



**Unlock Your Future with
Bethania Institute of Management Studies
Kunnamkulam**

Welcome Note & Introduction

Dear Prospective Students and Parents,

With immense pleasure, I warmly welcome you on behalf of the entire Bethania Institute of Management Studies fraternity. As you stand on the threshold of a significant phase in your educational journey, we are delighted to introduce you to the opportunities that await you within our esteemed institution.

At Bethania, we offer comprehensive undergraduate programmes in Business Administration (BBA), Computer Application (BCA), and Commerce (BCom). In addition to our core programs, we offer a range of free general add-on courses alongside one specific add-on course tailored to each student's chosen field of study. These courses are designed to complement your major and give you a competitive edge in your career. Understanding the importance of employability in these competitive times, we take pride in our commitment to providing 100% placement assistance.

At Bethania, we believe in nurturing not just the academic but also the personal growth of our students. Our vibrant campus life, state-of-the-art facilities, and supportive community environment are all geared towards helping you achieve your full potential.

As you consider your future educational home, know that at Bethania, we are dedicated to helping you unlock your potential and pave the way for your success. We look forward to welcoming you into our family and accompanying you on this exciting journey of learning and discovery.

Warm regards,

Dr. C.L Joshy
Principal

Bethania Institute of Management Studies

Bethania Institute of Management Studies, Kunnankulam, is a Self-Financed College affiliated to the University of Calicut, Approved by AICTE. The college is run by the Bethany Asram Corporate Educational Agency which is located in Thrissur road, Kunnankulam.

Bethany group of educational institutions have occupied a special place in terms of educational field since years. Our institutions are known for catering to the needs of a large community of students under the management of Bethany Asram, Ranni- Perunad, the first religious community of Malankara Orthodox Church.

We aim at the formation of future leaders who are intellectually capable, spiritually mature, morally upright, mentally integrated, physically healthy with social acceptance that promotes justice, love, truth, peace and future growth.

In a quiet and welcoming environment, stands tall a building that provides all the facilities and infrastructure for student centric and participatory teaching-learning process. As a higher education institution, we recognize a green culture that engages students with a new commitment to environment sustainability. With green surroundings and garden pillars, the green landscape makes the campus a serene and tranquil realm.

Our Mission

To promote avant-garde education system that caters to individual needs of the pupil and creates self-confidence.

Our Vision

We strive to seek excellence of the student community and cater to the needs of the society.

Objectives of the Institution

- To impart quality management education.
- To develop creativity and global thinking amongst the students.
- To train the students in the latest management synergies.
- To develop leadership and managerial skills in students.
- To promote research attitude among the students and staff.
- To create healthy and student-centric learning ambience in the college campus.
- To motivate students to imbibe ideals of life.
- To supplement the best learning process by inclusion of modern facilities.
- To consider the needs of society by involving and creating an opportunity in the form of educational exercises.



Undergraduate Programs Overview

Calicut University offers an innovative and flexible undergraduate program structure designed to cater to a wide range of academic interests and career aspirations. Students can pursue majors in Business Administration, Commerce, and Computer Application with the opportunity to tailor their education through five distinct pathways.

Three-Year Bachelor Degree:

A traditional program leading to a bachelor's degree in the chosen major.

Four-Year Honours Degree:

An extended program that provides an in-depth understanding of the major subject, preparing students for advanced studies or professional careers.

