



**ADMISSION**  
**BULLETIN 2021-23**

**International Management Institute, Bhubaneswar  
IDCO Plot No.1, Gothapatna, Malipada, Bhubaneswar-  
751003; Odisha**

## Message from the Chair- Admissions

Dear Applicants:

We, at IMI Bhubaneswar are delighted to extend a warm welcome to you as an aspirant of PGDM program. It gives me immense pleasure to introduce International Management Institute (IMI) Bhubaneswar, an institution of international repute from the famed RP-Sanjiv Goenka group and IMI family. The 16-acre campus located in pristine nature's lap has achieved many accolades in a short span. The Institute is accredited by National Board of Accreditation (NBA), Ministry of HRD, Government of India and has also been awarded life membership by Association of Management Development Institutions in South Asia (AMDISA), a SAARC recognized body. Association of Indian Universities (AIU) has accorded the flagship PGDM program equivalence with MBA degree. IMI Bhubaneswar is youngest management institute to be ranked 63rd by NIRF 2020 Ranking (Ministry of HRD, Govt. of India)



It has always been our endeavor to push the boundaries of excellence. At IMI Bhubaneswar, faculty having experience at International and National institutions of repute bring their knowledge into the class rooms. Our faculty are involved in providing consultancy and training to officers/executives from organizations e.g. Indian Armed Forces, NTPC, Power Grid Corporation, OHPC, IMFA, SAP, UNICEF, CBSE, Vedanta, to name a few. The learning's from these associations trickle down to our students through an industry-oriented curriculum and innovative teaching pedagogy. Business Leadership series where business leaders from across the country share their experiences with students, puts us in a different pedestal altogether. To offer a better learning environment, IMI Bhubaneswar ensures diversity in its student intake.

A strong alumni network comprising of alumni of IMI since 1981 provides us with a unique access to the corporate. We are proud to proclaim ourselves as a student-driven institution. Students are involved in management of various events, functions and committees which makes them day one ready to face any challenge in the corporate world. As an institution with a sense of responsibility towards the society, we facilitate the education of meritorious students through scholarships. Girl students are encouraged through a dedicated scholarship scheme. We have created a provision for admission of students belonging to economically & socially challenged sections in the PGDM program. As a commitment to our armed forces, pre-admission scholarships are awarded to wards of defense and paramilitary personnel.

This effort has been amply noted and rewarded by the industry, academic fraternity and the students' community. EGADE Business School, Mexico; Sichuan Academy of Social Sciences (SASS), China; ESC Rennes International School of Business, France; and Manhattan Institute of Management, NY, USA have entered into an academic collaboration with IMI Bhubaneswar. IMI Bhubaneswar has signed an exclusive MOU with Vedanta Ltd. for Work Integrated Learning Program for middle to senior level executives. Numerous B- School surveys have rated us as an emerging management institution of repute. The crowning glory in our short history has been attainment of 100% placement since inception.

I take this opportunity to invite you to be part of IMI Bhubaneswar's 11th batch PGDM (2021-23).

Dr. Kapil Pandla

Chair- Admissions & Associate Professor (HR & OB)

**IMI Bhubaneswar**  
**Post-Graduate Diploma in Management**  
**(PGDM 2021-2023)**  
**2 Year Full-Time Program (AICTE approved)**

### **The Program**

IMI Bhubaneswar's two-year, full-time post-graduate diploma, approved by AICTE, is designed to prepare students for careers in industry, across functional areas of management. The program equips the 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.

The program is approved by AICTE, accredited by National Board of Accreditation (NBA), United State Board for Education Standardization (USBES), and recognized by Association of Indian Universities (AIU), Youngest Management Institution to be ranked 63rd in NIRF 2020 rankings (Ministry of HRD, Govt. of India)

### **Program Objectives**

The program has been offered with the following objectives:

- To build awareness about the socio-economic environment, both domestic and 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 to be receptive to societal concerns and ethical conduct.

### **Eligibility and Admission Process**

To be eligible for admission to the PGDM Program, the participants must possess a bachelor's degree or equivalent, with a minimum of 50% aggregate marks or equivalent in any discipline, recognized by the Association of Indian Universities (AIU) 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. The applicants to the program are selected based on IMI Selection Index score calculated based on the past academic performance in 10th, 12th, and graduation; CAT/XAT/GMAT/CMAT score; written test; essay writing; group discussion; extempore, and personal interview. Appropriate weightage is given to work experience of the applicants. 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.

