



# MP Birla Institute of Management

Associate Bharatiya Vidya Bhavan  
Bangalore, India

2009-2011

## The College

M P Birla Institute of Management was founded in the year 1999 with the generous support of **Late Smt. Priyamvada Devi**, as an associate of *Bharatiya Vidya Bhavan*. Bharatiya Vidya Bhavan runs several institutions from primary schools to postgraduate colleges. Bharatiya Vidya Bhavan is a proponent of higher education and has supported the inception of renowned institutions, one of which is *S P Jain Institute of Management*. M P Birla Institute of Management has seen rapid progress under the aegis of the Bhavans trust to become one among a few select B-Schools in Karnataka.

The institution is located in the heart of Bangalore urban and students studying at the institute benefit from its state-of-the art infrastructure. The institute offers postgraduate courses in management with its flagship course being the two-year full-time MBA. It strives to deliver value-based quality education and imbibe top-class management skills in its student-executives by enlisting the services of eminent persons from industry and academia as faculty members.



## Mission

Grooming creative, productive, efficient and value based business managers for the industry. The Institute is committed to inculcating Basic Human Values and a sense of Nobility, Righteousness and Excellence in the students.

**Bhartiya Vidya Bhavan** was founded in the year 1938 by Dr. K. M. Munshi under the aegis of Mahatma Gandhi with active support from several stalwarts of India's Freedom movement including Dr. Rajendra Prasad, Pandit Jawaharlal Nehru, Sardar Vallabhbhai Patel and C. Rajagopalchari. Education is a primary area where Bhavan's contribution is already substantial, its presence covering the entire country and expanding fast into countries such as The UK, The USA, Australia and Kuwait. The excellence of coaching offered attracts students from several countries across the world to Bhavan's many centres of learning.



**“Let Noble Thoughts come to us from every side” – Rigveda**

## From the Principal's Desk

India has seen significant economic growth especially over the past three years with GDP growth pegged between 7 and 8.5 %. To sustain this growth and emerge competitive globally, India is in need of quality managers with values. India needs business leaders who are creative, entrepreneurial and the ones who can drive it into new paradigms.

Indian professionalism has never been put to as critical a test as it is being put to in today's rapidly evolving world.

In this context, we perceive our program as not just a certificate program, but as an experience that would educate our student-executives on the importance of time-management, work-ethics, commitment, leadership, team building and decision-making.

My task is simple, select the best students and give them the right tools, environment and academic freedom to let their hidden talents and creativity blossom. The two years at MPBIM train student-executives to think out of the box and help bring thought to action with maturity, confidence and efficiency.

MPBIM admits to its two-year MBA programme, top six percentile scorers on the MAT and top rankers on the Karnataka PG CET. Our teaching faculty is eminent and the pedagogy is innovative and need-sensitive. Above all, students are groomed in a culture of value-based learning, distinct to MPBIM. To discerning corporates, we offer intellectual managerial candidates with diverse sets of skills and experience and who, I believe, will be invaluable to your growth.

I now whole-heartedly welcome you to interact with our student executives at our privileged institute.

**Dr. N.S. Malavalli**  
Principal, MPBIM



## The MBA Program

The two-year full-time MBA programme is affiliated to Bangalore University and approved by the All India Council for Technical Education (AICTE). The programme provides student-executives a platform on which to imbibe in them theoretical and applied aspects of management and also develop a creative business attitude.

The first year on the programme introduces student-executives to primary subjects in management, helping them develop holistic appreciation of the discipline. It allows student-executives an opportunity to assess their interests in various management functions. The first year culminates with an internship in industry.

In the first half of the following year, student-executives take up specialised studies in two subject areas of their choice. The final semester includes the writing up of dissertations submitted against projects that students undertake. The project is strategically designed to give them a foothold into topical subjects of industry concern and expose them to industry practice at the same time. These projects, completed under the able guidance of MPBIM mentors, have influenced several corporates to adopt students' suggestions profitably in their operations and also offer suitable positions to students in their organisations.



