

Glimpse

Marian International Institute of Management Kuttikkanam, Idukki Dist.

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NEWS LETTER



Inauguration of Caligo 2k16, by Dr. Amar Patnaik, IA & AS, Principal Accountant General (Economic and Revenue Sector Audit)

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FROM DIRECTOR'S DESK

MIIIM, the premier and standalone B-School is known for providing the country with the best executives through its various development programs which give the students an edge over their counter-parts in enabling them to prepare themselves for a world that is yet to be created, for jobs yet to be invented, and for technologies yet undreamt. Both the curriculum-specializations and teaching methodologies are contemporary, dynamic, career and industry-focused to prepare students as employable resources. We are proud to back the above statement with our 100% placement record in the current year. MIIIM always goes beyond the task of enabling knowledge acquisition and provide an environment conducive for

students to become business leaders of the future on the strength of deep conceptual foundation and refined business wisdom. As an institution, we have our eyes trained on empowering young minds to join the process of conducting, building and creating sustainable businesses on the foundations of a strong value system and sharp business acumen. The Yoga training and practice help students in sustaining themselves in the competitive world. Now the college upgraded as the regional hub for SAP training and few students have already moved in path of Global Certification which shows how they stand out from others. The campus culture and atmosphere emphasize on overall development and growth of personality to compete in the field. Charting the



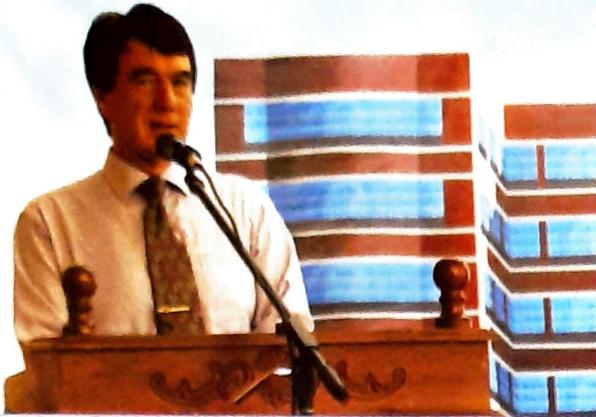
road for the future, we are always eager to take more initiatives to further strengthen students with the support of the faculty, administration, students and the alumni to fulfill our mission. Such few initiatives are reflected in the annual issue of Glimpse for which I am proud to release the fifth edition of it.

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

MARIAN INTER

RESOURCE PERSONS

Dr. Geoffrey Clements, Chairman, Commonwealth Association for Infrastructure Development (CIID), London, UK, addressed our MBA students on 5th September, 2016 and focused on the wide resources of developing India and the way those can be used to prosper.



Dr. Geoffrey Clements, Chairman, CIID, addressing the students

Mr. Arnab Chakraborty, National Director at UNCTAD-Empretec Programme for India chatting with the MBA students on 2nd September, 2016 on the need and scope of entrepreneurship in the current scenario focusing on the resources available for it.

hop



Mr. Arnab Chakraborty, National Director at UNCTAD-Empretec Programme for India addressing the students

TOP MANAGEMENT INTERACTION FORUM (TMIF)

TMIF >

Mr. Nikhil A. B., Corporate Digital Marketing Officer of South Indian bank addressed the students on 'Technology changes in Banking' on 23rd June, 2016.

Mr. Sahad, CEO of Electromech and Mr. Alex Mattam V.P., COO of Electromech addressed the students on SAP job opportunities on 24th June, 2016.

Ms. Neenu Rani Joseph, an alumna of MIIM shared her three years of Industry experience with the first year students on 24th June, 2016.

Ms. Neelima Ann Cherian, HR Manager, E & Y and alumna of MIIM, addressed the MBA students on 24th September 2016 and focused on the way to develop during the course curriculum to avail the early opportunity in financial sector.

Ms. Anupama Ghildyal, Corporate Trainer and CEO of Crossroads, Trivandrum conducted training sessions for the students for placements.

Mr. Josy John, AVP, INDITRADE, took sessions for students on the 'Power of Equity Investment' on 21st, July, 2016.



