



# INTERNATIONAL MANAGEMENT INSTITUTE BHUBANESWAR

*Shaping global leaders for tomorrow*



# PGDM



## **Why PGDM at IMI-B :**

- **AICTE Approved Programme**
- **Ranked amongst the top emerging B-Schools in India**
- **Innovative, Industry relevant pedagogy**
- **Course flexibly designed for Weekdays/Weekends on fortnightly basis**
- **Module based learning and industry recognized certification**
- **Flexibility to complete in 5 years**
- **Opportunity to be a member of vast and strong IMI alumni network**
- **Aesthetic infrastructure and Academic ambience**

# POST-GRADUATE DIPLOMA IN MANAGEMENT

## PGDM 2016

*(AICTE Approved Part -Time Programme)*

International Management Institute (IMI) established in 1981, is India's first corporate-sponsored Business School. IMI follows international standard curricula which has been enriched in the past by its academic collaborations with erstwhile International Management Institute, Geneva; Faculty of Management Studies, McGill University, Montreal; and Manchester Business School, U.K. The school with strong support from the Indian industry has grown into one of the most prestigious business schools in the country and has been consistently ranked amongst the top 15 B-Schools in India. The faculty at IMI is an eclectic, learned and committed team of professionals drawn from varied streams of discipline with nearly two-third of them having industry and/or international exposure.



### IMI Bhubaneswar Campus & Infrastructure

With three decades of rich legacy, International Management Institute, New Delhi has started its new campus in Bhubaneswar and the classes for the first batch of full time PGDM (Post Graduate Diploma in Business Management) approved by AICTE, commenced in August 2011. The new campus of IMI at Bhubaneswar is dedicated to develop socially sensitive and ethical managers with sound knowledge of cutting-edge management concepts. The new 16 acre campus designed by an internationally renowned architect has aesthetically designed exteriors, wide open spaces and large well appointed classrooms, syndicate rooms, multi use auditoriums, state-of-the-art Library & Computer Center and self sufficient MDP Centre with AC Lecture and Seminar Halls. With cutting-edge technology blending effortlessly with serene and verdant surroundings, the ambience at IMI Bhubaneswar is truly outstanding and highly conducive for learning.

### Library

The IMI Bhubaneswar library has an impressive collection of books, journals, audio visuals, working papers, annual reports etc. Besides these, IMI-B has various electronics resources like EBSCO Business Source Elite, J-Gate Social & Management Sciences, Sage Journal online, E-books (institutional portal), NPTEL (Video Lecture), Indiapress (online e-newspapers portal), Emerald, JSTOR, Sciencedirect, ACE Equity, PROWESS, CMIE Capex, Indiastat.com, FT.com (Financial Times), SCOPUS and DELNET. The Library information System is accessible from inside as well as outside the campus.



## Computer Center

The campus has a network of more than 100 computers, which are Wi-Fi enabled to ensure mobile computing at all locations including hostel rooms, MDP, amphitheatre and canteen. The campus has a 20 mbps, 24-hour high-speed Internet connectivity. IMI-B Campus has two exclusive high-tech computer labs. These computer labs are equipped with 100 (HP) computers having latest chip-set with TFT monitors for on-line classes and practice sessions. One high-speed colour laser printer is available for printing jobs.

The software library includes the latest software like, Windows 7/8/XP Professional, Windows 2000 Professional, Microsoft Office 2013, Office 2003, Office XP, SPSS 20, MSDN Academic License, Quick Heal Anti Virus Server Client Editions and Photoshop. Online assessment software is installed on the network for grading, online feedback, online quiz and online attendance. Students, staff and faculty have been provided with Login to access the software anywhere in the campus to view student performance.



## Academic Block

The Academic Block includes air-conditioned lecture halls, seminar halls, tutorial classrooms and conference hall. The class rooms are equipped with educational computers, LCD projectors, network connections and public address system.



## PGDM

The Post-Graduate Diploma in Management for Professionals was started by the Institute in July 1986 at Delhi. The programme was started by IMI Bhubaneswar in September 2013. The programme offered by IMI is a reflection of its two year full time programme in terms of its content and academic rigor keeping in view the commitment of IMI to promote post-experience management education in the country.

The programme is designed to impart knowledge and skills in the basic and functional areas of management. It is meant for Professionals who have not had the opportunity to acquire formal management education. The programme is approved by AICTE.

