

# GLIMPSE

MARIAN INTERNATIONAL INSTITUTE OF MANAGEMENT - NEWS LETTER

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Vol. 1

Issue 3



I am very proud to publish the third issue of GLIMPSE, which gives an overview of college and its functions to the parents and public. After the second issue I received number

of congratulating letters through email and other ways enchanting me to publish this third issue. I am extremely thankful to those who sent letters and I am always ex-

pecting more fruitful comments from anywhere and at any time. In 2013, MIIM is the first institute that completed an intake of 120 students at its earliest time. I congratulate the students, parents, faculty members and media persons who directly or indirectly involved in the admission process.

In this occasion I would like to share with you that we provided a platform for IRSSM, the first time ever in India. Around 60 participants from all over the world participated in the international seminar. The most important and pride moment in MIIM is that the first batch of

MBA students passed out with placement in number of MNC's and banks. I share my heartfelt happiness to faculties and management in this occasion for their hard work. For the new batch we conducted number of programs to enrich their personality, communication skills and managerial skills.

This year our students started number of new projects like, world environment day, Nature Club, Sports Club etc. The details will be given in the following pages. Thank you

Dr. P. T. Joseph S J , Director

## NEW DIRECTOR

Dr. P.T. Joseph, S J, assumed the office as the new Director of MIIM on 16 th May, 2014 . He has been Professor, Center for Social and Organizational Leadership at Tata institute of social Sciences, Mumbai; Director of Xavier Institute of Management, Bhubaneswar; and Professor of Information Systems and Organizational Behavior at XLRI, Jamshedpur and a well known academician and author of a number of books and national and international papers in different disciplines. MIIM Family wishes Rev. Dr. P. T. Joseph all success on his new assignment as the Director.



## FAREWELL TO THE DIRECTOR

Dr. P.V Mathew, the founder director of MIIM., retired from his post on 15 th May 2014. A farewell program was conducted on 29 th April 2014 at the main seminar hall which was presided over His Excellency Mar Mathew Arakkal, Patron and Bishop of Kanjirappally Diocese. MIIM family wishes him a healthy and happy retired life .

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## INTERNATIONAL SEMINAR IRSSM

The 4<sup>th</sup> International Research Symposium in Service Management (IRSSM 4) organized jointly by SERI (Service Education Research and Innovation) USA and MIIM, India. It was held at Marian International Institute of Management (MIIM), Kuttikkanam, Kerala, during 2nd to 6th July 2013. The formal inauguration of the symposium was done by Prof.

P.J. Kurien, Honorable Deputy Chairman of Rajyasabha, Upper House of Indian Parliament. The meeting was chaired by His Excellency Mar Mathew Arackal, Bishop of Kanjirapally. During the valedictory function Hon. Pro. Vice chancellor of M. G. University Dr. Sheena Shukkoor was the Chief Guest. The Program came to a close with the cultural programs by MIIM students.

The response to the invitations for paper presentations was a huge success that we have received almost 125 papers from more than 20 countries out of which 54 papers were presented by delegates during the symposium. Marian International Institute of Management put in their best effort and brain to make the symposium a memorable one.



Inauguration of International seminar (IRSSM4) by P.J. Kurien, Honourable Deputy Chairman of Rajyasabha

## FESTIVAL OF THINKERS

MIIM is conducting a series of sessions on the topic "DNA OF INDIA" to impart ethics and spirituality. The series was inaugurated by Dr. D. Babu Paul, Rtd IAS officer and former chief secretary of Kerala on 5th

December 2013.. During the occasion K. L Mohana Varma, the famous novelist gave the felicitation address. The second session in the series was given by Mr. Jacob Punnoose, Retd. DGP and Police Chief of Kerala.



Inauguration of festival of thinkers by Dr. D. Babu Paul



## VISITING INTERNATIONAL FACULTY

Dr. Jay Kandampally, Professor Ohio State University, US, and Ebba Kareena, CEO of SANDER SUCCESS, Management Consultants, Germany, conducted sessions for our students.



Dr. Jay Kandampally



Mrs. Ebba Kareena

## Resource Persons

Mr. Pervez S. Muhammed, PRISM MARKETING SOLUTIONS LTD, ANDOVER, USA, former Director, Marketing development, Unilever Inc, UK took an interactive session on Framework on international business and market development for the MBA students, which enabled them to familiarize with the various internal marketing strategies. Mrs. Shyla Mathew, former faculty of the renowned institute of Hotel Management, Mumbai, and Mr. James Joseph, former Marketing head and excellent award winner of Microsoft gave talks to our students.

