

# GIMBOS 8 Marian International Institute of Management News Letter

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# F 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. www.miim.ac.in

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FOR

### FROM DIRECTOR'S DESK



Over the years, management education has evolved manifold and now it holds a unique position of pride in India. So is the case with MIIM. From inception, Marian International Institute of Management is known for providing quality management education and an environment conducive to new and path breaking development in frontier areas of management.

MIIM has made tremendous progress in many areas with top-notch faculty members and staff, infrastructural facilities like gymnasium, outdoor stadium, volleyball court, better placements, and admissions. The college has achieved another milestone when it held hands with SAP education for the students and staff.

We whipped up a new and tailored menu and conducted number of certification programs for first years and second years including supply chain and logistics, advanced Excel training, export and import management, etc., and trained our students to write competitive exams. We focused more on close mentoring than on the usual pedagogy of teaching. As a result of this initiative, we completed our admission by 31st of April 2015 and we started our bridge course on 18th May 2015 quite ahead of other colleges.

We train our students on formal communication, confidence building, team approach, industry analysis and get them updated on the trends in the industry during the induction itself and it continues all through the semesters. We also equip them with other languages as well as other trainings to increase their employability skills in various sectors such as banking, FMCG, hospitality and so on.

I express my sincere gratitude to management, faculty members, parents and students for the kind hearted support for this movement. The details of the programs can be read in following pages.

Thanking whole heartedly for the support of the last edition and I humbly dedicate this GLIMPSE to the public

Rev. Dr. P.T. Joseph S J, Director

# ISSUE

**HR Conclaves** 

**Club Activities** 

**OBT at Suryanelly** 

**Industrial Visit** 

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### **HR Conclaves**

MIIM conducts a series of HR conclaves at Kerala Chamber of Commerce and Industry to equip the students with the updates in the domain of HR. It acts as a rendezvous for the participants to listen to the experiences pertaining to evolving role of HRM. Kuttikkanam is far away from main cities, so it is practically difficult to get expert hands from the corporate to interact and share their experience with students. Hence, MIIM conducts a series of sessions with the co-operation of Kerala Chamber of Commerce in Ernakulam.

The National HR Conclave witnessed the participation and ideation by a plethora of industry experts, HR professionals and academicians that enabled students to gather insights into synergizing company objectives and employee engagement for mutual benefit. Through a series of panel discussions and addresses by eminent resource persons, it brought a whole spectrum of HR talent on a common platform.





The inauguration of first H R Conclave was done on 10 th January, 2014 in the KCC Auditorium, Marine Drive, Ernakulam based on the theme "Emerging Management Paradigms in the emerging economy; New Dilemmas and Doctrines" by, Mr. Mathew Kuruvithadam - Chairman, KCCI in the presence of Rev. Dr. P.T. Joseph, Director, Rev. Fr. Ruban . J. Thannickal, Manager, MIIM. The Keynote speakers were C.A.Venugopal C. Govind (Managing partner), - Varma & Varma Chartered Accountants, Mr. Hari Velloor (Former Kerala Head-HDFC Bank), Mr. Dileep Narayan (CEO-Organic BPS) and Ms. Nimmy J. Chakkola (Chakkola Group)

Lighting of Ist Management Conclave

The second management conclave was conducted at the same venue on 9 <sup>th</sup> April, 2015. The theme was "HR as a Strategic Dimension In the Modern Social Parameters". The function was inaugurated by Mr. Anish Aravind (Hon. Addl. Secretary, NIPM, Kerala Chapter). The key note speakers were Mr. Bindo Krishna P (Manager HR ,Cognizant Technologies) and Prakash K. Nair (General Manager (L&D) Taj Kerala)



Lighting of II nd Management Conclave



The third session was conducted on 10 <sup>th</sup> June 2015. The prominent speaker swere Mr.M. Thomas Kadavan (Chairman-NIPM& G.M. - HR. & Administration - AVT MCCORMICK INGREDIENTS PVT. LTD.), Mr. Ajai Kumar (Zonal Operations Head, HINDUSTAN COCA-COLA BEVERAGES) and Mr. Bijoy Varghese (Project Leader, Hightech Outsourcing Services, Kerala). The theme was "Employability concerns and Employer Expectations from B-School products"

Lighting of III rd Management Conclave

The fourth management conclave was conducted on 12<sup>th</sup> November, 2015. The theme of the conclave was: "Changing Landscape of Management-special emphasis on Gen-Y Customers and Employees". The program was inaugurated by Mr. S. Gopakumar (Head-Philips Carbon Black Ltd., Kerala division and Former Head Appollo Tyres, Kerala Region). The key note speakers were Mr. P. T. George (Sr. General Manager-HR,V-Guard Ltd.) and Mr. Ravindranath P (Kerala Head-RK Swamy BBDO).



