

**MANDATORY DISCLOSURES FOR  
PGDBM/PGDM/MBA PROGRAMMES**

- I. Name of College: BHAVAN'S ROYAL INSTITUTE OF  
MANAGEMENT
- Address Old Guest House Road, Off Hill Palace  
Tripunithura, Thiruvankulam, Kochi 682 305
- Website: [www.brim.ac.in](http://www.brim.ac.in)
- II. Name and address of the Director Prof.(Dr.).B. HAREENDRAN  
Kavanal Parambil House  
Puthencruz P.O  
Ernakulam 682 305  
Kerala

III. GOVERNANCE

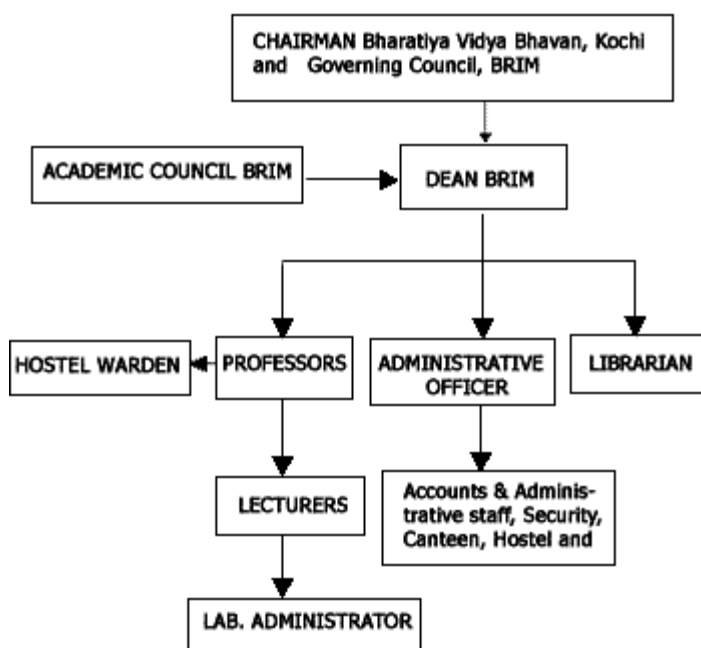
**THE GOVERNING COUNCIL**

- Dr. Shesha Iyer R, Director, SP Jain Institute of Management & Research, Mumbai.
- Shri Venugopal C. Govind, Chairman, Bharatiya Vidya Bhavan Kochi Kendra and Managing Partner, Varma and Varma, Chartered Accountants.
- Shri E. Ramankutty, Director, Bharatiya Vidya Bhavan – Kochi Kendra.
- Shri. K.C. Sankaranarayanan, Hon. Treasurer cum Hon. Secretary, Bharatiya Vidya Bhavan – Kochi Kendra
- Sri. Shyam Srinivasan, MD and CEO, Federal Bank.
- Shri Prasad K. Panicker, Executive Director, BPCL KRL.
- Shri.P.R. Poduval, Former Director – SMS CUSAT
- Shri. Rajagopala Nair, Director, Albertian Institute of Management
- Dr. K.A.Zakkariya, University Representative, Prof SMS ,CUSAT
- Prof (Dr) B. Hareendran, Dean, BRIM.

Frequency of the Board Meetings and Academic Advisory Body

The Governing Body and Academic Council are expected to meet at least once in an year

## Organizational Chart



Nature and Extent of involvement of faculty and students in academic affairs/improvements

The Dean conducts faculty meeting on every third Thursdays of a month and discusses all academic activities of the institute. A class committee with student and faculty representatives plans programmes and monitor implementation of the planned activities. Similarly a syllabus monitoring committee ensures the complete and comprehensive coverage of syllabus for each course by the assigned faculty.

#### IV. PROGRAMMES

Sl No.	Name of Course	Year started	Level UG PG Dipl	Type FT PT	Nature Regular Self Fin	Annual Fees [in Rs]	Selection Past merit National Test State Test University Test College Test
1	MBA	2012	PG	FT	SELF FIN	1,90,000/-	CMAT/CAT/KMAT

Number of seats : 60

Duration: 2 Years ( Four Semesters)

Cut off mark for the admission : A Valid University Degree With 50% Marks.

