



# BISHOP JEROME INSTITUTE SCHOOL OF MANAGEMENT

"A Center of Excellence in Professional Education of the Catholic Diocese of Quilon"  
(Approved by AICTE, CoA & Affiliated to APJ Abdul Kalam Technological University)

## MBA PROSPECTUS 2020-21



Latin Catholic Diocese of Quilon does not need a formal introduction, as pioneers in the field of Education. Bishop Jerome M.

Fernandez's vision in this field was instrumental in setting up High Schools and Higher Secondary Schools across all parishes of the Diocese. Fatima Mata National College, Karmala Rani Training College and Jyothinikethan private college for women, started up later, in the latter half of 20th Century, no doubt served the Diocesan community by giving University education to all deserving Latin Catholics of the Diocese, raising their employability.

After decades, the Diocese leadership reckoned with the need for a Diocesan initiative to set up a center of professional and Technical education in the Diocese, in the changing educational scenario in the state and the country- a shift of focus from basic science subjects to technically oriented professional career building graduation

programs, to cater to the professional education needs of our new generation youngsters to make them competitive and employable technocrats.

After a few years, the project came to a head start, and Bishop Jerome Institute came up as a sprawling campus of professional education- a composite campus of three different schools- School of Management, School of Architecture and School of Engineering and it proved to be another mile stone in the ineffable record of achievements of the Diocese.

The Bishop Jerome Institute is managed by Bishop Jerome Foundation under the Latin Catholic Diocese of Quilon. His Excellency Most Rev. Dr. Paul Antony Mullasserry, Bishop of Quilon is the Chairman of the Foundation. Bishop Jerome Institute was set up in the memory of Most. Rev. Dr. Jerome M. Fernandez, a man of simple, holy and austere life, who was ordained.





## AN INSPIRING MEMORY

A man of simple, holy and austere life, was ordained as the first native Bishop of Quilon on 19th December 1937 and he led the Diocese till 1978. That was a glorious chapter in the march of the Diocese towards enduring progress. He worked tirelessly for the educational uplift of the Latin Catholic Community by setting up Colleges, Schools and Technical Institutions. Fatima Mata National College established in 1951 was one of the major achievements, which has changed the face of the Latin Catholic Community of Quilon. He has also contributed to the medical field by founding Bishop Benziger Hospital and the Holy Cross Hospital, Kottiyam, run by Sisters of the Holy Cross, both of which are now famous centres of Medical aid in India. He is renowned as the defender of the rights of poor Fisher folk for whom he formed the 'Quilon District Fishermen Union' in 1948. His voice was powerful enough to wake up the Central as well as State Governments into rapid action for the downtrodden community. Inspired by the spirit of Vatican II he led liturgical reform. He is also considered to be the pioneer of Catholic Charismatic movement in Kerala. Bishop Jerome M. Fernandez attained heavenly abode on February 26, 1992, and his mortal remains are buried in the Infant Jesus Cathedral, Thangasseri, Kollam. He remains, a holy man in the minds of the faithful.

## VISION

To Impart Technical Education and to foster a scientific temper that leads to academic excellence and to the development of an integral personality

## MISSION

The Bishop Jerome Institute is committed to provide University Education in a Christian atmosphere to deserving students, especially of the Catholic Community. However it does admit other students irrespective of caste and creed.

The College aims at maintaining an ambience conducive to academic pursuits, and at encouraging in its alumini an observing eye and an enquiring mind that should facilitate research and eventually raise them to the ranks of the eminent.

The institute has also a social mission which is to turn out leaders with a social commitment and moral values; leaders who will pioneer a social transformation for a brighter world.

# FUTURE MANAGERS

**T**oday, success in business is as much about understanding cross- border cultures and globalization, as it is about understanding finance and marketing. With our exceptional faculty, rigorous curriculum and unique campus, Bishop Jerome Business School is committed to grooming not just leaders of business, but leaders of the world.