Ms. Neelima Ann Cherian, HR Manager, E & Y, sharing her experiences in the corporate world with students

NATIONAL SEMINARS

MARKETING

MIIM hosted first one-day National Seminar on 'Changing landscape of Marketing-Emerging paradigms and managerial implications' on 12th February, 2016. More than 150 academicians, research scholars, corporate executives from marketing sector and management students benefitted from the seminar. Dr. George Sleeba, former CMD, FACT & former Joint MD, V-guard Industries, inaugurated. Mr. Sandeep Varma, Co-founder and Head of strategy@DigiFakory and Dr. Krishnabhaskar Mangalasserri, Co-founder & Head of Creative's@ DigiFakory handled Technical Sessions related to the theme.

The Second National Seminar on 'Changing Landscape of Marketing' is planned to be conducted on 27th February, 2017.



Inauguration of National Seminar on Marketing by Dr. George Sleeba, former CMD, FACT & former Joint MD, V-guard Industries

HUMAN RESOURCE

National conference on 'Innovations in HR in the Era of Social Media' will be conducted on 30th November, 2016

FINANCE

Finex conducted National Level Seminar on the theme 'Innovations and Practices in Financial Sector' on 28th January, 2016. It was inaugurated by Mr. V George

Antony, Managing Director, UAE Exchange Ltd. Rev. Fr. Ruban J. Thannickal, Manager, MIIM, presided over the function and Rev. Dr. P. T. Joseph, Director, MIIM welcomed the gathering. The function was blessed with the presence of more than 250 plus participants which included academicians, scholars and students along with several industrialists.



Inauguration of National Seminar in Finance by Mr V. George Antony, Managing Director, UAE Exchange Ltd.

Dr. P. Karthikeyan, Faculty Member, School of Kongu Engineering College, Erode, chaired the technical sessions and awarded the best paper during the valedictory function. The next National Conference on 'Modern matrix of Indian economy and financial system' is planned to be conducted on 31st January, 2017.

VOX POPULI

The HR club – VOX POPULI provides students with the opportunity to gain knowledge and insight into the effective management of personnel in the field of human resource management through multifaceted events. It promotes the exchange of work-related experience of established business professionals with the theoretical academic perspectives of student and faculty members through open forums and information exchanges.

Vox Populi's current year program was inaugurated on June 9th, 2016 by Mr. Pradeep Sanker, Regional Head, Aditya Birla Retail Ltd.

SPLASH 2k16

HR Club conducted two days program comprised of 14 spectacular events including Best Manager and Horror short film contest. Grand Splash day was celebrated on July 11th, 2016. Second year students Mr. Jayadev Venugopal and Ms. Deepthy Mary Varghese were the event managers for the event SPLASH 2k16.



Mr. Pradeep Sanker, Regional Head, Aditya Birla Retail Ltd., interacting with students on the inaugural day of the HR Club

HBR DISCUSSION FORUM

The final round of the competition HBR Discussion Forum – A discussion series based on the Harvard Business Review Articles, was held on August 26, 2016. The final round of discussion was based on the article 'Increase Your Return on Failure' (HBR, May, 2016). Mr. Eldo Jose and Ms. Janise .K. Sony were the event coordinators for HBR Discussion Forum.

ESTRELLA



Thiruvathira kall - Onam Celebration

The aim of entertainment club is to create festive environment in the campus. As a part of this ESTRELLA, various programs were conducted to free the minds of the students from stress and strain. The inauguration of the club activities started along with ONAM-KATHIR, the regional festival of Kerala, to memorise the good rein of King Mahabali, whose spirit is said to visit Kerala at the time of Onam. Students engaged in various competitions like, Tug of War, Uriyadi, Malayalee Mannan, Malayali Manka and celebrations ended with a sumptuous Onam Sadhya.

Entertainment Club – **Estrella** has been conducting picnic for students every year, since from its inception. This year, the passing out batch of the MIIM conducted picnic to two destinations. One batch organized 7 days Bangalore – Mysore Tour and another batch visited Goa, Mangalore and the neighboring places. Tour gave students a refreshing, enlightening, adventurous, nostalgic and tremendous experience through visits to some of the prominent places in these destinations.