Lighting of IV th Management Conclave

### **Paper Presented**

Dr. Vincent Varghese presented a paper entitled" An Innovative Pedagogy for Inculcating Entrepreneurship Intentions" in the ICIER-IIMB International Conference on 'Entrepreneurship Education and Training: Design, Delivery and Effectiveness' during Jan 29-31, 2015, held at Indian Institute of Management, Bangalore.

Dr. P.T Joseph, Director published a book on "E Commerce-An Indian Perspective" which was published on 19th October 2015.

Mr.Shinil sebastain, Assistant Professor, presented a paper on the theme 'The Drivers of Overconfidence Bias And Its Impact On The Investor Activities' in the 5th India finance conference at IIM, Culcutta on December 17-19, 2015

Mrs. Sonia Mathew, Assistant Professor, presented a paper on the theme 'A multi dimensional analysis and their influence on the entrepreneurial intention of business students in Kerala' and another paper entitled 'An empirical study on the attitudinal and environmental factors influencing student's entrepreneurial intention: A Kerala prospect' in, International Conference on 29-31, January 2015 at ICIER-IIMB.

She also presented a paper on the topic 'An Empirical Study to Predict the Self-Employment Intention of Engineering Students Using EAO Model in Kerala, India ' in Australian Academy of Business and Social Sciences (in partnership with The Journal of Developing Areas)"devoted to High Quality Research and Publication in Business and Social Sciences" Kuala Lumpur, Malaysia and another paper in AIMS-IIMB, based on the theme 'Challenges and Opportunities faced by Entrepreneurs in Kerala state'

# Upcoming Events

International Tour to Malaysia National Tour to Kulu-Manali National Seminar on Finance

OBT at Suryanelly for 2015-17 Batch

National Seminar on Marketing

Industrial Visit for 2015-17 Batch

### EDITORIAL BOARD



Editor

Dr. SONEY JOHN

Professor



Asst. Editor Mrs. KAVITHA ACHARI Asst. Professor

### DEAN ADMINISTRATION

Rev. Fr. Siby Chitharmaniyil, who left for higher studies, handed over his official duties to Rev. Fr. Jose Chittady, who is also working as a faculty member for MBA course.





Rev. Fr. Siby Chitharmaniyil

Rev. Fr. Jose Chittady



### **Visiting Professor**

Prof. N Ramachandran, M Com, Fellow in Management, IIM Calcutta, joined as a as a faculty mentor in MIIM. He worked as Professor, Provost and Chairperson of MBA Program at Indian Institute of Management Calcutta and also he was a Professor, Chief Internal Auditor & Member of Board of Governors of Asian Institute of Technology Bangkok.

Prof. N. Ramachandran

### **NEW FACULTY MEMBERS**

Mr. Rahul. S, and Anila Rajee, Assistant Professors, specialization in Marketing, Ms. Kavitha T.N, Assistant Professor, specialization in Finance and Mrs. Deepthi William and Mr. Vinish, Mrs. Sonia Mathew, Assistant Professors, specialization in HR, joined as new faculty members and MIIM family wishes them a warm welcome.



Mr. Rahul S





Mrs. Deepthi





# MANAGEMENT Management clubs are the organs of MIIM.

Through this club, students are getting enormous chance to work with live situations. Also it provides number of opportunity in team leading, managing number of programs in management disciplines.
The following snippet will give the functioning of different clubs during the last year.

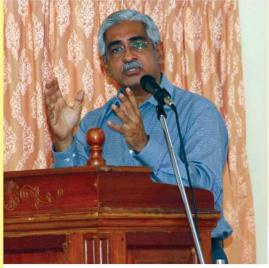
The Marketing Club swung into action by introducing M-Mart, the shopping facility at MIIM. M-Mart is supporting students in areas such as marketing consultancy, project identification and execution etc.



