

IMI Bhubaneswar

Post-Graduate Diploma in Management (PGDM 2015-2017)

2 Year Full-Time Program (AICTE approved)

The Program

IMI Bhubaneswar's two year Post Graduate Diploma in Management (PGDM) is designed to prepare students for careers in industry across functional areas. The program equips students with strong conceptual skills to manage businesses in an integrated manner. The emphasis is on developing a holistic manager with a vision to take on the challenges of the future in a socially sensitive manner.

The program is approved by AICTE.

Program Objectives

The program is offered with the following objectives.

- To build awareness about the socio-economic environment both domestic & international and its implications for businesses.
- To hone analytical and problem solving skills using modern day managerial tools to enhance decision making capabilities.
- To impart state-of-art skills and knowledge in functional areas of management with the objective of preparing students for cross-functional positions in Industry.
- To develop the students personality, integrated with strong values and positive attitude so as to be receptive to societal concerns and ethical conduct.

Program Duration

IMI follows the trimester system with the academic calendar beginning in June 2015 and each trimester being of 11-12 weeks duration. At the end of the first three trimesters of the program, all students are required to undergo compulsory summer internship for 8-10 weeks in industry.

Eligibility for Admission

Education background

To be eligible for admission to the PGDM Program, 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 for admission to post-graduate programs. The bachelor's 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. Candidates appearing in the final year of their bachelor's degree or equivalent are also eligible, provided they furnish the proof of having met the minimum eligibility criteria by September 28, 2015. Candidates who are unable to comply with this requirement may be asked to withdraw from the program. It is desired that candidates complete all academic requirements before joining the program to enable them to keep pace with the rigor and internal assessment schedule of the program.

Participant profile

Participants for the PGDM program may be from any discipline such as Engineering, Humanities, Commerce, Economics, Medicine or any other branch of education. Fresh graduates as well as

candidates with relevant work experience are welcome to apply.

Admission Procedure

Application form

- IMI Admission Bulletin can be downloaded from our website www.imibh.edu.in
- Application form is available at the link <http://admission.imi.edu> and must be submitted online. IMI does not accept admission applications off-line.
- Applicant should complete the online application form and submit the same along with the admission application fee which is non-refundable.
- The admission application fee is as follows:
 - **An applicant desirous of applying only to the PGDM programme at IMI Bhubaneswar will be required to pay a fee of Rs. 300.**
 - An applicant desirous of applying to IMI Delhi and/or multiple programmes in any of the three campuses of IMI will be required to pay a common application fee of Rs.2000.

(For Example: A candidate wishing to apply to the PGDM programme at IMI Bhubaneswar only will be required to pay Rs. 300. However, a candidate applying to the PGDM programme at IMI Delhi will be required to pay Rs. 2000. A candidate applying to PGDM programmes at IMI Bhubaneswar, IMI Delhi and PGDHRM programme (or any other programme at any of the IMI campuses) will also be required to pay Rs. 2000.

- The admission fee can be paid through Credit Card/ Debit Card/Bank transfer through the designated payment gateway. **No receipts are to be sent to IMI's Admission Office in such a case.**
- Payment can also be made by Demand Draft, drawn in favor of **International Management Institute**, payable at New Delhi for all campuses, giving the IMI Application Form number, programme and campus reference 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. **All payments by Demand Draft are to be sent to IMI, Delhi, irrespective of the Campus applied to.**
- **Applications complete in all respects, including application fee, should be submitted online by midnight of 15 November 2014. Incomplete forms are liable to be summarily rejected.**

Admission Process

Admission test

CAT/XAT

- Admission to the program is through the Common Admission Test (CAT) conducted by the Indian Institute of Management at different centers all over the country and Xavier Aptitude Test (XAT) conducted by XLRI. CAT 2014 would be held between Sunday, November 16 and Saturday, November 22, 2014. (Refer to the CAT Bulletin for further details.)
- IMI will obtain the test scores from the IIM for those candidates **who have appeared in the CAT Examination and have also applied to IMI for the PGDM program.**
- IIM's have no role either in the selection process or in the conduct of the program.

GMAT

- Foreign students, PIO and NRI sponsored candidates are also eligible and are required to take the Graduate Management Aptitude Test (GMAT) **at a test centre outside India**, taken not earlier than December 2012 and not later than December 2014, and submit such scores while

applying to IMI.

- Indian residents who have appeared for GMAT, not earlier than December 2012 and later than December 2014 are also eligible to apply.
- Candidates will be required to **furnish their GMAT scores while applying and provide an attested copy of the GMAT score sheet to the Admission Office for verification.** GMAT scores without the above document will not be accepted and the application may be summarily rejected.