## BOARD OF GOVERNORS

**Most Rev. Dr. Paul Antony Mullassery (Bishop of Quilon)**

**Rev. Msgr. Ferdinand Peter B.Th.**

**Rev. Fr. George Rebeiro B.A.**

**Prof. Antony Ben M.Des**

**Dr. D Roshankumar M.Tech, Ph.D.**

## FUNCTIONARIES

**Rev. Msgr. Ferdinand Peter B.Th.**

Manager, Bishop Jerome Institute

**Rev. Fr. George Rebeiro B.A.**

Bursar, Bishop Jerome Institute

**Dr. D Roshankumar**

Principal, Bishop Jerome Institute

---

Contact

## BISHOP JEROME INSTITUTE

Fatima College Road, Kollam- 691001

Phone: Principal: 0474-2764051 | Office: 0474 2764052/53

Fax: 0474 2764054 | Web: [www.bjgi.in](http://www.bjgi.in) | E-mail: [bishopjeromegi@yahoo.com](mailto:bishopjeromegi@yahoo.com)



# BECOME A GLOBAL LEADER

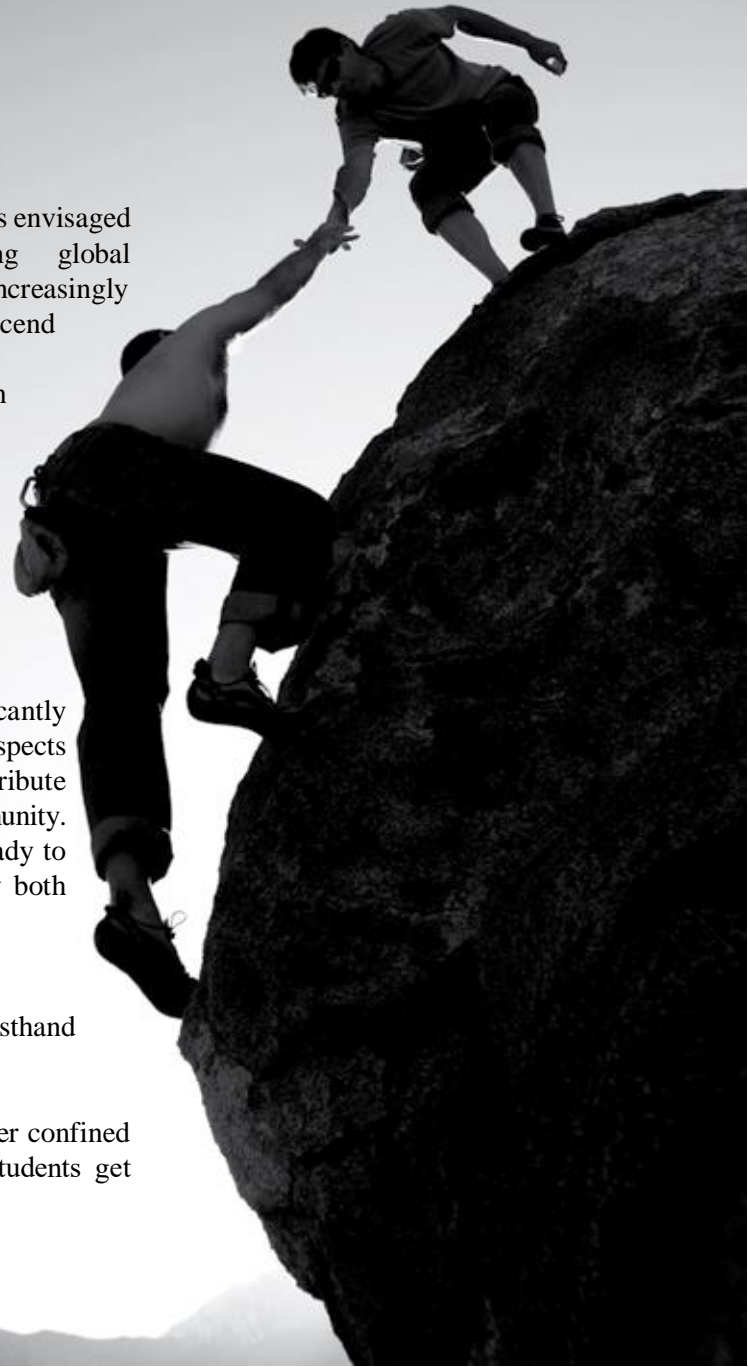
**B**ishop Jerome School of Management is envisaged to be at the forefront of educating global business leaders. In a world that is increasingly interconnected, it is the people who can transcend nationality and culture who will thrive in the international business world. We specialize in training global business leaders.

At BJSM you will find some of the finest academic minds and one of the most dynamic student bodies. We are dedicated to breaking down barriers of geography, language and culture.

Our two year MBA is designed to significantly enhance and accelerate your career prospects by strengthening your ability to contribute meaningfully to your business and community. To this end, we seek individuals who are ready to be actively engaged in the global economy both professionally and personally.

Our students have the rare opportunity to experience and get plugged into the world firsthand while getting their MBA.

It is clear that success in business is no longer confined to one location- that's why we help our students get plugged into the world.



