



**MBA at  
MIIM GETS  
NBA  
ACCREDITATION**



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Newsletter  
Volume 9 . Issue 2  
Dec 2019



**MARIAN INTERNATIONAL INSTITUTE OF MANAGEMENT**

Kuttikkanam P.O, Peermade, Idukki Dist, Kerala-685531, India

[www.miim.ac.in](http://www.miim.ac.in)



## Message from the Principal

Greetings from MIIM!

Welcome to Marian International Institute of Management (MIIM), Kuttikkanam, a standalone B-School established and managed by the Catholic Diocese of Kanjirapally, and a sister concern of Marian College, Kuttikkanam which is a NAAC accredited College with a Potential for excellence with A grade. MIIM is one of the few B-Schools in South India, accredited by The National Board of Accreditation (NBA).

It's my pleasure to invite you to the ninth edition of our newsletter GLIMPSE. As we embark on the journey of excellence in management education, our commitment at MIIM is to provide a safe and intellectually challenging environment that will empower students to become innovative thinkers, creative problem solvers and inspired learners to thrive in the modern world. Here at MIIM, we believe that achieving excellence in management education needs much more than a 10.00 am to 4.00 pm schedule. The morning routine of our fully residential MBA program starts with the 6 am club that wakes up to yoga, meditation, gym or aerobics. Classes that start at 8.30 am progress through current affairs, aptitude training, language lab, value education, management lab, and group discussions till 8 pm. Indeed, MIIM is a beehive that never sleeps.

MIIM is known for its state of the art infrastructure facilities and highly qualified faculty team including international visiting faculty, with rich experience in industry and academia. Our faculty members who conduct Outbound training (OBT), Faculty Development Programs (FDP) and Management Development Programs (MDP) for our stakeholders introduce to our own MIIM students every best practice in the industry without fail.

At MIIM, the University curriculum is supplemented with many additional certificate programs and value-added courses in specialized subjects such as SAP, Business Analytics, NISM, AMFI, digital marketing, Google Ads, etc to hone the skills inventory of our students to adapt to the changing paradigms. We give them a number of add-on courses, seminars, organizational studies, internships and projects along with the opportunity to organize the largest management fest of South India – Caligo - to enhance their practical skills and managerial perspective to make the right business decisions in a complex environment.

I congratulate the MIIM faculty members and students for their wonderful achievements, and I wish them the very best.

Rev .Dr. Regi M Cherian,  
PRINCIPAL





## MBA Program of MIIM Gets Accreditation by National Board of Accreditation

Marian International Institute of Management added one distinguished feather to its cap by getting its Masters of Business Administration (MBA) Program accredited by the National Board of Accreditation (NBA), of All India Council for Technical Education (AICTE), New Delhi, that accredits Management institutions across India. The NBA expert team consisting of expert academicians from across the country visited the School of Business during 13<sup>th</sup> & 14<sup>th</sup> of July, 2019. The NBA team evaluated the 2-year fulltime MBA programme of School of Business on various parameters which include infrastructure, placement of students, industrial exposure, the

profile of faculty members, national and international exposure of the students, research output and facilities, course curriculum, extracurricular engagements, social interactions, etc. Based on the evaluation report submitted by the NBA accreditation team, the MBA programme of MIIM has been accredited by NBA. The accreditation shall further help the students in their careers as it is one of the certifications of quality procedures and practices followed by the institution. It is a value addition to the degree at the national and international levels. It would also help the institution in attracting the best of the talent and support at the national and international levels.



## Faculty Exchange Program

MIIM has signed an agreement with Berjaya University in Kuala Lumpur in Malaysia for student & faculty exchange, internships and joint conferences. Students got an opportunity to visit Berjaya University from 1<sup>st</sup> of July to 3<sup>rd</sup> of July.





“Illustrative changes in the Indian Financial System and its impact on the Indian economy”

## National Conference

The Department of Finance has organized a National Conference on 15<sup>th</sup> October 2019 under the theme “Illustrative changes in the Indian Financial System and its impact on the Indian economy”. The event is an attempt to provide a platform to discuss the changes happened in the Indian Economy and its impact on the Banking and Finance sectors. It aims to bring practitioners, policymakers, researchers and academicians from the area of Banking, Finance and Accounting together to discuss how recent policy changes affect future opportunities. The conference was inaugurated by the Chief Guest Ms. Saira Ziauddin t (DGM- Financial Inclusion, ICICI Bank Ltd.). The inauguration was followed by a technical session by Mr. Sajin Francis (CFO, Hedge Equities). Fifteen papers were presented at the conference by academicians and students from 16 colleges participated in the conference. The cash prize of Rs. 10,000 was given for best paper among faculty and research scholars and a cash prize of Rs. 5,000 was given for the best paper among the students. Teams from Mount Carmel College, Kothamangalam and MBA, School of Management and Entrepreneurship, KUFOS, bagged the best paper awards.