## Programme Objectives

The programme is offered with the following objectives:

- To impart theoretical knowledge in the basic and functional areas of management
- To enhance understanding of real world business complexities by exposing students to case studies and various experiential learning situations
- To develop analytical skills among students for taking decisions at the work place by imparting the understanding of multi disciplinary management tools and techniques
- To inculcate values and attitudes which contribute to a socially sensitive & ethical behavior

## Eligibility for Admission

### Educational Background

Eligible candidates must fulfill the following requirements:

- To be eligible for the admission to the PGDM Programme for Working Professionals, the participants must possess a Bachelors degree or equivalent, with a minimum of 50% aggregate marks or equivalent in any discipline, recognized by the Association of Indian Universities (AIU). The bachelors' degree or equivalent qualification obtained by the candidate must entail a minimum of three years education, after completing higher secondary schooling under the 10+2 system or equivalent.
- Minimum of 2 years of work experience at executive / similar level as on August 31, 2016.
- Proficiency in written & spoken English.

## Participant Profile

The programme is designed for professionals / practitioners / entrepreneurs / defense personnel / teachers / housewives, who wish to move into the decision making positions in organizations or those whom the organization wishes to put on the fast track or those who wish to prepare themselves for newer opportunities and are based in or around Bhubaneswar and Odisha. Applicants could be from any of the following sectors:

- Private sector
- Public sector undertakings
- Government departments
- Entrepreneurs / Owners of small and medium size enterprises
- Defense personnel - retired or serving
- Teachers
- Housewives

The programme is open to both organization-sponsored and self sponsored candidates. A letter of sponsorship from the organization would be required in case of organization-sponsored candidates.



## Admission Procedure

### Application form

- IMI admission Bulletin & Application form can be downloaded from our website.
- Applicant should complete the application form and send the same to the **Admission Committee (PGDM)** at the below address mentioned, along with the application fee which is non-refundable.
- The application fee is Rs.200/-.
- The application fee is to be paid in form of a Demand Draft, drawn in favor of **International Management Institute**, payable at Bhubaneswar, giving the **Student name** and name of the **Programme** on the reverse of the Demand Draft. In the absence of the above information the application will be treated as incomplete and liable to be rejected.

## Admission Committee

**PGDM (AICTE Approved Part-Time)**

International Management Institute  
IDCO Plot No. 1, Gothapatna, PO: Malipada,  
Dist.: Khurda, Bhubaneswar- 751003  
Phone : +91-674-3042136, 3042100  
Mobile: +91 9414405629, 8984807252  
Fax: +91-674-3042129  
Email: pgdmwe@imibh.edu.in

- Applications complete in all respects, including application fees, should reach the Admission Committee (PGDM) by August 22, 2016. Incomplete forms are

## Selection Process

Candidates sponsored by Industry or self sponsored will be shortlisted on the basis of information provided in the application form, Written Test Scores (IMI Written Test/ CAT/ GMAT), educational background, marks in 10<sup>th</sup>, 12<sup>th</sup>, graduation and work experience.

Based on the above assessment, applicants will be called for a Personal Interview. Interviews will be held at IMI, Bhubaneswar. For outstation students, interview may be conducted through teleconference.

## Admission Offer

Admission offer will be based on the assessment made during the selection process as defined above, and a list of successful candidates will be announced on the Institute's website.

In the case of PSU/Corporate House sponsored candidates, the sponsoring authority will be notified. Sponsoring organizations will be required to confirm in writing the names of candidates who will finally be joining the programme, within one week of the communication of the result.

Offer letters to self sponsored applicants will be dispatched, to the mailing address provided in the application form. Successful candidates will be required to pay the 1<sup>st</sup> installment of fee within one week of the date of issue of the offer, failing which the offer shall stand cancelled and admission will be automatically offered to the next candidate.

## Curriculum

The curriculum is designed to prepare participants for successful careers in wide variety of business functions.

As per the curriculum, students need to earn 90 credits. These 90 credits are divided into four broader components:

- Compulsory Component:** It comprises of 10 core subjects of 3 credits each. These subjects are the foundation for any management programme.
- Elective Component:** The participants are provided with a basket of 8 elective modules of which they are required to choose 2 modules of 18 credits each.

