



MARIAN COLLEGE  
KUTTIKANAM  
AUTONOMOUS  
MAKING COMPLETE

# MARIAN INSTITUTE OF MANAGEMENT

Prospectus 2025-26



[www.mim.mariancollege.org](http://www.mim.mariancollege.org)



# 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). 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 programs 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.

# VISION AND MISSION



## Vision

To become an Institution of excellence by nurturing responsible global leaders for a sustainable future.



## Mission

Develop value oriented, socially responsible and globally competent leaders and entrepreneurs for the dynamic business environment through quality education.

# OUR MOTTO

## INFORM

To gain knowledge:  
Syllabus and beyond

## FORM

To assimilate the knowledge from different branches of information

## TRANSFORM

To realize one's potential

# MANAGEMENT

## PATRON



**H.E. MAR JOSE PULICKAL**  
Bishop, Diocese of Kanjirapally



**Rev. Fr. Bobby Alex  
Mannamplackal**  
Manager



**Rev. Fr. Thomas Njalliyil**  
Administrator



**PROF. DR. AJIMON  
GEORGE**  
Principal



**Dr. T V Muralivallabhan**  
Director

# Core Values



## 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.



## 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.

# Program Educational Objectives (PEO)

**Our Graduates shall:**

**PEO1:** Excel as management professionals, entrepreneurs or pursue higher studies in management, keeping professional ethics and social responsibility in all their endeavours.

**PEO2:** Exhibit multi-disciplinary skills like teamwork, leadership and professional competence in all their activities.

**PEO3:** Pursue an innovative approach to face current managerial and social challenges faced by the society.

**PEO4:** Demonstrate ability to adapt to a rapidly changing environment by applying new skills and competencies.

# MESSAGE FROM THE PRINCIPAL

Welcome to MIM, a dynamic hub of knowledge and innovation. With our motto 'Making Complete', we strive to develop future leaders through a rigorous, training-oriented curriculum. Our state-of-the-art infrastructure, expert faculty, and diverse programs—including Outbound Training (OBT), Industry exposure, and consultancy services—enhance learning beyond the classroom. Students gain practical experience through industry relevant certification programs, internships, projects, and Caligo, South India's largest management fest. Join us in this exciting journey toward excellence!

## PROF. DR. AJIMON GEORGE

Principal, Marian College Kuttikkanam  
Autonomous



# MESSAGE FROM THE DIRECTOR

In these changing times, businesses rise and fall, demanding adaptability and innovation. At MIM, we continuously evolve our curriculum, teaching methods, and technology integration to align with industry shifts while upholding ethical and sustainability principles. Our dynamic learning environment equips students with the skills, knowledge, and values needed to navigate the complexities of the business world. Through experiential learning, industry collaborations, and leadership development, we empower future professionals to excel. I warmly welcome you to build your future with us.

## DR. T V MURALIVALLABHAN

Director, Marian Institute of Management





# FOCUS ON HOLISTIC DEVELOPMENT

The MBA programme at Marian Institute of Management (MIM) is designed to meet the growing demand for skilled management professionals by offering industry-relevant education that blends regional insights with a global perspective. With an innovative, student-centered learning approach, the curriculum integrates case studies, role plays, simulations, add-on certifications, out bound training, and group assignments, alongside industry interactions, internships, and project work to ensure practical exposure. MIM collaborates with industry experts, academic professionals, and alumni to drive curricular innovations, emphasizing entrepreneurship, social impact management, business ethics, corporate governance, and holistic student development to create future-ready business leaders.





# PROGRAM STRUCTURE

The MBA programme at MIM follows the autonomous curriculum. Carefully merging the best practices of the academia and industry, the regulation and syllabus are prepared by the institute which consists of 23 core courses and 10 elective subjects spread across four semesters. English is the medium of instruction and examination. It follows a Dual Specialization scheme, allowing students to select two functional areas, with elective courses offered in the third and fourth semesters. Currently the institute offers four specializations in the area of Finance, Marketing, Human Resource and Operations and Supply Chain Management. The programme equips students with theoretical and practical knowledge in various management functions, preparing them for careers in industry and services.