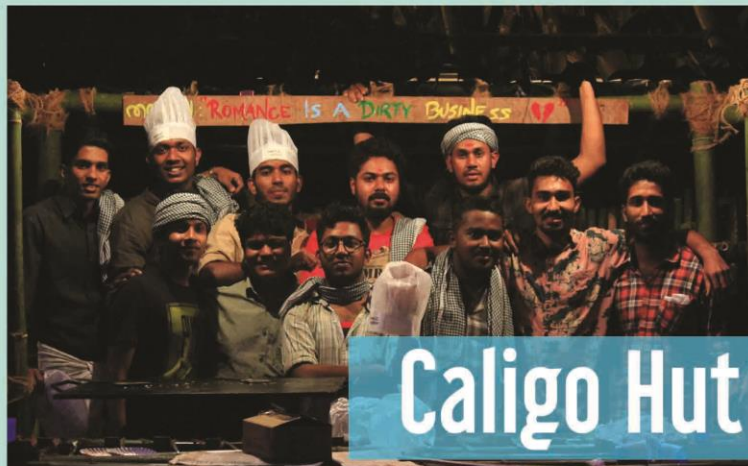






The National level Management Fest, Caligo organized by the Marian International Institute of Management, Kuttikanam provides an opportunity for students to unveil their hidden talents. Caligo 0.5 is a mini Caligo organized by MISTA. It also provides the students to exhibit and showcase their talents in front of the management and students. The program was arranged and well co-ordinated by the MISTA Union with the wholehearted support and participation of the entire management and students. The Caligo 0.5 started on the 28<sup>th</sup> of June 2019. The competition was among the 12 mentoring groups. The events were: Best Manager, Fresher King & Queen, Best Mentoring Team, Mr. Dancer, Best Singer, Best Actor, Digital Poster making, Chart making, RJ Hunt and English short story writing.

As part of Caligo 2k19 the facility committee has made the Caligo hut near the basketball court. The construction of the hut started on July 20<sup>th</sup> and it was completed within 5 days. Caligo hut was the unique attraction of Caligo 2k19 as it was made completely with natural raw materials. The hut was inaugurated by Rev Fr. Reji M Cherian.



Caligo 2K19 theme song Porkalam was an initiative and dream of the students of MIIM. The audio launch of the song was done by Mr. Jinse Gopinath (Playback singer) and the video was officially released by Jayasurya (Cine Artist) on September 14<sup>th</sup>, 2019.



# Caligo 2k19

## National Level Management Fest

The fest was conducted on the 26<sup>th</sup> and 27<sup>th</sup> of September. The Faculty Caligo Co-ordinator was Mr. Shino George and the Student Caligo Coordinators were Mr. AjoSiby and Mr. Ricky Joseph. The fest witnessed massive participation of 780 students from various colleges in and around South India. The theme for the fest was Marvel Avengers. The background preparations, promotional and facility work started almost a year ago. Caligo Anthem, Porkkalam was created by MIIM students in association with TharavadanBeats musical band. It was released on YouTube and Facebook by Veteran Actor Jayasurya and it received a large number of views and shares in social media.

**Caligo 2k19 was the prominent 2-day National Level Management Fest hosted by MBA Students at Marian International Institute of Management, Kuttikkanam, Idukki**

10 Events were the highlights of Caligo – Best Manager, Best Management Team, HR Marketing & Finance Game, Treasure Hunt, Business Quiz, Best Buddies and Photography. Spot events were also arranged for the non-participants by the MIIM students. The total prize money for all the events amounted to over 2.6 Lakhs.



Caligo was officially inaugurated by Mr. Ashok Mani, CEO and Founder of Kitchen Treasures on 26<sup>th</sup> September.



The Valedictory function conducted on 27<sup>th</sup> September was fortunate with the presence of Mr. N.C. Rajmohan, DYSP Kattappana and Mrs. Pearle Maaney, Cine Artist.

UG overall trophy was awarded to St. Joseph's Institute of Hotel of Management & Catering Technology, Kottayam and PG Overall Trophy was awarded to Christ DMS Campus, Bangalore. Ms. Soumya. A. from St Joseph's College, Trichy earned the Best Manager title. YOLO Night - Caligo Cultural Night performed by MIIM Students on 26th night was an unforgettable take home for the viewers. Also,

Musical Band Performance by Astra 13 on 27<sup>th</sup> night added colour to Caligo diaries. All the activities associated with Caligo was solely arranged by MBA students with the support of the faculty members. Caligo was indeed a practical application of the management theories they learned in the classrooms. Caligo 2K19 was a successful result of an impeccable planning and its proper execution.