The participants have the choice of pursuing their interest (Specialization) area from the basket across all functional areas as listed in the course offerings.

c) **Cross – Functional Component:** The course is designed to provide nuances of cross disciplinary managerial solutions to enable the participants an eclectic perspective. Each participant is required to choose 5 subjects of their choice from the remaining elective pool. This will provide a holistic learning to the participants of the programme.

d) **Comprehensive Project Component:** The Comprehensive Project Component is comprised of 9 credits. The participant is required to prepare a dissertation by applying the tools & techniques learned during the programme. IMI will assign a faculty guide for the project work to each participant. At the end of the project the participant is expected to present the dissertation to the evaluation committee for successful completion of the component.

5.	Project on Financial Management	6
TOTAL		18

<b>Operations Management</b>		
S.No.	Subject	Credits
1.	Logistics and Supply Chain Management	3
2.	Project Management	3
3.	Quality Management	3
4.	Applications for Operations Research & Logistics Modelling	3
5.	Project on Operations Management	6
TOTAL		18

<b>Marketing Management</b>		
S.No.	Subject	Credits
1.	Consumer Behavior	3
2.	Sales and Distribution Management	3
3.	Product & Brand Management	3
4.	Digital Marketing	3
5.	Project on Marketing Management	6
TOTAL		18

<b>Organizational Behaviour and Human Resource Management</b>		
S.No.	Subject	Credits
1.	Industrial Relations & Labour Law	3
2.	Talent Management	3
3.	Leadership and Managerial Effectiveness	3
4.	Compensation and Benefits Management	3
5.	Project on Human Resource Management	6
TOTAL		18

<b>Information Management and Analytics</b>		
S.No.	Subject	Credits
1.	Management Information Systems	3
2.	Enterprise Resource Planning	3
3.	Business Analytics	3
4.	E-Business	3
5.	Project on Information Management & Analytics	6
TOTAL		18

### Compulsory Component

<b>Business Management</b>		
S.No.	Subject	Credits
1.	Organizational Behaviour	3
2.	Managerial Economics	3
3.	Information Technology for Decision Making	3
4.	Marketing Management	3
5.	Business Research Methods	3
6.	Operations Management	3
7.	Strategic Management	3
8.	Financial Accounting & Analysis	3
9.	Human Resource Management	3
10.	Managerial Communication	3
TOTAL		30

### Elective Component

<b>Financial Management</b>		
S.No.	Subject	Credits
1.	Security Analysis and Portfolio Management	3
2.	Financial Risk Management	3
3.	Business Valuation	3
4.	Indirect Taxation	3

Banking and Financial Services		
S.No.	Subject	Credits
1.	Banking Law	3
2.	Treasury Management	3
3.	Management of Financial Institutions	3
4.	Risk Management in Banking and Financial Services	3
5.	Project on Financial Services & banking	6
TOTAL		18

Entrepreneurship Management		
S.No.	Subject	Credits
1.	Entrepreneurship Theory and Practice	3
2.	Creativity for Entrepreneurial Excellence	3
3.	Venture Capital and Entrepreneurial Management	3
4.	Management of Family Business	3
5.	Project on Entrepreneurship	6
TOTAL		18

General Management		
S.No.	Subject	Credits
1.	Legal Aspect of Business and Cyber Laws	3
2.	Customer Relationship Management	3
3.	e- Governance	3
4.	Information Systems for Emerging Economy	3
5.	CSR & Development Management	3
6.	International Business & Economic Environment	3
TOTAL		18

## Faculty Profile

### Behl, Ramesh

M.Sc., EDDBA, Professor & Director

**Area: Information Systems**

### Chhabra, Bindu

Ph.D. (Guru Nanak Dev University), Associate Professor

**Area: Organizational Behavior & HR**

### Das, Santanu

Ph.D. (BIT, Mesra) Assistant Professor

**Area: Finance & Accounting**

### Jindal, Padmini

Fellow in Management (NIIFM, Faridabad),

Assistant Professor

**Area: Finance & Quantitative Techniques**

### Mishra, Manit

Ph.D. (Utkal University), Assistant Professor

**Area: Marketing & Quantitative Techniques**

### Mishra, Supriti

Ph.D. (IIT Kharagpur), Post-Doctorate ( Leonard N. Stern

School of Business), USA, Associate Professor

**Area: Strategy**

### Panigrahi, Ramakrushna

Ph.D. (ISEC Bangalore), Associate Professor

**Area: Economics**

### Sharma, Deepak

D.Phil (Allahabad University), Associate Professor

**Area: Organizational Behaviour & HR**

### Sharma, Sourabh

Ph.D. (Jiwaji University, Gwalior), Assistant Professor

**Area: Information Systems**

### Singh, Rajwinder

Ph.D. (Guru Nanak Dev University), Associate Professor

**Area: Operations Management**

## Pedagogy

Faculty at IMI enjoys academic freedom to adopt appropriate pedagogy for imparting quality education. Pedagogy would be a combination of lectures, case discussions, presentations, assignments and project work. The primary emphasis would be on interactive and participative methods of learning. Faculty for the programme is primarily in house from IMI but may also include visiting faculty. Guest lectures from industry practitioners are also organized to expose students to the current business environment.