### **Participants profile**

Participants for the PGDM Program may be from any discipline such as Engineering, Humanities, Commerce, Economics, Hotel Management, Medicine or any other branch of education. Fresh graduates as well as candidates with relevant work experience are welcome to apply.

### **International Students**

International Management Institute (IMI) Bhubaneswar invites applications from students belonging to foreign countries desirous of pursuing 2- year Post Graduate Diploma in Management (PGDM). The Program equips students with strong conceptual skills to manage business in an integrated manner. The emphasis is on developing a holistic manager with a vision to take on the challenge of the future in a socially sensitive manner. The Program is approved by All India Council for Technical Education (AICTE), the statutory body and a national-level council for technical education, under Department of Higher Education, Ministry of Human Resource Development, and Government of India. The Program is also accredited by National Board of Accreditation (NBA), and recognized by Association of Indian Universities (AIU).

### **Scores Accepted**

GMAT and TOEFL/IELTS

### **Language of Instruction**

All courses across the Program are taught in English

### **VISA information**

- Foreign students need students VISA for studying in India. As per Govt. Of India rules, enrolment for academic Program without a tourist VISA is strictly prohibited.
- A letter from IMI Bhubaneswar will be sent to the shortlisted candidates inviting them to study in IMI B campus to facilitate the VISA application process

### **Accommodation (on campus)**

All international students are provided with single occupancy furnished rooms with combined toilet and bath.

### **Admission Procedure**

#### Application form

- IMI Admission Bulletin can be downloaded from our website [www.imibh.edu.in](http://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 processing fee is as follows:
  - An applicant desirous of applying for the PGDM Program at IMI Bhubaneswar only, will be required to pay a fee of Rs. 1000 plus GST @ 18% (For International Student Application Fee will be USD 100).
  - An applicant desirous of applying to PGDM Program at IMI New Delhi and in any of the other campuses of IMI will be required to pay a common application processing fee of Rs.2200 plus GST @ 18%. (For Example: A candidate wishing to apply to the PGDM Program at IMI Bhubaneswar only will be required to pay Rs. 1000 plus GST @ 18%. However, a candidate applying to the PGDM Program at IMI New Delhi will be required to pay Rs. 2200 plus GST @ 18%. A candidate applying to PGDM Program at IMI Bhubaneswar and IMI New Delhi will be required to pay Rs. 2200 plus GST @ 18%.)
- 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 cases.
- 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, Program 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 Monday, December 07, 2020. Incomplete forms are liable to be summarily rejected.

## **Admission Process**

### Admission test

CAT: Common Admission Test (CAT) conducted by the Indian Institute of Management.

XAT: Xavier Aptitude Test (XAT) conducted by XLRI

CMAT: Common Management Admission Test (CMAT) conducted by AICTE

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 center outside India. Indian residents can also submit GMAT scores. Candidates will be required to furnish their valid 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**

### Shortlisting criteria

Candidates who have appeared for the CAT 2020/ XAT 2021/ CMAT 2021 examination or furnished valid GMAT score and have applied to IMI Bhubaneswar will be shortlisted based on information provided in the application form, CAT/XAT/ CMAT (sectional and overall) or GMAT score, educational background, marks in 10th, 12th, graduation and work experience. Only shortlisted 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 shortlisting 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

IMI Selection Index consisting of CAT/XAT/CMAT/GMAT score, past academic performance in graduation, class XII & X, Group discussion, Extempore speaking, Essay writing, Personal interview besides other parameters, will be considered for selection. The IMI Bhubaneswar Admission Committee reserves the right to decide on these components. The overall objective is 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 stages.
- 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, Allahabad, Amritsar, Bangalore, Bhubaneswar, Chandigarh, Chennai, Delhi, Guwahati, Hyderabad, Indore, Jaipur, Jamshedpur, Jammu, Kolkata, Kanpur, Lucknow, Mumbai, Ranchi, Raipur, Varanasi and Vishakapatnam. Candidates should indicate their 1st and 2nd preference of interview center in the application form. If a candidate's preferred center 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 IMI Selection Index 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 and by email. Applicants are advised to provide their complete postal address and active email ID which should be valid up to 30th June 2021 for receiving important communications.

Successful candidates, who have been admitted, 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

In the event of a student/ candidate withdrawing before the starting of the course the entire fee collected from the student after a deduction of the processing fee of Rs. 1000 (Rupees One thousand only) shall be refunded by the institution

If a student leaves after joining the course and if the vacated seat is consequently filled by another student by the last date of admission, the institution would refund the fee collected after a deduction of the processing fee of Rs. 1000 (Rupees One thousand only) and proportionate deductions of monthly fee and proportionate Hostel Fee. In case the vacated seat is not filled, the institution would refund the security deposit.

