



M P Birla Institute of Management

Associate Bharatiya Vidya Bhavan



FREEING THE INTELLECT



NAAC Accredited Institution

Ranked among
Top 50 B-School in
South India by
Business World Magazine 2018



IS / ISO 9001



The Institute

Bharatiya Vidya Bhavan's M.P. Birla Institute of Management, was founded in the year 1999. Thanks to the generosity of Late Smt. Priyamvada Devi M. P. Birla (Badima), the Institute acquired an enviable corporate ambience and state-of-the-art infrastructure in its very beginning. Over the years M.P. Birla Institute of Management has seen rapid progress under the aegis of the Bhavan's trust, to become one among the most preferred B-Schools in Karnataka.

The institution is located in the heart of Bengaluru Central District and the students studying at the institute benefit from its central location apart from its modern infrastructure. The Institute offers Post Graduate Programme in Management - 2 year full-time MBA of Bangalore University. Its success comes from the value based quality education and imbibing of top class management skills in its student executives by enlisting the services of eminent persons from industry and academia as faculty members.



Priyamvada Devi M.P. Birla
(Badima)

Philosophy of Learning at MPBIM

Education is a systematic process through which a student acquires knowledge, experience, skill and a healthy attitude. Ultimately, it makes an individual civilized, refined, cultured and educated.

Indian thinkers opined that the knowledge is Supreme. As Bhagavadgita proclaims - '*Nahi Jnaanena Sadrisham*' and believed in a system of education which enlightened the minds - '*Tejasvina vadheeta mastu*'...

It was natural that M.P. Birla Institute of Management (MPBIM) which took birth in the stable of Bharatiya Vidya Bhavan grew with the motto of '*Let Knowledge come to us from every side*'.

In a world that's predominantly moving towards becoming *Information and Knowledge driven*, Management Education has assumed a significant position in Bhavan's education activities. After all, India has always been a repertoire of knowledge from ancient times, giving the world pathbreaking concepts and directions. India is distinct by its innate diversity with innumerable nuances adding strength to every thought and idea.

India - an ideal ground for emancipation of academic excellence.

At MPBIM we strive to imbibe the principle of ancient Indian wisdom where education and knowledge gives humility that builds an individual's character. It is the character of an individual that helps him become successful in life - both social and economic. The successful individual with a strong character is led to lead a righteous life wherein lies the ultimate happiness and joy.



Sri. N Ramanuja
Chairman - MBPIM

Er. N. Ramanuja, is the former CMD of HMT Ltd, a leading Public Sector Undertaking of India.

He is the recipient of, '*Officier de l'ordre national du Lion du Sénégal*' of Govt. of Senegal, the prestigious '*Karnataka Rajyotsava Award*', conferred upon by the Govt. of Karnataka, '*Senior Engineer of Excellence Award*' by the Institution of Engineers (India)-Mysore Centre, '*Excellence in Manufacturing Award*' by the All India Manufacturing Organisation (AIMO) founded by Bharat Ratna Sir. M. Visvesvaraya.

He was formerly associated with the National Board of Accreditation (NBA), All India Council for Technical Education (AICTE) and India Trade Promotion Organization.

He is presently the Chairman - Bharatiya Vidya Bhavan, Bengaluru Kendra, Chairman, M.P. Birla Institute of Management and Vice-President, National Institute of Engineering, Mysuru.



The MBA Programme

The MBA Programme has been divided into four semesters split between two years. The MBA is a two-year full-time programme at MPBIM. Students commence classes with an Orientation Programme in the first semester and appear for exams every six months since beginning the course in August/September each year. At the end of the first year, all students are required to do an internship with a company. They are then required to submit a dissertation in the fourth semester towards partial fulfilment of the MBA course before completing the fourth semester and commencing their careers.

Dual Specialisation of Your Choice*		
Marketing	Finance	HRM
Health Care Management		
Banking Finance & Insurance Services Management		
Startups & SMEs Management		

*Subject to Minimum intake

Eligibility for Admission

- Graduate Degree under 10+2+3 or 10+2+4 pattern under any discipline securing 50% marks in aggregate including languages from an UGC Recognised University.

In case of SC/ST/Category 1 Candidates, there will be a relaxation of 5% in the aggregate marks obtained.