## Evaluation

Emphasis is laid on continuous evaluation of a students' performance throughout the duration of the programme culminating in a Cumulative Grade Point Average (CGPA) score on a 10 point scale, being awarded.

## Schedule of Classes

Classes of the PGDM Programme for Professionals are held on Weekdays/Weekends on fortnightly basis as per the convenience of the majority of the participants. In case of elective subjects, the days for which a student would attend classes would depend on the number of courses a student has opted for in a particular term. Classes are of three hours duration with a break in between. All the 4 components are scheduled on back to back basis with upto 7 days break between each components so as to complete the course work in scheduled time.

## Fee Structure

The payment of fee is to be made through a crossed demand draft favoring '**International Management Institute**', payable at **Bhubaneswar**. The institute reserves the right to charge any other fees from the students or to increase the rate of any fees which may be considered necessary. The fee structure is given in the following table. (Figures are in INR)

Installment	I	II	III	IV	V	VI	TOTAL
Tuition Fee	36000	56000	56000	56000	56000	55000	315000
Text / Reading Material	3000	3000	3000	3000	3000	3000	18000
Computer Fee	1000	1000	1000	1000	1000	1000	6000
Annual Library Fee	1000	1000	1000	1000	1000	1000	6000
Alumuni-Life Membership	5000	-	-	-	-	-	5000
Security Deposit**	15000	-	-	-	-	-	15000
<b>Total Fee</b>	<b>61000</b>	<b>61000</b>	<b>61000</b>	<b>61000</b>	<b>61000</b>	<b>60000</b>	<b>365000</b>

*\*\* Refundable subject to obtaining clearance of all dues and damages to institute properties/assets.*

### Due dates for payment of Fee

The 1<sup>st</sup> installment of the fee, specified above, will be payable within one week of the release of Admission Offer. Each subsequent installment will be due for payment after every three months, as per the Academic Calendar. The fee can be paid through demand draft/pay order drawn in favor of "**International Management Institute**" payable at **Bhubaneswar**.

## Scholarships

**Merit Scholarship:** Scholarship of Rs.25000 for applicants having a first class career and more than 5 years of post-qualification experience at managerial level.

**Merit Scholarship for women candidates:** 20 percent additional merit scholarship for female applicants fulfilling the above mentioned criteria.

**Sports:** Scholarship of Rs.25000 for applicants felicitated at National/International level sports event.

**Defence Personnel:** Defence personnel are eligible for a scholarship of Rs. 25000.

*\* Only one of the above mentioned scholarships can be availed.*

## Visitors

1	<b>Shri Naveen Patnaik, Chief Minister Govt. of Odisha</b>	All best wishes to the staff and students of the International Management Institute, Bhubaneswar.
2	Mr. Santanu Kumar Rath, Director-HR OPTCL/GRIDCO, Bhubaneswar	Beautiful campus, excellent faculty, brilliant students. Keep up your good work.
3	Mr. Sanjay Pattnaik, Vice-President Vedanta Aluminium	Excellent ambience, excellent people. All the very best for the institute.
4	Mr. Santosh Mohapatra, CEO Dhamra Port	I was hugely impressed by the beautiful architecture, the enthusiastic faculty and vibrant and participative student audience.
5	Mr. Sanjeev Das, Vice-President (CA) IMFA, Bhubaneswar	Great moment with great minds.
6	Dr. Sudhanshu Rai, Director India Relations & Associate Professor Copenhagen Business School, Denmark	Fantastic experience.
7	Mr. M.S.D. Bhattamishra, G.M.- HR NTPC Ltd	It was a wonderful time talking to the budding professionals who are poised to take a leap in to the world of business and industry. I pray to Almighty that all their dreams become a reality. Wonderful time spent indeed.
8	Mr. P. C. Panigrahi, Director (Persnl) MCL, Odisha	Brilliant, marvelous and indeed wonderful ever remembering an experience to see IMI (BBSR) flourishing day by day. Jai Ho IMI Jindabad.
9	Dr. Arun Pillutla, Professor and Chair St. Ambrose University, Davenport, USA	Very enjoyable interaction with the students. IMI should be congratulated for developing very open and enthusiastic students. Best wishes to all students.
10	Dr. Prasanna Patasani, MP Govt. of India	This august institute is considered as a modern temple of education. I can boldly announce that very soon the government may recognize and declare it as an International University.

