Post-Graduate Diploma in Management for Working Executives
PGDM (WE)
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 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, IMIB 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 potral), Emerald, CMIE Capex, Indiastat.com, FT.com (Financial Times), 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 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. IMIB 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/XP Professional, Windows 2000 Professional, Microsoft Office 2007, Office 2003, Office XP, SPSS 14.0, 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.

PGDM (WE)

The Three-Year Post-Graduate Diploma in Management PGDM(WE) approved by AICTE, Ministry of HRD and Government of India, will commence from July. 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 a week end programme it requires attending classes only on Saturday evening besides Sunday. It is a three Year programme in which the on-campus course work can be completed in 24 months.

Programme Objectives

The programme is offered with the following objectives.

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

Programme Duration

The Three-Year Post-Graduate Diploma in Management PGDM(WE) is spread over eight terms and a field project. Each term is of approximately 11-12 weeks duration. The students have the flexibility to complete the programme requirements within five years. This gives them the freedom to drop a term and resume studies at an appropriate time to cover personal and professional exigencies, with prior permission from the Institute.
Eligibility for Admission

Educational Background
Eligible candidates must fulfil the following requirements
To be eligible for the admission to the PGDM Program for Working Executives, 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 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 3 years of post qualification full time work experience at executive level/similar level.
- Proficiency in written & spoken English and Elementary Mathematics.

Participant Profile
The programme is open to working executives/entrepreneurs/defence personnel/self employed individuals who are being groomed for effective decision making positions or those whom the organization wishes to be put on the fast track or those who wish to prepare themselves for newer opportunities and are based in or around Bhubaneswar, 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
- Defence personnel - retired or serving
- Self Employed

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.

Admission Procedure

Application form

- IMI admission Bulletin & Application form can be downloaded from our website www.imibh.edu.in.
- Applicant should complete the application form and send the same to the Admission Committee PGDM (WE) at the address mentioned below, along with the admission fee which is non-refundable.
- The admission application fee is Rs.200.00
- 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.

Admission Office - PGDM (WE)
International Management Institute
IDCO Plot No. 1, Gothapatna,PO: Malipada,
Dist.: Khurda, Bhubaneswar- 751003
Phone : 0674-3042102, 3042128, 3042101
Email: pgpmex@imibh.edu.in

Applications complete in all respects, including application fees, should reach the Admission Office PGDM (WE) within due date as mentioned in the application form. Incomplete forms are liable to be rejected summarily.

Admission Process:
Candidates sponsored by a PSU or Corporate House will be selected on the basis of information provided in the application form.

Candidates who are self sponsored will be shortlisted on the basis of information provided in the application form, educational background, marks in 10th, 12th, 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, telephonic interview may be conducted.
Experience certificate and Sponsorship letter (if applicable) would be required to be submitted, at the time of interview.

Applicants should note that the mere fulfillment of minimum eligibility criteria will not ensure consideration for short listing by IMI.

**Admission Offer**
- Admission offer will be based on the assessment made during the selection process, 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 1st 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 on the waiting list.

**Programme Structure**

The three-year Post-Graduate Diploma in Management PGDM(WE) would be at par with the regular PGDM programme in its coverage and rigour. The first 5 trimesters of the program are devoted to foundation courses wherein students are exposed to all the below listed core subjects. In the latter 3 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 20 compulsory courses (58 credits, each credit being 10 hrs of class work) and 10 elective courses (30 credits). A six credit term project (6 credits) is a mandatory requirement of the course which commences in the 8th 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 students handbook.

**Core Courses**

The core courses offered by IMI Bhubaneswar are:
1. Managerial Economics
2. Information Technology for Decision Making
3. Business Mathematics
4. Financial Accounting and Analysis
5. Organizational Behaviour – I
6. Organizational Behaviour – II
7. Cost and Management Accounting
8. Business Statistics
9. Macro Economic Theory and Policy
10. Marketing Management – I
11. Financial Management – I
12. International Business
14. Operations Management – II
15. Human Resource Management
16. Marketing Management – II
17. Financial Management - II
18. Research Methods in Management
19. Management Information Systems
20. Legal Aspects of Business
21. Strategic Management – I
22. Strategic Management – II
23. Ethics & Business (1.5 credit)
24. Managing Oral Communication (1.5 credits)
25. Corporate Social Responsibility & Sustainable Development (1.5 credits)
26. Written Analysis & Communication (1.5 credits)

**Elective Courses**

*(offered across different programmes)*

**Marketing Management**
1. Distribution Management
2. Consumer Behavior
3. Marketing Research
4. Business Marketing
5. Business Forecasting
6. International Forecasting
7. Sales Management
8. Brand Management
9. Retail Marketing
10. Sales and Distribution Management
11. Advertising Management
12. Sales Promotion and Public Relations
The above list is only tentative and not binding on the Institute. Actual offerings will depend on the number of students showing interest in a course/package. The Institute may also consider new electives in line with the latest developments and feasibility to offer the same.

**Pedagogy**

Faculty at IMI 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 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.

**Faculty**

The faculty would comprise of a combination of IMI core faculty and visiting faculty from industry. The aim is to integrate theoretical rigor with real-world experience that brings multidimensional perspectives into the classroom. The participants would have the benefit of interacting with eminent academicians, policy makers, managers, and administrators.

**Schedule of Classes**

Classes for the PGDM(WE) programme for Working Managers are held in the evenings on Saturdays between 2pm to 6:30 pm and on Sundays from 8:30 am to 5:30 pm. 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 without any break between trimesters in order to complete the course work in 24 months.

Students travelling from the other locations to Bhubaneswar can avail accommodation at our MDP hostel on payment basis. The MDP block has 60 air-conditioned single rooms (with attached bath) equipped with Wi-Fi facilities, high-speed internet access and telephone facilities.
Evaluation

Grading and final evaluation is done on the basis of quizzes, assignments, class participation, mid-term and end-term examinations. Some courses may require term papers and project work. 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. This is finally reflected by a letter grade. The CGPA is arrived at after aggregating all components of the evaluation system.

The academic criteria for continuation in the programme, promotion to second year and the final award of diploma will be communicated to the students when they join for the programme. Students who fail to maintain minimum academic standards would be asked to leave the programme. The students are required to complete the programme within a maximum period of 5 years failing which they would be asked to leave the programme.

Project Work

It is a concurrently running action research assignment, which tackles a clearly defined live problem of the organization and allows the students to apply their newly acquired management concepts. It has a managerial focus and is rigorous in its use of research methodology. A faculty member from IMI Bhubaneswar would provide guidance to the project. The dissertation will evaluated and grades so obtained would be included in the final CGPA.

Diploma

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

Sponsorship

The programme would admit both organization sponsored and self-sponsored candidates. A letter of consent from the organization would be required in the case of sponsored candidates.

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)

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

Due dates for payment of Fee

The 1st installment of the fee, specified above, will be payable within one 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. The fee can be paid through demand draft/pay order drawn in favor of “International Management Institute” payable at Bhubaneswar.
International Management Institute, Bhubaneswar, has introduced a three-year postgraduate programme in management for working executives.

Professionals from various industries and organisations of the state are enrolled in this programme for which classes are held in the weekends. There are 36 core courses and a host of elective courses.

Inaugurating the course, Institute director Ramesh Behl emphasised on the concepts and applications of management education in the present-day management of the corporate sectors.

For more information, please contact

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