- Excellent Score in CAT / C-MAT / MAT / KMAT / PG CET
- Very Good percentage in Degree
- Good Communication Skills
- Work Experience will be an added advantage

Selection Process: The Selection Process is based on the above factors.

Salient features of MPBIM

Enviably Central Location: Easy Access for Students, Faculty and Corporate Guests. Provides for extended interactions without limitation of distance.

Irrefutable Credentials: AICTE approved, Bangaluru Central University Affiliated. Students enrolling at and graduating from MPBIM benefit from a recognised, authentic and accredited postgraduate qualification.

Value Driven: Unblemished record of merit-driven intake of students, equal opportunity for all and volunteered participation in activities of social cause.

Beyond Chalk-and-Talk Pedagogy: Immersive, inclusive and encompassing learning experience.

Distinguishing branding: Growing interest from the corporate sector, opening up excellent career prospects.

Committed, Eminent Faculty: Fountainhead of decades of professional experience and contemporary global management practices.

Fulfilling Rewards: A track record of distinctive placement going beyond percentages.

Para-academics: Eventful, engrossing curricular and extra-curricular campus life leading to a wholesome grooming.

Faculty exchange program with an American University viz: North Dakota State University (NDSU), Fargo, North Dakota. Also NDSU provides various certificate programs.



Managers from MPBIM - Versatile and Inspired

Inspired is how one can describe MPBIM's management graduates, for they have been trained to be 360 degree aware.

Built on the pedestal of rich Indian ethos, MPBIM offers a vibrant campus for the students with various academic and para-academic activities that enrich the minds of emerging managers before they take on the global businesses after the completion of the two-year programme. Indian ethos provides a platform to build among the students a personality with wisdom based humanity.

There is an assimilative trait that sees them constantly evolving and gaining new skills. Whether it is academics, industry interaction involving corporate leaders, participation in social programmes for underprivileged and challenged members of

society or learning to work as a team within the diverse and disparate student body that the Institute is, it is this distinct ability of an MPBIM manager that will see him achieve sustained success as in today's globalised economies.

Associations, collaborations, mergers, amalgamations, everyday corporate happenings are best carried through by managers who are holistic thinkers, sharply focused; inspired, yet sublime. MPBIM managers exemplify these qualities.



'Hands-on' the MPBIM Learning Module

Students are encouraged to undertake extensive project work and take it forward through presentation and publication in national and international forums, journals, etc. This involves co-creation of ideas jointly with faculty members through exploration and analysis. Student engagement is encouraged through professional guidance. With over 200 Publications in reputed International business journals and 150 papers presented at National & International Conferences, MPBIM's project research activity has been on a reputable plane.

With an active research centre, MPBIM is a unique institution with eight doctoral faculty and four pursuing their Ph.D programmes at the Institute's research centre. The Ph.D programmes span the ambit of management education. The research centre not only attracts the faculty members but also a number of external scholars from other management institutes and industry.

Towards promoting learning on current business scenario, Students actively participate in various symposia conducted at the Institute on subjects of national and international significance - Demonetisation and GST implementation to Greece crisis, BREXIT implications.

In this era of volume oriented management education, MPBIM aims at building the competence in the students to be ever alive to face the challenges of business, ready to meet global expectations.

Active Curriculum

- Contemporary, Industry Relevant
- Affiliated to Bengaluru Central University
- Effective, Individual Need-tuned Pedagogy
- Mentoring, Guiding
- Theory & Practice
- Classroom & Field Study
- Research & Innovation
- Activity Based
- Group Based
- Industry Interface

Competency Development

- Finance & Accounting
- Statistics & Data Analysis
- Operations
- Technology
- Organisational Behaviour
- Strategy
- Entrepreneurship



Need based Skill Development

- Leadership
- Teamwork
- Problem Solving & Analytical
- Initiative / Innovation
- Adventure & Adaptability
 - Interpersonal & Communication
- Strategic Thinking & Planning
- Global Orientation



Learning Beyond Academics

- Off Campus learning
- Kollegal Village Vocational Ventures (KV3)
- Assimilating Experiences
- Industry Visits
- Outbound Adventure Learning



Garwale Outbound Adventure Learning Centre (GOAL) located in the picturesque backdrop of *Garwale* located in the district of *Kodagu* - famous as 'Scotland of India', MPBIM's GOAL imparts a package of diverse training in a very unconventional model of outbound adventure learning. It is an experience of a life time. The centre has specialist trainers and equipment for adventure learning, slurry enclosure, river crossing, trekking in the forests and hillocks and finally a theatre for role playing.