The degree is awarded by Mahatma Gandhi University, Kottayam, Kerala, to candidates securing a minimum 'P' grade in all courses and a CGPA of at least five.

The assessment is done based on the Continuous Assessment Tests (CA), Continuous Assessment for Research skills (CARS), Continuous Assessment for Deepening learning (CADL). A minimum of 75% attendance is required to be eligible to appear for the semester end examinations.

After the second semester, students must complete a two-month internship and research project, ensuring compliance with the college norms. During the fourth semester, all students need to undertake a Technical/Fieldwork Project as a Credit Course in any one of the topics in their area of specialization. They can select any reputed National or International organizations for the same.



# HIGHLIGHTS OF MBA PROGRAM

✓ The programme emphasizes a student-centered, outcome-based teaching approach that encourages active participation and application-oriented learning.

✓ Experiential learning is promoted through internships, part-time jobs, and consultancy assignments, enhancing practical knowledge.

✓ Industry-relevant certifications and add-on courses enhance students' employability and career prospects.

✓ Continuous industry interaction is integrated into the curriculum through guest lectures, seminars, and workshops by business leaders and academicians, keeping students updated on industry trends.



✓ Focuses on holistic development, fostering managerial skills, teamwork, problem-solving, and creative thinking while ensuring personal well-being through ethical and value-based education.

# ADD-ON CERTIFICATIONS CUM EXTRA CREDIT PROGRAMS



To enhance placement prospects through skill development, industry-relevant add-on certification programs are integrated into the MBA curriculum. Successfully completing these certifications is mandatory for MBA graduation. The following certification programs are currently offered:



Advanced  
Microsoft Excel  
Certification



Data Visualization  
& Analytics using  
Power BI, Tableau,  
Python, R



Project  
Management



Sales  
Management



Financial  
Modelling



HR/Marketing  
Analytics



Logistics and  
supply chain  
management



Social  
Immersion  
program



Life skill  
development &  
Training



<b>SEMESTER 1-CORE COURSES</b>			
<b>Course Title</b>	<b>Continual Evaluation (Marks)</b>	<b>University Evaluation (Marks)</b>	<b>No. of Credits</b>
Principles of Management	40	60	4
Business Communication	40	60	4
Economics for Managers	40	60	4
Accounting for Managers	40	60	4
Quantitative Techniques for Decision Making	40	60	4
Legal Environment of Business	40	60	4
Business and Society	40	60	4
Organizational Behaviour	40	60	4
<b>SEMESTER 2-CORE COURSES</b>			
Financial Management	40	60	3
Marketing Management	40	60	3
Human Resource Management	40	60	3
Operations Management	40	60	3
Decision Science	40	60	3
Digital Technology Applications, Design and Business Models	40	60	3
Business Research Methods	40	60	3
Entrepreneurship Development	40	60	3
Viva Voce I		100	2
<b>SEMESTER 3-CORE COURSES &amp; ELECTIVE COURSES</b>			
Business Analytics	40	60	4
International Business	40	60	4
Research Project and Internship		100+100=200	4
Elective Course 1-6 (Six subjects)	40x6	60x6	3x6
<b>SEMESTER 4-CORE COURSES &amp; ELECTIVE COURSES</b>			
Strategic Management	40	60	3
Viva Voce II		100	2
Technical/Fieldwork Project- Domain Specific		100	1
Elective Course 7-10(Four subjects)	40x4	60x4	3x4



<b>FINANCE MANAGEMENT ELECTIVES</b>				
<b>Course Title</b>	<b>Semester</b>	<b>Continual Evaluation (Marks)</b>	<b>University Evaluation (Marks)</b>	<b>No. of Credits</b>
Cost and Management Accounting	S3	40	60	3
Taxation for Managers	S3	40	60	3
Financial Derivatives	S3	40	60	3
Financial Reporting and Analysis	S3	40	60	3
Security Analysis and Portfolio Management	S3	40	60	3
Fraud Detection and Forensic Accounting	S3	40	60	3
Behavioral Finance	S4	40	60	3
Bank Management	S4	40	60	3
Management of Financial Services	S4	40	60	3
Indian Rural Economy and Micro Finance	S4	40	60	3
<b>HUMAN RESOURCESMANAGEMENT ELECTIVES</b>				
Human Resource Planning	S3	40	60	3
Talent Management	S3	40	60	3
Organizational Change and Development	S3	40	60	3
HR Technologies	S3	40	60	3
Predictive HR Analytics	S3	40	60	3
Industrial Relations and Labour Law	S3	40	60	3
Training and Development	S4	40	60	3
Conflict Management	S4	40	60	3
Emotional Intelligence and Stress Management	S4	40	60	3
Compensation and Payroll Management	S4	40	60	3