## CURRICULUM

### SEMESTER I

Managerial Communication  
Accounting for Managers  
Organizational Behavior  
Managerial Economics  
Business Mathematics & Analytics  
Information Technology for Business  
Business Perspectives

### SEMESTER II

Research Methodology & Technical Writing  
Financial Management  
Production & Operations Management  
Human Resource Management  
Marketing Management  
Quantitative Methods & Operations Research  
Legal Aspects of Business

### SEMESTER III

Entrepreneurship Development  
Business Ethics & Corporate Governance  
Industrial Training Project  
Electives from Specialization

### SEMESTER IV

Strategic Management  
International Business  
Electives from Specialization  
Dissertation  
Viva Voce

## SPECIALIZATIONS

### MARKETING

Business Marketing  
Services Marketing  
Sales and Marketing  
Channel Management  
Rural and Agricultural Marketing  
Retailing Management  
Advertising & Brand Management

### HUMAN RESOURCE

HR Acquisition  
Employee Relationship Management  
Performance and Compensation Management  
Labour Legislation and Welfare  
Knowledge Management and Learning Organisation  
International HRM

### FINANCE

Investment Analysis  
Financial Markets & Intermediaries  
Tax Compliances & Management  
International Finance  
Strategic Finance  
Project Analysis & Implementation

### SYSTEMS

Software Design and Project Management  
Database Management System  
E-Commerce  
System Analysis and Design  
Enterprise Resource Planning and Business Process Re-engineering

## THE ORIENTATION

On admission to MPBIM, a month-long orientation programme takes the students through an exercise that focuses on introducing and acclimatising them to the institute. This is also a confidence-building exercise where students interact with each other and the institute's faculty. Some of the activities on the programme are designed to build up interpersonal



relationships which is vital for group-learning in the months to come. A concise programme schedule is as follows:

- The Art of living
- Goal setting exercises
- Personality development exercises
- Stress & time management skills
- Mentoring and counselling activity
- Outward-bound learning (GOAL)

### PARADIGM, CIVILTA – Celebrating Management and Culture

An annual event that all students eagerly look forward to is **PARADIGM**, MPBIM's Management Fest. The fest's theme - *The Key to an Open Mind* - reflects the fest's aim of bringing out the best in student-executives and acts as a catalyst for them to discover new paradigms beyond conventional precincts. The fest receives an added dimension in the participation by various colleges at the events, which take place over two days

**CIVILTA**, MPBIM's culture fest, is integral to PARADIGM and is celebrated in parallel.



### Walkathon

Walkathon is a social event organised annually by MPBIM as part of PARADIGM. It is an event where students, corporate associates and individuals from across the city walk for a noble cause. The Walkathon is conducted to raise funds for charity. In previous years the event has been associated with NGOs such as:

Spastics Society of Karnataka  
Freedom Foundation  
Mathru Blind School  
KPAMRC  
Gandhi Old Age Home  
Balya



### Regular Corporate Exposure Exercises

Weekly Business Leadership Forum where students interact With business leaders such As Dr. Stephen Howes, Lead Economist, World Bank, Mr. Krishnamurthy. V., CEO JM Capital, Ms. Christine F. Jamal, VP Corporate, TATA Coffee, Mr. Mohapatra, President, CMR Group, etc.

Industry Visits enabling Theory/practice integration. Some visits were to: Toyota Kirloskar - Auto Manufacturer, VOLVO - Auto manufacturer, ACE Manufacturing - Machine Tool manufacturer, Karnataka Antibiotics - Pharmaceuticals Manufacturer, Coca - Cola plant - Beverage manufacturer

# Core Faculty

## **Dr. N.S. Malavalli, Principal B.E., M.B.A., Ph.D., (USA)**

He has taught in India and USA for over a decade at many Management Schools. Has contributed to academic research and presented papers in many conferences.



