



TKM INSTITUTE OF MANAGEMENT



BE THE
LEADER



**MENTORING LEADERSHIP
SINCE 1995**



MBA full-time Programme accredited
by the National Board of Accreditation (NBA-AICTE)

CONTENTS

4 THE LEGACY OF LEADERSHIP

- INTRODUCTION

6 THE ONE PLACE WHERE LEADERS ARE MENTORED

- ABOUT TIM
- VISION, MISSION & VALUES
- GOVERNING COUNCIL/ FACULTY

8 LEADERSHIP IS ABOUT HAVING THE RIGHT COMBINATION

- INFRASTRUCTURE/ PEDAGOGY ACTIVITIES

10 CURRICULUM

12 CORPORATE RELATIONS/ CONSULTANCY

14 THE WORLD WANTS LEADERS

15 PLACEMENTS

16 ALUMNI

18 EVENTS

20 LEADERSHIP'S MULTIFACE

21 CONSULTANCY & TRAINING

23 TIM JOURNEY



WHY CHOOSE LEADERSHIP

RECOGNITION

TIM has been recognized as having one of the best curriculum, ambience, and conducive learning environment from where executives are hired by leading organizations.

PRESTIGE

TIM is amongst the prestigious B-Schools in Kerala managed by one of the most well known and respected groups in education.

EXPERTISE

Here you undertake a course mentored by a committed faculty team that transforms you to a leader, not just a manager.

CHOICE

The choice for dual specialization in the 3rd & 4th semesters, an opportunity for internship of one month duration during the 2nd semester and a summer project cum internship of two months duration during the 4th semester provides a comprehensive industrial exposure and ensures a head start in participants' careers.

RELEVANCE

As a market focused and research intensive institute, TIM's courses are designed keeping in mind the industry developments.

LOCATION

Located in a scenic hillside in the beautiful city of Kollam, well connected by road and rail.

THE LEGACY OF LEADERSHIP

JANAB. A. THANGAL KUNJU MUSALIAR



The name Thangal Kunju Musaliar conjures up memories of an era, when the call for independence echoed in every corner of the country. As a visionary, he understood that empowering an emerging nation lay in a strong and self-reliant economy. Thus, he pioneered the cashew export trade and soon built a vast business empire through impeccable planning and systematic implementation. By 1940, he had the unique distinction of being one of the world's largest employers. To him, it meant sustainable income to thousands of families. His next step was to bring quality education to the society. Indeed, his extraordinary foresight made him an industrialist, educationalist and philanthropist par excellence. The life of Thangal Kunju Musaliar exemplifies a personal drive with 'vision' in its true sense. The Government of India has issued a commemorative stamp in his recognition.

“The life of Thangal Kunju Musaliar exemplifies a personal drive with 'vision' in its true sense. The Government of India has issued a commemorative stamp in his recognition.”

TKM COLLEGE TRUST

The year 1956 marked the beginning of a new epoch in the realm of Higher Education in the 'cashew capital' of the country, Kollam, with Janab A Thangal Kunju Musaliar founding the TKM College Trust. Ever since its inception, the TKM College Trust has traversed miles in pursuit of excellence in education. TKM College of Engineering was the first ever private engineering college in Kerala and was founded in 1958. The Trust has since established several other premier centers of learning including TKM Institute of Management, TKM College of Arts & Science, TKM Institute of Technology, TKM School of Information & IT, TKM Centenary Public School, TKM Higher Secondary School, TKM School of Architecture.

WELCOME TO LEADERSHIP

JANAB. SHAHAL H. MUSALIAR ■ PRESIDENT TKM COLLEGE TRUST
■ CHAIRMAN TKM EDUCATIONAL INSTITUTIONS



Keeping in tune with the legacy of our father, we at TKM College Trust firmly believe that we should always do the utmost without compromising on our ideals and goals.

The TKM Institute of Management has always been close to my heart as it is the place where young minds are trained to live and sustain in the changing global scenario. I am sure that with the training imparted to the students of this Institution they will achieve excellence in their career and be the change leaders of tomorrow.