Students along with faculties at SnowCity Bangalore

Estrella also celebrated Holi- the festival of colors in the campus by spraying colors to each other and distributing sweets among them.

MIIM campus celebrated Christmas with enthusiasm to memorize the birth of JESUS CHRIST under the coordination of **Estrella**. First year students made a beautiful Crib set and the Christmas eve started at 6 'O clock with competition of Carol songs followed by the coming of Christmas PAPPAs. Programs ended by exchanging Christmas gifts and cake cutting and burning crackers.



Football Match

SPORTS CLUB STALLIONS

Sports club – **STALLIONS**, conducted a cricket match in the campus between first year students and second year students. In a highly spirited competitions, second year students won the match. They also conducted a friendly football match between first year and second year students and First year students won the match and the sports day is planned to be conducted on February, 2017.

INDUSTRIAL VISIT

First year students were lucky enough to visit Connemaria Tea Factory in Vandiperiyar and Idukki Dam. It was conducted on 9th August, 2016. Students interacted well with employees there and took lot of photographs amidst the tea garden. In the afternoon they visited Idukki Dam. It was a nice experience to visit Idukki Dam, which is one of the biggest arch dams in Asia.



Industrial visit at Connemaria tea factory, Vandiperiyar



MIIM family in vineyard at Cumbam

MIIM Family Picnic to Kodaikanal

Entertainment Club initiated another interesting picnic to MIIM family members to Kodaikanal Hill Station - the place is a popular retreat from the hot and humid climate of the lower areas and is located 2,133 meters above sea level. In between picnic team stopped at a vineyard at Cumbam and enjoyed the beautiful and fresh grapes hanging and took lots of snaps from there. Pine forest, Guna Caves, Observatory, Pillar Rock, Green Valley view, Suicide point and Coakers walk followed in the visit. The team also visited the Bryant park and beautiful garden. After which all joined for boating, cycling, shopping, horse riding etc.

NATURE CLUB THANAL

MIIM is an institution well-known for keeping harmony with environment. The untouched greenery in and around the campus itself shows this exceptional relationship in protecting and rehabilitating its surroundings. Environment day celebration 2016 at MIIM was conducted keeping this legacy in mind. And the involvement of faculty and students showed their honest approach towards the wellness



Rally connectd with World Environment Day



*Inauguration of Nature Club By Dr. S. Ramachandran
President, Meenachil River Protection Samithi*

of environment. Environment day meeting held at the seminar hall, blessed with the presence of an eminent personality Dr. S.Ramachandran, President, Meenachil River Protection Samithi, who took initiatives for ensuring the wellness of the Meenachil River, fought throughout his life and still continues. After the meeting a rally was conducted, in which students and faculties joined holding placards in their hands. The slogans raised in rally were to invite attention of the society against environment pollution, deforestation and climate change. Following the rally, students, along with their mentors. took active participation in cleaning the campus and Kuttikkanam Junction, which is a tourist spot.

ENTREPRENEURIAL DEVELOPMENT CLUB E-CUBE

E-Cube has been conducting number of student development programs aims in developing entrepreneurial orientation among students and finding out the future business leaders, giving training and development for students those who have entrepreneurial passion and helping them to start their own ventures in future, making the activities of EDC reach the local entrepreneurs, starting an exclusive educational program on entrepreneurship in future and launching product within the club and selling it outside the campus

This year E-Cube organized an **Industrial Motivation Campaign** for promoting Entrepreneurial interest among students on 23rd February, 2016, conducted by Mr. K.R. Krishna Kumar (Assistant Director, MSMSE Thrissur) & Mr. Krishnamoorthy Iyer (Retired Director, RSETI). Inauguration of Club Activities for the year 2016 and Website (Idukki Fresh.com) were done by Mr. Ujval Shankar, Team Building Coach & Co-Founder, Team Works Academy, Banaglore on 4th July 2016.