Learning Through Events

Management education is a 24X7 learning. MPBIM provides immense learning opportunities to its students through organising fests and events. The learning outcomes extend to planning, communication, time management, organising, coordination, review, reporting, etc. MPBIM facilitates this learning through various institutional events totally managed by the students.

- PARADIGM - Celebrating Management & Culture
- Walkathon - Creating Social Awareness
- Marketing Fest
- Creating Social Awareness
- Symposia and Workshops



Research at MPBIM

Sahayog

A flagship consultancy project - *Sahayog* - was undertaken by the Bhavan's Management Research Centre during the year 2012 for the Government of Karnataka.

Knowledge Forum and Faculty Seminars

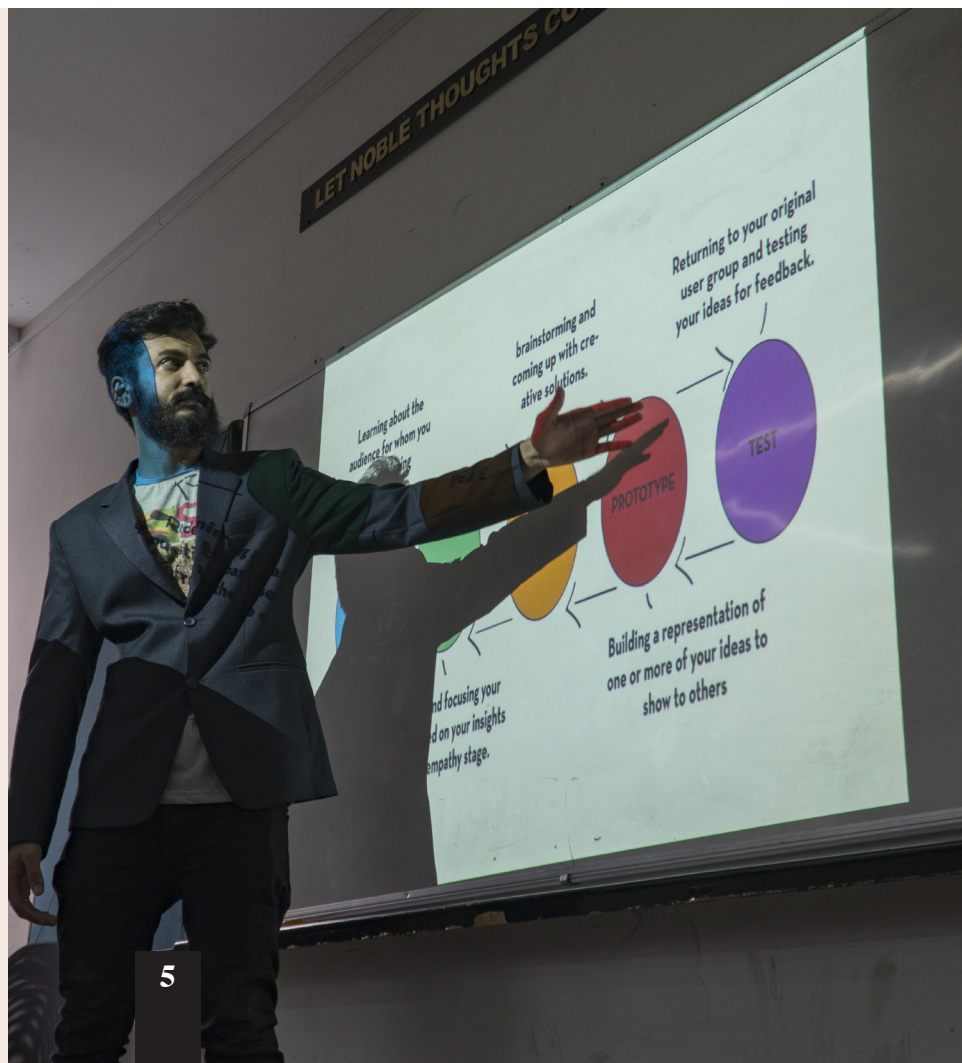
Over 40 Faculty Seminars have been conducted in the last five years addressed by faculty and Research Scholars from eminent institutions.