DIRECTOR'S MESSAGE



As the economic scenario undergoes considerable change across the globe, your role as a manager becomes more complex and challenging, demanding higher degree of management expertise, innovative skills and professionalism. It calls for the capability to engage and deliver winning strategies which management education and training can provide. It makes you a leader who can give distinct value to organizations in a highly competitive global business environment.

I invite you to TKM Institute of Management (TIM), one of the premier management institutes with a track record of excellence of over 20 years.

TIM is the first standalone Business School in Kerala to receive NBA Accreditation for the MBA Program. TIM is well equipped with competent and committed faculty, modern infrastructure, diverse learning resources and training methodology to meet the expectation of the contemporary corporate world. Indeed, our MBA is designed for holistic transformation of the students to become successful managers. Our focus is to give you experiential learning of business management through case studies, internships, simulations, summer projects and interaction with industry managers.

I welcome you to prepare yourself for the emergent global challenges as a participant of TIM. Get ready – to be a leader, not just a manager.

Dr. A. VISWANATHAN
Director

THE ONE PLACE WHERE LEADERS ARE MENTORED



ABOUT THE INSTITUTE

Started in 1995, TKM Institute of Management (TIM) – the first private B-School under the University of Kerala is a pioneer in Management education in Kerala. TIM has an enviable record of consistently moulding committed management professionals who occupy coveted positions in leading organizations in India and abroad since last two decades. TIM has been conducting two year residential MBA programme, affiliated to the University of Kerala and approved by AICTE. The Institute's picturesque campus located away from the city facilitates all round personality development through a combination of curricular, co-curricular and extracurricular activities. TIM continues to be in the forefront of Management education in the state. The MBA programme of TIM is accredited by National Board of Accreditation (NBA).

GOVERNING COUNCIL

Chairman : **Janab Shahal H. Musaliar**
 President : TKM College Trust
 Chairman : TKM Educational Institutions
 Chairman : Cashew Export Promotion Council of India
 Former Member : Senate and Academic Council Member of Anna University, Chennai. Senate Member Madurai Kamaraj University

MEMBERS

Dr. A.H. Kalro - Former Director, IIM, Kozhikode
 Mr. J. Alexander, IAS (Retd) - Former Chief Secretary & Ex. Minister, Govt. of Karnataka
 Representative Officer - University of Kerala
 Regional Officer - All India Council for Technical Education
 Mr. S.M. Vijayanand IAS - Principal Secretary, Govt. of Kerala
 Mr. M. Ayyappan - CMD, HLL Lifecare Ltd.
 Mr. C. Balagopal - Former MD, Terumo Penpol Ltd.
 Mr. T. Kamaluddin Musaliar - Secretary, TKM College Trust
 Mr. T.K. Jalaluddin Musaliar - Treasurer, TKM College Trust
 Mr. T.K. Usman Musaliar - Member, TKM College Trust
 Mr. T. Abdul Karim Musaliar - Member, TKM College Trust
 Mr. T.K. Akbar Hyder Musaliar - Member, TKM College Trust
 Mr. T.K. Jamaludeen Musaliar - Member, TKM College Trust
 Mr. Sadiq S. Thaha - Member, TKM College Trust
 Mr. M.A. Mehboob - Member, TKM College Trust
 Mr. Khalid H. Musaliar - Member, TKM College Trust
 Mr. Mohammed Haroon - Member, TKM College Trust

MEMBER SECRETARY

Dr. A. Viswanathan - Director, TIM

MENTORS

Dr. A. Viswanathan, BSc. (Engg.), MBA, Ph.D
Prof. T. Abdul Karim Musaliar, BSc. (Engg.), MBA
Prof. P. Nizzar, BE, M.Tech (IIT - Kharagpur)
Prof. A. M. Salim, BSc. (Engg.), PGDTCP (Hons.), PGDBA (IIM-A)
 Dr. M. M. Sulphey, M.Com, LLB, MSc, Ph.D
 Dr. Santhosh V. A, MBA, MS, PGDMM, Ph.D
 Dr. Vinith Kumar Nair, M.Com, PGDM, (ASB-C), Ph.D
 Dr. Manoj Krishnan C.G, MBA, Ph.D
 Prof. Anju A, MA (Lit), B.Ed, PST
 Mr. Alex Koshy, B Tech, MBA
 Dr. Jnaneswar K., MBA, Diploma in T&D, MPhil, Ph.D
 Mr. Az-har Basheer, MBA, LLM
 Ms. Nisa S., MBA
 Ms. Archana S., MBA
 Mr. Mohammed Siddiq Musaliar, B-Tech, PGDM
 Dr. Aravind M., MBA, Ph.D
 Mr. Anil Kumar R., B.Tech, MBA