The club has launched its website 'idukkifresh.com', which is a platform to connect sellers of Idukki District providing the local products to buyer anywhere in Kerala. On the same day an exhibition cum sale of products made by students of MIIM was conducted. Products like painted towels, ceramic pot works, glass painting, pickles, chat mangoes, chocolates and so on were made available through this event.



Inauguration of E-Cube by Mr. Ujval Sankar, Co-Founder, Team Works Academy, Banaglore

E-Cube celebrated **World Entrepreneurs Day** on 20th and 22nd August, 2016 and honored two entrepreneurs for their achievements.

WED Celebrations

On 20th August, Mr. Thomson Philip, Coordinator at UNCTAD-EMPRETEC and CEO of Eliot Pvt. Ltd, conducted a session on 'Innovative Ideas to Entrepreneurship' based on personal experience.

On 22nd August, Mr. Sajan Pappachan, Founder & Director of Cravelabs Pvt Ltd. held an interactive session on 'Entrepreneur Aptitude Development' based on an Indian Movie.

STUDENT ENRICHMENT PROGRAMS

SAP

Marian International Institute of Management started its flagship SAP program last academic year itself. The inception year itself MIIM gained remarkable achievement as one of our student Mr. Akhil C. Prasad was able to secure global certificate in finance and remarked world's youngest fellow in this category. All students gained course completion certificate from SAP and are seriously trying to earn the global certificate. This academic year, MIIM has been upgraded as the regional hub for SAP studies and has installed a SERVER in MIIM which augments the students for taking SAP as value addition certificate.



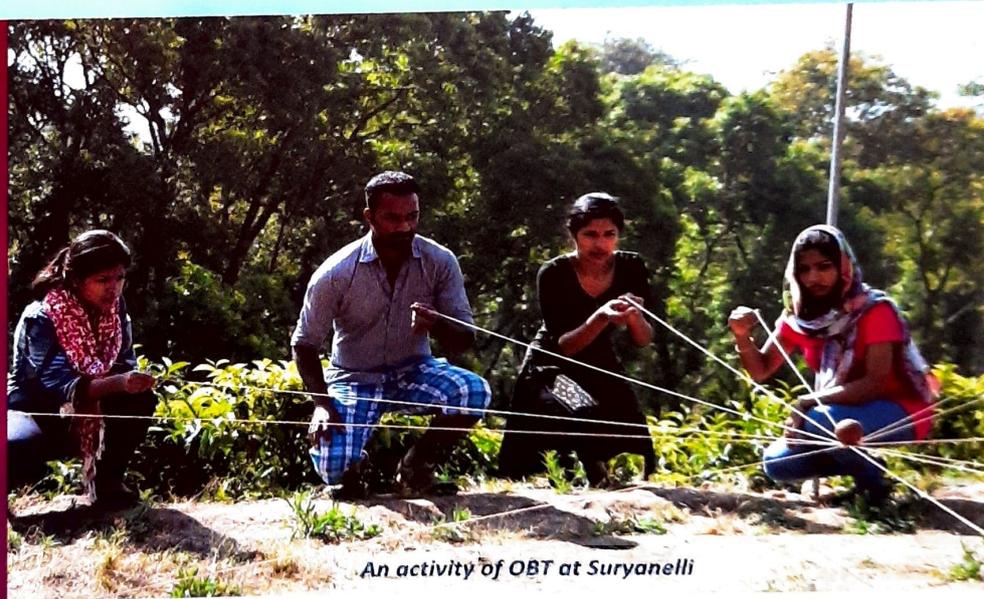
Akhil C. Prasad

ORIENTATION AND INDUCTION PROGRAM

The new batch was admitted to MIIM campus on 18th May, 2016. Orientation and induction program were started on the same day. The parents were also instructed about the mode of curriculum. The training programs included Executive English coaching so as to synchronize different level students, team building exercises, confidence building practices, motivation classes, yoga practices etc. The students were experiencing interaction with their mentor on a daily basis for news paper reading, general discussion and much more which helped them view the management course in a different angle which has also interested them a lot.