### ►Innowiz '15 - MARKETING GAME

Marketing club started this year's commotion with the inauguration of the consultancy division of MERCADO- INNOWIZ'15. Mr. Suresh Joseph, former General Manager of Dubai Ports World, formerly served in the Indian Railway Traffic Service, inaugurated the Consultancy Division.

Mercado also conducted another event named IMPRESSION-15, a multi stage marketing competition to identify the smart gang of MIIM.'MMC-2K15'-A Real-time Marketing Challenge – another feather of Mercado, organized a "Real Time Marketing Challenge Contest 2014" (December 2014- March 2015). As part of extending its marketing support to nearby budding MSMEs, the club launched its first consultancy services with this game. It is a multi-stage marketing team activity in which the participating teams were given different real time marketing requirements of its clients. The overall aim of the activity was to enhance the industry association of the institute and there by improve the experiential learning.



Inauguration of Mercado by Mr. Suresh Joseph

# FINANCE CLUB



Inauguration of FINEX CLUB

The finance club FINEX of Marian International Institute of Management, considered as the most relaxed club but always promotes finance-related learning activities. As one of the significant clubs on campus, it caters to a wide variety of finance related interests including careers.

This year FINEX club activities commenced on 21st July, 2015 by Mr. Renjith Shasidaran who is the Regional Head of ICICI Mutual Fund. The first activity of the FINEX club was an intercollegiate Finance Quiz competition which was done on the introductory day. The finance Club conducted another event, a finance based debate competition "DEZBATER" on 25th July 2015 and there were 20 teams selected from the various mentoring group. After 3 rounds there were two teams who assaulted for the finals

On 7th October 2015, Finex club conducted a workshop on "Investment and Trading in Capital Market." The first session was taken by Dr V. K. Vijayakumar (Chief Portfolio Analyst. Geojith PNP Paribas, Cochin) about Indian capital market. There were various other activities conducted by the finance club like helping in issuing the PAN Card and assisting SBI in providing bank account of State Bank of India with ATM Card, Internet banking and Cheque book to students and Halwa fest.

Glimpse

### Vox Populi HR CLUB

SAGA '15
INTERCOLLEGIAT
ONE DAY
WORKSHOP

SAGA2015, an intercollegiate one day workshop series, is an initiative of VOX POPULI, with an intention to provide free training on various skills to the students. During the first workshop held on 5<sup>th</sup> August 2015, selected third semester students conducted sessions on topics like confidence building, life skill development, relationship building, goal setting and emotional intelligence. Students from various colleges benefited from the workshop series.

### **HBR DISCUSSION FORUM**

HBR Discussion Forum envisages the exploration of corporate practices through a group wise contest among students based on Harvard Business Review cases and articles. It purports to enhance the business acumen of students by comparing the theoretical frameworks and real world practical models.

The HR Club conducted a National Conference on the theme "EQUIPPING A COMPETENT WORKFORCE – A CATALYST FOR INDIA'S GROWTH" on 22<sup>nd</sup> September 2015. The Conference was inaugurated by Prof. Biju Varkey, Chair (Personal and Industrial Relations), IIM, Ahemedbad. Rev Fr. Ruban J Thannickal presided over the function. Around ten selected papers were presented in the Conference. Mr. Chandrasekharan (HR), EXL Business Process Solutions, Cochin, presided over the valedictory function. Rev. Dr. P. T. Joseph, Director, MIIM, distributed the certificates to the participants

Computer and related knowledge is essential for a management student to cope up with the new corporate culture. For this purpose MIIM launched IT club. The inauguration of the club was done by Dr. Mendez Joseph, Director, MCA Department, Marian College, Kuttikkanam on 12<sup>th</sup> August 2015. He mentioned about the importance of SAP software for management students in the inaugural speech. The club is planning to conduct number of innovative projects for the students not only in the campus but also in the neighboring schools and Kudumbasree units.