DESIGNATION

- **Director**
 - **Executive Director**
 - **Dean-Operations**
 - **Emeritus Professor**
 - Prof., HR & Dean (Academics, Research & Consulting)
 - Assoc Prof., HR & Associate Dean-Operations
 - Assoc Prof., Marketing & Associate Dean- External Relations
 - Assoc Prof., Human Resource
 - Asst Prof., Soft Skills and Business Communication
 - Asst Prof., Operations & Systems
 - Asst Prof., Human Resource
 - Asst Prof., Marketing
 - Asst Prof., Finance
 - Asst Prof., Finance
 - Asst Prof., Marketing
 - Asst Prof., Finance
 - Asst Prof., Marketing

GUEST FACULTY • Dr. Abraham Koshy | MBA, Fellow (IIM-A) • Prof. P.R. Poduval | M.A (Psy), IIP (Harvard)
 • Dr. D. Rajasenan | M.A (Eco), M.A (Socio), PhD • Dr. Anandakuttan B. Unnithan | B.Tech, MBA, PhD
 • Dr. Bhasi | M.Tech, PhD • Dr. Sam Thomas | B.Tech, PGDBA (IIM-B), PhD • Dr. P.C. Thomas | M.Com, PhD
 • Mr. P.N. SreeKumar | M.A, LLB, MBA • Prof. S. Sahiruddin | B.Tech (IIT-M), MBA • Prof. S. Suresh | M.Com

LEADERSHIP IS ABOUT HAVING THE RIGHT COMBINATION

State of the art Library, Computing Center, Language Laboratory and Soft Skill Training provides contemporary business management education as well communication skills to our MBA Participants.



“TIM is setting new standards in management studies by delivering future leaders who are equipped with 21st century skills backed by real business experience”

ABDUL KARIM ARSHAD, B Com With Computer Application

INFRASTRUCTURE

The Central Library of TIM caters to the needs of the students, faculty and researchers with an outstanding collection of management publications which is updated regularly. The library uses automation software with a fully bar coded collection and web enabled OPAC service throughout the campus. The TIM Computing Centre is equipped with state-of-the art hardware and softwares to enable participants with their requirements while enhancing skills.

Fully equipped air conditioned Smart classrooms, Syndicate rooms & Seminar halls provide the right ambience for better learning, corporate related activities, workshops & cultural events. TIM also provides facilities like ATM, Health Centre, Fitness Centre, Cafeteria etc.

The entire campus has Wi-Fi connectivity.

PEDAGOGY

To ensure better learning outcomes, the pedagogy of TIM is a combination of different techniques where participants are encouraged to practice collaborative and peer learning. This also enables them to enhance their interpersonal skills which make them competent for today's workplace. Student faculty ratio of 13:1 facilitates effective guidance & mentoring.



INCUBATION CENTRE AT TKM INSTITUTE OF MANAGEMENT



A separate Incubation Centre has been set up in the campus with required infrastructure and facilities. The core focus areas of activity include fashion and lifestyle, event management, health care, retailing, consultancy etc., with programmes such as Venture Financing, Technology Training and Support, Industry Consultations, Facilitating Technology Commercialization, Assistance in formulating a feasible Business Plan, Support in Documentation etc.

The Entrepreneurship Development Cell at TIM was started in the year 2009 with the objective of promoting specialized knowledge in the field of entrepreneurship development for its participants.

The Incubation Centre has commenced operating an online forum with the active participation of TIM alumni entrepreneurs, new generation entrepreneurs and startups. Participation of governmental agencies especially KSIDC and non governmental agencies are also being planned under this online forum.