Placement Facilities: Campus placement facility available

Campus placement in last two years with minimum salary, maximum salary and

average salary: Not Applicable

Name and duration of programme(s), if any, not approved by AICTE and being run in the same campus: NIL

Name and duration of programme(s) having affiliation/collaboration with Foreign university(s)/Institution(s)and being run in the same Campus along with status of AICTE approval : NIL

## V. FACULTY

Academic Team

BRIM has an excellent team of faculty consisting of Internal Faculty, Adjunct Faculty and Visiting Faculty.

### Internal Faculty:

**Prof. (Dr.) B. Hareendran BTech,MBA,PhD.**, carries with him teaching and administrative experience of over nineteen years . He was the Professor and Head of the MBA Department of Sree Narayana Gurukulam College of Engineering, Kadayirippu and Mohammed Sathak Engineering College, Kilakarai, Tamil Nadu.

**Prof. (Dr.) Biji .P. Thomas B Sc (Engg.), MBA,PhD**, an alumni of Department of Management Studies of Madurai Kamaraj University and TKM college of Engineering Kollam. He is a Doctorate degree holder from Mysore University. He has 17 years of experience in industry and 8 years of experience in teaching.

**Mrs. Smitha Rajappan, MBA, MPhil** is an Assistant Professor. She brings with her three years of experience as Programme Officer in a Government of India Project. She has joined faculty team of BRIM during 2006.

**Mr. Girish .S. Pathy, PGDM**, After his graduation in Co-operation and Banking, Mr.Girish .S.Pathy, spent about 2 years in industry and practical marketing. He took 2 year break for his PGDM at BRIM. He was placed as traing officer at Muthoot for about 6 months and joined back the faculty team of BRIM in February 2011.

Mrs.Deepa Unnithan, PGDM,She was a Personal banker and Customer Relationship

Manager for HDFC and BARCLAYS Investments before joining the faculty team of BRIM.

**Mrs.Rohini .S Nair, PGDM** , holds Post Graduate Diploma in Management with specialisation in HR and Marketing from Bhavan's Royal Institute of Management. She belongs to the VIIth batch of BRIM and was the Gold Medalist of the batch.

**Mrs.Preeja.R, MBA**, holds Post Graduate degree in Management from CUSAT. She is in the second year of her teaching career. Her areas of interest are Human resource Management and Quantitative techniques.

**Ms. Aswathy Mohan** has completed her Post Graduate degree in Management from Albertian Institute of Management (AIM). She is in the third year of her teaching career. She was with the Kerala University of Fisheries and Ocean Studies as Assistant Professor in School of Management and Entrepreneurship for two years. Her areas of specialization include Finance and Marketing. She has attended trainings and short courses organized by ICAR. She has presented and published papers in national and international Journals.

**Vinod R. R, A holder in Post Graduate Diploma in Management** has to his credit 6 years of Industry experience and 6 years in teaching. He has attained proficiency certificate in People Manager Programme from ICICI Prudential, Selling Skills for Bankers from ICICI Bank, Customer First Programme, and Retail Branch Operations from ICICI Bank. He has presented papers in national and international conferences and has four articles published in national and international journals. Currently his research focus is on analyzing the impact of financial sector reforms in banking and is interested in topics related to microfinance, environmental management and ethics

### **ADJUNCT FACULTY**

1. Mr. Venugopal C. Govind FCA, Senior Managing partner, Varma & Varma, Chartered Accountants, Kochi
2. Prof. (Dr.) P. R. Poduval, Former Dean, Faculty of Social Sciences, CUSAT
3. Prof (Dr) Sankaranarayan, K.C., Former Dean, Faculty of Social Sciences, CUSAT
4. Mr.Manomohanan,CEO,Muthoot Capital services Ltd.
5. Mr. Mukesh Kalra, Joint Secretary (International Trade) at FISME, New Delhi