### **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
- f) Emerging Areas, e.g. Business Analytics and Social Media Analytics

### Core Courses

Business Analytics	Individual Dynamics
Business Communication Skills I & II	International Business

Business Mathematics	Legal Aspects in Business
Business Statistics	Management Information
Cost & Management Accounting	Systems Managerial Economics
Corporate Governance & Business Ethics	Macroeconomic Theory & Policy
Corporate Social Responsibility & Sustainable Development	Marketing Management I & II
Financial Accounting & Analysis	Organizational Design & Theory
Financial Management I & II	Operation Management I & II
Human Resource Management	Research Methods for Management
Information Technology for Decision Making	Strategic Management I & II
Entrepreneurship Theory and Practice	

### 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, Organizational Behavior & Human Resource Management, Decision Sciences & Operations, Information Management & Analytics, and Strategy. 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 the 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.

Finance	Marketing	OB & HR	Decision Science and Operations	Strategy	Information Management and Analytics
Wealth Management and Personal Finance	Consumer Behavior	Employee Relations and Labor Laws	Logistics and Supply Chain Management	Business in Emerging Markets	Data Science Using R
Security Analysis and Portfolio Management	Product and Brand Management	Corporate Leadership	Service Operations Management	Managing Business Risks in Uncertain Times	Visualization and Dashboard
Financial Statement Analysis and Forensic Accounting	Sales and Distribution Management	Recruitment and Selection	Project Management	Strategizing & Financing Entrepreneurial Ventures	Block Chain and Cyber Security
Financial Econometrics	International Marketing	Advanced HRM	Total Quality Management and Six Sigma	Business Negotiation Skills	Finance and Risk Analytics
Financial Engineering and Risk Management	Advertising & Integrated Marketing Communication	Training and Development	Operations Research		Marketing Analytics
Business Valuation	Marketing Research	Performance and Compensation Management	Supply Chain Analytics		Customer Relationship Management

International Finance Management Controls & Strategic Cost Management	Marketing of Services	HR Analytics	Business Forecasting
Financial Derivatives	Retail Marketing	Business Negotiation Skills	
Management of Banks	Rural Marketing Business Forecasting		
Project and Start Up Finance	Marketing Analytics Customer Relationship Management		
Strategic Financial Management	Digital Marketing		
Business Forecasting	Web and Social Media Analytics		
Strategizing & Financial			
Entrepreneurial Ventures			
Finance and Risk Analytics			

### **Summer Internship**

On completion of the first year, the students gain hands-on experience in the application of core concepts and functional skills through a Summer Project with leading Corporate Firms. This practice of 'Learning by Doing' helps the students to relate the rigor of theory to the world of business. They work on projects as per the specifications of the company. At the end of 8-10 weeks of a closely guided project under the supervision of a company executive, the students submit a report to the company. Our students have also received Pre-Placement Offers (PPOs) for their exemplary work during their internship.

### **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 core faculty at Bhubaneswar campus as well as faculty from IMI New 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 60 minutes duration. Attendance in all classes is compulsory. Classes shall tentatively begin, from the 2nd/3rd week of June 2021.



## **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.

	Due Date	Tuition Fee	Text/Reading Material	Student Welfare	Library & Database	IT & Online Resources	Alumni-Life Membership	Total	Refundable Security Deposit*
<b>1st instalment</b>	With Acceptance of Admission Offer	150000	21000	6000	12000	10000	3000	202000	20000
<b>2nd instalment</b>	01.09.21	150000	21000	6000	12000	10000	3000	202000	
<b>3rd instalment</b>	07.12.21	150000	21000	6000	12000	10000	3000	202000	
<b>4th instalment</b>	06.04.22	155000	21000	6000	12000	10000	3000	207000	
<b>5th instalment</b>	31.08.22	155000	21000	6000	12000	10000	3000	207000	
<b>6th instalment</b>	07.12.22	155000	21000	6000	12000	10000	3000	207000	
<b>Total</b>		<b>915000</b>	<b>126000</b>	<b>36000</b>	<b>72000</b>	<b>60000</b>	<b>18000</b>	<b>1227000</b>	

Note 1\*: Security deposit is refundable subject to obtaining clearance against all dues and damages, if any, to institute's properties/assets.