# Caligo Events

## **BMT (Best Management Team)**

Best Management Team is a highly competitive team event conducted to test skills on General Management, Leadership, Collective decision, Team building, Problem Analysis, etc.

## **BM (Best Manager)**

An event tailor-made to test the participant's mettle in every craft and skill that makes a manager.

## **HR GAME**

HR Game provides an opportunity to compete against other skilled teams and an opportunity to work in a high-pressure setting as they play the games.



## **BUSINESS QUIZ**

Unlocking knowledge at the speed of thoughts.

## **TREASURE HUNT**

An event that will exploit your team skills to the core.

## **PHOTOGRAPHY COMPETITION**

Capture the essence of life into a series of stills.



## **BEST BUDDIES**

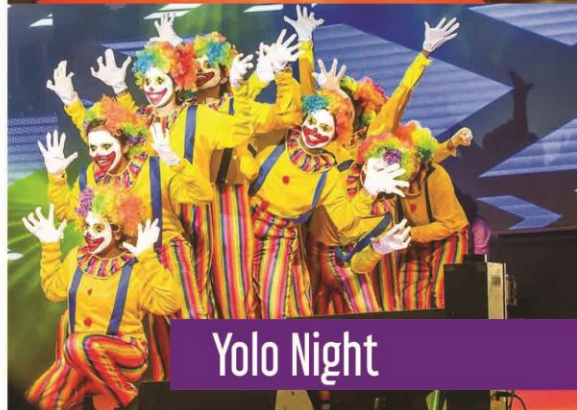
Best Buddies participants reflect on the importance of friendship, jobs, and the development of future leaders.

## **FINANCE GAME**

It aims at making finance a stress-free and essential part of our lives. It provides an opportunity to improve the student's understanding of the intricacies of the world of finance, where their creativity, innovation, knowledge as well as patience will be tested.

## **MARKETING GAME**

It is a learning game, You make a decision. You watch results. You learn from Results, then you get a better decision.





# Graduation Ceremony

## BATCH 2017-2019



Marian International Institute of Management celebrated its 7<sup>th</sup> Graduation day on Saturday, 20<sup>th</sup> July 2019. The celebrations started with the academic procession in which all the dignitaries along with the graduates walked into the venue. The occasion was graced by Mr Aju Jacob, Director, Synthite Industries Ltd. The dignitaries adorned the dais and after lighting the lamp Principal, Rev. Fr. Regi M Cherian welcomed all the dignitaries, invitees, parents, faculty members and graduates. Rev Fr James Kozhimala delivered his presidential address and he also

congratulated the graduates on becoming professionals and urged them to do justice to their profession. Mr. Aju Jacob, declared the graduation ceremony open and the graduates were invoked by his graduation day address in which he included his industry experience. The ceremony drew to a close with the vote of thanks, proposed by Dean External Affairs Prof. Samson Thomas, followed by the photo session.





# Expert Talks

## JOJI DAVID ABRAHAM

SBI Mutual fund regional head Mr. Joji David Abraham addressed the second year students and conducted a session on "Investment awareness in Capital Markets".



## MR. JOHN KURIAKOSE

Mr. John Kuriakose, the founder and MD of Dentcare Labs, Muvvatupuzha addressed both first year and second year students on 05<sup>th</sup> August 2019.



## PROF. DR. AMIYA BHAUMIK

The Vice Chancellor of Lincoln University College, Malaysia, Prof. Dr. Amiya Bhaumik had an interactive session with first year students on October 1<sup>st</sup> 2019. They discussed the various attributes and attitude of a CEO. He ignited the minds of those budding management students.



## LYE FEN FENG

Ms. Lye Fen Feng and Ms. Teresa, from Singapore addressed the first year students on August 20<sup>th</sup> 2019. It was an interactive session on Innovation, Creativity and Entrepreneurship. The students were engaged by various intellectual games.



## MR. ABRAHAM KURIEN, IPS (Retd.)

Mr. Abraham Kurien addressed the first year students on August 30<sup>th</sup>, 2019. It was an informative session where they spoke about the 'Indian economy in the grip of sharp slowdown and how the younger generation can make contributions to accelerate the growth'.



## MR. SURESH RAMASAMY

Mr. Suresh Ramasamy, Deputy Vice President and Zonal Head for Agri-Retail Microfinance and Product Head for Partnership Business, Axis Bank Ltd addressed the first year and second year students. They discussed about the careers in Finance and answered a few questions asked by the students.



## MR. GOPAL KRISHNA GSS

Mr. Gopalkrishna G S S (Product Head TCS) addressed the first year students on July 02<sup>nd</sup> 2019. He imparted the desirable qualities of a good management trainee and the importance of practical knowledge in decision making.



## MR. JOSEPH PONOLIL

Mr Joseph ponolil conducted an expert talk on august 5<sup>th</sup> 2019 about artificial intelligence and its impact on educational system .



