



MARIAN COLLEGE
KUTTIKANAM (AUTONOMOUS)
MAKING COMPLETE

MARIAN INSTITUTE OF MANAGEMENT

PROSPECTUS 2024-25



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 KANJIRAPALLY



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)



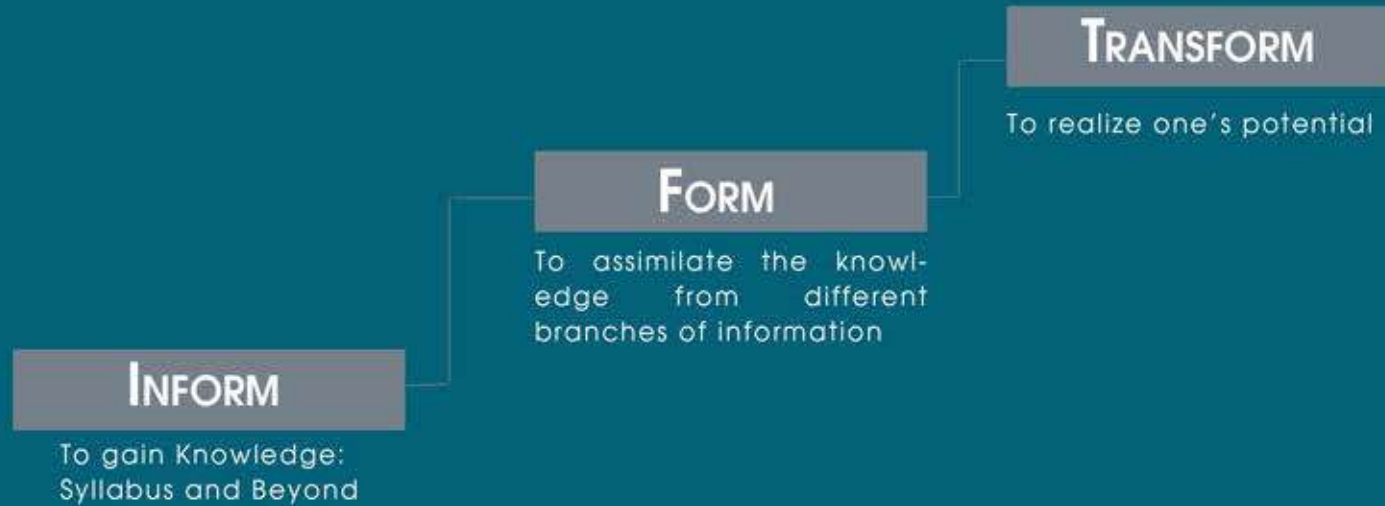
PSO1. Excel as management professionals, entrepreneurs or pursue higher studies in management, keeping professional ethics and social responsibility in all their endeavours.

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

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. 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.



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 10% 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 Comprehensive 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
Maintenance 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	





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 in business attire (three men and one woman) are gathered in a hallway, looking at a document together. One woman on the left is pointing at the document, while the others look on attentively. The man in the center is wearing a red tie. The woman on the right is wearing a blue suit and has an ID card hanging from her neck. The background shows a hallway with windows and doors.