## MANAGEMENT CLUBS IN ACTION

As a part of the physical and mental development of the students, clubs were formed in streams of Marketing, Finance, HR, IT, Entrepreneurship and Entertainment and are operational in full swing. The newly constructed Nature club and Sports club are also conducting various programs.

### 1. MARKETING CLUB MERCADO

The Marketing Club swung into action by introducing M-Mart, the shopping facility at MIIM. M-Mart is supporting students in areas such as marketing consultancy, project identification and execution etc.

### FINANCE CLUB FINEX

The Inauguration of the club was done by Mr. K.N. Pradeepkumar (Vice President and Kerala state Head of the Whole Sale Banking Operations, HDFC Bank Ltd). This was followed by a talk on "Banking Operations in Kerala"

### FINANCE MONTHLY NEWS LETTER

### MONETA TIMES & EXHIBITION

### FINANCE EXPO

A new initiative of Finance Club, a monthly News letter – MONETA Times, was started with the aim of making the students aware of the present scenario of finance related issues in the National and International level.. The first copy of the News letter was handed over to Dr. P.V. Mathew, director, MIIM by Fr. Ruban J Thannikkal, Manager, Marian Group of Institutions on 11th October 2013

A National Seminar on "Finance and Banking: Issues and opportunities in a growth oriented Economy" was conducted on 24th March 2014. Thirty three delegates from different parts of the country participated and 17 research papers were presented in the seminar. The seminar was inaugurated by Shri P. J. Joseph, Honorable Minister for Water Resources, Government of Kerala.



Inauguration of Finance Club by P.J. Joseph, Honorable Minister of Water Resources, Govt. of Kerala

## 2. HR CLUB VOX POPULI

A personality development program on “how to become a better citizen” was conducted at Mariagiri English Medium Higher Secondary School, Peermade by the HR Club members to give the students an insight about their society.

## ENTREPRENEURSHIP CLUB E-CUBE

The club commenced this year's operations by participating in a training program conducted by M.A.S. Menon on leadership skills along with a B-Plan competition by JCI river valley, Muvattupuzha. As part of the program the students also visited LULU hyper market, Ernakulam and learnt about the functioning and organizational structure of the firm.

## START UP VILLAGE

As part of motivating the students to start new ventures, the entrepreneurship club of MIIM arranged a program in collaboration with Startup village on 19<sup>th</sup> December, 2013.

## 3. NATURE CLUB-THANAL

Students from the pioneering batch of MIIM conducted a one day trekking event at Vallakkadavu with the support of Kerala Forest Department and attended a session on the Tiger project and wildlife preservation by professionals from the department of Forest and wild life preservation, Kerala State.

The world Environment Day was celebrated in the campus on 5th June 2014 with a number of splendid and memorable events. The members of the club celebrated the day by cleaning campus premises and planting trees inside the campus.

## SOCIAL SENSITIZATION PROGRAM

As part of our CSR activities, the Nature club members distributed bed sheets to 20 disabled persons around Peermade with the support of Govt. Taluk Hospital, Peermade. The students of MIIM along with faculty - coordinators actively



Final year student's picnic at Mysore



participated in the construction of a collapsed house in Murinjapuzha on 22 nd March, 2014. Hostel director Rev Fr. Robin Pattarkala inaugurated and coordinated the function. This was followed by a short leisure trip to Panchalimedu where the team relaxed for an hour before returning home.

## 4. ENTERTAINMENT CLUB

The entertainment club commenced its operations with the celebration of ONAM, the regional festival of Kerala, with a variety of cultural programs and a sumptuous ONAM SADHYA. The celebration was made colorful by a number of competitions like POOKKALAM competition, Thiruvathira kali and Tug of War.

### ONAM CELEBRATION

The entertainment club also coordinated the celebration of Deepavali together with a Mini Management Fest.

Entertainment club also conducted a five day tour for the final year students of MIIM from 27 th March, to 2 nd April 2014. They visited Edakkal Cave, Kuruvadheepu, Kudaku river rafting, Bamboo forest, Mysore palace, St.Philomina Church, Chamundi hills, Mysore Zoo etc. The students also enjoyed the beauty of Hogenkal falls while returning. For many of the students, this was also an opportunity to encounter new places and cultures and tour has been remarked as one of the most cherishable experiences of their life at MIIM.

## SPORTS CLUB STALLIONS

The newly formed Sports club at MIIM organized an intercollegiate Badminton championship on 4th November 2013 at MARIAN College MARYKNOWL, AUDITORIUM. Around eighteen colleges from different parts of Kerala participated in the Competitions. Mr. Thomas master, Dronacharya Award Winner, distributed the prizes.