Note 2: Each candidate needs to adhere to the payment schedule. Late fee payments are accepted only in exceptional cases (with prior approval), with a daily penalty of Rs. 1000/ day from the scheduled date.

Note 3: In case, the candidate is unable to clear his/her dues within ten days of scheduled payment with penalty, he/she may be asked to leave the campus.

### Hostel Fees and Mess Charges\*

Academic Year 2021-23	Amount (in Rupees) for One Academic year (June 2021 to March 2022)	Amount Due on
	1, 80, 000/- for AC single room (This is for Lodging only)	June 11, 2021
	1, 15, 000/- for shared AC room (2 persons) (This is for Lodging only)	
	1, 20, 000 for Non- AC Single Room (This is for Lodging only)	
	62, 000/- for shared Non- AC room (2 person) (This is for Lodging only)	

Mess: Vegetarian /Non-Vegetarian: 6000/- per month\*

Mess Charges are payable Quarterly in advance (5th of every Quarter)

\*Hostel and Mess charges are indicative and subject to change. Delayed hostel fee payment will be accepted with a daily penalty of Rs. 1000/ day. GST extra as applicable.

COURSE FEE (International Students)

- The course fee for foreign/PIO/OCI students is US\$26000/-
- The course fee for foreign students belonging to the SAARC countries is US\$24000/-
- The course fee for NRI students is US\$22500/-
- Fees to be paid in six equal instalments. Due date will be same as for the Indian students

### **Boarding & Lodging charges**

Year & Due Date	Amount
11 <sup>th</sup> June 2021	US \$ 3000
11 <sup>th</sup> June 2022	US \$ 3000
Total	US \$ 6000

### **Mode of Payment**

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

### **Tuition Fee Waiver**

All students whose total family income is less than Rs. 8 lakhs per annum shall be eligible for Scholarship under Economically Weaker Section.

Applications for Tuition Fee Waiver under Economically Weaker Section shall be invited from the students after they have been admitted into the programs. Any student joining PGDM 2021-23 batch who is desirous of claiming the tuition waiver should apply to admissions office (admissions@imibh.edu.in) before due date as will be intimated by the institute, with a copy of the income tax returns, PAN number, Certificate issued by competent authority appointed by appropriate government.

Requests received after due date shall not be processed. Please note that all Applications for Tuition fee waiver (under economically weaker section) shall be collected and processed at one time for all such applicants.

Scholarships for Economically Weaker Section shall be offered up to 5% seats of the total intake of the institute.

### **Scholarship and Rewards\***

The institute has the provision for awarding the following scholarship and rewards to the deserving performers.

- Pre-Admission Scholarships\*
- Merit Scholarship: Up to Rs. 1 lakh for applicants having a first-class career and securing at least 80

- percentile in CAT/XAT/CMAT and at least 80 percent in GMAT
- Merit scholarship for women candidates: 20 percent additional merit scholarship for female applicant fulfilling the above-mentioned criteria
  - Defense personnel: Wards of defense personnel are eligible for a scholarship of Rs. 50,000  
Wards of Martyr's are eligible for a scholarship of Rs. 1,00,000

\*Only one of the above-mentioned pre-admission scholarships can be availed. 50 % of the scholarship availed will be disbursed at the end of the first year and next 50 % at the end of the second year. A candidate can avail either tuition fee waiver or pre- admission scholarship. Scholarship Committee's decision is final and binding on all applicants.

○ Post-Admission Scholarships

Merit scholarships are awarded for outstanding cumulative academic performance. Summer internship scholarship is awarded to emphasize the seriousness of summer internships and encourage the students to put in their maximum effort.

### **International Linkages**

To provide global exposure to our students, IMI Bhubaneswar continuously strives to facilitate professional interactions with top Business Schools across the globe. EGADE Business School, Mexico; Sichuan Academy of Social Sciences (SASS), China; ESC Rennes International School of Business, France; and Manhattan Institute of Management, NY, USA are some of the institutions that have entered into an academic collaboration with IMI Bhubaneswar.