## ALUMNI TALKS



Rayan Varghese  
Batch of 2015-17



Feruse Abdul Khader  
Batch of 2015-16



Anand Murali  
Batch of 2016-18



Catharine Jacob  
Batch of 2017-19



Neelima Ann Cherian  
Batch of 2013-15



Johns Xavier  
Batch of 2017-19



## Freshers Day

Continuing with the proud tradition of the college, senior students and newcomers of the college mingled with each other at the fresher's welcome party held on 7<sup>th</sup> June 2019 at MIIM. The fresher's day was filled with excitement, joy, enthusiasm, music, laughter and happiness. The day was formally inaugurated by the chief guest RJ Shampu.



## Mista Inauguration

MISTA - Marian International Students Association is the group of selected student representatives of MIIM. The MISTA office bearers were selected in a complete democratic manner. The new MISTA union was elected on 24<sup>th</sup> Jan 2019 for the academic year 2019-2020. The MISTA 2019 is a collection of 9 gems or can be addressed as Navaratnas where students from various cultural, political and regional backgrounds work together as the representatives of the students

The union was inaugurated on 7<sup>th</sup> June 2019. The navaratnas took charge officially by taking oath under the guidance of Very Rev Fr. Reji M Cherian. The chief guest for the union inauguration was the renowned RJ, Mr. Shambu.



## AARPO 2K19

### Onam Celebration

Onam, the harvest festival of Kerala was celebrated with great enthusiasm on the 3<sup>rd</sup> and 4<sup>th</sup> of September under the title AARPPO 2k19. A day of celebration, all dressed in traditional attire, marked with several events like Shingarimelam, Athapookkalamideel, Malayali Manga & Malayali Mannan competition, Nadan Pattu and various programs were conducted by students of each batch leading to Lord Mahabali visit to campus. The Onam message was delivered by Rev Fr. Akhil Paikara, our College Administrator. "NISARAM 2K19", the tug of war competition conducted on the 3<sup>rd</sup> evening added fun and enthusiasm to the students. The competition was held batch wise, separate for boys and girls. A splendid Onam lunch was arranged for the teaching, non-teaching members and students of MIIM.





# Teachers Day Celebration

'A teacher is like a candle that consumes itself to light the way for others.' Teachers' Day is celebrated by the students with immense zeal on the 3<sup>rd</sup> of September 2019 to show their gratitude. The two-hour program was made colorful by adding fun games, dance and music. The students sought the blessings of their teachers by offering them 'Guru Dakshina'.



The nature club Celebrated World Environment Day on June 5<sup>th</sup>, 2019 with great zeal. Many events such as poster-making, debate, slogan writing, essay writing, quiz, etc. were held under the theme 'Save Earth'. The chief guest Mrs. Bijimol (MLA) highly praised the participation of the students. Addressing the gathering on the occasion, the chief guest appealed the students and the teachers to adopt green ways of life. The program also included distribution of 1000 saplings to neighboring places. At the end, the winners of the various competitions were given certificates.

## Environment Day Celebration



## Independence Day

Laid on the sacrifices of many freedom fighters MIIM celebrated with much dedication, the 72<sup>nd</sup> Independence Day on 15<sup>th</sup> August. Fr Regi M Cherian, Principal MIIM hoisted the national flag. After unfurling the flag, he addressed the gathering.







## IMC WORKSHOP

Mr. Nibu John, Director of Mindmine Communications, Kochi has conducted a workshop on "Advertising Design, Creativity and Copy writing" on 10<sup>th</sup> October 2019. Nibu John is an advertising professional with an experience of over 15 years with various leading national and international advertising agencies in Kochi and Bangalore. Certificates were given to all the participants.

## INDUCTION PROGRAM

MIIM welcomes new students to the organization and prepare them for their new role. It helps in the effective integration of the students into the organization. It helps new students adjust and feel comfortable in the new environment, inculcate in them the ethos and culture of the institution, help them build bonds with other students and faculty members, and expose them to a sense of larger purpose and self-exploration.



## MAD 2K19 (Make Arts Different)

The day was a wonderful celebration of the Arts and students embraced the opportunities to compete in their batches and share their talents with the rest of the college. The arts fest conducted by Mista Union - MAD 2K19 was one of the best events conducted by the union so far. The event took place on August 15<sup>th</sup> and it was blessed with the gracious presence of Idea Star singer fame Mr. JinsGopinath. Competitions were conducted as both on stage and off stage events. The events included Spot Dance, Mimicry, Ramp Walk, Musical Band, Group dance, Mime, etc. to enlighten the students passion in arts.