<b>MARKETING MANAGEMENT ELECTIVES</b>				
Services Marketing	S3	40	60	3
Agricultural Marketing	S3	40	60	3
Industrial Marketing	S3	40	60	3
Digital Marketing	S3	40	60	3
Marketing Research	S3	40	60	3
Consumer Behaviour	S3	40	60	3
Retail Business Management	S4	40	60	3
Customer Relationship Management	S4	40	60	3
Brand Management	S4	40	60	3
Integrated Marketing Communication	S4	40	60	3
<b>OPERATIONS AND SUPPLY CHAIN MANAGEMENT ELECTIVES</b>				
Logistics and Supply Chain Management	S3	40	60	3
Sustainable Operations Management	S3	40	60	3
Service Operations Management	S3	40	60	3
World Class Manufacturing	S3	40	60	3
Behavioural Management	S3	40	60	3
Port and Airport Management for logistics	S3	40	60	3
Advanced Maintenance Management	S4	40	60	3
Materials and Purchase Management	S4	40	60	3
Total Quality Management	S4	40	60	3
International Logistics and Management	S4	40	60	3



# COURSE SUMMARY

COURSE SUMMARY			
Semester	Total Marks for Continuous Assessment	Total Marks for Semester End Assessment	Total credits
I	320	480	32
II	320	580	26
III	320	680	30
IV	200	500	18
Total Marks and credits	1160	2240	106
Grand total Marks	3400		





# MENTORING

Mentoring at MIM is a continuous and collaborative approach to personal and professional growth. Each faculty mentor guides a small group of 10-12 students, fostering their individual and collective development. Serving as a trusted advisor and local guardian, the mentor supports students in academic, career, and personal matters, acting as a key point of contact for both them and their parents. Through this nurturing relationship, students receive continuous guidance to navigate challenges and achieve their goals.

# SCHOLARSHIPS AND AWARDS

Several scholarships and awards have been constituted to recognize and reward students' outstanding achievements and contributions during the undergraduate and MBA studies. They have been created to support and encourage academic excellence and proficiency within the MBA department.



# CAREER DEVELOPMENT & PLACEMENT



MIM's dedicated Placement Cell ensures that our MBA graduates are industry-ready with a multidimensional outlook and global mindset. Through specialized training, add-on certification programs, and personalized coaching in communication and essential skills, we equip students for a competitive job market. Group mentoring further enhances individual capabilities, aligning with each student's placement goals.

Our Career Management Group takes a hands-on approach, offering seminars, training programs, and expert guidance from seasoned professionals to support career planning at every stage. Regular industry interactions with experts provide valuable insights into market trends, keeping students well-prepared for dynamic business environments. With a strong placement team comprising the Head of Corporate Relations, faculty nominees, and student representatives, we ensure placement support for all eligible candidates, fostering successful career transitions.





# **CLUBS & ACTIVITIES: UNLOCKING THE POTENTIAL**

At MIM, students have countless opportunities to enhance their skills and showcase their talents through dynamic club activities and competitions. Our vibrant forums—including Marketing, HR, Finance, Nature, and Entertainment—regularly organize engaging events, workshops, and challenges that foster creativity, leadership, and teamwork. Students also get the chance to compete in prestigious intercollegiate competitions, gaining exposure and experience beyond the classroom.