6. Mr. S. R. Nair, Chief Executive Officer, Team Frontline Ltd., Kochi
7. Mr. Renjith Ramachandran, CEO, Plant Lipids
8. Mr. Thampi Kurien Head, HR, Federal bank
9. Mr. P. T. George, VP-HR, V-Guard
10. Mr. A. S. Girish, Head, HR operations, Apollo Tyres, Kerala
11. Mr. P. V. Ramesh, General Manager, Zuari Cement
12. Mr. Saanil Bhaskaran, Senior Manager, AkshayaPatra Foundation
13. Mr. Praveen Saidharan, Deputy Manager, Real Estate en McDonalds India
14. Mr. Prabhulal, Regional Manager (Marketing, Plant Lipids)
15. Mr. Anantha Krishnan, AGM, SBT (Retd.)
16. Ms. Kanak Jinan, HR Trainer

### **VISITING FACULTY**

1. Prof. K. Kalyanaraman, Retd. Professor, Kerala University
2. Dr. K.S. Chandrasekhar, Professor and Director of Institute of Management, Kerala
3. Prof (Dr) Bhasi A Balakrishnan, Controller of Examinations, CUSAT
4. Prof (Dr) Jagathy Raj. V.P, Professor, School of Management Studies, CUSAT.
5. Prof. (Dr). Zakkariya K.A, Professor, School of Management Studies, CUSAT.
6. Dr. S. Sreekumar, MBA, PhD, General Manager, SIDCO
7. Mr. A. Radhakrishnan, CEO&MD, Infosys BPO Ltd.
8. Dr. K.S. Anantha Raman, Retd. General Manager, TCC
9. Mr. Roshan K. Menon, Binani Zinc Limited
10. Mr. P. Jayaraman, former Marketing Manager, FACT
11. Mr. Sooraj Abraham, HR and Soft Skill trainer , Kochi
12. Mr. John Mathew, Chief Manager-HR, V-Guard Ltd.
13. Adv.Sunil Bedekar-High Court,Mumbai
14. Mr.M.S Sreekumar – H R Consultant
15. Mr. Atul Pujar, ITC Limited, Cochin
16. Mr. Pramod J Simon, Head Production, Synthite, Cochin
17. Mr. Muralikrishnan K.R., Asst. Manager, Tesco, Bangalore
18. Mr. Ajayaraj Palasserri, Director, Nagarjuna Group
19. Mr. A.Krishnaswami, IIM K alumnus and a successful entrepreneur

20. Adv. Diya. C.R, High Court of Kerala
21. Mr.Sony Mathews- Manager, Geojit BN Paribas
22. Mr.Shajman - H R Manager,ICICI Securities
23. Mr.Jomon Joseph - The Strategist
24. Mr.Ninan Joseph, Hedge Equities
25. Prof. Pradeep Mypalli
26. Mr.T.P Aravindan-Communicative English
27. Mr.Rajesh Panicker – Yoga Trainer

**Profile of Teaching Staff:**

Sl No.	Name of Faculty members	Year Joined	Designation	Qualification	Experience			
					Teaching	Industry	Research	Age
1	Prof.(Dr.).BHareendran	2008	Dean	BSc, BTech MBA PhD	27	3 1/2	6	57
2	Prof.(Dr.)Biji .P. Thomas	2013	Professor	B.Sc Engg MBA, FIE, PhD	10 years	17 Years	NIL	58
3	Mrs.Smitha Rajappan	2006	Asst. Professor	MBA, MPhil	10Year 8 months	5 Year	1 Year	38
4	Mr. Girish .S. Pathy	2011	Asst. Professor	PGDM	5 Year	2 Year	Nil	31
5	Mrs. Deepa Unnithan	2011	Asst. Professor	PGDM	7 year	3 Years 6 Months	NIL	32
6	Mrs. Rohini .S Nair	2011	Asst. Professor	PGDM	5 Year	6 months	NIL	27
7	Mrs. Preeja.R	2012	Asst.Professor	MBA	3year 7Months		NIL	27

8	Mrs. Aswathy Mohan	2015	Asst.Professor	MBA	5years	6 Months	NIL	27
9	Mr. Vinod R.R	2015	Asst.Professor	PGDM	8 Years	6 Years	6 years	37

Number of faculty employed and left during the last two years

One of the faculties left us as he was recalled by his previous employer

Profile of Director/Principal with qualifications, total experience, age and duration of employment at the institute concerned.