CURRICULUM

1 SEMESTER

1. Management Concepts and Entrepreneurship Development
2. Business Communication
3. Accounting for Managers
4. Quantitative Methods for Managers
5. Organisational Behaviour
6. Managerial Economics
7. Environment Management
8. Employment and Value Oriented Learning Vantage

2 SEMESTER

1. Business Law
2. Research Methods for Management
3. Operations Research
4. Financial Management
5. Human Resources Management
6. Marketing Management
7. Operations Management
8. Employment and Value Oriented Learning Vantage
9. Internship - (Report + Viva-voce)

3 SEMESTER

1. Management Information Systems and Cyber Security
2. Business ethics and Corporate Governance
3. Strategic Management

Electives:

Marketing

1. Service Marketing
2. Consumer Behaviour
3. Advertising & Sales Promotion
4. Sales Management

Finance

1. Security Analysis & Portfolio Management
2. Management of Financial Services

Human Resources

1. Human Resource Development
2. Organisation Development & Change

Operations

1. Supply Chain Management
2. Total Quality Management

4 SEMESTER

Electives:

Marketing

1. Retail Marketing
2. Brand Management

Finance

1. Financial Derivatives
2. Strategic Financial Management

Human Resource

1. Performance Management
2. Personality & Managerial Performance

Operations

1. World Class Manufacturing
2. Technology Management



“ I chose to study at TIM because of the inclusive nature of the course modules and the guaranteed work experience, which I believe will enhance my employability ”

Akhil Chandran, B.E (Mechanical)

CORPORATE INTERFACE ECOSYSTEM



1. TIM enables the growth of a responsible corporate professional through a series of carefully planned interactions with industries
2. The internships are conceived as per the requirements of specific companies. Hence the candidate is expected to do any task within the organisation generally performed by entry level management graduates
3. This gives an opportunity for the organisations to appraise the student well before the course completion
4. MBA participants at TIM are encouraged to undertake value added courses like Diploma/ Certification courses offered by CII in logistics; IFRS offered by IAAP, UK; Business English Certification offered by Cambridge University in the campus

“The opportunity to undertake an internship where I have been able to lead a project, put my theory into practice and see my recommendation adopted by my client have been really rewarding”

ANISH KURIAKOSE, BE (Civil)

