INTERNATIONAL MANAGEMENT INSTITUTE
BHUDABESWAR
Shaping global leaders for tomorrow

PGDM for Working Executives

Salient Features:
- AICTE Approved Programme
- Innovative, industry relevant pedagogy
- 24 months of on-campus course flexibly designed for Weekdays/Weekends on fortnightly basis
- Flexibility to complete in 5 Years
- Opportunity to be a member of vast and strong IMI Alumni Network
- Amongst The Best Emerging B-Schools - NHRDN, March’15 (at par with IIMs)
- Ranked 3rd Amongst the Top 10 Emerging Management Colleges - Silicon India’15
- State-of-the-art, 16 acre Wi-Fi campus

www.imibh.edu.in
POST-GRADUATE DIPLOMA IN MANAGEMENT
PGDM (WE) 2015-18
(AICTE Approved)

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.

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 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.

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, CMIE Capex, Indiastat.com, FT.com (Financial Times), DELNET. The Library information System is accessible from inside as well as outside the campus.

“With the help of this program I am moving very easily in to the management line and it also helps me to tackle my daily queries at my job place”
- Mr. Priyabrat Khuntia, PGDM(WE) Batch-2014-17
**Computer Center**

The campus has a network of more than 90 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 90 (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, 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.

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**PGDM (WE)**

The Post-Graduate Diploma in Management for Working Executives 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 working individuals who have not had the opportunity to acquire formal management education. Being an executive programme it requires attending classes only on weekdays/weekends on fortnightly basis. It suits those working in and around Bhubaneswar and Odisha.

It is a three year programme in which the on-campus course can be completed in 24 months, followed by a Research Project.

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

**Programme Duration**

The PGDM programme for Working Executives is spread over eight terms, each term being approximately 11-12 weeks duration. The students have the flexibility to complete the programme requirements within five years, from the year of the enrollment. This gives them the freedom to drop a term and resume studies at an appropriate time to cover personal & professional exigencies, with prior permission from the Institute. Since Classes for this programme are held on fortnightly basis, the course work which requires attending classes can be completed in 24 months.

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“**The knowledge I have gained in last 18 months during this Programme is remarkable and my self-confidence in all areas of my managerial job has improved significantly**” - Mr. Vinay Singh, PGDM (WE) Batch 2013-2016
The programme is open to working executives/entrepreneurs/defense personnel, 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

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 and a No Objection Certificate from the organization for all other candidates.

**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-WE) at the below address mentioned, along with the admission fee which is non-refundable.
- The admission application fee is Rs.200/-.
- The admission 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-WE)**

International Management Institute
IDCO Plot No.1, Gothapatna, PO.: Malipada, Dist.: Khurda, Bhubaneswar -751003
Phone: +91-674-3042136, 3042102
Mobile: +91-8984807252
Fax: +91-674-3042129
Email: pgdmwe@imibh.edu.in

- Applications complete in all respects, including application fees, should reach the Admission Committee (PGDM-WE) by Midnight August 17, 2015. Incomplete forms are liable to be rejected summarily.

**Admission Process**

**Admission Test**

Candidates who have not appeared in any entrance test like CAT, GMAT, XAT, etc. can also apply, but will be required to appear for the IMI Test, on similar lines, during the selection process.

**Selection Process**

Candidates sponsored by a PSU or Corporate House will be selected on the basis of information provided in the application form, their scores in the IMI Admission Test and Personal Interview.

Candidates who are 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\textsuperscript{th}, 12\textsuperscript{th}, 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.

“PGDM (WE) is helping me to understand my organization better and now I can relate my experience over the years with the theories written in management books” – Mr. Prakash Chandra Sahu, PGDM (WE) Batch 2014-17
The curriculum is designed to prepare managers for successful careers in a wide variety of business and governmental organizations.

The first 4 trimesters of the programme are devoted to foundation courses wherein students are exposed to all the below listed core subjects. In the latter 4 trimesters, the students pursue their chosen areas of interest by choosing from a list of elective subjects, offered across different areas. In totality students will study 18 compulsory courses (50 credits, each credit being 10 hours of class work) and 12 elective courses (36 credits). A 6 credit field research project is a mandatory requirement of the course which commences in the 8th trimester and concluded by the 9th trimester. Each functional area offers a range of electives but the final decision to go ahead with an elective is subject to a minimum number of students opting for it. Students also have an option of doing a Course of Independent Study, in lieu of two elective subjects, as per details available in the student handbook.

### Core Courses

- Organisational Behaviour
- Financial Accounting & Analysis
- Managerial Economics
- Quantitative Techniques
- Information Tech. for Decision Making
- Macro Economic Theory & Policy
- Cost & Management Accounting
- Human Resource Management
- Marketing Management
- Financial Management
- Management Information Systems

- Managerial Communications
- Operational Management
- Research Methods for Management
- International Business
- Strategic Management
- Corporate Social Responsibility & Sustainable-Development
- Ethics & Business

### Elective Courses

This is an indicative list of electives which may change as per market Requirements.