Name : Prof.(Dr). B. HAREENDRAN. B.Sc, BTech, M.B.A, PhD

Permanent Address : NADAYIL PADINJATTATHYL  
MURUNTHAL, PERINAD. P.O. KOLLAM,  
KERALA. 691601

Age and Date of Birth: 54 Yrs 23-05-1960

Experience: More than 24 yrs of Management teaching and Administration in Engineering Colleges in Tamil Nadu and Kerala.

Name of Employer	Period	Designation
Bhavan' s Institute of Management. (BRIM)Thiruvankulam, Kochy	2008 March onwards	DEAN
Sree Narayana Gurukulam College of Engineering. Kadayiruppu. Ernakulam	3 Yrs 3 Months	Prof. and Head, M.B,A Department
Mohamed Sathak Engg College, Kilakarai	14 Yrs 8 Months	Prof. and Head, M.B,A Department, Asst. Prof, Lecturer
The Indian Engg.CollegeVadakkangulam	7 Months	Lecturer

### Educational Qualification

Course	Board/ University	Class Obtained	Subject/ Elective
PhD	Alagappa		Management
MBA	Calicut	First	Marketing
BTech	Kerala	First	Civil Engg.
BSc	Kerala	First	Chemistry
Pre-Degree	Kerala	First	II Group
S.S.L.C	Kerala	First	

### Other Details

- Member, PG Board of Studies in Management- 2000-2003, M.K.University, Madurai
- Visiting Faculty, Academic Staff College, Kerala University
- Visiting Faculty, Academic Staff College, M.G University
- Resource Person for Kerala Bureau for Industrial Promotion
- MBA, Pass Board member- 2007, M.G. University- Kottayam
- MBA, Pass Board member- 2002-2004, Anna University- Chennai
- Chairman, MBA Board- 2002-2004, Zone 9, Anna University- Chennai
- Recipient of Research Fellowship from Entrepreneurship Development Institute of India
- Acted as Co-Ordinator IGNOU Study Centre at MSEC, Kilakarai, for two years
- Attended a Training Programme for HEAD' s of Management Schools organized by AIMS at Bangalore.
- Attended the International Education Meet Organized by Kerala Government at Cochin in February 2006
- Attended the international seminar “Concilium” Organized by M.G University at Cochin
- Participated in the Quality Improvement Programme sponsored by AICTE on Venture Creation at T.A.PAI Management Institute , Manipal
- Participated in the International Conference on Management Principles, Policies, Processes and Practices organized by Jansons School of Business
- Life Member, The Indian Society for Technical Education
- Presented a paper in National Social Science Congress at Karaikudi
- Presented a paper in International Conference organized by Holy Grace, Academy of Management Studies Mala



- Attended a Workshop on use of Case Method in Management Teaching at Karaikudi
- Participated in the Induction Training of Technical Teachers sponsored by ISTE
- Attended two MBA Syllabus revision Workshops organized by M.G University
- Attended International Conference organized by Mont Claire State University at Chennai
- Attended three Faculty Development Programmes organized by ICFAI-Hyderabad
- Attended two Faculty Development Programmes organized by Karunya Institute on Advanced Analytical Techniques and Data mining
- Attended three Faculty Development Programmes at Jansons School of Business
- Attended two Faculty Development Programmes at Alagappa Institute of Management
- Attended many Entrepreneurship Development Programmes
- Organized EDP programmes on behalf of CED , Madurai at MSEC , Kilakarai
- Organized National level Technical Conference and Exhibition at Kilakarai
- Organized many National and state level Seminars in Kerala and Tamil Nadu
- Attended many National and State level seminars and conferences in Kerela and TN
- Elected as Vice President Quilon District Amateur Athletic Association during 1982-85
- Elected as Joint-Secretary Quilon District Amateur Athletic Association during 1985-88
- Elected as Exe-Committee member Quilon District Kabaddi Association during 1982-85
- A Qualified Referee of Kerala State Kabaddi Association
- Elected as Chairman, College Union, T.K.M.College of Engineering, Kollam, during 84-85 as an independent candidate
- Elected as Second Year Representative, College Union, T.K.M.College of Engineering, Kollam, during 81-82 as an independent candidate
- Represented T.K.M.College of Engg and S.N. College, Kollam in Arts and Sports competitions
- many prizes in arts, sports, quiz and drama competitions.