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## Sale 4 Smile

Mission "Sale for Smile" was a social marketing initiative taken up by 10 MBA students of Marian International Institute of Management in association with Musertwinstiktok account to help a 10<sup>th</sup> standard student who was undergoing dialysis treatment for both her kidneys. The products were purchased in bulk from Malanad Development Society with the help of Professor Bose George and sold at various sale points in Kottayam district. The sale points included Jyothi Book Stall, Gurukrupa Mall, St Stephen's Knanaya Forane Church Uzhavoor and St. Stephen's Knanaya Church Mannanam. It was a 2 day programme conducted on 16<sup>th</sup> and 17<sup>th</sup> March 2019. The students received huge support from social media and there were also student volunteers from colleges in Kottayam to support their cause. The students from MIIM were Justina,



Abhay, Athira, Ricky, Anjana, Diya, Jomon, Jasna, John and Amal. The products included tea powder, coffee powder, honey and coconut oil. They were able to raise Rs.1,26,000 from the sale and in the form donations. This was directly transferred to the child's family members in the presence of Rev. Fr. Emmanuel, Rev Fr. Thomas Pralel - Uzhavoor Church Priest, KCYL President Mr. Jomy and Dean Academics Dr. Soney John.

To educate and train the students for an unforeseen emergency situation like fire, MIIM conducted a mock exercise and evacuation drill on the 6<sup>th</sup> of July from 10 am to 1pm in the presence of health and safety officers. A demonstration of using fire safety equipment was conducted by the experts from the Department of Fire and Emergency Services, Peerumedu fire station to sensitize the staff and students about life saving and rescue techniques in case of fire

## Fire and Safety Mock Drill



## ACCOLADES



**Mr. Tinku Joy**  
Assistant Professor MIIM  
in Bing Ads Accredited Professional: US



**Ann Maria John**  
Bing Ads Accredited Professional  
US - English by Microsoft



**Mr. Shibir T Wilson**  
NPTEL certification in  
Design Thinking by IIT Madras



**Keerthana.E**  
Digital Marketing  
Certification from Google.

*Congratulations on your well-deserved success!*



*Travelling, in the younger sort, is a part of education; while in the elder sort, it is a part of experience*

*-Francis Bacon*

## Industrial Visit 2019

Corroborating the quote aforementioned we felt the need for organizing an educational visit for the students so that they can better understand the intricacies involved when we apply the theoretical concepts learned. Industrial Visit 2019 at MIIM was made to Theni Gurukrishna Textile mills Pvt. Ltd and Bojaraj mills. 117 students were accompanied by 6 faculty members. The journey was filled with fun and enthusiasm.

Students visited Bojaraj mills at Theni first and they attended a seminar conducted by experts who helped them to understand the industry operations. The processing of raw materials and quality management actions were well explained by the senior officials in the industry. Student's also visited textile mills at Theni and they were able to compare both industries and make an analysis. Industrial visit came to an end after visiting Vaiga dam.



MBA 2019-21 batch went for an Industrial Visit on the 6<sup>th</sup> November 2019. On the first day of IV, they visited a mango pulp producing company named Kabini Agro Foods Private Ltd, Krishnagiri, Tamilnadu. The company was famous in transporting the product to many other food & confectionary companies.

Thereafter they went to the famous TVS Motor Company Ltd, Hosur, Tamilnadu. The working of the whole company under the robotics technology and hygiene of the company surroundings were remarkable. They also visited Prakash Automobile Ltd, which was India's leading luxury bus body builder.







# Walk with Mentor

As part of the mentoring program, students of batch 2019-21 visited destinations on and around Kuttikkanam such as Thekkady, Valanjaganam waterfalls, pine Forest, Thrisangu Hills, Vagamon Hills ect on the 28<sup>th</sup> of October 2019



Every year MIIM has a practice of conducting a program called "Walk With Mentor" in which each mentor group chooses a destination. The 10 students and their mentor goes for a walk, creates an informal bond





# Management Clubs

## E-Cube - Entrepreneur Club



E-Club helps build momentum in entrepreneurial endeavors and educates them on best practices. Club programs include Innoviz- the big idea contest, World Entrepreneurship day celebration, Rising Stars- Alumni Entrepreneurship Award etc.

The inauguration of E Cube club for the academic session 2019-2020 was held on 5<sup>th</sup> August 2019. The ceremony started with an invocation to God almighty. It was followed by a welcome address by E Cube Vice president Ms. Asha Maria Abraham. She briefed out the activities already conducted by the club and reminded the members to make use of all opportunities given to them during club activities. The ceremony was inaugurated by Chief Guest Mr. John Kuriakose – MD and founder of Dent Care who inspired students by sharing his success story.

Felicitation address was delivered by the E - Cube faculty coordinator, Prof. Bose George. and the program ended with vote of Thanks by E Cube Treasurer, Mr. Rhishidev.