#### Marketing

1. Consumer Behavior
2. Marketing Research
3. Product and Brand Management
4. Sales and Distribution Management
5. Marketing of Services
6. Digital Marketing

#### Finance

1. Business Valuation
2. International Finance
3. Security Analysis and Portfolio Management
4. Financial Statement Analysis
5. Project and Infrastructure Finance
6. Corporate Taxation

#### Information Technology

1. Enterprise Resource Planning
2. E-Business
3. Implementing Enterprise Solutions using Cloud Computing
4. Database Management System and Data Warehousing
5. ERP for Sales and Distribution (SD)
6. Business Analytics

#### Organization Behaviour and Human Resource Management

1. Organizational Structure and Design
2. Business Negotiation Skills
3. Management of Change
4. Corporate Governance
5. Performance Management System
6. Compensation and Benefits Management

#### Operations Management/Quantitative Techniques

1. Logistics and Supply Chain Management
2. Operations Strategy
3. Project Management
4. Production and Materials Management
5. Service Operations Management
6. Logistics Modelling
The Three-Year PGDM (WE) is recognized by All India Council for Technical Education (AICTE), Government of India.

Classes of the PGDM Programme for Working Executives are held on every fortnight on Thursday, Friday, Saturday (evening) and Sunday. 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 8 trimesters are scheduled on back to back basis with upto 7 days break between trimesters so as to complete the course work in 24 months.

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.

Faculty Profile

Behl, Ramesh
M.Sc., EDBA, Professor & Director
Area: Information Systems

Reddy, Y.R.
Ph.D. (Andhra University Vishakapatnam), Professor
Area: Organizational Behavior & HR

Panigrahi, Ramakrushna
Ph.D. (ISEC Bangalore), Associate Professor
Area: Economics

Mohanty, Swarup Kumar
Ph.D. (Devi Ahilya Vishwavidyalaya), Associate Professor
Area: Organizational Behavior & HR

Mishra, Supriti
Ph.D. (IIT Kharagpur), Post-Doctorate (Leonard N. Stern School of Business), USA, Associate Professor
Area: Strategy

Chhabra, Bindu
Ph.D. (Guru Nanak Dev University), Associate Professor
Area: Organizational Behavior & HR

Swain, Dindayal
Ph.D. (GGU Central University), Associate Professor
Area: Marketing

Singh, Rajwinder
Ph.D. (Guru Nanak Dev University), Associate Professor
Area: Operations Management

Sharma, Sourabh
Ph.D. (Jiwaji University, Gwalior), Assistant Professor
Area: Information Systems

Mishra, Manit
Ph.D. (Utkal University), Assistant Professor
Area: Marketing & Quantitative Techniques

Das, Santanu
Ph.D. (BIT, Mesra) Assistant Professor
Area: Finance & Accounting

Punyatoya, Plavini
Fellow in Management (IIM Indore), Assistant Professor
Area: Marketing

Jindal, Padmini
Fellow in Management (NIIFM, Faridabad), Assistant Professor
Area: Finance & Quantitative Techniques

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.

Diploma

The Three-Year PGDM (WE) is recognized by All India Council for Technical Education (AICTE), Government of India.
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)

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Due dates for payment of Fee
The 1st 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 within 7 days of commencement of each term, 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. Shri Naveen Patnaik, Chief Minister Govt. of Odisha
   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 Alminium
   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. Bhattachamshra, 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 (PersnI) 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.

“PGDM (WE) Programme at IMI-Bhubaneswar has been instrumental in shaping my personality, communication skill and analytical skills further, has sharpened my approach towards problem solving” Er. Susmita Mohanty, PGDM (WE) Batch 2013-16
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 emphasized on the concepts and applications of management education in the present day corporate scenario. Prof. Diwakar Swain, Chairperson of the programme coordinated the event.

State has climbed up higher on economic front: Naveen

Bhubaneswar, Nov 23: "Chief Minister Naveen Patnaik said that the Odisha government has been working towards establishing the state as a major manufacturing hub in the country. The state government has taken several initiatives to attract investments and promote industrial growth. We are focusing on building a robust infrastructure, developing Special Economic Zones, and creating a pro-business environment to make Odisha a preferred destination for investors." He also added that the state has witnessed significant progress in various sectors, including agriculture, tourism, and education, which has contributed to the state's economic growth.

For more information, please contact:

INTERNATIONAL MANAGEMENT INSTITUTE
Gothapatna, Malipada, Bhubaneswar-751003
Tel.: +91 674 - 3042136, 3042102, +91 8984807252, Fax.: +91 674 - 3042129
Email: pgdmwe@imibh.edu.in, website: www.imibh.edu.in