He has worked for over a decade as a consultant in the field of ERP. He has held Corporate Key positions including that of Manager – Training & Development, (XEROX, Broadvision University, I-Storm etc.), Corporate Trainer, Senior Management Consultant (CapGemini)

**Areas of Expertise:** Corporate Finance, Derivatives, Technical Analysis, and Strategy

## **Prof. S. Ramgopal B.Tech (IIT M), MBA (FMS, Delhi)**

Over thirty-three years of corporate experience in various capacities and different functional areas, with companies such as SKF Bearings, Balmre



Lawrie & Co. He was a CEO at Shripet Polymers and Shripet Industries, Deputy Chief of Vigilance, IBP Group of Companies

**Areas of Expertise:** Marketing, Corporate & Strategic Management, Supply Chain Management

## **Prof. Sumithra Sreenath M.B.A., M.Phil (Ph.D)**

One Year corporate experience at Wipro Infotech. Over 10 years Post Graduate teaching experience .



**Areas of Expertise:** Marketing & HRM

## **Prof. Rohini G. Shetty B.Sc, MBA**

Four years of industry experience and 12 years of teaching experience at Post Graduate level. Was formerly with the University of Mysore.



**Areas of Expertis :** Managerial Communication, Entrepreneurship, HRM

## **Dr. S. Bisaliah M.A (Economics), Ph.D (USA)**

Over four decades of experience in teaching, research, development work and administration. Formerly Vice Chancellor of University of Agricultural Sciences, Bangalore.



Has published over 160 Research Publications and Agricultural Development Policy Reports.

**Areas of Expertise:** Agricultural Development and Policy, Rural Development and Economics of Technical Change in Agriculture.

## **Prof. S. Santhanam M.Sc (Mathematics)**

Over four decades of academic & industry experience. Was formerly with ITC. Guest Faculty at various Industries in Bangalore.



**Areas of Expertise:** Mathematics & Statistics, Operations Research, Production & Operations Management. HRM & OB

## **Prof. S. Sathyanarayana MBA, PGDHRM, PGDFM (Ph.D)**

Over thirteen years of teaching experience, Corporate Trainer.



**Areas of Expertise:** Corporate Finance, Accounting & Taxation

## **Prof. Ashish J Shah B.Tech, PG.Dip (UK), MBA (UK)**

He comes from the food industry with over seven years of experience across corporate functions including Operations, Supply Chain Management, Sales & Marketing, Retail Management (United Breweries and Reliance Retail & Footprints) as well as A & N (A Business Startup)



**Areas of Expertise:** Entrepreneurship & Marketing

## **Dr. K. V. Prabhakar M.Com, Ph.D**

Over three decades of academic experience and held several key positions as Acting Vice Chancellor, Director, Professor and Dean of Commerce Dept., in Gulbarga University, Karnataka. Has guided over twenty doctoral candidates.



**Areas of Expertise:** Marketing, OB and HRM

## **Prof. Hema Harsha B.E., MLM, NLP (MBL)**

Over thirteen years of experience in HR, Training and Counselling. Corporate Trainer and Neuro Linguistic Practitioner.



**Areas of Expertise:** HR, Employee Relations & Business Law

## **Prof. S. Hemanth Kumar M.Com., MFM, MBA, M.Phil, PGDFT, PGDMM, (Ph.D)**

Corporate Trainer, he has over seven years of teaching experience and six years work experience. He has corrected the Guinness and Limca Book of Records. Has acquired Rajya Puraskar and Rashtra Prashanthi in Scouts.



**Areas of Expertise:** International Business & Marketing

## **Prof. Vijayalakshmi S LLB, MBA, (M.Phil)**

Has one year of work experience and has been with MPBIM from past two years.



