

Graded Programme: MBA  
 CRISIL Grading:  
 National A★★★  
 State TN A★★★★  
 Valid upto: September 3, 2015

## Bharathidasan Institute of Management

MHD Campus, BHEL Complex, Tiruchirapalli, Tamil Nadu 620014  
[www.bim.edu](http://www.bim.edu)

Report Date: September 4, 2014

Bharathidasan Institute of Management (BIM) was founded in 1984 by Bharat Ratna Mr. C Subramanian and Prof. PS Mani Sundaram, the Vice-Chancellor of Bharathidasan University in association with Bharat Heavy Electricals Ltd (BHEL). The vision was to establish an autonomous management institute of excellence under the university that could have a partnership with a large organisation and provide students with a real-world learning environment. The institute was housed inside BHEL to fulfill this vision.

### Best Practices Followed

- Modules for non-academic inputs are included for the benefit of students, such as business communication skills course, Personal Growth Lab (PGL, an experiential-cum-conceptual course), and mentoring.

Areas of Excellence	Areas of Strong Performance	Areas of Good Performance	Areas of Improvement
<ul style="list-style-type: none"> <li>• Robust governance structure</li> <li>• Strong alumni base; active engagement through various channels</li> </ul>	<ul style="list-style-type: none"> <li>• High quality and number of guest speaker interaction</li> <li>• Good work experience profile of batch</li> <li>• Consistent and good placement track record</li> </ul>	<ul style="list-style-type: none"> <li>• Fair management development programme (MDP) activity</li> <li>• Good learning infrastructure and IT support</li> </ul>	<ul style="list-style-type: none"> <li>• Weak geographic and academic batch diversity</li> <li>• Faculty development programmes need to be strengthened further</li> </ul>

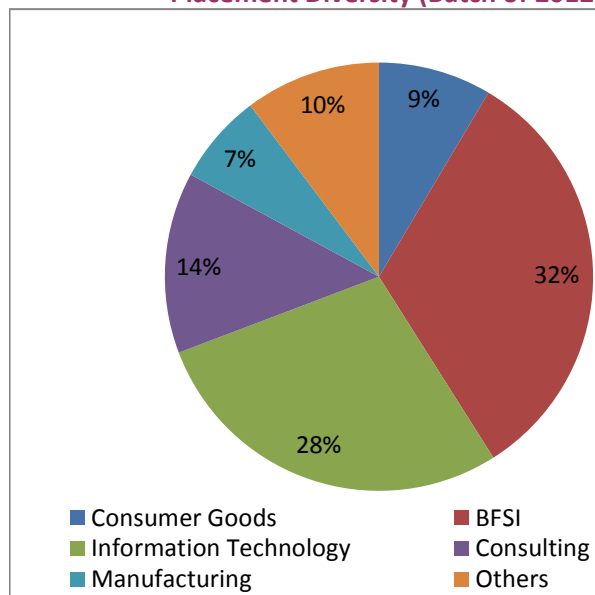
Graded Program Details		Students - Key Statistics (Batch of 2013-15)		Permanent Faculty		Student Outcome (Batch of 2012-14)	
Programme	MBA	Student strength	120	Faculty strength	15	Placements	100%
Offered since	1984	Average age	24 years	Median teaching experience	15 years	Median salary	Rs. 8 Lakh
Status	Autonomous	Average work experience	Not available	Median industry experience	4 years	Maximum salary	Rs. 13.36 Lakh
Recognition	AICTE	Percentage of female students	33%	Retention rate	81%	Pre-placement offers	-
Program Fee	Rs. 9.8 Lakh	Percentage of students with work experience > 2 years	34%	Student-Faculty ratio	18.4:1	Predominant placement region	Pan India
Total Seats	120	Entrance Exam	CAT	Visiting faculty	45	No. of student clubs	12