## LEARN FROM EXPERIENCE

**W**e turn conventional classroom learning on its head. We apply technology, innovation, and a lot of enthusiasm to make sure your MBA experience is extra ordinary even outside of the class room-from speakers, competitions, and cutting - edge technology to innovative fast-track programs. We firmly believe that it's not just what you learn in the class room that counts most -it's also how you experience it.

Faculty from all corners of the world led discussions that will test, inspire and challenge your ideas, knowledge and concepts. The goal of professors at BJSM is to bring out the best in each of you so that you can learn from each other's experiences. Their objective is to put all these experiences together and provide a framework for you to take with you when you complete

the course . There is no single preferred teaching method at BJSM as faculty are free to choose the method they believe fits best with the content of the session and includes case studies, computer simulations and role-playing.

To a large extent, teaching at BJSM is based on research oriented activities besides participation in seminars, and active involvement with senior executives and executive education. This is a powerful and synergistic combination of theory and practice. At BJSM, learning occurs as much or more outside the classroom as inside.

The faculty brings to campus diverse backgrounds, work experience and bright minds. when combined with the structure of our curriculum, it makes BJSM an intense and magnificent learning environment.

# ENRICHING THE MBA PROGRAMME

While teaching remains the number one priority for our faculty, we firmly believe that teaching and research go hand-in-hand. That is why all our faculty teach and conduct research. Global business practices are in a constant state of flux and research allows our faculty and students to all the vanguard of business management practices.

Faculty research greatly enhances the BJSM MBA programme, enabling faculty to share the latest business innovations with students through classroom debates and cases.

## CURRICULUM & SCHEME

The programme will be delivered in 6 Trimesters (2 year period). Each Trimester will be of 14 weeks duration.

Lecture by faculty, student presentation, assignment writing and submission, case discussion, practical training, seminar and internal examinations (minimum two) on the subject are the pedagogy to be followed.

During the Third trimester, students have to undergo summer placement/

organisational training/internship in reputed organisations for a period of two months and the students are required to submit their reports within 14 days of reporting to the department after their training/internship.

After the Fifth Trimester Examination, the students start the project work on live managerial problem involving field study. The students are required to submit their Project Reports within 15 days of reporting to the department after their project.

### TRIMESTER I

- 11 Quantitative Techniques
- 12 Organizational Behaviour
- 13 Managerial Economics
- 14 Business Communication
- 15 Accounting for Managers
- 16 Business and Society
- 17 Soft-skills I
- 18 Project

### TRIMESTER II

- 21 Organizational Behaviour II
- 22 Macro Economics
- 23 Marketing Management I
- 24 Operations Management
- 25 Finance for Managers I
- 26 Business Law
- 27 Soft – skills II
- 28 Project

### TRIMESTER III

- 31 Marketing Management II
- 32 Finance for Managers II
- 33 Human Resource Management
- 34 Business Research Methods
- 35 Management Information System
- 36 Operations Research
- 37 Strategic Management
- 38 Soft – skills III
- 39 Project

### TRIMESTER IV

- 41 International Business
- 42 Business Analytics
- 43 Elective I
- 44 Elective II
- 45 Elective III
- 46 Elective IV

### TRIMESTER V

- 51 Entrepreneurship
- 52 Business Ethics and Corporate Governance
- 53 Elective V
- 54 Elective VI
- 55 Elective VII
- 56 Elective
- 57 Project (Report and Viva-voce)

### TRIMESTER VI

- 61 Cross Cultural Management
- 62 Elective IX
- 63 Elective X
- 64 Comprehensive Project (Report and Viva-voce)
- 65 Internship



## LEARNING EXPERIENCE Case Studies

The teaching and learning process at BJSM mainly focus on Case Study method that includes dynamic process of exchanging perspectives, countering and defending points and building ideas that improve students understanding and exposure to decision making process in the complex business environment.

## Group Projects

Working with talented and accomplished peers provide a unique opportunity for accelerated professional and personal growth. Group projects, a major component of most courses, help students not only to learn the intended concepts and skills, but also to develop and refine skills to work in diverse groups. The groups are formed from pools of varied disciplines, backgrounds, corporate experience and career orientations to leverage the enormous diversity in perspectives.

## Learning Process

Teaching methods at BJSM include lectures, case studies, seminars, group discussions, business games, role plays, simulation exercises, structured and unstructured group work, as well as field visits. The emphasis is on involving the students in learning and helping them to relate concepts and theories to business requirements of the different industrial sectors.