# नवभारत

भुवनेश्वर, शनिवार, 13 सितंबर 2014

## आईएमआई में वर्किंग एक्जक्यूटिव के लिए पीजीडीएम बैच

भुवनेश्वर. इंटरनेशनल मैनेजमेंट इंस्टीट्यूट (आई एम आई), भुवनेश्वर परिसर में कर्मचारियों (पीजीडीएम वर्किंग एक्जक्यूटिव) के लिए प्रबंधन कार्यक्रम में स्नातकोत्तर डिप्लोमा के दूसरे बैच का उद्घाटन किया गया. इस कार्यक्रम में राज्य के विभिन्न सार्वजनिक और निजी क्षेत्रों में काम कर रहे पेशेवर

वर्गों ने दाखिला लिया. कार्यक्रम का उद्घाटन करते हुए संस्थान के निदेशक प्रोफेसर रमेश बहल ने व्यावसायिक विकास सोखने पर जोर दिया. उन्होंने इस समय कॉर्पोरेट परिदृश्यों में अवधारणाओं और प्रबंधन शिक्षा के महत्व को बताया. प्रो दीनदयाल स्वाई ने कार्यक्रम की अध्यक्षता की.

## आईएमआई का दीक्षांत समारोह संपन्न

केवी सरोज रेड्डी को स्वर्ण व पुण्यतोया पाणिग्रही को कांस्य पदक



इंटरनेशनल मैनेजमेंट इंस्टीट्यूट (आईएमआई) का दीक्षांत समारोह भुवनेश्वर परिसर में आयोजित हुआ. प्रो. रमेश बहल ने कार्यक्रम का उद्घाटन किया. केवी सरोज रेड्डी को स्वर्ण पदक और पुण्यतोया पाणिग्रही को कांस्य पदक प्रदान किया गया.

### Giv for extensive work in mfg, service sector to gain competitiveness

**Prof. Ramesh Behl**  
**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**  
 The Director of International Management Institute (IMI), Bhubaneswar, spoke at the inauguration of the second batch of Post Graduate Diploma in Management (PGDM-WE) on September 13, 2014. He highlighted the importance of continuing education for working professionals in the manufacturing and service sectors to gain competitiveness. He addressed the students and said that the Institute is committed to providing quality education and training to the working professionals. He also mentioned that the Institute is a member of the Council of Indian Certificate Examinations (CICIE) and is recognized by the Council of Higher Secondary Education (CHSE), Odisha. He concluded his address by wishing the students success in their studies and careers.



# The Telegraph

BHUBANESWAR THURSDAY 11 SEPTEMBER 2014

## COLLEGE CAMPUS

Learn while you earn

International Management Institute (IMI), Bhubaneswar, has inaugurated its second batch of postgraduate diploma in management programme for working executives (PGDM-WE). The working professionals from various public and private sectors of the state have enrolled in the programme for which classes are held in the weekends. Inaugurating the programme, Ramesh Behl, director of the institute spoke on the importance of continued learning for professional growth.



THE NEW INDIAN EXPRESS

# edex

it's your life!

MONDAY SEPTEMBER 22, 2014

## CAMPUS TALK

### Second batch of PGDM inaugurated at IMI

International Management Institute (IMI), Bhubaneswar, has inaugurated its second batch of Post Graduate Diploma in Management programme for Working Executives (PGDM-WE). The working professionals from various public and private sectors of the state have enrolled in this programme for which classes are held in the weekends. Inaugurating the programme, Prof Ramesh Behl, Director of the Institute, spoke on the importance of continued learning for professional growth. He emphasised on the concepts and applications of management education in the present day corporate scenarios. Prof Dindyal Swain, Chairperson of the programme coordinated the event.



For more information, please contact



INTERNATIONAL MANAGEMENT INSTITUTE

Gothapatna, Malipada, Bhubaneswar-751003

Tel.: +91674-3042136, 3042100, +919414405629, 8984807252, Fax.: +91674-3042129

Email: pgdmwe@imibh.edu.in, website: www.imibh.edu.in