Selection Process

Short listing criteria

Candidates who have appeared for the CAT 2014 examination or furnished valid GMAT score and have applied to IMI Bhubaneswar will be short listed on the basis of information provided in the application form, CAT/XAT (sectional and overall) or GMAT score, educational background, marks in 10th, 12th, graduation and work experience. Only short listed candidates will be called for the final stage of the selection process.

Applicants should note that mere fulfillment of minimum eligibility criteria may not ensure consideration for short listing by IMI Bhubaneswar. IMI Bhubaneswar will not entertain any correspondence on this subject and decisions of the IMI Bhubaneswar Admissions Committee will be final in all matters.

Selection criteria

Past academic performance in graduation, class XII & X, Extempore speaking, Psychometric test, Essay writing, Personal interview besides other qualitative parameters, will constitute the core components of the final stage of the selection process. The IMI Bhubaneswar Admission Committee reserves the right to modify these components while communicating the same to the applicants at the Personal Interview stage. The overall objective being to identify and assess the candidate's potential for a managerial career.

Company sponsored candidates:

- IMI Bhubaneswar accepts applications from Company sponsored candidates, within the approved strength of the program and such candidates will also be assessed as per the selection process described above.
- Candidates being sponsored by their respective companies must submit a letter from the sponsoring organization, to this effect and undertake to pay all fees and dues from time to time, during the complete duration of the program. This letter/undertaking will be required to be submitted at the Personal Interview stage.
- Candidates who are sponsored by their organization will thus not be eligible for receiving placement assistance from the Institute's placement cell.
- The fee structure for such candidates is different and can be obtained from the Admission Office of the campus.

Interview centers

Besides Delhi, the selection process will be conducted at other centers including Ahmedabad, Bangalore, Bhubaneswar, Chandigarh, Chennai, Guwahati, Hyderabad, Kolkata and Mumbai. Candidates should indicate their 1st and 2nd preference of interview center in the application form. If a candidate's preferred centre is not allotted, for any reason, the candidate will be informed of the change. IMI reserves the right to change any of the centers for the selection process, without assigning any reasons.

Admission Offer

Admission offer will be based on a composite score arrived after the assessment has been made during the various stages of the selection process, defined above. The result will be announced on IMI's website. Applicants are advised to check the updates on the website at regular intervals. Offer letters will thereafter be dispatched, to the mailing address provided in the application form as also by email. **Applicants are advised to provide their complete postal address and active email ID which should be valid up to 30th June 2015 for receiving important communications.** Successful candidates, who have been offered admission, will be required to pay the 1st installment of fee within two weeks of the date of offer, failing which the offer shall stand lapsed and admission will be offered to the next candidate on the waiting list, without any further intimation. **IMI will not accept any responsibility for non-receipt of any communication which is sent to the candidate's address and mail ID provided in the Admission Application form.**

Refund of Fees on Withdrawal as per the AICTE Guidelines

1. Refund of fees on withdrawal before the commencement of the program/cut-off date will be done, after deduction of Rs.1000/-.
2. Refund of fees on withdrawal will be done as per AICTE rules on ENTIRE PRESCRIBED FEES deposited by any student on the basis of APPLICATION for CANCELLATION submitted in duplicate with a request for refund in prescribed format.

The refund as per point no. 2 above will be subject to the following situations:

SL.	SITUATIONS	REFUND
A	On request received before the date of the academic session & seat could be filled by the Institute before the cut-off date.	Entire fee less by Rs.1000/-*.
B	On request received on/after the beginning of the academic session & seat could be filled by the Institute before the cut-off date. #	Entire fee less the seat Cancellation Charges on pro-rata basis**.
C	On request received before /after the start of the academic session & seat could not be filled by the Institute.	No Refund (except security deposit)

Note:

* Entire amount of Security/Caution Money Deposit will be refunded to the candidate.

** For calculation of the Cancellation Charges on the pro-rata basis, one month shall be treated as one unit e.g. if the candidate cancels admission on third day i.e. within one month after the start of academic session & the seat is filled before the cutoff date, then Cancellation charges on pro-rata basis will be the higher amount of (Entire fee) /12 or Rs.1000/-.

Candidates who have not paid the requisite amount will not get any refund on withdrawal.