## GLOBAL CAREER OPPORTUNITIES

Our career services provide global opportunities. Training and placement cell has a group of dedicated staff who works with MBA students to prepare them for employment with domestic and overseas corporates. Our approach is detail-oriented and personalized to each student's needs, and our team consists of career counselling specialists and former recruiters who focus on fostering corporate relationships.

## FEE STRUCTURE

Sl.No.	Item	Half Yearly I	Half Yearly II	Half Yearly III	Half Yearly IV	Total
1	Admission Fee	500				500
2	Tuition Fee	60,000	60,000	60,000	60,000	240,000
3	Alumni Association				3,000	3,000
4	Caution Deposit	10,000				10,000
5	Add on Course	4,000	4,000	4,000	4,000	16,000
	<b>Total</b>	<b>74,500</b>	<b>64,000</b>	<b>64,000</b>	<b>67,000</b>	<b>269,500</b>

\* All University fees are excluded

## ELIGIBILITY

50% marks in any bachelor's degree approved by APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY and valid score in any of the following Entrance tests, K-MAT, CAT, C-MAT.

## ADMISSION PROCEDURE AND SCORES

Entrance Test	-	80%
Group Discussion	-	10%
Interview	-	10%

## Total Intake

The sanctioned total intake is 60 per academic year

## PLACEMENT

Batch	Total Strength	Placed
2017-19	56	50
2016-18	36	30
2015-17	54	43
2014-16	39	27
2013-15	43	40

Our recruiters include: \_\_\_\_\_

TATA Motors, Asian Paints, Nestle Vodafone, ESAF Bank, Axis Bank, ICICI Bank, Berger Paints, Volkswagen, Club Mahindra, Merriboy Ice Creams, Chettinad Cements, Ceasefire, TVS Motors, KPMG, Geogit Securities, Dominos, Kotak Mahindra Bank, TUV NORD UAE, RR Donnelly, Havells, Abrao Trading LLC Dubai, Bosch, IIFL, ICICI Prudential

## **INDUSTRIAL INSTITUTE INTERACTION PROGRAMS**

The following resources persons visited the Campus and interacted with the students regarding industry expectations and other industry related matters.

Prof. J. Philip	-	President XIME
Rev. Valson Thambu	-	Principal, St. Stephen College, Delhi
Mr. G. Sathyakumar	-	Senior Manager, Motorola Solutions
Mr. Christy Peter	-	Vice President HCL
Mr. Sunil D. Kuruvila	-	Founder Director, Insight Mission
Mr. Anand Pattathil	-	Managing Director Global Ten
Mr. Edmund Roy	-	ABC
Prof. Stephen Mathews	-	Former Principal, SB College, Changanacherry
Dr. P.J. Alexander IAS Retd.	-	
Mr. Rathish R.	-	Vice President, RRD
Mr. Binu Jose	-	Vodafone
Mr. Vinod Kumar	-	The Hindu
Mr. Melbin Thankachan	-	Business Line
Mr. Rajesh S.	-	CEO, Sarthy Motors
Mr. K.P. Ernest IFS Retd.	-	
Prof. Sebastian Morris	-	IIMA
Mr. Subin Varghese	-	HR Head ICICI Prudential
Dr. Marcus J. Fila	-	Hope College, Holland
Dr. Christy Fernandez IAS Retd.	-	Former Secretary to President of India

# M E N T O R S



**Dr.S Kevin M.Com.,DFM,Ph.D.**  
Professor Emeritus



**Prof. Anil G.S (HOD)**  
BTech, MBA, MPhil, PGDAOR, UGC-NET  
Associate Professor



**Prof. Raimand Simon**  
MCom, MBA, FDP (IIM-K)  
Assistant Professor



**Prof. Denney M Thomas**  
BSc, MBA, PGDTRM, UGC-NET  
Assistant Professor



**Dr. Lekshmi M.S BA, MBA, Ph.D**  
Assistant Professor



**Prof. George Antony Constantine MA, MBA**  
Assistant Professor



**Adv. Nisa Fasil LLM**  
Practicing Lawyer, Kollam  
Visiting Faculty



**Prof. Soumya Sanoj B.Com, MBA, UGC-NET**  
Assistant Professor

# INFRASTRUCTURE

## LIBRARY

The Library possesses a huge collection of books with different titles, CDs, journals, periodicals and news papers. This also has online databases such as EBSCO, Questia, SAGE, DELNET and Global periodicals. The library system supports the teaching and research programmes of the school by providing physical and intellectual access to information consistent with the current and the proposed educational and research projects of the school. The library aims to develop a comprehensive collection of documents useful for the faculty and the student community of the school.

