregate or an equivalent thereto from other recognised Universities with not less than 50% marks in aggregate. The said percentage should be accounted by using Grade Conversion Formula.
- For SC/ST students, a pass in any Bachelor's Degree examination is required. Reservation rules are applicable as per Government of Kerala norms for eligibility and admission.
- Candidates must secure a minimum 15% score in the KMAT-Kerala/CMAT/ CAT entrance test.



Selection of the students is made based on the rank list prepared as per existing rules of reservation by the state. The merit mark will be the cumulative score of any one of the national-level management entrance examinations (80 marks), group discussion (10 marks) and personal interview (10 marks). Due consideration will also be given to the academic performance in the undergraduate course.

COURSE DETAILS

| Semester 1 Core Courses | | | | Semester 2 Core Courses | | | |
|---|-------------------------------|-------------------------------|----------------|--|-----------------------|-----------------------|----------------|
| Course Title | Continuous Evaluation (Marks) | University Evaluation (Marks) | No. of Credits | Course Title | Continuous Evaluation | University Evaluation | No. of Credits |
| Principles of Management | 40 | 60 | 4 | Financial Management | 40 | 60 | 3 |
| Business Communication | 40 | 60 | 4 | Marketing Management | 40 | 60 | 3 |
| Economics for Managers | 40 | 60 | 4 | Human Resource Management | 40 | 60 | 3 |
| Accounting for Managers | 40 | 60 | 4 | Operations Management | 40 | 60 | 3 |
| Quantitative Techniques for Decision Making | 40 | 60 | 4 | Operations Research | 40 | 60 | 3 |
| Legal Environment of Business | 40 | 60 | 4 | Management Information Systems | 40 | 60 | 3 |
| Environmental Business Management | 40 | 60 | 4 | Business Research Methods | 40 | 60 | 3 |
| Organizational Behaviour | 40 | 60 | 4 | Entrepreneurship Development | 40 | 60 | 3 |
| | | | | Year End Comprehensive Viva | - | 100 | 2 |
| Semester 3 Core Courses & Elective Courses | | | | Semester 4 Core Courses & Elective Courses | | | |
| Course Title | Continuous Evaluation | University Evaluation | No. of Credits | Course Title | Continuous Evaluation | University Evaluation | No. of Credits |
| Business Analytics | 40 | 60 | 4 | Strategic Management | 40 | 60 | 3 |
| Business Ethics & Corporate Governance | 40 | 60 | 4 | Year End Comprihensive Viva | - | 100 | 2 |
| Project Submission & Viva | - | 70+30 | 3 | Internship Report Submission & Viva | - | 70+30 | 2 |
| Elective Course 1 | 40 | 60 | 3 | Elective Course 7 | 40 | 60 | 3 |
| Elective Course 2 | 40 | 60 | 3 | Elective Course 8 | 40 | 60 | 3 |
| Elective Course 3 | 40 | 60 | 3 | Elective Course 9 | 40 | 60 | 3 |
| Elective Course 4 | 40 | 60 | 3 | Elective Course 10 | 40 | 60 | 3 |
| Elective Course 5 | 40 | 60 | 3 | List of Electives : Finance Management, Human Resource Management, Marketing Management, Operations Management, Information Systems, | | | |
| Elective Course 6 | - | 100 | 2 | | | | |



| Financial Management Electives | | | | |
|--|-----------------------|-----------------------|----------------|----------|
| Course Title | Continuous Evaluation | University Evaluation | No. of Credits | Semester |
| Security Analysis & Portfolio Management | 40 | 60 | 3 | S3 |
| Financial Derivatives | 40 | 60 | 3 | S3 |
| Income Tax | 40 | 60 | 3 | S3 |
| Cost & Management Accounting | 40 | 60 | 3 | S3 |
| Insurance & Risk Management | 40 | 60 | 3 | S3 |
| International Financial System | 40 | 60 | 3 | S3 |
| Project Management & Control | 40 | 60 | 3 | S4 |
| Indian Rural Economy & Microfinance | 40 | 60 | 3 | S4 |
| Management of Financial Services | 40 | 60 | 3 | S4 |
| Working Capital Management | 40 | 60 | 3 | S4 |