Student Research

MPBIM students are credited with nearly 20 articles in journals of repute. The students are encouraged, assisted and guided in their research forays and have won many accolades in Seminars and Conferences.

Dharana - Bhavan's International Journal of Business.

MPBIM publishes the journal twice a year since a decade and the research contributions published are received and reviewed by two or more referees on a 'double blind' system to meet high standards.



MPBIM Placements

'Industry-Institute-Interaction' is not a mere 'jargon' at MPBIM; it assumes a greater significance from day one of the MBA Programme. The Institute lays utmost emphasis in orienting the Student Executive towards the practical days ahead of their academic learning. Industry Seminars are conducted by the Institute that see active participation and give MPBIM students the opportunities for useful interaction with Industry Executives. MPBIM wants strong relationships with the Industry and believes in fostering Corporate Relations. The results of this strategy have paid off through rewarding positions offered to MPBIM Graduates.

Students from our previous batches have been placed in companies:

- 99acres.com
- ABB
- ACT (Atria Convergence Technologies Ltd.)
- Accenture
- Aditya Birla
- Airtel
- Alleergan Global
- amazon.com
- ANSR
- ANZY Careers
- APC
- Apps World
- Asian Paints
- AV Technologies
- Axis Bank
- Bajaj Allianz
- Bandhan Bank
- Berger Paints
- Bonanza Portfolio Ltd.
- Brigade Group
- Bridge People Technology
- Britannia
- Byju's
- Canara Bank
- Capgemini
- Careernet Consulting
- CavinKare
- Century Ply
- Cisco Webex
- Citi Bank
- City Union Bank
- Coface India
- Clover Mark
- Connect M
- Creative Media Pulse
- Cognizant Technologies
- Deccan Airways
- Delloite
- Deutsche Bank
- DSL Software
- Edelweiss Broking
- Edelweiss Financial Services
- Edgeinfosys
- Ernst & Young
- EDUREKA
- Exide Industries Ltd.
- Fab Hotels
- FACE
- Garuda Group
- GE Capital
- Genesys Software
- Ginger Hotels
- Goldman Sachs
- GSS Infotech Ltd.
- HDB Financial Service
- HDFC AMC
- HDFC Bank
- Hewlett Packard
- Hindustan Unilever
- HireCraft Software Pvt. Ltd.
- Hindustan Coca Cola
- Home First Finance Co. Ltd.
- ICICI Bank
- ICICI Prudential
- ICICI Securities Ltd.
- IDBI
- IDBI Fortis
- IFB
- IFB Automotive Systems
- Institute of Directors
- Intellipaat Software Solutions Ltd.
- IMRB
- India Mart
- Indian Rayon
- Indus Ind Bank
- Infosys
- ITC Infotech
- Jeevansathi.com
- J P Morgan Chase
- JARO
- Just Dial Ltd.
- Karvy
- Kotak Wealth Management
- KPMG
- Kritikal Solutions
- LG Soft India
- Magnasoft
- Metro Cash & Carry
- MICO
- Multyfonds
- Mitraz Financial Services Ltd.
- Myntra
- My Landmark
- Naukri.Com
- Northern Trust
- OCWEN Financial Services
- Oracle Software Co.
- OTIS
- Odessa Technologies
- OYO Rooms
- Practo Technologies
- Phoneix Market City
- Portea Medical
- Property Pistol
- Quadrangle
- QUEST
- Ramco Industries Ltd.
- Readiminds
- Reckitt Benckiser
- Red Apple
- San Infrastructure Pvt. Ltd.
- SBI Life Insurance
- Shyamrao Vittal Co-op Bank
- Siemens
- Samilabs
- Surya Software Systems Ltd.
- Societe Generale
- Saint Gobain
- Square Yards
- Target India
- TAO (The Automation Office)
- TCS
- TESCO
- The Laureate Global
- Thomson Financials
- Thomson Reuters
- Toyota Kirloskar Motor
- TTK Prestige
- Tyco Electronics
- Vijaya Bank
- VXL Instruments
- V2 Engineers
- Way2Wealth
- Wellnest India Projects
- Wenger & Watson
- XL Dynamics
- Zovi.com



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