### Admission statistics : Cut offs 2013-15

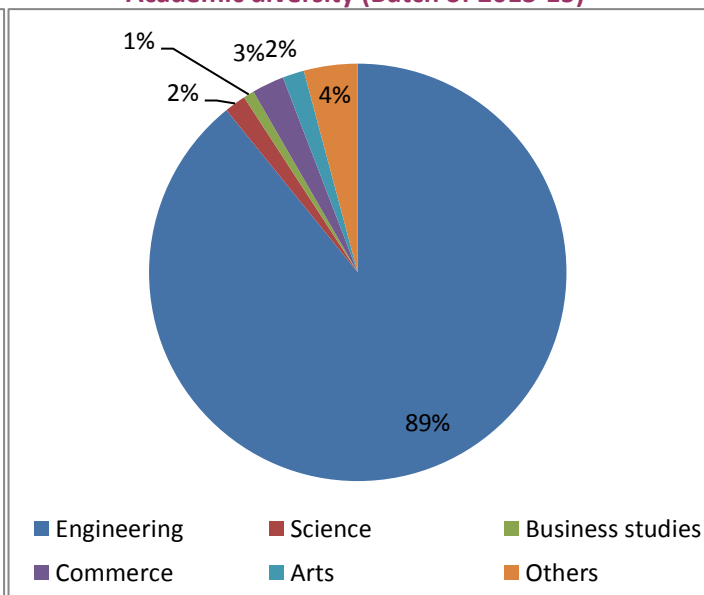
Government quota seats		Management quota seats		Prominent recruiters
Cut off Score	85.01 percentile	Cut off Score	Not Available	
Highest Score	Not Available	Highest Score	Not Available	

Asian Paints, Accenture India Ltd, Cognizant Technology Solutions Ltd, CARE, Ernst & Young Ltd, ICICI Bank, HDFC Bank Ltd, Infosys Technologies Ltd, Kotak Mahindra Bank, Godrej Boyce & Mfg Co Ltd, SBI Capital Markets Ltd, TCS e-Serve Ltd

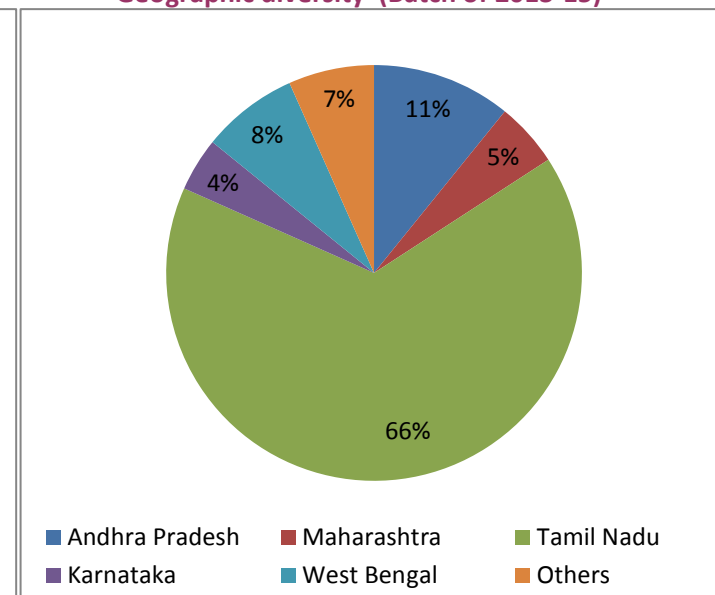
### Placement Diversity (Batch of 2012-14)



### Academic diversity (Batch of 2013-15)



### Geographic diversity (Batch of 2013-15)



### Curriculum

The curriculum follows a trimester system; the second year offers a cafeteria approach with a choice of electives across five specialisations. A non-credit summer internship is scheduled between the two years.

The courses are delivered through a healthy number of cases, games and live projects.

### Industry Interaction

BIM students have interacted with over 70 senior-level corporate representatives from across disciplines: level and quality of interaction continue to be strong as earlier years.

The institute conducts both customised and open MDPs for clients such as Genpact, BHEL, Indian Oil Ltd, State Bank of India, TAFE, and Thirumalai Chemicals Ltd.

BIM has over 2000 alumni members in their database and has regional chapters in India. BIM sees active contribution through visiting faculty, participation of a few in the Board of Studies, and aid in designing and delivery of the curriculum.

### Infrastructure

The BIM campus is spread over 15 acres within the BHEL campus at Trichy and includes six classrooms, two conference halls and hostel facilities for all students. BIM has now acquired land at a different location in Trichy and currently under construction.

The library has over 11,000 books, 90 journals and databases as required by the courses. The students have access to an e-library and the courses are supported by a learning management system.

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