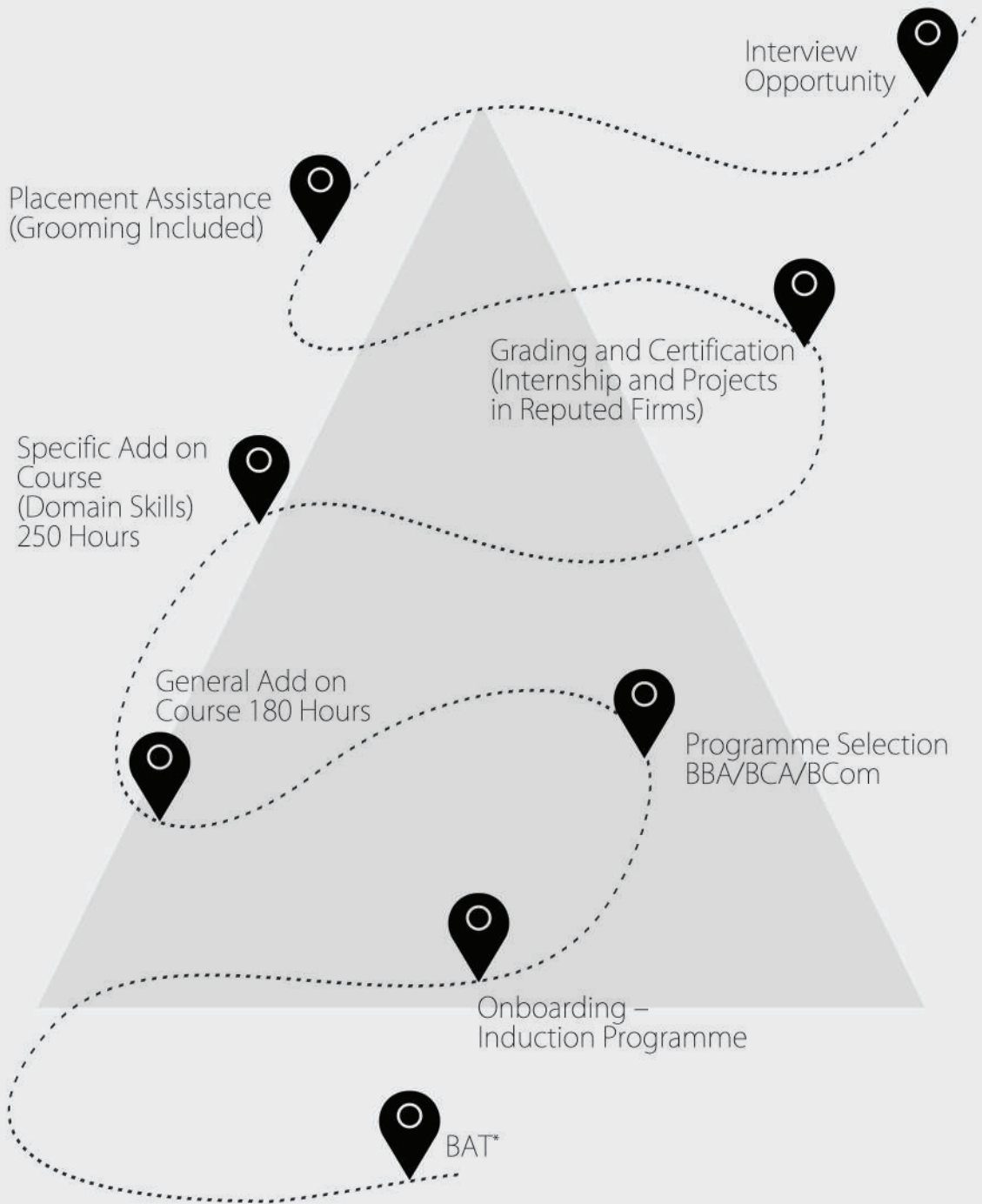
Four-Year Honours Degree with Research:

This program includes a significant research component, ideal for students looking to pursue academic or research-oriented careers.

Flexibility in the selection of Major Course.

Students have the flexibility to change their majors after completing the first year but must do so before the start of the second year. This allows students to refine their academic and career goals based on their experiences and interests.

Your Journey with BIMS



*BAT - Bethania Aptitude Test



Free General Add-on Courses

Communication Course

- ▣ Language Structure Grammar
- ▣ Verbal Ability
- ▣ Reading Comprehension
- ▣ Business Vocabulary
- ▣ Design Thinking
- ▣ Speaking Etiquette
- ▣ Professional Etiquette
- ▣ Presentation Skills
- ▣ Public Speaking

Reasoning Course

- ▣ Odd one out
- ▣ Analogies
- ▣ Number Series
- ▣ Coding & Decoding
- ▣ Flowcharts
- ▣ Visual Reasoning
- ▣ Attention to details
- ▣ Case Puzzles
- ▣ Critical Reasoning
- ▣ Statements & Conclusions
- ▣ Assumptions
- ▣ Arguments
- ▣ Data Sufficiency