**Areas of Expertise:** HRM & Business Law

## **Prof. B.K. Ramaswamy B.Sc, Ch. Eng, MIETE, MBA**

(Placement In-charge) 25 years of industrial experience. President's "Shram Vir" National Awardee



# Guest Faculty

**Prof. Harish B.V – M.Com, MBA, M.Phil, PGDFM**

Area of Expertise: Finance

**Prof. Sayed Naqvi – M.Tech (IIT D), TOGAF9 Level 2, BEA and OMG Certified**

Area of Expertise: Business Project Management, Enterprise Architecture

**Prof. Kasi Nagarajan – MA (English), MBA, DBM**

Area of Expertise: Research Methodology & Business Ethics and Values

**Dr. T. Shanmugam – BE, MBA, PGDPE, M.Phil, Ph.D**

Area of Expertise: Production and Operation Management

**Prof. Laxman**

Area of Expertise – Business Law

**Prof. PVS Suhasan Reddy – B.Sc (IT), MBA**

Area of Expertise: Web Development, E-Commerce, Online Trainings

**Prof. Rama Satish K.V**

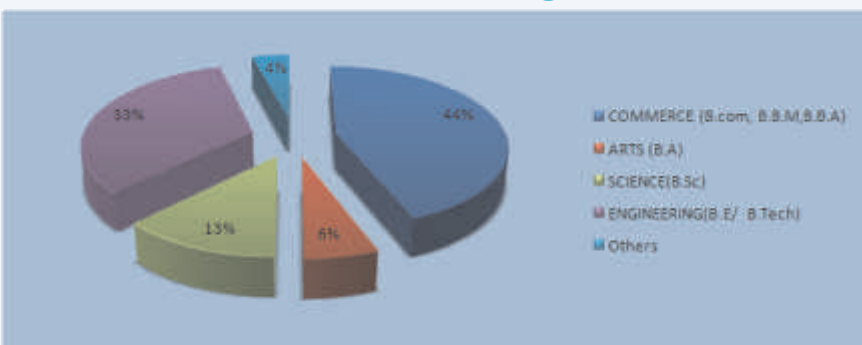
Area of Expertise : Database Management Systems



## MPBIM Managers, versatile and inspired

*Inspired* is how one can describe MPBIM's management graduates, for they have been trained to be 360 aware. True to Indian management culture, theirs is an assimilative trait that sees them constantly evolving and gaining new skills. Whether it is academics, industry interaction involving corporate leaders, participation in social programmes for underprivileged and challenged members of society or learning to work as a team within the diverse and disparate student body that the Institute is. MPBIM graduates tend to leave a lasting impression on the environment that they operate within. It is this distinct ability of an MPBIM manager that will see him achieve sustained success as in today's globalised economies, all-round skills and participation can make the difference. Associations, collaborations, mergers, amalgamations - everyday corporate happenings are best carried through by managers who are holistic thinkers, yet sharply focused; inspired, yet in control i.e. MPBIM's future managers.

### Students from Diverse Academic Backgrounds



- Commerce: 44%
- Arts: 6%
- Science: 13%
- Engineering: 33%
- Others: 4%



# Student Profiles

## Marketing & HR

Akhila K R  
Amrita Raj  
Ankita Gupta  
Arpan Chatterjee  
Deepti Gonar  
Goldie Jha  
Gudi Akshata Mohan  
Hari Prasad K  
Jaya Janwani  
Kalpana Sharma  
Kundan Kumar  
Loveleen Srivastava  
Manish Rai  
Manisha Issar  
Md Idrish Khan  
Naveen Roy Jose  
Naveenkumarbalaji P  
Ritesh Savio Rodrigues  
Roshan Kumar S  
Samyukta S  
Shruthi N Menon  
Sivabhadhasekharan C  
Sonam Prabhu  
Sowmya N S  
Suhas U Naik  
Tanuka Mitra  
Veena B O

## HR & Systems

Krishna Panchal  
Lija Sarmah  
Shilpa S  
Sudhakar R Kulkarni

## Marketing & Systems

Amar Patil  
Jaihitha Bhandary  
Kaushik S  
Roohin Taz B R  
Satish Kumar H S  
Vinay K  
Wasim Tarique

## Finance & Systems

Arnab Datta  
Chandan G  
Dipti Gupta  
Janani Jayaram Reddy  
Manasa M  
Mritunjay Kumar Jha  
Santosh Krishnan  
Shridhar S K