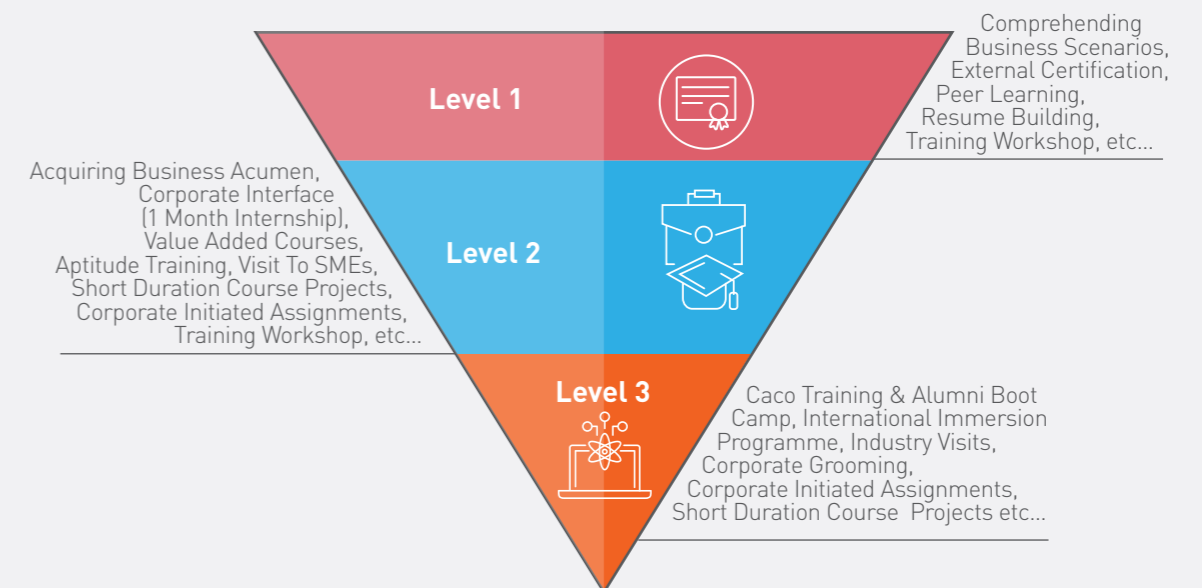
TIM's PHASED TRAINING APPROACH

The CACO (Campus to Corporate) training program encompasses all the activities that aims at the holistic development of the participant like the : Industry visits, book reviews, aptitude training sessions, training for GD & interviews, sessions on EVOLV ,value added courses, internships and projects ,live projects, participation in management fests and contests, paper presentations and publications, International immersion Programme, SME visits ...

CACO – CORPORATE INTERFACE ECOSYSTEM COMPRISES OF THREE LEVELS OF TRAINING THAT FOCUSES ACROSS THE FIRST THREE SEMESTERS OF THE MBA PROGRAM

OBJECTIVES & FOCUS

- The training aims at developing and sustaining comprehensive employability skills necessary to get placed in the corporate world
- Develop in participants effective communication skills that enables the easy transition from campus to corporate
- Focuses on training that brings about changes in thinking and behavior
- The training emphasizes on the three fundamental aspects of learning namely, KSA that is crucial for the survival in the changing market scenario.



CACO	Level I & II	I year
CACO	Level III	II year

PROFESSIONAL ASSOCIATIONS

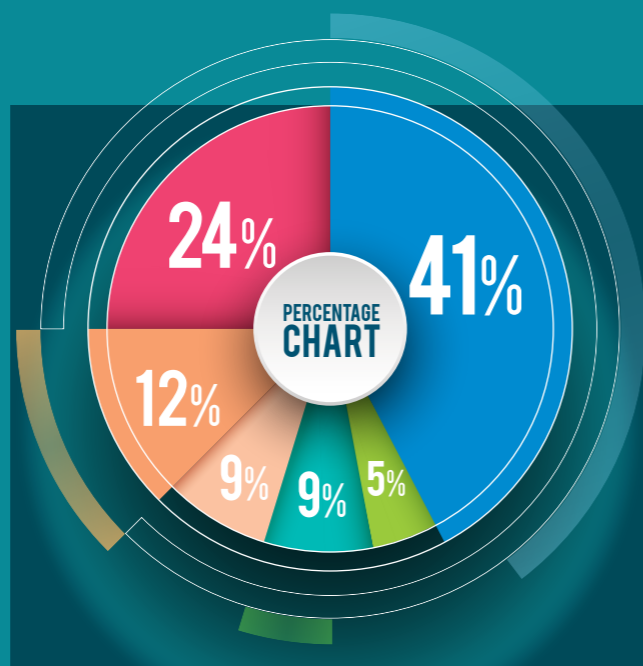




THE WORLD WANTS LEADERS

PLACEMENTS AT A GLANCE

- 41% BANKING & FINANCIAL SERVICES
- 24% IT & TELECOM
- 12% HEALTH CARE, LOGISTICS & PHARMACEUTICALS
- 9% FMCG / MEDIA, RETAIL & TOURISM
- 5% AUTOMOBILE



TIM witnessed a healthy participation of recruiters across industries, reaffirming the Institute's ever growing brand equity. The overwhelming response displayed by recruiters is testimony to the quality of the pedagogy employed at TIM as well as the diligent efforts of the participants.

PARTICULARS OF THE PLACEMENTS FOR 2014-15 ARE GIVEN BELOW.

Batch Size	115
No. of Companies participated	47

CORPORATE RELATIONS CELL (CRC)

The Corporate Relations Cell (CRC) plays a crucial role in shaping the careers of students from their induction and orientation, summer internships, mid-term projects, right to their final placements and beyond. CRC undertakes various academic and non-academic initiatives to equip students meet the varied industry requirements. The CRC networks with the institution's alumni for creating more career opportunities. It further supports the alumni with new career opportunities for growth, through its network. CRC involves itself in brand building activities too.