Curriculum

The course for the PGDM program is spread over six trimesters, each trimester being of 11-12 weeks. The first three trimesters are essentially devoted to foundation courses, across core areas of management. These are aimed at providing the student the conceptual understanding of the functional areas such as:

- a) Basic areas, e.g. Economics and Organizational Behavior
- b) Techniques, e.g. Statistics and Research Methods
- c) Functional areas, e.g. Marketing and Finance
- d) Integrative areas, e.g. Strategy and International Business
- e) Technology, e.g. Management Information Systems

Core Courses

Business Mathematics	Legal Aspects in Business
Business Statistics	Management Information Systems
Cost & Management Accounting	Managerial Economics
Corporate Social Responsibility & Sustainable Development	Strategic Management I & II
Financial Accounting & Analysis	Macroeconomic Theory & Policy
Financial Management I & II	Marketing Management I & II
Human Resource Management	Organizational Behavior I & II
Information Technology for Decision Making	Operation Management I & II
Managing Oral Communication I & II	Research Methods for Management
International Business	Written Analysis and Communication I & II

Elective Courses

Courses in the 2nd year are designed to offer students an opportunity to pursue their interests in various functional areas. Students will thus have an opportunity to specialize in the functional area of their interest. A student can specialize in more than one area, the areas being Marketing, Finance, Human Resource Management, Information Systems and Operations. A student also has an opportunity to pursue a Course of Independent Study (CIS) in lieu of an elective, to further his/her interest in a particular area, subject to meeting the conditions specified for the purpose and reviewed from time to time. An indicative list of elective courses, offered during the 2nd year of study, is given, which is subject to change.

Summer Internship

On completion of 1st year, students are required to gain hands-on experience in the application of core concepts and functional skills. This practice of 'Learning by Doing' helps the student relate the rigour of theory in the world of business. The students work on projects as per the specification of the company. At the end of eight to ten weeks of such a closely guided project, under the supervision of the company executive(s), they submit a report to the company and the Institute. The concerned company executive normally provides feedback to the Chairperson (Placements) on the student's performance. Successful completion of Summer Internship is an essential requirement for the award of the IMI Diploma.

Pedagogy

Faculty at IMI Bhubaneswar enjoys academic freedom to adopt appropriate pedagogy for imparting 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 program comprises of the resident faculty at Bhubaneswar campus as well as faculty from IMI Delhi and Adjunct or Visiting faculty. Guest lectures from industry practitioners are also organized to expose students to the current business environment and practices.

Schedule of classes

Classes for the PGDM program are held every day starting at 8.30 am and can extend up to late evening hours, including weekends, to suit the requirements of the program. Each class is of 90 minutes duration. Attendance in all classes is compulsory. Classes shall tentatively begin, from the 2nd/3rd week of June 2015.

Evaluation

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

IMI Bhubaneswar PGDM Fee Structure

The fee structure for Self-Sponsored candidates for PGDM program is given in the following table.

	Tuition Fee	Text/Reading Material	Student Welfare	Library Fee	Computer Fee	Alumni- Life Membership	*Security Deposit	Total Rs.
1st installment	122000	8000	2750	6000	6600	2000	15000	162350
2nd installment	122000	8000	2750	6000	6600	2000		147350
3rd installment	122000	8000	2750	6000	6600	2000		147350
4th installment	122000	8000	2750	6000	6600	2000		147350
5th installment	122000	8000	2750	6000	6600	2000		147350
6th installment	122000	8000	2750	6000	6600	2000		147350
Total	732000	48000	16500	36000	39600	12000	15000	899100

*Refundable subject to obtaining clearance against all dues and damages if any to institute properties/assets

Due dates for payment of fee

The 1st installment of the fee, specified above, will be payable within 2 weeks 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. A penalty of Rs.100 per day, beyond the period specified above from 2nd installment onwards, will be charged in the event the fee is not paid within the due dates, unless express permission has been obtained from the competent authority.

Hostel Fees and Mess Charges*

Academic Year	Amount (in Rupees)	Amount Due On
2015-2016	Hostel: 89,000 p.a	Within 2 weeks of hostel accommodation offer letter
	Mess: Veg/Non Vegetarian : 4,500/- per month*	Mess charges are payable monthly in advance each month
2016-2017	Hostel: 89,000 p.a	2 months before start of academic year
	Mess: Veg/Non Vegetarian : 4,500/- per month*	Mess charges are payable monthly in advance each month

*Mess charges are indicative and subject to change depending on changes in input costs

Mode of Payment:-

The Fee can be paid through demand draft/pay order drawn in favor of “**International Management Institute**” payable at Bhubaneswar.

Scholarship and Rewards: - The institute has the provision for awarding the following scholarship and rewards to the deserving performers.

- **Pre-Admission Scholarships** for excellent Academic Performance: **Up to Rs. 1 lakh for applicants having a first-class career and securing at least 75 percentile in CAT/XAT.**
- Rewards for outstanding Summer Internships.
- Rewards for the excellent Academic Performance during PGDM.

Due dates for payment of Fee

The 1st installment of the fee, specified above, will be payable within 2 weeks 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. A penalty of Rs.100 per day, beyond the period specified above from 2nd installment onwards, will be charged in the event the fee is not paid within the due dates, unless express permission has been obtained from the competent authority.