## COMPUTER CENTRE

The Computer Centre which has an elaborate network of 60 workstations coupled with a 3 Mbps internet connection. The Computer Centre is equipped with the latest work stations and an IBM back-up server. This air conditioned centre with seating arrangements for 60 people can be used as training centre and as online examination testing centre.

## HOSTELS

Modern and well designed accommodation facilities are provided for boys & girls separately. These hostels are adequately equipped with internet facilities, Common Rooms for Student

interactions and a host of such other facilities.

The hostels also provide the students with excellent mess facilities.

## AUDITORIUM

The Auditorium with a seating facility for 1000 people is a happening place in the campus. This is an ideal venue for seminars and international conferences. It includes the latest digital sound system with extra woofers, LCD projectors and automated screen.

## WiFi CAMPUS

BJSM is a fully WiFi enabled campus with a high speed connectivity.

## LANGUAGE LAB

Another unique feature of BJSM is the language lab with a capacity of 60 workstations which is intended to help the students enrich their communication skills and pronunciations

## CAFETERIA

The cafeteria run by specialist restaurateurs can accommodate 200 people at a time. It is equipped with a snack bar, telephone and television facilities. The cafeteria also provides light refreshments during breaks



# RESULTS OF THE PREVIOUS YEARS

Sem	2012-2014		2013-2015		2014-2016		2015-2017		Tri	2016-2018		2017-2019		2018-2020	
	No. of Students	Whole pass%	No. of Students	Whole pass%	No. of Students	Whole pass%	No. of Students	Whole pass%		No. of Students	Whole pass%	No. of Students	Whole pas%	No. of Students	Whole Pass%
1	23	82.6	43	65	39	72	54	57	1	38	90	56	63	29	72
2	23	91.3	43	92	39	78	54	72	2	38	90	56	89	29	81
3	23	91.3	43	97	39	98	54	81	3	37	95	56	64	29	83
4	23	86.9	43	98	39	93	54	87	4	36	86	56	86		
									5	36	78	54	90		
									6	36	81	54	94		

## Placements at BJSM

BJSM has an enviable record when it comes to placements. Our recruiters include KPMG, RR Donnelley, India Infoline, Tata Motors, Vodafone, Airtel, Ceasefire, Thinkpalm Technologies, ESAF Bank, Catholic Syrian Bank, and other leading corporates. 10 students from the current third semester MBA batch have already been placed. We expect our students to get multiple placements offers by the completion of their course.

## LIFETIME CAREER

### MANAGEMENT

Our Lifetime Career Management Course is a series of workshops giving students the basic tools to begin their job search. This includes seminars, group discussions and one-to-one counseling sessions, in addition to special guest speakers. Seminars will focus on the fundamentals in resume and cover letter writing, networking, interviewing, business etiquette.

## ADMISSION

BJSM offers Master in Business Administration with specialization in Marketing, Finance, Human Resources and Operations Management.

## ELIGIBILITY

Candidates seeking admission to the MBA Degree Course shall be required to have obtained Bachelors degree (under 10+2+3 pattern) in any discipline recognized by the APJ Abdul Kalam Technological University with 50% marks in the aggregate and a valid K-MAT/C-MAT/CAT score. However SC/ST/OEC/SEBC applicants are eligible for reservation as the government rule.f

## SELECTION CRITERIA

The selection of the candidates to the course would be merit based on total marks obtained in the qualifying examination, K-MAT/C-MAT/CAT score, Group Discussion and Interview.

# Extra Curricular Activities



## AYUDA

**Community Engagement**

*It's not how much we give,  
but how much love we put in giving.*

Ayuda is the community engagement program of the students of the school of management where they help the less privileged sections of society out of their pocket money. It helps them gain a wider perspective about the society they live in.



MAGNA the association of management student acts as the student industry interface. It helps the students hone their skills and be better managers with exposure to real life situations.

Jeromia is the Management Fest hosted by the school of Management. Jeromia had a flying start with 22 participating B schools and 272 registrations.



**BJSM Placement Cell**

For Placement Details Contact:

**Placement Office**

+91 9846383363, +91 9447224498  
Email: [placementsbjsm@gmail.com](mailto:placementsbjsm@gmail.com)



**BISHOP JEROME INSTITUTE**

**Administrative Office**

Fabna College Road, Kollam - 691 001

Phone: Principal: 0474 - 2764051

Office: 0474 - 2764052/53, Fax: 0474 - 2764054

web: [www.bji.in](http://www.bji.in) e-mail: [bishopjeromegi@yahoo.com](mailto:bishopjeromegi@yahoo.com)