## SPORTS DAY

The PIONEER sports day was celebrated on 21 st March 2014. The meeting started on 18 th March. Competitions were held in 12 sports items including Foot ball, Volley ball, Table tennis etc. The event also witnessed special competition items like Musical chair and Dodge ball were being conducted exclusively for female students

## STUDENT ENRICHMENT PROGRAM

**Training programme** An orientation class for the 1st Semester MBA students was started from 24 th June 2014. Training program includes communication skills, personality development, quantitative techniques, accountancy etc.

## OUT BOUND TRAINING (OBT) AT SURAYANELLI

In order to bridge the gap between theoretical learning gained from academic programs and the real issues encountered in the practical unfolding of an industrial way of life, students are to be equipped with problem solving skills in real situations. Keeping this in mind, the management of MIIM arranged a three day outbound training for the first year students at Suryanelli, Munnar

## INDUSTRIAL VISIT

As a part of the curriculum, MIIM conducted an Industrial Visit to 'Hi-Design', a leather manufacturing company situated at Chennai during the month of December 2013. Another industry visit to Hindustan News Print Ltd was taken up for the first year MBA students of MIIM on 15th of February 2014.



## ACCOLADES

NEENU RANI JOSEPH, an MBA student of MIIM from its pioneer batch of students (2011-13) secured the II nd rank in the MBA degree examination conducted by MG University. MIIM family congratulates her on her com-

mendable performance and presented a memento in a prestigious function arranged in the MIIM auditorium MIIM congratulates its 1st year A batch MBA students for bagging the first prize in B-plan conducted by JCI River Valley, Muvattupuzha and B-batch MBA for securing the second prize.

## MANAGEMENT FEST - CALIGO -14

CALIGO-14, the trade mark program of MIIM, and a well known South Indian Management Fest was conducted with a record number of 700 students from 130 colleges in Kerala and outside. Prof. Mario Molteni, Director, ALTIS School of Business, Milan, Italy, inaugurated

the fest on 29<sup>th</sup> October 2014. H.E. Mar Mathew, Arackal, Bishop of Kanjirappally Diocese presided over the function. Rev Fr. Ruban. J. Thannikkal, Manager, welcomed the dignitaries. Rev. Dr. P.T. Joseph, S.J, Director and Rev. Dr. Roy. P. Abraham, Principal, Marian College deliv-

ered the felicitation address.. Two books "Leadership Styles and Practices" and "Transformation of the Heart", written by Rev. Dr. P.T. Joseph, were released by Rev. Fr. Christie Maria Joseph, Former Director, LIBA, Chennai in the occasion.



Bishop Mar Mathew Arackal, Fr. Christie, Fr. P.T. Joseph, Fr. Ruban Thannikkal, Shri. Michael Kallivayalil, Prof. Mario, Fr. Roy, Prof. Samson, Fr. Siby, Mr. Ajai

The opening day program ended with a dance competition and various types of competitions were held at various stages during the two day events and students competed with each other for various games. The overall championship in PG was bagged by SCMS College, Ernakulam

and UG by St. Joseph College, Devagiri, Calicut. Miss. Saranya, Musaliar College, Pathanamthitta, was selected as the Best Manager. The two day event reached its culmination of exuberance, color and creative variety at 7'O Clock with the beginning of Yolonite- 4, the cultural fo-

rum of MIIM, staging programs, such as cinematic dances, theme show etc. The huge success of the program received many appreciations from various corners including other colleges.



## NEW FACULTY MEMBERS

Mr. Nelson Mathew, Assistant Professor, specialization in Marketing, Mr. Shinil Sebastian, Assistant professor, specialization in Finance and Miss Jyothi, P.T, Assistant Professor, specialization in Finance, joined as new faculty members and MIIM family wishes them a warm welcome.

60 % of the third semester students of 2012-14 batch also placed in famous companies like, COCACOLA, RBS, SMR, Orell technologies, IDBI Federal, E & Y, Axis Bank, Prerna group, Extra Marks, Nile Technologies, SS Agri technopolis, KPMG, AMW, HCL etc.



Mr. Nelson Mathew



Mr. Shinil Sebastian



Miss. Jyothi P.T.

Placement assistance have been given by MIIM to all those students who have cleared all the papers up to third semester. 100 % students of the pioneer batch of MIIM have been placed in various prestigious companies .

so far. However, placements are still on in full swing and we hope to attain the 100% placement record this year also.