## Mercado – Marketing Club

The Marketing club of MIIM conducted various activities including field sales, Meeting marketing managers, etc. MERCADO 2019 was inaugurated on 21<sup>st</sup> August 2019 by Mr. Joseph M M, Secretary Malanad Cooperative Society. Mad- Ad Competition winners were also announced during the event. Mercado (Marketing club of MIIM) conducted an advertisement competition called “AD MAD” which consisted of two rounds.



## Finex - Finance Club



The Finex Club caters to a wide variety of finance related interests particularly investment banking sales and trading private wealth management and corporate finance. On 11<sup>th</sup> July 2019 office bearers were selected and the inaugural ceremony was fixed in the presence of Dr Arun Shankar Dr Shiniil Sebastian Mr. Mukund .S and Mr. Shino George.

The Finex Club was inaugurated on the 14<sup>th</sup> August. Mr. Suresh Ramaswamy Deputy Vice President and Zonal Head of Agri Retail Microfinance was the chief guest. Finance club aims to provide finance related careers and guidance needed to successfully reach their professional goals. The club organized various activities like quizzes, analysis of financial statement etc. Finex (Finance club of MIIM) conducted a quiz “DEZBATOR”. It consisted of three rounds and the final round was in the theme “Investment in mutual Funds or Stock Market”. Certificate and cash prize was given to the winners. Finex also organized a FINANCE QUIZ for the first years of MIIM.

## Vox Populi - HR Club

VOX POPULI, The HR CLUB of MARIAN INTERNATIONAL INSTITUTE OF MANAGEMENT aims to provide students with a breadth and depth of human resource management experience and knowledge. The club activities started with the Harvard Business Review Discussion Forum on 7<sup>th</sup> August 2019 with its preliminary round and conducted its final round on 22<sup>nd</sup> August 2019. The Judges for the final round were Dr Vincent Varghese and Mrs Feruse Abdul Khadar (Branch Manager at Big Bazaar Kottayam). Hannah Merin and Sonu Fathima of team Tycoons secured the first position in the competition.

The inauguration of VOX POPULI was conducted on 12<sup>th</sup> October 2019 and they launched logo for the first time. The Chief Guest of the function was Mr Amal Binoy (Territory Manager HR at Aditya Birla Retail Ltd). The meeting was presided by Dr Regi M Cherian (Principal MIIM), Dr R Santosh Kumar (Faculty Coordinator- VoxPopuli), Mr Akhil Mathew (President VoxPopuli), Ms Anjana Vijayan (Vice President VoxPopuli). Mr Amal Binoy handled an interactive session with the students on the topic “Expectation of Corporates from Freshers”. The prize distribution of HBR was done by the chief guest in the inaugural function.





# My Favorite Spot on Campus



## Alaida Mariya Babu

When speaking about my favorite place in Kuttikanam, I'd say MIIM itself. This college has got a special place in my heart since my childhood. I see it whenever I travel to Kottayam and back home. Today, with so much happiness and joy I would say, I am a student in this college. The college, like a large Castle with its surroundings amidst the mist and rain gives me an inner peace. This is my second home.

## Riya Jo

The library is my favorite place in MIIM because it meets almost all my needs. I stay in the library for one or two hours when I have any free time between the classes. There are so many books and latest journals from all kinds of science and technological fields, which are great useful for academic researches. I can always find what I want to read or use in my assignments from the shelves.



LIBRARY



## Anitta Anil

For me, that place is the main entrance of the campus. Right after I cross those doors, Mondays become less harsh as I approach the entrance and begin to recognize some familiar faces. It's the place where we don't feel that someone is going to come in and break our casual conversation. Whether it is sharing amusing anecdotes, catching up on the week's hot topics or giving advice on school-related affairs, the act of partaking in this social habit right there at the campus's lobby makes the place itself more significant.

## Anjana Vijayan

My favorite place in Campus is cafeteria, because it's easy to see more friends there and the food is diverse as well. I love the fact that I can easily find my friends there. I still like to take a seat in cafeteria and enjoy a coffee. Nice, calm, welcoming, absolutely my favorite place



CAFETERIA



BASKETBALL COURT

## Ajith Scaria

I still remember the day when I took the basketball for the first time and that too from MIIM's Basketball court. My friends motivated me to play when they saw me sitting on the steps of the court. I was surprised to see the basketball court which was lit up with beautiful lights as a part of Caligo 2k19.

# Certification Courses

MIIM introduces an array of certification courses to increase the competency of students. By providing these courses we aim at building professional credibility of the students.

## GOOGLE DIGI LOCKER

Google Digi-locker is a part of Google Digital Garage and an online platform that helps students to improve their marketing skills, facilitating the growth of our businesses with the aid of digital media.



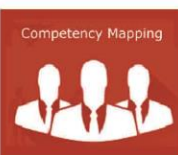
## FACEBOOK BLUEPRINT

Becoming Blueprint certified shows that we have a complete understanding of Facebook advertising, from building a strategy to implementing and analyzing the results.