| Human Resources Management Electives | | | | |
|--|-----------------------|-----------------------|----------------|----------|
| Course Title | Continuous Evaluation | University Evaluation | No. of Credits | Semester |
| Training & Development | 40 | 60 | 3 | S3 |
| Performance & Talent Management | 40 | 60 | 3 | S3 |
| Organisational Changes & Transformation | 40 | 60 | 3 | S3 |
| Compensation Management | 40 | 60 | 3 | S3 |
| Global Human Resources Management | 40 | 60 | 3 | S3 |
| Industrial Relations and Labour Laws | 40 | 60 | 3 | S3 |
| Mentoring Coaching & Management Consulting | 40 | 60 | 3 | S4 |
| Counselling Skills for Managers | 40 | 60 | 3 | S4 |
| HR Analytics | 40 | 60 | 3 | S4 |
| Leadership for Managerial Performance | 40 | 60 | 3 | S4 |



| Marketing Management Electives | | | | |
|------------------------------------|-----------------------|-----------------------|----------------|----------|
| Course Title | Continuous Evaluation | University Evaluation | No. of Credits | Semester |
| Sales Management | 40 | 60 | 3 | S3 |
| Retail Business Management | 40 | 60 | 3 | S3 |
| Digital Marketing | 40 | 60 | 3 | S3 |
| Integrated Marketing Communication | 40 | 60 | 3 | S3 |
| Consumer Behaviour | 40 | 60 | 3 | S3 |
| Services Marketing | 40 | 60 | 3 | S3 |
| Brand Management | 40 | 60 | 3 | S4 |
| Customer Relationship Management | 40 | 60 | 3 | S4 |
| Agri Business & Rural Marketing | 40 | 60 | 3 | S4 |
| Marketing Analysis | 40 | 60 | 3 | S4 |

| Operations Management Electives | | | | |
|---|-----------------------|-----------------------|----------------|----------|
| Course Title | Continuous Evaluation | University Evaluation | No. of Credits | Semester |
| Supply Chain Management | 40 | 60 | 3 | S3 |
| Total Quality Management | 40 | 60 | 3 | S3 |
| Project Management | 40 | 60 | 3 | S3 |
| World Class Manufacturing | 40 | 60 | 3 | S3 |
| Materials & Purchase Management | 40 | 60 | 3 | S3 |
| Industrial Safety & Occupational Health | 40 | 60 | 3 | S3 |
| Global Logistics Management | 40 | 60 | 3 | S4 |
| Maintainance Management | 40 | 60 | 3 | S4 |
| Service Operations Management | 40 | 60 | 3 | S4 |
| Warehouse Management | 40 | 60 | 3 | S4 |

| Information System Electives | | | | | |
|------------------------------|-----------------------|-----------------------|----------------|----------|--|
| Course Title | Continuous Evaluation | University Evaluation | No. of Credits | Semester | |
| Decision Support System | 40 | 60 | 3 | S3 | |
| E- Business Management | 40 | 60 | 3 | S3 | |
| Enterprise Resource Planning | 40 | 60 | 3 | S3 | |
| IOT & Block Chain | 40 | 60 | 3 | S3 | |
| Cloud Computing | 40 | 60 | 3 | S3 | |
| Database Management System | 40 | 60 | 3 | S3 | |
| AI for Business | 40 | 60 | 3 | S4 | |
| Cyber Security | 40 | 60 | 3 | S4 | |
| Software Project Management | 40 | 60 | 3 | S4 | |
| Data Mining | 40 | 60 | 3 | S4 | |

| Course Summary | | | | |
|-------------------------|---|---------------------------------------|---------------------------------------|----------------|
| Semester | Course Details | Total marks for continuous evaluation | Total Marks for University evaluation | No. of credits |
| I | Full Credit Courses -8 | 320 | 480 | 32 |
| II | Full Credit Courses -8 Year -end viva | 320 | 580 | 26 |
| III | Full Credit Courses -8 Project | 320 | 580 | 29 |
| IV | Full Credit Courses -5 Internship & Comprehensive viva | 200 | 500 | 19 |
| Total marks and credits | | 1160 | 2140 | 106 |
| Grand Total Marks | | | 3300 | |
| Total Credits | | | 106 | |



A large group of students, both men and women, are dressed in dark blue business suits with red ties. They are all smiling and making peace signs with their hands. The background is a solid dark red color. The text 'PLACEMENT CELL' is written in white, bold, serif font on the left side of the image.