# IT CLUB



The Entrepreneurship club- E- cube kicked off of its function on 7<sup>th</sup> September 2015. It was inaugurated by an enthusiastic entrepreneur Mr Sajeev Philip, MD, Axtec IT Solutions Pvt. Ltd. The main theme of his speech was ENTEKRISHI, an online marketing platform for the farmers to sell their products without the involvement of mediators and thus they enable to get maximum price to their products. The Entrepreneurship talk was given by Mr. Rakesh Pillai, Business Development Manager of the same firm.



inauguration of Idukki Impact Idea Challenge By Adv. Joice George MP

ness Development Manager of the same firm.

Entrepreneurship club also conducted a business idea context related to the social development and upliftment of the people in Idukki District named as IDUKKI IMPACT IDEA CHALLENGE –2015, which envisages to promote more entrepreneurs in the Idukki district. The program was inaugurated by Adv. Joice George, M.P, on 19<sup>th</sup> November 2015, followed by classes by experts from different field on social business and entrepreneurship. Around 22 different business ideas related to Idukki district were presented in the workshop. Team from the Marian College, Kuttikkanam won the first prize. The second prize was bagged by Amal Jyothi Engineering College, Koovappally. Shri. Joy. P. Oommen, IAS-Chairman &

Managing Director - KFC distributed the prizes. Along with it, consolation prizes were also distributed to

keep the momentum of the participants.

# Student Recognition and Success

Students of MIIM bagged number of prizes and two overall championships at various Management Fests held in Kerala during September – December 2015

STUDENT RECOGNITION & SUCCESS

OVERALL CHAMPIONSHIP

from Musaliar Institute of Management
Pathanamthitta





HR Game First Prize from Rajadhani B- School, Trivandrum



### OVERALL CHAMPIONSHIP

In Management Fest From Rural Academy for Management Studies (RAMS), Kochi

Glimpse

# Caligo '15

The aim of exploring the hidden potential of MBA students and making it a 'learning by doing' exercise has been perfectly achieved through Caligo.

CALIGO-15, flagship program of MIIM, and a well known National Management fest was conducted with a record number of 700 students from 110 colleges in Kerala and 20 from outside Kerala . The function was inaugurated by Mrs. E.S. Bijimol, MLA, Peermade on 19th September 2015. Our Patron H.E. Mar Mathew Arackal, Bishop, Kanjirappally Diocese presided over the function. We had a spectacular two day buzz of enthusiastic participants It was filled with ideas, innovation, creativity, fun and enthusiasm contributed by the best minds from all across the country. This year's theme rested on "Enter the Glitch"

The management fest was a significant representation of the hard work, harmony, order and prudence of the people, and of the sweet results of their toil, union and intelligent cooperation. The first day witnessed the overwhelming response of the participants and beginning of 11 striking events. First day program ended with a spectacular cultural program named 'YOLO NITE-4'

The second day witnessed informative and jaw dropping sessions of B-quiz and Best Manager. Participants commented on the managerial extravaganza and the hospitality they received during their stay over the two days.



VIANAGEMENT FES

Inauguration of CALIGO2K15 by Mrs. E.S. BIJIMOL, MLA





**Cultural Programmes YOLO NITE - 4** 

THANAL is functioning in the MIIM CAMPUS to create environmental related consciousness among the students, teachers and the public at large and to develop an infrastructure for effective environmental education at grass root level. The club functions as an agency to solve level. environmental problems by co-coordinating with NATURE CLUB environmental problems by co-coordinating Governmental and Non-Governmental Organizations.

Nature Club started this year's function with a session on NATURE ETHICS by Dr. Joyskutty Joseph, Prof & Head, Department of Malayalam, K. E. College, Mannanam who is a renowned environmentalist. He pointed about the importance of nature preservation. In the afternoon session volunteers of Nature Club cleaned the campus premises and planted trees in and around

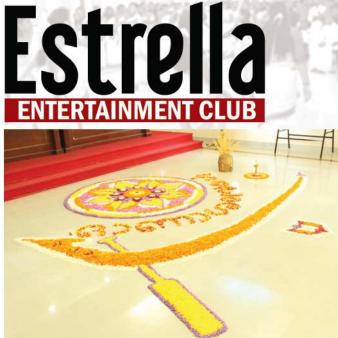
### SOCIAL SENSITIZATION PROGRAM

As part of our CSR activities, the Nature club members distributed CAKES to disabled persons around Peermade with the support of Govt. Taluk Hospital, Peermade, during the X' Mas celebration.