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

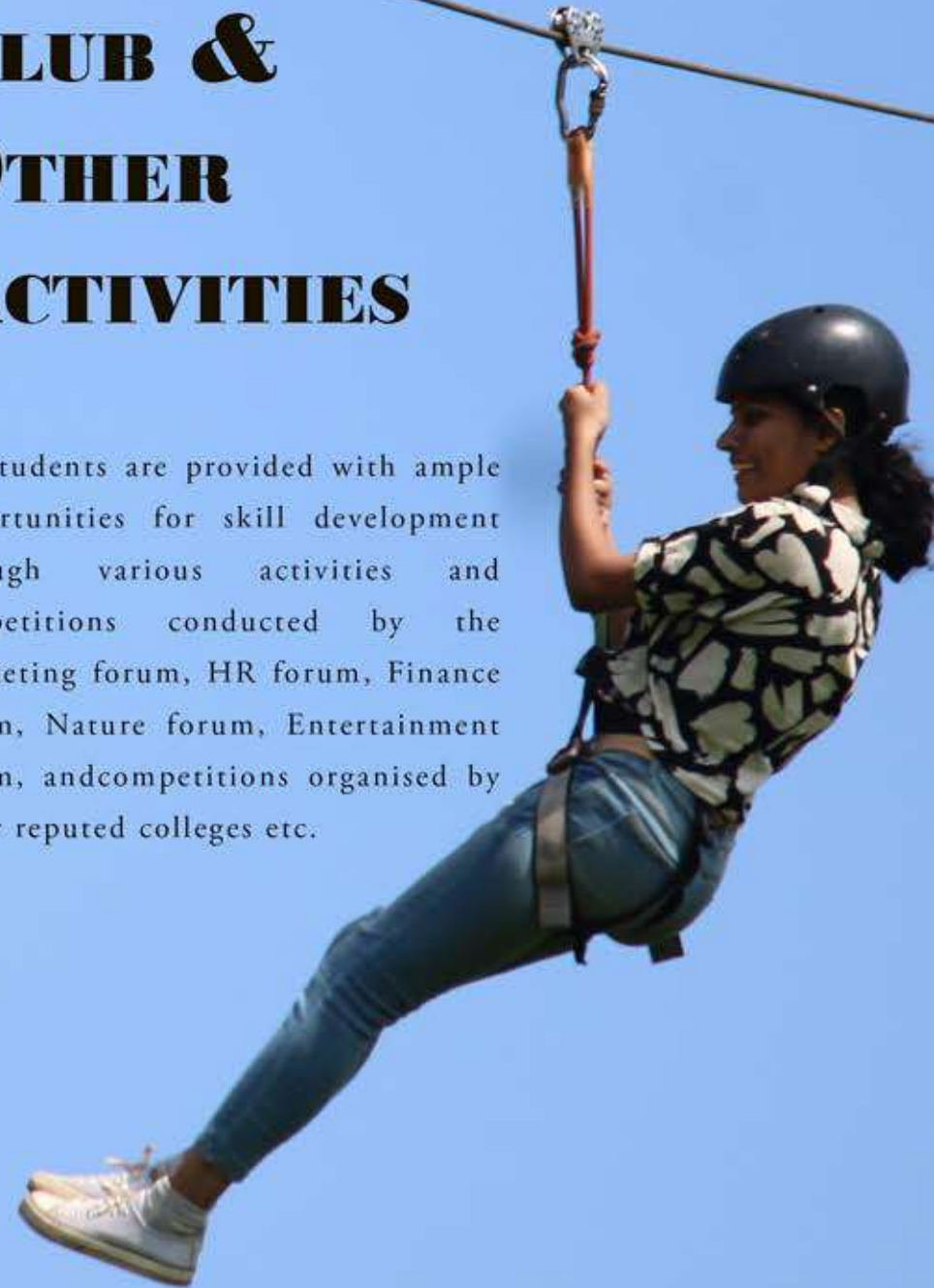
MIM offers you a personalized, hands-on approach to your career search. Besides providing you with resources and opportunities to successfully match your skills and interests with an employer, the Career Management Group also offers a broad range of seminars, programs, training and services from experienced 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 CHITTADIYL
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



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

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.



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 2024 ADMISSION

PARTICULARS	I SEMESTER	II SEMESTER	III SEMESTER	IV SEMESTER	TOTAL
Tuition Fee	80,000.00	80,000.00	80,000.00	80,000.00	320,000.00
University Fee	4,000.00	-	4,000.00	-	8,000.00
Admission Fee and Usage Charges	2,000.00	-	-	-	2,000.00
Add On Certifications, Training & Placement	17,500.00	22,500.00	22,500.00	17,500.00	80,000.00
Management Fest, OBT, Student activities, Industrial visit, Alumni & Convocation	7,000.00	7,500.00	9,000.00	4,500.00	28,000.00
PTA	3,000.00	-	-	-	3,000.00
Total	113,500.00	110,000.00	115,500.00	102,000.00	441,000.00

* Hostel fees, Mess fees, Laundry fees and Uniform fees are to be paid extra.

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 COLLEGE
KUTTIKKANAM
AUTONOMOUS
MAKING COMPLETE

MARIAN INSTITUTE OF MANAGEMENT

Marian College Kuttikkanam Autonomous

Kuttikkanam P.O, Peermade, Idukki Dist, Kerala - 685 531 INDIA

Ph: 7594971019, 7594971011, 9747571418;

Email: director.mim@mariancollege.org; admissions@miim.ac.in

Website: www.mariancollege.org; www.mim.mariancollege.org