Mode of Payment of Fee

The fee can be paid through demand draft/pay order drawn in favor of “International Management Institute” payable at Bhubaneswar.

List of Faculty – IMI Bhubaneswar

Behl, Ramesh M. Sc. (EDBA) Professor & Director Area: Information Systems	Rath, Arun K. Ph. D. Professor Area: Strategy, and General Management
Nigam, Shailendra Ph. D (Agra University, Agra) Professor Area: Organizational Behavior & H.R.	Chhabra, Bindu Ph. D (Guru Nanak Dev University, Amritsar) Associate Professor Area: Organizational Behavior & HR
Mishra, Supriti Ph. D (IIT Kharagpur), Post-doctorate (Leonard N. Stern School of Business) New York University, USA Associate Professor Area: Strategy	Reddy, Y. R. Ph. D (Andhra University, Visakhapatnam) Professor Area: Organizational Behavior & HR
Swain, Dindayal Ph. D (GGU Central University) Associate Professor Area : Marketing	Panigrahi, Ramakrushna Ph. D (ISEC Bangalore) Associate Professor Area: Economics
Das, Santanu Ph. D. (BIT, Mesra) Assistant Professor Area: Finance & Accounting	Singh, Rajwinder Ph. D (Guru Nanak Dev University, Patiala) Associate Professor Area: Operations Management
Punyatoya, Plavini Fellow in Management (IIM Indore) Assistant Professor Area: Marketing	Jindal, Padmini Fellow in Management (NIFM Faridabad) Lecturer Area: Finance & Quantitative Techniques
Mohanty, Swarup Kumar Ph. D (Devi Ahilya University, Indore) Associate Professor Area: Organizational Behavior & HR	Mishra, Manit Ph. D (Utkal University, Bhubaneswar) Assistant Professor Area: Marketing and Quantitative Techniques

ELECTIVE COURSES
(Offered across different programmes at IMI Bhubaneswar,
Subject to review and fulfillment of criteria)

MARKETING MANAGEMENT		11	Business Negotiation Skills
1	Consumer Behavior	12	Leadership and Managerial Effectiveness
2	Marketing Research	13	Measurement in HR & IR
3	Distribution Management	14	Self Discovery and personal Growth
4	Business Forecasting	FINANCIAL MANAGEMENT	
5	Business Marketing	1	International Finance
6	Sales Management	2	Financial Derivatives
7	Brand Management	3	Management of Banks
8	Customer Relationship Management	4	Security Analysis and Portfolio Management
9	International Marketing	5	Project and Infrastructure Finance
10	Sales and Distribution Management	6	Behavioral Finance
11	Retail Marketing	7	Management of Financial Services
12	Marketing of Services	8	Financial Engineering and Risk Management
13	Advertising Management	9	Treasury & Risk Management in Banks
14	Sales Promotion and Public Relations	10	Private Equity
15	Strategic Marketing	11	Fixed Income Securities
16	Rural Marketing	12	Financial Econometrics
17	Product and Brand Management	13	Business Valuation
18	Digital Marketing	14	Corporate Taxation
19	Managing Customer Value	15	Wealth Management and Alternative
20	Managing Corporate Reputation	16	Investment Banking
21	Marketing for HR Professionals	17	Advanced Financial Statement Analysis
22	International Trade Procedure and Documentation	ECONOMICS	
INFORMATION TECHNOLOGY		1	Economics of Information
1	Enterprise Resource Planning	2	Regulatory Economics
2	Software Project Management		
3	Knowledge Management	QUANTITATIVE TECHNIQUES AND MANAGEMENT	
4	E-Business	1	Advance Research in Human Resources Management
5	Business Analytics	2	Applications of Operations Research
6	ERP for HR Applications	3	Logistics and Supply Chain Management
7	Implementing Enterprise Solutions Using Cloud Computing	4	Logistics Modeling
8	IT Consulting	5	Operations Strategy
ORGANISATION BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT		6	Project Management
1	Managerial Compensation	7	Quality Management
2	Career and Succession in Management	8	Service Operations Management
3	Talent Management	9	Six Sigma
4	Journey to Self	10	Time Series Modeling and Forecasting for Energy and Financial Markets
5	Power, Ethics, and Politics	STRATEGY & GENERAL MANAGEMENT	
6	Psychometrics Testing	1	Business in emerging Markets
7	Role of HR in Mergers and Acquisition	2	Corporate Law
8	Coaching and Mentoring	3	Mergers and Acquisitions
9	Industrial Jurisprudence	4	New Venture Creation
10	Diversity Management	5	Strategic Alliances