The entertainment club commenced its operations with the celebration of ONAM, the regional festival of Kerala, with a variety of cultural programs including Pulikali, Maveli Mannan and a sumptuous ONAM SADHYA. The celebration was made colorful by anumber of competitions like POOKKALAM competition, Malayalimanka, Malayalimannan, Tug of War and other number of interesting competitions.

Entertainment club also conducted four day tour for the final year students of MIIM from 29th March to 2nd April 2014. They visited Snow City and other important places in Bangalore. Students also visited Hogenkal falls and a risky kottavanchi journey through the lake, which is situated in Kaveri River. It was a terrific experience to the students who never had opportunity to see such things.



Onam Celebration

MIIM conducted the RAINBOW-2015 considered as MIIM youth festival, an entertainment program for the students to show their cultural and other exta-curricular abilities. Competitions like folk dance, mimicry, miming, recitation, solo song, group song etc were conducted in various stages and various groups and finals were conducted on 4th September 2015.



### **Student Enrichment Programs**

### OUTBOUND TRAINING (OBT)

The outbound training workshops are very high energy offsite training programs for enhancing individual and team performance. Through these outbound management programs, skills improvement takes place in the areas of teamwork, team bonding, communication, leadership, time management, problem solving, decision making, motivation, change and personal development.

MIIM conducted OBT at Suryanelly on 12<sup>th</sup> February 2015. Students were engaged in various programs like drafting, trekking and various competitions to improve team spirit, decision making etc.

STUDENT ENRICHMENT PROGRAMS





Students in various programs at Suryanelly

# Training Programs

MIIM conducts number of training programs to empower the students to face corporate challenges. Training on Team building was done by Mr. M.A.S Menon, a renowned JCI Trainer for first year and second year students

Banking jobs are attracted by every student due to its security and appeal in the market. An expert trainer from Ernakulam gave systematic training on aptitude test and reasoning ability for first year and second year students. The coaching of probationary officers for Bank has been done for second years and first years students by Dr. Soney John, Professor at MIIM.

PERSONALITY DEVELOPMENT TRAINING & MOCK INTERVIEW

A 10 days duration workshop on Mock interview and Personality Development was done by Mr. Emmanuel Braggs, from Pune for first and second years and mock interview was recorded and corrected the mistakes made by them helping them to work on their traits and become a new person.





Graduation day for the third batch (2013-15) was conducted for students on 12<sup>th</sup> September 2015. The program started at 11:45 AM with a prayer song. Manager Rev. Fr. Ruban. J. Thannickal welcomed the gathering. Rev. Dr. Jose Pulikkal, Vicar General, Diocese of Kanjirappally, presided over the function. In his graduation day address, Dr. V. A. Joseph, Former M.D. and CEO, South Indian Bank Ltd, called upon the students to become Entrepreneurs and to support India in a MAKE IN INDIA process and he distributed course certificates to the students. Rev. Dr. P T Joseph, Director gave a warm message to the students and administered the pledge to the graduates. Rev. Fr. Jose Chittadi, DEAN, Administration, gave vote of thanks. The program ended at 12:30 PM with lunch arranged at Maryknol Hostel, Kutttikkanam.



Graduation Day – Students along with Rev. Dr. Jose Pulikkal, Dr. V. A. Joseph, Rev.Dr. P. T. Joseph, Rev. Fr. Ruban . J. Thannickal and Faculty members





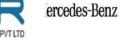


























**BALU V THOMAS** 

**ESAF** 



# SHARE BROKING & PORTFOLIO MANAGEMENT

MIIM is conducting number of training programs and workshops with the support of Geojit PNP Paribas, a premier share broking firm in Kerala. MIIM conducted a one day workshop on 5<sup>th</sup> October for the students from outside and inside campus and they trained the students how to buy and sell shares . Dr. Vijayakumar, Chief Portfolio analyst, Geojit PNP Paribas led the classes.