OUR CORPORATE PARTNERS

COMMERCIAL • CONSULTANCY • FMCG



IT • MEDIA • TELECOMMUNICATION



BANKING • MEDICAL • GENERAL INSURANCE





ALUMNI ACROSS GLOBE

SMRITHI, the alumni association of TIM with over 1500 members makes its presence permeate across the globe. TIM alumni is constantly engaged in the Institute's advancement activities and their influential positions aid to source placements for the current batches of participants too. SMRITHI has an Alumni Engagement portal to connect and engage with their key stakeholders - students, alumni, faculty, corporates & well wishers- <https://tkmimalumni.fourthambit.com>

Apart from the portal, Smrithi has also launched a unique Mobile App which is available in Google Play store and Apple App Store.



“Our alumni are our ambassadors to the corporate world, and continue to uphold laurels.”

EVENTS



“ Leadership lectures provide us with the opportunity to hear from knowledgeable and experienced professionals ”

Ankita Nair, B.Com

LEADERSHIP'S MULTIFACE

TACT-TIM's Active & Competent Team is the apex Council of the MBA Participants which provides a platform for developing organizational & leadership skills through various extracurricular and co-curricular activities.

Under the TACT umbrella, the following functional clubs provide opportunities for conducting domain specific activities.

- AGORA –MARKETING CLUB
- SYNERGY- HR CLUB
- NIDHI- FINANCE CLUB
- OXYGEN-OPERATIONS CLUB



In addition to the above...

Newspaper Club enables the participants to keep abreast with the dynamic business scenario through regular reading and analysis of business dailies.

Nature Club 'LEAVES'; enables the participants to recreate the lost connections with the Nature.

Entrepreneurship Development Club, 'ED' was started in 2009 with the objective of promoting specialized knowledge in the field of entrepreneurship development for TIM participants. In view of the worldwide shortage of jobs (both government and private sectors), leading to increase in unemployment and improper utilization of human resources, TIM ED cell strives to identify talent for entrepreneurial works. Various guest talks and workshops are being organized by the ED Cell on a regular basis. Potential student entrepreneurs are given sufficient support and mentoring by the ED Cell. A number of participants from TIM have taken up various entrepreneurial ventures after the MBA course.

Towards the society...

TIM OUTREACH - THE COMMUNITY DEVELOPMENT CLUB

To reiterate TIM's vision as a socially responsible and enlightened B-School, TIM OUTREACH organizes various community development initiatives at TIM such as surveys, motivational training for school students in the locality, organizing Documentary Film Fests on management and social development, organising blood donation and eye camps etc. TIM OUTREACH has associations with Young India, CII, HLFPTT & TerumoPenpol (Club 25).

CONSULTANCY & TRAINING PROGRAMMES

TIM faculty regularly undertake consultancy projects for various organisations including Central and State Government institutions, ICSSR; and conducts training programmes for the industry and the Government (MDP).

TIM conducts Faculty Development Programme (FDP) for the academic community and also organises training programme for Small and Medium Enterprises (SMEs).



CONSULTANCY

CONSULTING PROJECTS

- Entrepreneurial orientation among professional college students
- Work life balance of IT employees
- Market study
- Market study
- Social Accountability of Higher Educations in Kerala
- Kollam Growth Pole-Project
- Six Months Training
- Feasibility study

CLIENTS

- ICSSR Govt. of India
- Kerala Institute of Labour and Employment Ministry of Labour, Govt. of Kerala
- Kerala Minerals & Metals Limited, Govt. of Kerala Undertaking
- Socio-Economic Unit Foundation, Govt. of Kerala
- Kerala State Higher Education Council
- Industrial Leasing & Financial Services Ltd, New Delhi
- Managers & Clerical staff of KSCDC (Kerala State Cashew Development Corporation)
- Franchise owned Aravind Store

MANAGEMENT DEVELOPMENT PROGRAMMES (MDP) (2014-16)