PLACEMENT CELL

A dedicated Placement Cell, through its Training and placement oriented special training, make the Marian MBA graduates industry ready, with a multidimensional outlook and global mindset. Students are provided with add-on certification programs and special coaching for communication and other value-added training. Group mentoring is an effective way to enhance the capabilities of the student keeping in mind the placement needs of each student. Regular industrial interactions with the experts provide the students with a perfect platform to keep abreast with the developments in industry and markets. The placement team consists of the Head of Corporate Relations, Faculty nominees and Student representatives.

RESULT ANALYSIS

| Batch | Appeared | Completed | Percentage |
|---------|----------|-----------|------------|
| 2019-21 | 119 | 115 | 96% |
| 2020-22 | 180 | 177 | 98% |
| 2021-23 | 176 | 166 | 94% |

PLACEMENT DETAILS

| Year | Total Number of students | Total Number of Campus Placements | Self Employed | Percentage Placement |
|----------|--------------------------|-----------------------------------|---------------|----------------------|
| 2021 -23 | 176 | 145 | 1 | 82% |
| 2020-22 | 180 | 158 | 2 | 88% |
| 2019-21 | 119 | 73 | 14 | 61% |

A group of four people, three men and one woman, are gathered in a hallway, looking at a document held by one of the men. They are all dressed in business attire, including suits and a pink shirt. The woman on the right is pointing at the document. The background shows a hallway with a window and a door.

MENTORING

Mentoring is a team-based approach for personal and professional development. A faculty member (Mentor) is assigned to a group of 10-12 students. The mentees under the guidance of the mentor strive continuously for the attainment of the individual and collective goals. The mentor acts as the local guardian of his/her mentees and is the primary contact point for the students and their parents for availing leave or dealing with any personal or career issues of the student.

A PERSONAL APPROACH TO CAREER SEARCH

MIM offers you a personalized, hands-on approach to your career search. Besides providing you with resources and opportunities to successfully match your skills and interests with an employer, the Career Management Group also offers a broad range of seminars, programs, training and services from experienced advisors, coaches, managers, and practitioners at all stages of the career planning process and thereby ensuring placement for all eligible candidates.

The aesthetically designed institute offers world-class infrastructure equipped with modern technologies that support interactive and effective learning.





CLUB & OTHER ACTIVITIES

All students are provided with ample opportunities for skill development through various activities and competitions conducted by the Marketing forum, HR forum, Finance forum, Nature forum, Entertainment forum, and competitions organised by other reputed colleges etc.



FACULTY DETAILS

| Sl.No | Category of Selection | Name | Academic Qualification |
|-------|------------------------|--------------------------|--|
| 01 | Director | Dr. T.V. Muralivallabhan | MA (Economics)., MA (Political Science)., Ph.D |
| 02 | Deputy Director | Fr. Dr. Jose Chittadiyil | M.Com., Ph.D |
| 03 | Dean Academics | Dr. Sujitha Annie Kurian | MBA., M.Phil., Ph.D |
| 04 | Dean Student Affairs | Mr. Tinku Joy | B.Tech., MBA |
| 05 | Dean External Affairs | Dr. Arun Sankar | M.Com., MBA., Ph.D |
| 06 | Dean Corporate Affairs | Prof. Samson Thomas | B.Tech., MBA |
| 07 | Professor | Dr. Vincent Varghese | MHRM., Ph.D |
| 08 | Professor | Dr. Soney John | M.Sc., Ph.D |
| 09 | Associate Professor | Dr. Bose George | MBA., Ph.D |
| 10 | Associate Professor | Dr. Santhosh Kumar R | MBA., M.Phil., Ph.D |
| 11 | Assistant Professor | Dr. Joshija Jose | MBA., Ph.D |
| 12 | Assistant Professor | Dr. Dhanya Ajayaghosh | MBA., UGC-NET., Ph.D |
| 13 | Assistant Professor | Mr. Sanil Kumar | MBA., UGC-NET |
| 14 | Assistant Professor | Mr. Bibin Xavier | MBA., UGC-NET |
| 15 | Assistant Professor | Ms. Surabhi James | B.Tech., MBA |
| 16 | Assistant Professor | Ms. Sheena B S | MA., MBA., M.Phil., UGC-NET |
| 17 | Assistant Professor | Mr. Alex Johnson | M.Com., MBA |