# **VISITING FACULTY EXPERTISE**

MIM's academic environment is enriched by visiting faculty from leading industries and academia who complement the expertise of the resident faculty. Renowned academicians, entrepreneurs, and industry experts bring real-world insights into the classroom, bridging the gap between theory and practice. Additionally, Professors of Practice from various industries further enhance the learning experience by sharing hands-on knowledge and practical nuances of management, ensuring students gain industry-relevant skills and perspectives.



# STATE-OF-THE ART INFRASTRUCTURE



HIGH-TECH COMPUTER LAB



Kuttikkanam, Kerala, India  
Marian College Rd, Peermade, Kuttikkanam, Kerala 686512

BOARD ROOM



THEATRE CLASSROOMS



SMART CLASSROOMS



HEALTH & FITNESS CENTRE



STUDIO

# STATE-OF-THE ART INFRASTRUCTURE



MINI AUDITORIUM



YOGA / ZUMBA CENTER



BASKETBALL COURT



MIM LIBRARY



CAFETERIA



INDOOR BATMINTON COURT



# LOCATIONAL ADVANTAGE OF MARIAN INSTITUTE OF MANAGEMENT

Located at Kuttikkanam, a scenic hill station along the Kottayam–Thekkady road, Marian Institute of Management (MIM) enjoys a cool and clean atmosphere throughout the year. Nestled amidst the lush greenery of the Western Ghats, this serene setting, often referred to as the abode of the mountain goddess, provides an inspiring and distraction-free environment, far from the hustle and bustle of city life.

Additionally, being situated in an area known for its thriving tourism and plantation industries, MIM's strategic location not only enhances creative learning but also complements its unique pedagogy by fostering intellectual and personal growth, making it a premier destination for aspiring business leaders.



# ELIGIBILITY FOR ADMISSION

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, Group Discussion and Personal Interview. Due consideration will also be given to the academic and co-curricular performance in the undergraduate course.



# FACULTY DETAILS

Sl No.	Category of Selection	Name & Designation	Academic Qualifications
1	Director	Dr. T V Muralivallabhan	MA Economics MA Political Science, Ph.D.
2	Deputy Director	Dr. Fr. Jose Chittadiyi	M.Com, MBA, Ph.D.
3	Dean Academics	Dr. Sujitha Annie Kurian	MBA, M.Phil., Ph.D.
4	Dean Student Affairs	Dr. Bose George	MBA, Ph.D.
5	Dean External Affairs	Dr. Arun Sankar,	M.Com., MBA, Ph.D.
6	Dean Corporate Affairs	Prof. Samson Thomas	B.Tech., MBA.
7	Professor	Dr. Vincent Varghese	MHRM, Ph.D.
8	Associate Professor	Dr. Soney John,	M.Sc., Ph.D.
9	Associate Professor	Dr. Santhosh Kumar	MBA, M.Phil., Ph.D.
10	Assistant Professor	Mr. Tinku Joy	B.Tech., MBA
11	Assistant Professor	Mr. Sanil Kumar	MBA, UGC-NET
12	Assistant Professor	Dr Joshyja Jose	MBA, Ph.D.
13	Assistant Professor	Dr. Shaan R.S	MBA, UGC-NET, Ph.D.
14	Assistant Professor	Dr. Revanth Raju	MBA, M.Phil., Ph.D.
15	Assistant Professor	Mr. Bibin Xavier,	MBA, UGC-NET
16	Assistant Professor	Ms. Surabhi James,	B.Tech., MBA
17	Assistant Professor	Mr. Alex Johnson	M Com, MBA (UK)
18	Assistant Professor cum Placement Officer	Ms. Keerthana K	MBA