Mr. Ajai S.Kumar and Mr. Shon C. Sunny from Alliance gave training to MIIM students on how to attend interviews on 15th June, 2016

OBT OUTBOUND TRAINING



An activity of OBT at Suryanelli

River drafting at Suryanelli as a part of OBT



The outbound training workshops are high energy offsite training programs for boosting individual and team performance. Through these outbound team building and outbound leadership programs, skills improvement takes place in the areas of teamwork, team bonding, communication, leadership, problem solving, decision making, motivation and personal development. MIIM conducted OBT at Suryanelli, Munnar for 120 students of 2015-17 batch and students were motivated by various activities in the OBT.

PLACEMENT CELL

MIIM, Kuttikkanam, achieved yet another 100% placement record for its Master in Business Administration students for the year 2014 - 16, despite the recessionary market trends. Over the past years it has been securing 100% placements for its students and continuing the success story in 2014-16 batch, came as a pleasant surprise, especially when companies are lowering recruitment and shedding workforce.

All recruitment activities at the Institute are coordinated through the Placement Cell. A faculty member is the head of the Cell and is assisted by four other faculty members and support staff. The recruitment process begins in the first week of October every year.



The Placement Cell in association with the faculties particularly from Business Communication conducts training sessions for the interview process and group discussions. A dedicated team of student coordinators and representatives are involved in monitoring the entire process of conducting the mock interviews and mock group discussions before the placement process. Placement Statistics for the batch 2014-16 is given below.

Sl No	Student Name	Company
1	Abhimanue B Nair	Megha Media Ernakulam
2	Amal Binoy	Aditya Birla Retail
3	Amal Raj	Metal Communication
4	Ashwin John Abraham	Aditya Birla Retail
5	Dhila Elsa Philip	Aditya Birla Retail
6	Jofin Jose	Aditya Birla Retail
7	Ronal Philip Varghese	Aditya Birla Retail
8	Ruby D'Souza	Aditya Birla Retail
9	Delvin K Thomas	Angel Broking
10	Robin P Benny	Angel Broking
11	Manu T Mathew	Celebrus Commodities Ltd.
12	Aswin Vijayan	Club Mahindra
13	Chanchal Suresh	Club Mahindra
14	James Francis	Club Mahindra
15	Jerrin Varghese	Club Mahindra
16	Jogy Joseph	Club Mahindra
17	Nidhin KC	Club Mahindra
18	Robinse Sajeev	PayTm
19	Sanoj K Mathew	Club Mahindra





vodafone



Volkswagen



20 Simi Babu

21 Sreelakshmi CS

22 Stephy Roy

23 Swetha S Nair

24 Tessa Anto

25 Tijo Paul

26 Tincy Joseph

27 Rahul S

28 Amal Shaju

29 Jincy Mathew

30 Kavya KR

31 Kiran Siby

32 Muhsina C H

33 Rachindra Chandran

34 Sandra Raveendran

35 Sebatina Clara

36 Rahul Das Menon

37 Anusha Palraj

38 Ashwathy Vidyadharan

39 Indulekha S nair

40 Jija Teressa Jose

41 Neenu George

42 Riyas AM

43 Rohit Francis

44 Nimisha Thomas

45 Meera Mohan

46 Alen Jude Peter

47 Bony R

48 John Joseph

49 Tinchu Joseph Thankachan

50 Vishak G Pillai

51 Abin James

52 Bibin Scaria Thomas

53 Nithin John

54 Angel Mary Sebastian

55 Surya Sundari

56 Amal Babu

57 Anwin Chacko

58 Arun Philip Roy

59 Jince Kuriakose

60 Manesh Enose John

61 Sophy Alexander

62 Ajomon Abraham

63 Abhilash Balachandran

64 Anish Ninan

65 Anita Sunny

66 Don P George

67 Edwin Into Joy

68 Jinu KJ

69 Libin Pius

70 Peter Jose

71 Prabhulla Chandran

Club Mahindra

Club Mahindra

The Zuri Hotel, Kumarakom

Orell Technologies Pvt Ltd.