DR. T.V. MURALIVALLABHAN
DIRECTOR



FR. DR. JOSE CHITTADIYIL
DEPUTY DIRECTOR



DR. SUJITA ANNIE KURIAN
DEAN - ACADEMICS



MR. TINKU JOY
DEAN - STUDENT AFFAIRS



DR. N. ARUN SANKAR
DEAN - EXTERNAL AFFAIRS



PROF. SAMSON THOMAS
DEAN - CORPORATE AFFAIRS



DR. VINCENT VARGHESE
PROFESSOR



DR. SONEY JOHN
PROFESSOR



DR. BOSE GEORGE
ASSOCIATE PROFESSOR



DR. SANTHOSH KUMAR R
ASSOCIATE PROFESSOR



DR. JOSHIJA JOSE
ASSISTANT PROFESSOR



DR. DHANYA AJAYAGHOSH
ASSISTANT PROFESSOR



MR. SANIL KUMAR
ASSISTANT PROFESSOR



MS. SHEENA B S
ASSISTANT PROFESSOR



MR. BIBIN XAVIER
ASSISTANT PROFESSOR



MS. SURABHI JAMES
ASSISTANT PROFESSOR



MR. ALEX JOHNSON
ASSISTANT PROFESSOR



VISITING FACULTY EXPERTISE

Visiting faculty from the industry and the best B-Schools in India and abroad complements the expertise of the resident faculty. Academicians, entrepreneurs and industry experts bring life to the classroom, the practical nuances of Management.

Overview

1. Background to services market
2. Early theory and challenges
3. Technology - customer
4. Service logic
5. Reflection



LOCATION ADVANTAGE

Located at Kuttikkanam, a hill station with a cool and clean atmosphere throughout the year on the Kottayam–Thekkady road, an abode of mountain goddess and far from the maddening crowd of the city, MIM offers an ideal atmosphere conducive for creative learning which supports our unique pedagogy.

MBA COURSE FEE STRUCTURE 2023 ADMISSION

| Sl No | Particulars | I Semester | II Semester | III Semester | IV Semester | Total |
|-------------------|--|--|-------------------|-------------------|------------------|-------------------|
| 1 | Tuition Fee | 80,000.00 | 80,000.00 | 80,000.00 | 80,000.00 | 320,000.00 |
| 2 | University Fee | 2,500.00 | | 2,500.00 | | 5,000.00 |
| 3 | Admission and Usage Fee | 2,000.00 | | | | 2,000.00 |
| 4 | Add-On Certifications, Training, Placement | 12,500.00 | 17,500.00 | 17,500.00 | 12,500.00 | 60,000.00 |
| 5 | OBT, Management Fests, Industrial Visits, Student activities, Alumni & PTA | 18,000.00 | 7,000.00 | 13,500.00 | 6,000.00 | 44,500.00 |
| | Total | 115,000.00 | 104,500.00 | 113,500.00 | 98,500.00 | 431,500.00 |
| | | | | | | |
| OTHER FEES | Hostel rent | Rs. 22000 - Rs. 34000 (Based on the choice of accommodation) | | | | |
| | Mess fee | Rs. 4750/month | | | | |
| | Uniform | Rs. 8500 | | | | |
| | Laundry | Rs. 8000 | | | | |
| | Exam fee | As stipulates by the Controller of Examinations | | | | |

OUR STRENGTH

- Outcome Based Education (OBE).
- Qualified faculty.
- Effective placement training and assistance.
- Up to 100% placement.
- NAAC Accredited College.
- Own Journal with ISSN and News Letter.
- Out bond training and Industry exposure programs.
- Training & Development opportunities for students.
- Incubation Centre & Start-ups.
- On campus paid internship.
- Industrial visits.
- State-of-the-art amenities.
- Wi-Fi enabled campus.
- Quality accommodation & Hostel Mess.
- Well-equipped infirmary and 24 hours service of a Nurse
- Beautiful campus and invigorating climatic conditions
- Easy accessibility.

MARIAN INSTITUTE OF MANAGEMENT

Marian College Kuttikkanam Autonomous

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