### SAP TRAINING

To bridge between theory and practical, MIIM is conducting SAP training program along with GLOBAL CERTIFICATION for the first and second years. MIIM is an accredited centre for the SAP Education training program. 135 students from first year and second year students registered and training commenced with a seminar inaugurated by Miss Joyce Priya Immacualte, (Head, ASIA-PACIFIC OPERATION) on 5<sup>th</sup> October 2015. Mr. Alex, Mattom, Chief Operating Officer, SAP, India and Dr. P T Joseph, Director, MIIM reiterated about the importance of SAP nowadays. Mr. A.K. Sahad, shared his experience as a SAP consultant. The SAP Training program will continue up to 31<sup>st</sup> March 2017. Rev. Fr. Ruban. J. Thannickal, Manager , MIIM , presided over the function. They offered job placements in Bangalore and abroad.



Inauguration of SAP Training Programme by Miss. JOYCE PRIYA IMMACULATE (Head, ASIA-PACIFIC OPERATION)





BRIDGE COURSE A bridge course has been conducted for the first year students from 18<sup>th</sup> May 2015 to 30<sup>th</sup> June 2015 to train the students for MBA syllabus. The training involved personality development, english language, presentation skills, general knowledge and basic mathematics.



INDUSTRIAL VISIT

MIIM organized Industrial Visits at the nearby industries like, CONNEMARIA TEA FACTORY, Vandiperiyar and PDS Organic Spices, Kuttikkanam to know about the functioning of the industries and familiarize about the gap in theory and practice. The second year students of MIIM got a rare chance to visit **ATOMIC POWER PLANT** at Koodunkulam. The students attended a seminar, which was conducted by experts from the power plant, which thoroughly explained the functioning and visited the various plants and mechanical parts and explained how industrial waste is cleaned. Students cleared the doubts through the interactive sessions and they were happy to take photograph and arrangement for lunch and refreshments for the 120 students.



INDUSTRIALVISIT AT KOODUNKULAM ATOMIC POWER PLANT -A BATCH



INDUSTRIALVISIT AT KOODUNKULAM ATOMIC POWER PLANT-B BATCH

## Placement cell

Placement cell is functioning well from the inception of MIIM in 2011. Our students are working as Managers, HR managers, Sales officers, Logistic Consultants in number of nationally and internationally branded companies namely, COCA-COLA, RAYBAN, IDEA, VODAFONE, KPMG etc. Number of companies are demanding students from MIIM due to their sincerity and hardworking nature. The present batch is already booked by number of companies due to the training on SAP, which is ongoing in the campus.

### **Our Major Recruiters**



































ICICI Securities



## Placement cell

No	NAME	COMPANY NAME
1	AILEEN D'CRUZ	KPMG
2	DONA THOMAS	KPMG
3	ADRASH B R	Volkswagen
4	KEVIN GEORGE	Fiat
5	BINU MATHEW	Religare securities
6	SREELAKSHMI	Religare securities
7	EMIL MATHEW	IDEA
8	AKHIL C ALIAS	ICICI securities
9	CHIPPYVIJAYAN	IDEA
11	KEERTHANA	Mearsk
12	CHILU P CHACKO	Fiat
13	JYOTHIJAYPRAKASH	calicut times
14	DENNIS C SUNNY	Ramco cement ltd
15	IBINJOSPEH	Marthubhumi News
16	ELIAS K PAUL	Extra Marks
17	PIOUS T JOSE	IDEA
18	<b>KOSHY ABRAHAM</b>	Sheelac Paint
19	ANTONY THOMAS	LAKSHYACA.COM
20	ANU SATHYAN	LAKSHYACA.COM
21	CHARLES K THOMAS	LAKSHYACA.COM
22	ASHNA ROSE	LAKSHYACA.COM
23	NILEEMA	E&Y(HR Operations)
24	RAHUL PRASAD	Confident Group
25	MINJU BABY	Brahma Learning Solution
26	ANTONY TESLINE	Nestle
27	RASHID	KIMS
28	NIMISHA	ISDC
29	REMYA	SEVC
30	SUBIN	Idea
31	SARATH CHANDRAN	Heera Homes
32	DINNY JOSEPH	Recco Solar
33	REJITH ABRAHAM	Club Mahindra
34	ANJANA ANTONY	KPMG
35	AISHA SAI	Trident Hotel

Glimpse