TITLE	CLIENT
<ul style="list-style-type: none"> Outbound Training Programme People Management issues in Retail Sector 	<ul style="list-style-type: none"> Managers & Executives, Oracle India, Trivandrum Executives, Owners & Managers in Retail Sector
<ul style="list-style-type: none"> Marketing Management & Techniques Strategy, Marketing, HR & General Management CRM, Leadership, Interpersonal relationships 	<ul style="list-style-type: none"> Business start-ups (District Industries Centre, Trivandrum) Employees of Kerala Financial Corporation, Kollam Employees of Wayanad District Co-operative Bank
<ul style="list-style-type: none"> Advanced Quality Management 	<ul style="list-style-type: none"> Managers of Public sector undertakings Centre for Management Development & Bureau of Public Entrepreneurs, Govt. of Kerala
<ul style="list-style-type: none"> Strategic Management 	<ul style="list-style-type: none"> Sr. Executives of Public Sector undertakings Centre for Management Development & Bureau of Public Entrepreneurs, Govt. of Kerala.
<ul style="list-style-type: none"> Personal & Business Excellence Management of Human Behavior & Organisational Performance 	<ul style="list-style-type: none"> Ostrich Mobility Pvt. Ltd, Bangalore Plant Lipids, Cochin
<ul style="list-style-type: none"> Demystifying the Initial Public Offering ASAP- Orientation Training for Trainers of School Students. 	<ul style="list-style-type: none"> IBS, Trivandrum Industry Participants
<ul style="list-style-type: none"> Two Days MDP on Retailing Excellence MDP on Lead Schools Make in India- Zero Defect, Zero Effect 	<ul style="list-style-type: none"> Vas De Life Style LLP Principals & Administrators of Schools IRE
<ul style="list-style-type: none"> Bureau of Public Enterprises Training Program Bureau of Public Enterprises Training Program for the Managerial & Supervisory Personnel's in PSU's Project Formulation & Management Effective selling of Automotive Products 	<ul style="list-style-type: none"> CMD, Trivandrum Managers & Executives of automotive industry.

FACULTY DEVELOPMENT PROGRAMME (FDP) 2014-16

FDP THEME
<ul style="list-style-type: none"> Research methods for beginners LEAD Schools Facilitation Programme Commodity and Financial Derivative (Demystifying Derivatives) Data analysis for social science researchers Enhancing Teaching Effectiveness in Management Education IFRS-Scope in Indian Context Introduction to "R" STRUCTURAL EQUATION MODELING USING SPSS AMOS Introduction to Econometrics Practices and Regulatory Insights: Indian Securities Market in Association with SEBI (Securities Exchange Board of India)

TIM JOURNEY

Marked the beginning of the third Centre for Excellence under the TKM College Trust, TKM Institute of Management, under the leadership of Prof. A.M. Salim (Alumnus, IIM-A) with an intake of 30 students

1995 THE BEGINNING

NEW CAMPUS 2000

Developed the TKM Centre for higher learning and shifted TIM to the new campus at Musaliar Hills as a fully residential programme

Entrepreneurship Cell formed as part of students' initiative

2003 ENTREPRENEURSHIP

LAUNCHING 2006

Launched Centre for Research & Consulting

Developed a complete modern building with state-of-the-art infrastructure

2008 MODERN BUILDING

INTAKE INCREASING 2009

The intake was increased periodically with 60 in 2001, 90 in 2005 & 120 in 2009

MBA Programme Accredited by the National Board of Accreditation

2013 NBA ACCREDITATION

INCUBATION CENTRE 2014

Incubation Centre set up with the involvement of Kerala State Industrial Development Corporation and signed MOUs with IAAP, UK; CII, Cambridge University, UNAIP & many more

Government of India Sponsored Students under the Silver Jubilee Scholarship Scheme 2015-16

2015 ADMITTED INTERNATIONAL STUDENTS

INTERNATIONAL IMMERSION PROGRAM 2016

International Immersion program in Malaysia & Campus visit - Workshop at University of Malaya, Malaysia

CAMPUS

TKM Institute of Management
Musaliar Hills, Karuvelil P.O.,
Kollam – 691 505, Kerala
Phone : 0474 -2482465, 2482466
Fax : 0474 -2483527

TKM TRUST

TKM College Trust
Musaliar Nagar, II Mile stone,
Kollam – 691 004, Kerala
Phone: 0474 -2731021



www.tkmim.ac.in



[tkm institute of management](https://www.facebook.com/tkm.institute.of.management)



www.linkedin.com/tkmim-links



www.youtube.com/user/tkmimmba