Club Mahindra

Club Mahindra

Club Mahindra

Decathlon

ESAF

ESAF

Celebres

ESAF

ESAF

ESAF

ESAF

Idea

Bismi Hyper market Pvt Ltd

Ginger Mobiles

Ginger Mobiles

Ginger Mobiles

UAE Exchange and Financial Services

PayTm

HDFC Bank

Go Go Exporters

HDFC Bank

HDFC Mutual Fund

Hercules Automobiles

Investnet

ICICI Prudential

ICICI Prudential

IndiTrade

IndiTrade

Just Dial

KPMG

KPMG

Lazza Ice Cream

Lazza Ice Cream

Lazza Ice Cream

Lazza Ice Cream

Orell Solutions

Orell Solutions

Placement Not Required

PayTm

Solgen Energy

Nirmal Bang Securities Pvt Ltd

Lulu Forex

PayTm

Solgen Energy

Solgen Energy

PayTm

Solgen Energy

Solgen Energy



RR DONNELLEY





72	Sachin Jose	Solgen Energy
73	Praveen G	Supreme Allied Service
74	Neel Mohan	Syntel Solutions
75	Abhilash A	UAE Exchange
76	Ajai Baby	UAE Exchange
77	Allen Issac	UAE Exchange
78	Aswin Thomas	UAE Exchange
79	Basil Benny	UAE Exchange
80	Hareesh Ganapathy	XM Software Solution
81	Jidin Babu	UAE Exchange
82	John Francis D Cruz	UAE Exchange
83	Megha Mathew	Orell Technologies Pvt Ltd
84	Nimmy Ann Cherian	UAE Exchange
85	Premshankar K	UAE Exchange
86	Roselet George	UAE Exchange
87	Shantimol Shaji	UAE Exchange
88	Snehal PS	UAE Exchange
89	Sreejith S	UAE Exchange
90	Suraj S	UAE Exchange
91	Unni Xavier	UAE Exchange
92	Wilson Don	XM Software Solution Pvt Ltd
93	Rijin Roy	Wallmax Paints
94	Rony Joseph	Wallmax Paints



vodafone



Graduation DAY

Graduation day for the 4th Batch (2014 - 16) was conducted for students on 12th November, 2016. Rev. Fr. Ruban J. Thannickal, Manager, welcomed the gathering. H.E Mar Mathew Arackal, Bishop of Kanjirapally Diocese presided over the function and distributed the certificates to the students. Dr. Jancy James, former Vice Chancellor of M.G University, Kottayam and first woman Vice Chancellor of Central University, inaugurated the function. Rev. Dr. P.T Joseph, Director, administered the pledge to the graduates.



Students along with Rev. Dr. P.T Joseph, Dr. Jancy James, Rev. Fr. Ruban J. Thannickal and Faculty members in the Graduation Day

FRESHER'S DAY

Fresher's day was conducted in a different way from the usual practice as first years showed their cultural ability without compelling them to do the same. All students participated in the program without fear and great enthusiasm.

MANAGEMENT DEVELOPMENT PROGRAMS



MDP's at MIIM rejuvenate the working employees with the latest trends and developments in the business environment. These programs are designed to equip skills and knowledge to address real-world business problems in real time. The objective of the MDP'S is to improve management systems and practices in India by providing relevant training to the executives of different sectors of the economy, operating at different levels in the organizational hierarchy. The participants are equipped with the latest tools, techniques and skills, spanning different streams of management. These programs are conceived and delivered by a team of experienced faculty members and industry experts.

Activities as a part of training for Axis Bank Insurance employees



As part of the MDP program MIIM conducted an intensive training for AXIS BANK insurance employees for three days. It included exercises and games pertaining to team building, communication, leadership and motivation etc.

ALUMNI DAY NOSTALGIA-16

The pioneer ALUMNI day – NOSTALGIA-16 was conducted on May, 1st, 2016. Function started at 11:30 AM under the leadership of Rev. Dr. P.T. Joseph, Director in the presence of Rev. Fr. Ruban. J. Thannickal and other faculty members. Around 50 members

were present in the meeting. The most attractive event was the sharing of alumni's memories in the campus. In the meeting they selected Mr. Aravind, first batch Chairman as the President and Ms. Neenu Rani Joseph as the General Secretary and Mr. Bonny as Treasurer for the coming Nostalgia-17 and also they decided October, 2nd of every year be the Alumni day. The function ended with sumptuous dinner at MARYKNOLL Mess Hall.