Aptitude Course

- ▣ Profit & Loss
- ▣ Simple Interest
- ▣ Compound Interest
- ▣ Ratio Proportion & Variation
- ▣ Percentages
- ▣ Progressions
- ▣ Time Speed & Distance
- ▣ Problems on Trains
- ▣ Boats & Streams
- ▣ Work & Time
- ▣ Pipes & Cisterns
- ▣ Number System
- ▣ Mensuration
- ▣ Trigonometry
- ▣ Geometry
- ▣ Statistics
- ▣ Permutation & Combination
- ▣ Probability
- ▣ Data Interpretation
- ▣ Venn Diagram



Bachelor of Business Administration (BBA)

The BBA programme is designed to provide comprehensive knowledge in the field of business administration, covering key areas such as management, finance, marketing, supply chain & logistics, and human resources. It aims to develop practical, managerial, and communication skills to prepare students for leadership roles in the business world. Our BBA Programme is affiliated to the University of Calicut and accredited by AICTE.

Career Prospects:

Graduates can pursue careers in various sectors, including banking, consulting, marketing, and human resources. They are also well-prepared for entrepreneurial ventures or further studies like an MBA.

USPs:

- ▶ Focus on experiential learning through internships and projects with industry partners.
- ▶ Specialised modules on emerging markets and digital business strategies.

Add-On Courses Professional Certification in

Business Analytics &
Digital Marketing

SAP Material Management &
Logistics Management

Infrastructure
Management Services



Bachelor of Computer Application (BCA)

The BCA program is tailored for aspirants aiming to build a career in information technology. It covers fundamentals of programming, database management, software engineering, web development, and networking. Our Programme is affiliated to the University of Calicut and accredited by AICTE.

Career Prospects:

Graduates can work as software developers, system analysts, web designers, or network administrators. They also have the option to specialise further through MCA or related postgraduate courses.

USPs:

- ▶ State-of-the-art computer labs for hands-on training in latest technologies.
- ▶ Industry collaborations for internships and project work to gain real-world experience.

Add-On Courses Professional Certification in

Cyber Security

Data Science
(Machine Learning, AI,
MYSQL, Python, Power BI)



Bachelor of Commerce (B.Com)

The BCom programme offers a strong foundation in commerce, accounting, taxation, and finance. It is structured to equip students with the necessary knowledge and skills to excel in the financial sector and beyond. Our BCom Programme is affiliated to the University of Calicut.

Career Prospects:

Opportunities abound in accounting firms, corporate finance, banking, and financial planning. Graduates can also pursue professional certifications like CMA, or ACCA.

USPs:

- ▶ Comprehensive curriculum with a blend of theoretical and practical learning.
- ▶ Preparation for competitive exams and certifications in the finance sector.

Add-On Courses Professional Certification in

Business Analytics & Digital Marketing

SAP Material Management & Logistics Management

Infrastructure Management Services

CMA (USA)

ACCA

Campus Life & Facilities

- ▶ Air-Conditioned Classrooms: Emphasise a comfortable learning environment.
- ▶ Qualified Teaching Staff: Highlights the expertise and dedication of the faculty members.
- ▶ Part-Time Job Availability.
- ▶ Uninterrupted Power supply using Solar Energy

Proximity to public transport facility.

Additional Facilities:

- ▣ Libraries
- ▣ Labs
- ▣ Football Ground
- ▣ Cricket Nets
- ▣ Badminton Court
- ▣ Basket Ball Court
- ▣ Open Gym
- ▣ Auditorium
- ▣ and other campus amenities that enrich student life.





Admission Process

All candidates seeking admission to the UG programmes, irrespective of the Quota (General Merit/ Reservation/ Sports/ Persons with Disabilities/ Community/ Management/Inmates of Juvenile Justice Home/Transgender, etc.) should compulsorily register through the Centralised Admission Process (CAP) of the University of Calicut.

The college will provide a Free Registration facility.

In addition to financial aid from various state and union government agencies, BIMS offers scholarships based on semester examination scores.



BETHANIA INSTITUTE OF MANAGEMENT STUDIES

(Managed by Bethany Asram, Ranni-Perunad)

Approved by AICTE & Affiliated to Calicut University

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