# FEE STRUCTURE

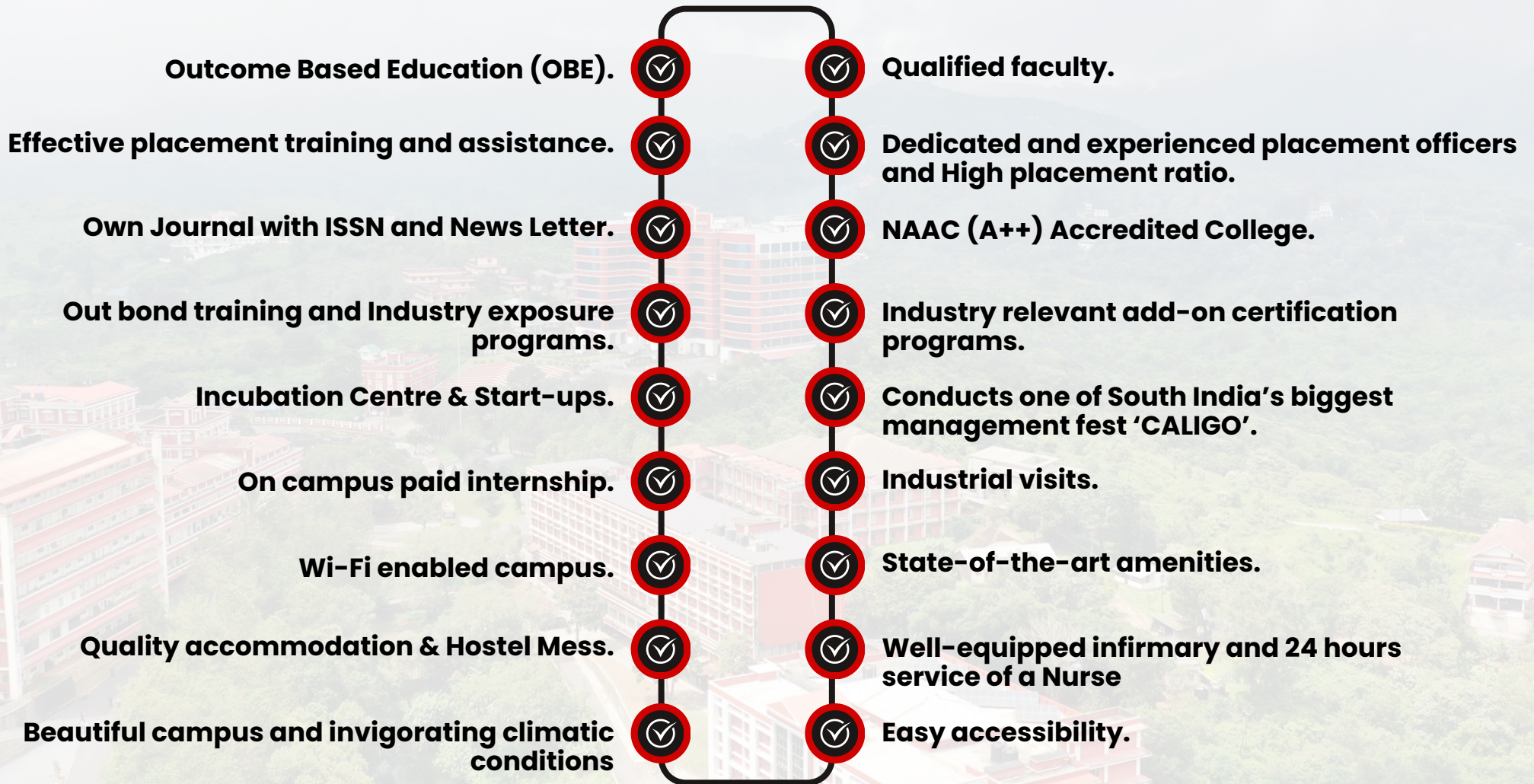
## MBA COURSE FEE STRUCTURE 2025ADMISSION

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	3,20,000.00
2	University Fees	4,000.00	-	4,000.00	-	8,000.00
3	Admission Fee and Usage Charges	2,000.00	-	-	-	2,000.00
4	Add On Certifications, Training & Placement	17,000.00	21,000.00	22,000.00	17,000.00	77,000.00
5	Management Fest, OBT, Student activities, Industrial visit, Alumni, PTA& Convocation	11,000.00	8,000.00	10,500.00	4,500.00	34,000.00
	<b>Total</b>	<b>1,14,000.00</b>	<b>1,09,000.00</b>	<b>1,16,500.00</b>	<b>1,01,500.00</b>	<b>4,41,000.00</b>

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



# OUR STRENGTH





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## Marian College Kuttikkanam Autonomous

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