TEACHER'S DAY

Students of MIIM, celebrated teacher's day on 5th September, 2016 with different programs. In the occasion they took pledge and distributed sweets to the teachers.

STUDENT RECOGNITION AND SUCCESS ACCOLADES

Miss. Sherin Markose, Puthenpurackal, an MBA student in the 2013-15 Batch secured the third rank in the MBA degree examination conducted by M. G. University. MIIM family Congratulated her for the achievement .



Miss. Sherin Markose



Mr. Robin T Varghese



Mr. Harishankar S

Mr. Robin T Varghese and Mr. Harishankar S. were awarded the best paper award for the paper 'Factors Influencing the buying behaviour of Gemstones and Yantras in Kerala', in the National Seminar on 'Sustaining a competitive edge in the changing global scenario', conducted by Department of Commerce, Christ University, Bangalore on 2nd March, 2016.



Mr. Daniel Joseph

MIIM considers academics alone is not enough for a student to compete in the corporate world. As a part of this MIIM is giving training in different fields in the managerial aptitude. Due to these trainings, our students have been bagging number of prizes in different management fests since its inception.

This academic year our students have prestigious progress in the competitions in the management fests. Mr. Daniel Joseph was selected as BEST MANAGER from St. Josephs College , Moolamattom.

MIIM first year students participated in Management Fest 'SIMTHESIS 9.0', organized by Saintgits Institute of Management, Kottayam and achieved first prize for MARKETING GAME, second prize in FINANCE GAME and also won the overall championship.



Ms. Gopika C Nair, Ms. Krishnapriya Vibin, Ms. Raji Kunjumon and Ms. Meenu Mathew were awarded second prize in Marketing Game conducted by SJ CET, Palai on 24th, 2016 .



Mr. Hemal Raj ,Arjun. S, Anand Murali and Abin George, first year MBA students, secured the first prize in Best Management Team at SB college, Changanacherry on 30th September, 2016



CALIGO 2K16 MANAGEMENT FEST

Caligo 2k16, the pride program of MIIM, and one of the biggest South Indian Management fests was held on 6th and 7th of October, 2016. Amidst the number of exams and programs in other colleges, around 500+ participants from 120+ colleges in and outside state participated.

On October 6th October amid the shining light in the mist, **Dr. Amar Patnaik, IA & AS, Principal Accountant General** (Economic and Revenue, Sector Audit) lighted the Management fest – Caligo 2k16, in the presence of Patron His excellency. Mar. Mathew Arackal, Bishop of Kanjirappally and other distinguished Guests. Rev. Fr. Ruban J. Thannickal, welcomed the gathering and Director

Rev. Dr. P. T. Joseph felicitated in the function. Rev. Fr. Roy Abraham, Principal, Marian College, Kuttikkanam, Rev. Fr. Siby Chintharmaniyil, Dean-Administraion and Prof. Samson Thomas, Dean- Academics were present in the occasion. Mr. Arun James, student Chairman gave vote of thanks.

In the same occasion Dr. Amar Patnaik, released the student magazine – **IRIS**, by giving a copy to His Excellency, Mar Mathew Arackal, Bishop of Kanjirappally Diocese and the first round of competition was held on that day. In the evening the cultural program **Yolonite-5** conducted in the main stage.



Release of student magazine IRIS by Dr. Amar Patnaik

In the second day most of the final round were conducted in the main stage and Miss. Chithra from TOCH Institute of Management, Ernakulam was selected as the Best Manager.

In Marketing Game, SDM College of Business Management, Mangalore won the first prize and St. Gregorios College, Kottarakkara, was selected the Best Corporate Team. In Business Quiz, Govt. Law College, Ernakulam, bagged the first prize. First prize in Treasure Hunt was bagged by Markaz College of Arts and Science, Kozhikode. Jerin Joseph from UIM, Adoor, got the first prize in Photography.