Whether student assessment of faculty is in force.

Yes

## VI FEE

Details of fee, as approved by State Fee Committee, for the Institution Not applicable as Management education didn't come under the Kerala state fee committee. The Semester fee will be Rs 95,000/-.

Time schedule for payment of fee for the entire programme.  
Tuition fee to be paid at the starting of each Semesters.

Fee waivers granted with amount and name of students.  
No fee waivers made for the first batch as the fee collected is not sufficient to meet the

current expenses

Number of scholarships offered by the institute with the name of students, duration and amount. Criteria for fee waivers/scholarships.  
A policy will be formulated by the Governing council at the earliest

Estimated cost of Boarding and Lodging in Hostels  
Lodging Rs 7500/- Per Semester Boarding about Rs 1750/- per month

## VI. ADMISSION

Number of seats sanctioned with the year of approval.  
60 Seats in the year 2012

Number of students admitted under various categories each year in the last two years.  
18 seats under Government merit quota. 24 Seats under management merit quota.

Number of applications received during last two years.  
100

## VII ADMISSION PROCEDURE

### I.

Mention the admission test being followed, name and address of the Test Agency and its URL (website).

CMAT/KMAT/CAT

Number of seats allotted to different Test Qualified candidates CAT, KMAT, ,  
(State conducted tests/University tests).

We consider CMAT score for selection of candidates. If sufficient qualified candidates are not available CAT and KMAT qualified candidates also will be considered.

Calendar:

Last date for request for applications.

Varies every year with respect to publication of results of the different admission tests

Last date for submission of application

Varies every year with respect to publication of results of the different admission tests

Dates for WAT (Written Analysis Test)/Interviews

Varies every year with respect to publication of results of the different admission tests

Dates for announcing final results

Two days after the Final Interview date

Release of admission list (main list and waiting list should be announced on the same day)

Two days after the Final Interview date

Date for acceptance by the candidate (time given should in no case be less than 15 days)

15 days after communicating the selection to the candidate Last

date for closing of admission.

30 days from the starting of the session.

Starting of the Academic session.

During the month of June

The policy of refund of the fee, in case of withdrawal, should be clearly notified. Full amount except admission fee is refunded in case of withdrawal within two weeks of starting the class

## IX. CRITERIA AND WEIGHTAGES FOR ADMISSION

Selection Procedure

The short-listed candidates will be called for interview and group discussion at Kochi.

A panel of experts from industry and academia will select the prospective candidates based on the following norms

	Parameters	Weight
Discussion	CMAT/KMAT /CAT/ Score	80%
	Group	10%
	Interview	10%

## X. APPLICATION FORM

Provided in our website [www.brim.ac.in](http://www.brim.ac.in)

## XI. LIST OF APPLICANTS

List of students who opted our institution through C-MAT appended

## XII. CRITERIA FOR WAT (Written Analysis Test)/PERSONAL INTERVIEW

Norms adopted for calling the candidates for Group Discussion/Personal Interview. (It has to be strictly in order of merit.)

All the MAT qualified candidates who opt our institution are invited for WAT

(Written Analysis Test)& PI

Attributes for evaluation in WAT (Written Analysis Test)/Interview.

INTERVIEW - Confidence level, Personality, N- achievement, motivation level, consistency of performance.