



UNIVERSITY OF MYSORE

**B. N. BHADUR INSTITUTE OF
MANAGEMENT SCIENCES**



MAKING MANAGERS SINCE 1974

ABOUT UNIVERSITY OF MYSORE

Shri Nalvadi Krishnaraja Wodeyar, visionary Maharaja of the erstwhile Princely State of Mysore, established the University of Mysore in 1916 in the garden city of Mysore. An excerpt from Rigveda "Nothing is Equal to knowledge" is its guiding principle. Maharaja's College, built in 1861, formed the nucleus of the fledgling University at that time. Succession of progressive Kings, Dewans and eminent Vice-Chancellors gave impetus to the growth of the University.

In 1960, Vice-Chancellor Dr. K.V. Puttappa's (Kuvempu) dreamland, "Manasagangothri", campus for post-graduate courses, overlooking the idyllic Kukkarahalli Lake, took its birth. There are more than 45 Departments of studies spread over many sprawling buildings on the campus. Nearly 4000 students pursue postgraduate studies in arts, science, technology, commerce and management. Many of the faculty members are nationally and internationally acclaimed scholars. The alumni include eminent politicians, statesman, litterateurs, scientists and men and women in various walks of life. About 187 colleges affiliated to the University of Mysore offer graduate and post-graduate courses.

BAHADUR INSTITUTE OF MANAGEMENT SCIENCES (BIMS) - THE GENESIS



Prof. **B. Shivaraj**, MBA, Ph.D
Chairman, BIMS

India was on the threshold of management education when University of Mysore set up the Department of Business Administration in 1974 owing to the dynamism of the then Vice-Chancellor Prof. D. Javare Gowda and Dr. J.K. Irani, Professor of Commerce. MBA programme began to be offered drawing the services of experienced faculty from other departments of the University and Industry.

The great leap forward came in 2002. **Mr. B.N. Bahadur** an alumnus of the University and President of the B.N. Bahadur Family Foundation of Michigan, U.S.A made handsome donation, which together with contribution from the University created "**B.N. Bahadur Institute of Management Sciences**", (BIMS) situated on the northern edge of



Dr. B.N. Bahadur
Chairman, B.N. Bahadur
Family Foundation
Michigan, USA

"**Manasagangothri**". The University conferred Honorary Doctorate on B.N. Bahadur in 2007.

Mysore City, being the historic center of Karnataka, is blessed with cultural, social and commercial ambience for promoting management education. BIMS, set in a sylvan expanse, is a unique piece of architecture. Spacious classrooms, 60 seat computer lab, 200 seat auditorium, a well-stocked library, and sports facilities accommodate more than 350 budding managers.

The Institute is striving to fulfill its mission of developing "**Performers**" and "**Contributors**". The faculty is a fine blend of academicians and practising managers. In addition to the conduct of regular MBA programme, research and consultancy, the Institute is expanding its horizon by offering a variety of management programs. Networking with other business schools and corporates has enabled course offerings to keep pace with the highly competitive business world and changing needs of the managerial market.

MBA Programme at BIMS is spread over two years covering the following courses:

First Semester :

1. Management Concepts & Theories
2. Organizational Behaviour
3. Business Environment
4. Managerial Communication
5. Managerial Accounting
6. Managerial Economics
7. Statistics for Management

Third Semester :

1. Project Management
2. Business Legislations
3. Strategic Management
4. Elective – I
5. Elective – II
6. Elective – III
7. Project Work

Second Semester :

1. Marketing Management
2. Human Resource Management
3. Corporate Finance
4. Business Research Methods
5. Operations Research
6. Operations Management
7. Management Information Systems

Fourth Semester :

1. Entrepreneurship
2. Elective – IV
3. Elective – V
4. Elective – VI
5. Elective – VII
6. Project Work

Note: Elective Areas: Marketing Management (MM), Financial Management (FM) Human Resource Management (HRM), International Business (IB), Information Systems (IS). Students can choose only one elective area for both third & fourth semesters.

- The duration of each semester is 16 weeks of instruction.
- Each course entails 3hrs of class room teaching per week.
- Evaluation consists of internal assessment and end of term examination
- Industry visits, Internships, Summer projects are part of curriculum.

EVENING PROGRAMMES

The Institute offers the following one year - two semesters programmes targeted at working professionals:
Post graduate diploma in: human resources management, marketing management, financial management, retail & supply chain management, tax management, tourism management

ADMISSIONS

Admission starts in the month of June/July every year and details are made available through newspaper advertisements and Website :<http://bims.uni-mysore.ac.in>

Admission criteria include marks secured in national level entrance test /qualifying degree examination.

PLACEMENT

The placement cell maintains rapport with industry and is successful in attracting reputed companies. Placement rate is reasonably satisfactory at 80%. Alumni of the Institute have made a mark in the corporate world and keenly participate in academic and extra curricular activities of the Institute.

PROFILE OF 2008-09 BATCH OF STUDENTS

	Male	Female	Educational qualification		
			Science	Arts	Commerce
Indians - Local	48	29	22	-	55
Outside Mysore city	39	11	13	-	37
Foreigners *	20	11	09	09	13
Total	107	51	44	09	105

*from fifteen foreign countries

CORE FACULTY

Prof. B. SHIVARAJ, MBA, Ph.D., Chairman
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area: finance

Prof. AISHA .M. SHERIFF, MBA, Ph.D.
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area: hrm

Dr. D. ANAND, MBA, Ph.D.,
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area: marketing

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area: marketing

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area: finance

M. AMULYA, BE, MBA
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area: marketing



GUEST FACULTY

Prof. JAGADEESHA, M.Com, Ph.D, KSOU, Mysore
area: hrm

N. SUBBA RAO, M.Com, SG Lecturer, Maharaja's College
area: international finance

G. JYOTHI PRAKASH, MBA, fmyl JK Tyres
area: institutional marketing

J. PURUSHOTHAM, M.A, LLB, Labour Advocate
area: labour law

S. SEKHAR, BBM, MBA, fmyl Volvo
area: general management & hrm

K.B.NALINA, BE, MBA, fmyl Rangson Electronics
area: derivatives

R.C.N.VINAYAKA, BE, M.Tech
area: operations

M.S.BHAT, M Sc(Stat) PGDM(IIM-C), fmyl Andhra Bank
area: quantitative techniques

Dr. D.SEETHA NAIK, MFAM, Ph.D
area: agricultural marketing & entrepreneurship

H. S. PRAKASH, FCA, Practising Chartered Accountant
area: corporate taxation

B.S.SRINIVASA, MBA, JK Tyres
area: general management & hrm

Dr. G. S. SUBBA RAO, Ph.D, Falcon Tyres
area: general management & hrm

D. SATYANARAYANA, BE, MBA,
area: organizational behavior

YOGAMALA, LLM
area: business law



SUPPORTING STAFF

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