## GOOGLE ANALYTICS

Google Analytics shows new users how to create an account, implement tracking code, and set up data filters. The course will also demonstrate how to analyze basic audience, acquisition, and behavior reports, and set up goals and campaign tracking.



## NPTEL

NPTEL is an initiative by the Ministry of Human Resource Development, Gov. of India which is co-sponsored by Google and NASSCOM.



## NISM

This helps us to provide high-quality service and actions to anyone who wishes to invest in the financial markets.



## FINANCIAL STATEMENT ANALYSIS

This certification course is aimed at understanding the mechanics of financial statements (balance sheet, income statement, and statement of cash flow).



## COPYWRITING

This certification is designed to build our writing skills and enhance the knowledge on the fundamentals of writing for the web.



## AMFI

AMFI is the Association of Mutual Funds in India (AMFI). AMFI Mutual Fund Certification is based on a testing program.

## SIX SIGMA GREEN BELT

Six Sigma Green Belt is a certification course wherein participants will receive an introduction on tools and methods that are essential to participate in DMAIC improvement projects. By taking up this certification course professionals can identify the problems and implement solutions to eradicate them.

## COMPETENCY MAPPING

The Program is one of its kind designed and delivered by industry veterans. The program is delivered virtually and includes a blended approach, which consists of e-modules and virtual simulation. This certification will also allow participants to partake in live projects, based on the availability of the same.

## SAP

SAP is one of the most sought after certification in the current business environment. Getting better jobs is the primary reason that professionals enroll for SAP certification. Numerous candidates have been able to move up the ladder using their SAP certification.

## ENGLISH PROFICIENCY PROGRAM

The aim of our English Proficiency Program is to develop various abilities like understanding what is heard, understanding what is read, expressing them in speech correctly and expressing them in writing as well.

## CYBER SECURITY

This certification will help us understand the proper way to install and configure systems as well as secure devices, application, and networks.

## TRAINING IN SALES AND MARKETING

This course is meant for students who wish to excel in the field of Sales and Marketing and having a flair bent of speaking and attracting customers are well suited to this program.



## Value Education

A two day workshop on value education was conducted by Thamara Selvi on the 3<sup>rd</sup> of October. We had an over whelming response and we had to conduct the workshop in two batches. Lectures and group discussion were held during the two days session. The overall session was made interesting through games and other activities. MIIM has introduced value education as addon course starting from this semester.



## FDP (Faculty Development Program)



Mr. Bose George Asst. Professor Mr. Shinil Sebastian Asst. Professor attended a Faculty Development program for student induction at Sri Venkateshwara College of Engineering, Bengaluru organized by All India Council for Technical Education (AICTE) from 23<sup>rd</sup> July 2019 to 29<sup>th</sup> July 2019.

Prof. Samson Thomas conducted an FDP on 'Outcome based Teaching' on the 5<sup>th</sup> of November 2019 at SLS, CUSAT. It aimed at providing an insight on student-centric teaching-learning methodology in which the course delivery and assessment are planned to achieve stated objectives and outcomes.

Mr. Abraham Kurien Retd. IAS officer conducted an FDP for the faculty member at MIIM on the topic "How to conduct a news analysis" on October 28<sup>th</sup> 2019. It was a session where the MIIM faculty members got an insight on how to prepare news analysis which they could impart to the students.

## Placement Cell

Climbing to the top demands strength and skill, whether it is to the top of Mount Everest or to the top of your career.

- Dr. A.P.J Abdul Kalam

The placement cell of MIIM, an interface between students of MIIM and companies, has another fruitful year of placements in the academic year 2018-2020 which saw various companies approach us in their hunt for fresh talents in their organisation. Each year we invite and host companies on campus to hold recruitment for our students and in spite of the job market looking bleak this time round, we saw many leading corporates recruit a considerable number of students from our campus. Placement cell maintains a constant contact with the students through Email, Whatsapp, Facebook and Instagram to notify them on the companies visiting the campus and motivating them to get ready for the placement procedure.



## Placement Training

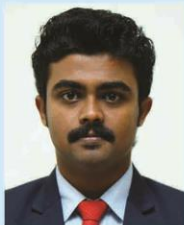
A one week workshop on personal interview and personality development was conducted by Emmanuel Braggs, from Pune for the final year students as a part of our placement readiness program. It helped them to improve their oratory skills, interpersonal skills and leadership skills by holding mock interviews and group discussions. Apart from that, students are given rigorous training during working days to sharpen their practical orientation and skills.