The Valedictory function started at 5 P.M. Mr. Saju Jose, DySP, Kanjirappally, handed over the Overall Trophy, which was shared by SDM College, Mangalore and Berchmans Institute of Management Studies, Changanacherry Finance game and HR Game were bagged by St. Berchmans College, Changanacherry. In the evening at 6 P.M., a special cultural programme awarded with its diversity in the items, like UV dance and D.J were conducted in the main stage. The program ended at 8:30 P.M



Mr. Saju Jose, DySP, Kanjirappally handed over the Overall Trophy.

CALIGO 2K16
Yelanite-5



**NEW
 FACULTY
 MEMBERS**

Dr. Santhosh Kumar was appointed as a new faculty in MIIM with specialization Human Resource, Mr. Ramachandran Nair T. was appointed as a faculty in Economics with specialization in Finance and Mr. Sebin Joseph with specialization in Finance.



Dr. Santhosh Kumar



Mr. Sebin Joseph



Mr. Ramachandran Nair T.

RESEARCH PUBLICATIONS

Rev. Fr. Siby Chintharmaniyl, presented a paper on 'Creating and Enhancing Sustainable Brand Equity for Competitive Advantage' at Berchman's Institute of Management Studies on 19th February, 2016 and presented another paper on 'Customer Based Brand Equity and Customer Response for Convenience Goods in Organised Retail Store' at Rajagiri Centre for Business Studies, on 5th February, 2016.

Prof. Samson Thomas presented a paper on 'Impact of Advertising and Sales Promotion on Brand Equity: A theoretical Review'. New dimensions of Management in the Globalized Era-2016, p.214, ISBN:978-93-85977-05-3

Dr.R. Santhoshkumar presented a paper on 'A Study on Talent Management to Improve the Organizational Performance in Automobile Industries, Krishnagiri District', Asian Journal of Research in Social Sciences and Humanities, Vol. 6, No. 7, July 2016, pp. 1120-1132, ISSN 2249-7315 and presented another paper on 'Employee Skill Matrix Approach in Automobile Industry with special Reference to Krishnagiri District, Tamilnadu', 'Review of Professional Management', Vol. 13, Issue 1, Jan-June, 2015. ISSN NO.0972-8686

WORKSHOPS AND TRAINING PROGRAMS ATTENDED

Rev. Fr. Siby Joseph, Chintharmaniyl attended National Conference on Insight in Marketing on February 6th, 2016, organised by Rajagiri Center for Business Studies, Kochi and attended National Conference on 'Managing Challenges in the VUCA World' on 19th February, 2016, organised by Berchman's Institute of Management Studies, Changanacherry. He also attended a UGC sponsored National Seminar on 'Research Methodology and Statistical Data Analysis' on 10-13 February, 2016, organised by Deva Matha College, Kuravilangadu.

UPCOMING EVENTS

- ▶ National Seminar in Human Resource – 30th November, 2016
- ▶ National Conference in Finance – 30th January, 2017
- ▶ National Seminar in Marketing – 27th February , 2017
- ▶ Nature Camp in Periyar Tiger Reserve – February, 2017
- ▶ Industrial Visit to first year MBA students
- ▶ Picnic for second year MBA students

Editorial Board

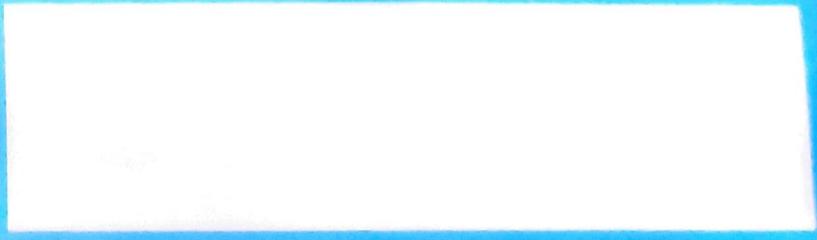


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Professor



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