## FACULTY DEVELOPMENT PROGRAM (FDP)

A Workshop on CASE STUDY METHODOLOGY was conducted by MIIM for faculties on 27 th and 28 th JUNE 2014. Dr. Ram Kumar Kakani , Head, Leadership Development Centre, Lal Bahadur Shastri National Academy of Administration, Mussori, led the classes in a very effective way. Faculties in the MSW department were also participated in the workshop.



Dr. Ram Kumar Kakani



Dr. Amar KJR Nayak

Another workshop on CASE DEVELOPMENT has been conducted on 6 th and 7 th October 2014 at MIIM to enable the faculties about the new methodology of teaching. Dr. Amar KJR Nayak, Professor of Management, LBS national Academy of Administration, Mussoorie & Xavier Institute of Management, Bhubaneswar, explained in detail about the importance and use of case analysis method in teaching instead of tutor method and in sec-

ond day each faculty presented cases of their own and that were discussed and corrected by the facilitator. In the afternoon session a seminar on RESEARCH GUIDANCE was conducted and it was highly beneficial for those who are pursuing Doctoral degree.

## BOOKS RELEASED

The book " Leadership styles and practices", written by Rev. Dr. P. T. Joseph, SJ, takes a fresh look at 'leadership' in its various avatars- from 'Strategic'; 'Transactional'; 'Visionary'; and 'Charismatic' to 'Empowering'; 'Moral'; and 'Customer-Service'; to 'Entrepreneurial' and 'Innovative'. Discussing these nine styles based on Emotional Intelligence, the author further identifies and reviews ten competencies linked to each style of leadership: teamwork, strategy, decision-making, managing change, delegating, negotiation, power and influence, mentoring and coaching, and culture building. The second book written by the same author "Transformation of the Heart" gives new insights in the role of emotions in the spiritual journey.

## PUBLICATION AND PAPER PRESENTATIONS

Miss Minu Mary Joseph and Shinil Sebastian, Assistant professors at MIIM, presented a paper on 'Effectiveness of

Corporate Governance Practices in the Indian Banking sector' in the international seminar hosted by SCMS Cochin School of Business on 31 st January 2014.

They also presented a paper on the 'Impact of Over confidence Bias on Stock Market trading volume' on the same day at SCMS Cochin School of Business.

Miss. Minu Mary Joseph presented a paper in Marketing on the theme 'To shop or Not: factors impeding and facilitating Online shopping' in the International seminar conducted by SERI, Ohio University USA & MIIM, Kuttikkanam from July 2 to July 6, 2013 . She also presented 'Impact of Companies Bill, 2012 on CSR Practices in India', on November 7 & 8 , 2013 at Marian College , Kuttikkanam.

Dr. Soney John and Mr. Vivek Menon presented a paper on ' Developing a New Pedagogy for Hotel management Institutes with special reference to Hotel Management Institutes in Kerala' in an International seminar conducted by SERI, Ohio University USA & MIIM, Kuttikkanam on 2nd July to 6th July 2013.

Miss Divya Varghese, Assistant Professor participated in a one day seminar on ' Twenty Years of India's liberalization' at XIME, Bangalore

She attended a training on 'Multivariate Statistical Techniques for Management Research' at SJCT, Palai and International Conference on 'India's External Sector Challenges and Strategies at Kochi Business School', Kakkannad, Cochin. .

Mr. Jis Mathew, Assistant Professor, attended a training program on 'Innovative Methods in Management Teaching' at IIM, Calicut, 10th March to 14th March , 2014.

Mr. Nelson Mathew presented a paper titled 'Ambush marketing: an attack from the hidden position' at the National conference on Inclusive Innovation & Sustainable Growth: The Millennium challenges held in Rajagiri college of social sciences, Kochi on 30 th August, 2013.

Another paper titled 'Role save a family plan (NGO) in social marketing' was presented by Mr.Nelson in a seminar on social Marketing: Role of Academics, Government, Public sector and NGO, organized by INSTITUTE OF MANAGEMENT IN KERALA, University of Kerala. on 14 th March 2014.

Editor

Dr. Soney John

Associate Professor, MIIM



# MARIAN INTERNATIONAL INSTITUTE OF MANAGEMENT

MARIAN CAMPUS, KUTTIKANAM

To  
IF UNDELIVERED PLEASE RETURN TO:  
Marian International Institute of Management  
Kuttikkanam, Idukki (dist), Kerala.  
Ph: 04869-233924, 233922, Fax: 04869-233924  
Email: [director@miim.ac.in](mailto:director@miim.ac.in) [www.miim.ac.in](http://www.miim.ac.in)

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