# Top Placements

## 2017-2019



ABHIJEET KURUP



AMAL DAVIS



DHANESH P M



JERRIN JOSE GEORGE



JUSTIN GEORGE



KARTHIK SASI



SABIN JOHN



ANJUMOL M



BINCY U J



ELIZABETH SUNNY



ELSA JOSE



NITHIN RAVI



SAYANAMOL K.S



SREEKUTTY K.A



ANU JERALD



JIPSON SIMON



JOHNS XAVIER PUTHANGADY



# Top Placements



AKHIL G NAIR



ANU VARGHESE



JIYA GEORGE



MELVIN S GEORGE



MILAN C.SIPRIYAN



ROGIL GEORGE



ROSHAN SKARIAH



CATHARIN JACOB



ANJALI MENON

2018 - 2020



MANI KURIAN



AKHIL MATHEW JACOB



JIMMY JOHNY



JISS GEORGE



JOSEPH K SANTHOSH



ASWIN MURALI



BILJO JAYARAJAN



DIANA REJI



TOMIN BIJU



WILLIAMS T M



# Faculty Publications

Dr. Santhosh Kumar	A Study On Job Satisfaction Related Issues In Tea Industry With Special Reference To Idukki District, Kerala, India International Journal of Current Advanced Research, Vol. 8, Issue 04(B), April, 2019, PP: 18190-18193. ISSN :0:2319-6475 ISSN-P:2319-6505, Impact Factor: 6.614.
Dr. Santhosh Kumar	A study on Talent Acquisition Approaches in the hospitality industry with special reference to Idukki District, Kerala, India International Journal of Current Advanced Research" Vol. 8, Issue 04(B), April 2019, PP: 18190-18193. ISSN :0:2319-6475 ISSN-P:2319-6505, Impact Factor: 6.614
Dr. N Arun Sankar	An Empirical Study on Critical Success Factors and Sustainability of Microfinance Institutions in Madurai International Journal of Current Advanced Research
Dr. N Arun Sankar	A Fundamental Analysis of Indian Battery Industry International Journal of Current Advanced Research
Mr. Bose George	Differentiating the Concept of Internal Marketing and Human Resource Management-a Comparative Study on the Existing Literature, International Journal of Applied Engineering Research ISSN 0973-4562 Volume 14, Number 8 (2019) pp. 1917-1922
Mr. Bose George	A comparative study on various models and instruments used for measuring internal marketing International Journal of Research and Analytical Reviews   IJRAR   E-ISSN 2348-1269, P- ISSN 2349-5138, ISSN and UGC Approved, 5.75 Impact factor
Mr Tinku Joy	The scope and functionality of internet banking and mobile banking at South Indian Bank Ltd. International Journal For Research In Business, Management And Accounting ISSN: 2455-6114
Mr Tinku Joy	Value stream mapping process – supply chain management Journal of Logistics, Supply Chain and Retail Management Volume 2 Issue 2 Year 2019
Mr Tinku Joy	Service Quality & Its Impact on Customer Loyalty: A Study on Tripenda Hotels Pvt. Ltd. Malampuzha Journal of Marketing and Sales Management" Volume 4 Issue 2 Year 2019 ISSN: 2457-0095
Mr Mukund Sreeram	A comparative analysis of risk- return in selected Equity based mutual funds in India Journal of Banking, Finance and Insurance Management Volume 2, Issue 2
Ms. Navya Ninan	Benefits of Cross Training: Scale development and validity Prabandhan: Indian Journal of Management, Volume 12, Issue 6, June 2019

## New Faculty Members



### NAVYA NINAN

An alumna of Christ (Deemed to be University), Bengaluru and qualified UGC-NET in Commerce. She has an industry experience of 2.5 years with The Royal Bank of Scotland. Her research interests include Human Resource Management, Training & Development and Career Development. She has also published articles in various UGC approved journals including one in Scopus.



### BIBIN XAVIER

He is a UGC-NET qualified MBA graduate specialized in Marketing & IB from the Marian International Institute of Management, Kuttikanam. Graduate in Bachelor of Physics from SB College Changanassery. He has worked as a digital marketing executive at CRS Technologies Pvt. Ltd. His research interests include Digital Marketing, SEO, Social Media Marketing and Entrepreneurship.



**AJITH SEBASTIAN**

## Editorial board

It is indeed a great honor to be the editors of MIIM Newsletter and it is an immense pleasure to launch the 9<sup>th</sup> edition of Glimpse. In this issue, we highlight the events of the academic year 2019-20 in which MIIM students and faculty members were actively involved until the end of November 2019.



**MEERA SEKHAR**

## Upcoming Events

2 day residential FDP on 'Academic Leadership and Innovative methods in Teaching'  
10<sup>th</sup> & 11<sup>th</sup> January, 2020

International Conference on "Emerging Trends in Management"  
23<sup>rd</sup> & 24<sup>th</sup> January, 2020

MDP on GST – for Small Business Ownerws  
30<sup>th</sup> January, 2020

OBT for 2019-2021 Batch  
January, 2020

SAP Training  
March, 2020





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