## Finance & Marketing

Abrar Ahmmed Hassan Shikh  
Akanksha Mittal  
Akhilesh Pratap Singh  
Allwyn Deepak Mathias  
Amith Vikram  
Anand Patil  
Arun Kumar  
Ashwini G Ganiger  
Barath Kumar N  
Bhavani Shankar  
Deepak M P  
Ganga Hurakadli  
Guruprasad  
Heliya Keisham  
Hemanth Kumar R  
Jayanti Jha  
Juned Ahmed  
Karthik  
Kumar R Rayannavar  
Kushal Manek  
Manish Kumar Tiwary  
Manjunath M M  
Nikita Ghosh  
Nishad P C  
Nishath  
Pallavi Shah Deo  
Parimala Ramya  
Pavan Kumar L.J.  
Prerana B U  
Prerith G T  
Priyadarshini V

Priyanka Choudhury  
Priyanka Kishanpuria  
Priyanshu Sharma  
Rahul Desai  
Rajesh Kumar Barnwal  
Sachin C S  
Sachin Tirlapur  
Santosh R  
Shamanth Advani  
Shamanth Kasabey M N  
Shankar Narayan  
Sharanabasava M.Gogi  
Shipra Srivastava  
Shivaram H S  
Smitha U R  
Sonali  
Sudhakar M  
Sunil Kumar Pandey  
Vikram Kumar Soni  
Vipin Kandpal  
Vishal Wadone  
Vishesh Dhodi

## Finance & HR

Anshu Jha  
Chaitra Vishweswara  
Keerthi V Kamath  
Kelina M Gohel  
Managoli Sampriti Ramesh Rao  
Megha B  
Mittal H Thakrar  
Niraja S Patil  
Praneeta Nerlekar  
Rahul Patwari  
Sangita Kumari  
Shobhit Goyal  
Sowmya B S  
Sridhar S K  
Sudhir Karkannavar  
Swathi B Patil  
Tarannum Nadaf  
Tejashree.K

# MPBIM Placements

'Industry-Institute-Interaction' is not a mere 'jargon' at MPBIM; it assumes a greater significance from day one of the first academic year. The Institute lays utmost emphasis in orienting the student executives towards the practical days ahead of their academic learning. Industry level seminars are conducted by the Institute which sees tremendous participation and gives MPBIM students the opportunities for extremely useful interaction. Growing Corporate Relations The results of this strategy has already paid through rewarding placements to students. Presently the thrust includes 'e-placement' initiatives, too.

Students from our previous batches have been placed in companies like:

99acres.com  
ABB  
Accenture  
Airtel  
APC  
Bajaj Aliance  
Britannia  
Capgemini  
Cisco Webex  
Citibank  
Connect M  
Deccan Airways  
Delloite  
Deutsche Bank  
DSL Software  
Ernst and Young  
GE Capital  
Genesys Software  
Goldman Sachs  
HDFC Bank  
Hewlett Packard  
Hype

ICICI Bank  
ICICI Prudential  
IDBI  
IDBI Fortis  
IFB  
IFB Automotive Systems  
Ifco - Tokio Insurance Co.  
IMRB.  
Indian Rayon  
Infosys  
Intelli Group  
India Mart  
J P Morgan Chase  
Jobstreet.com  
Karvy  
Keane (Caritor)  
Kotak Wealth Mgmt.  
KPMG  
LG Soft India  
Magnasoft  
Metro Cash & Carry  
MICO

Naukri.Com  
OCWEN Financial Services  
Oracle Software Co.  
OTIS  
Quadrangle  
QUEST  
Readiminds  
Reckitt Benckiser  
Redapple  
Reuters  
Salt March  
Siemens  
SPAR  
TCI  
Technopark, Kerala  
Tesco  
Thomson Financials  
Toyota Kirloskar Motor  
Tyco Electronics  
Vavia Technologies  
VXL Instruments  
Way 2 wealth

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