### **Grievance Redressal Committee**

Prof. Rahul Gupta Choudhury	Prof. Ranjit R Ghatak
Prof. Supriti Mishra	CAO, Ex Officio Member

### **Ombudsman**

Prof. T.N. Kapoor, Ex. PVC- Punjab University, Chandigarh
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### **List of Faculty - IMI Bhubaneswar**

Baid, Devesh Ph. D. (IIT Bombay) CMA, CA(Inter), M. Com Associate Professor Area: Finance & Accounting	Behl, Ramesh M. Sc. (EDBA) Professor & Director Area: Information Systems
Chhabra, Bindu Ph. D (Guru Nanak Dev University, Amritsar) Professor Area: Organizational Behavior & HR	Choudhury Gupta, Rahul Ph. D (Alliance University), CII Fellowship, PGDM (IIM Kolkata), B.E Associate Professor

<p>Sharma, Sourabh Ph.D. (Jiwaji University, Gwalior) Associate Professor Area: Information Systems Management</p>	<p>Mishra, Supriti Ph.D. (IIT Kharagpur), Post-doctorate (Leonard N. Stern School of Business) New York University Associate Professor Area: Strategy and General Management</p>
<p>Pandla, Kapil Ph. D. (MDS University, Ajmer), MBA Associate Professor Area: Organizational Behavior &amp; HR</p>	<p>Panigrahi, Ramakrushna Ph. D. (ISEC Bangalore),M.Phil, M.A Associate Professor Area: Economics</p>
<p>Padamwar Pravesh Kumar Ph.D. (IIM, Raipur) Assistant Professor Area: Marketing</p>	<p>Pandey Pallavi Ph.D.- IIT(ISM)-Dhanbad Assistant Professor Area: Organization Behavior and Human Resources</p>
<p>Das, Santanu Ph. D. (BIT, Mesra) Assistant Professor Area: Finance &amp; Accounting</p>	<p>Mishra, Manit Ph. D (Utkal University, Bhubaneswar) Associate Professor Area: Marketing and Quantitative Techniques</p>
<p>Ghatak, Ranjit Roy Ph. D. (M.J.P. Rohilkhand University) Associate Professor Area: Operation Management and Quantitative</p>	<p>Katiyar, Rajesh Ph.D ( IIT, Roorkee), M. Tech. M.Sc Assistant Professor Area: Operation Management and Quantitative Techniques</p>

Contact Details – Admissions Office, IMI Bhubaneswar

Dr. Kapil Pandla  
Chairperson - Admissions

Ms. Nidhi Gupta  
Manager - Admissions

Ms. Nazia Parveen  
Sr. Executive

Ms. Swarnalata Behera  
Executive

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**IMI Bhubaneswar**  
**FELLOW PROGRAM IN MANAGEMENT**  
**FPM 2021**  
**(AICTE approved)**

**The Program**

The full time Fellow Program in Management (FPM) at IMI Bhubaneswar has been designed to cater to the scholarly needs of the faculty members, researchers and executives willing to pursue rigorous research work at doctoral level on a full-time basis. The FPM program is aimed at giving prospective scholars an academic space to challenge the conventional wisdom and encourage them to extend horizons of current thought into a new realm of knowledge and understanding. The FPM research scholars of IMI Bhubaneswar are expected to undertake a rigorous multidisciplinary approach to offer original works of theoretical and application-oriented research with far reaching implications.

**Program Objectives**

- To generate conceptual and empirical knowledge in the field of business management.
- To disseminate knowledge regarding rigorous interdisciplinary research practices.
- To promote ethical research practices.
- To extend the horizon of knowledge in various domains of business management.
- To promote research that leads to actionable decisions by the industry.

**Program Duration**

The FPM at IMI Bhubaneswar is a full-time four-year program which can be extendable by 1 year. However, in case of exceptional circumstances, the program may further be extended twice by 1-year duration, subject to approval by competent authority.

**Program Structure**

The program is divided into two phases. The first phase of two years requires the scholar to undertake course work followed by a Comprehensive Examination (CE). The CE is based on scholar's chosen area of interest. The purpose of CE is to provide an opportunity to the scholars to identify their area of research interest and build sound background knowledge for dissertation. During the second phase, scholars are expected to work on their doctoral thesis. The award of FPM at the end of second phase requires the scholar to prepare thesis proposal, pursue research based on the approved proposal and finally, defend the thesis before the research committee.

**Course Structure & Curriculum**

IMI Bhubaneswar follows trimester system. Each full-time course is of 2/3 credits and one credit is equivalent to ten hours of classroom teaching. Students admitted to the Fellow Program in Management (FPM) must undergo a rigorous two years of course work unless exemption is granted to them for the first year of the courses. In the first year, the students will pursue the core courses spread over 3 trimesters. After the first 3 trimesters the candidates are required to prepare a summer paper during the period April-June. This summer paper would be presented in the in-house monthly research seminar and should be of publishable quality.

Individual Dynamics
Managerial Economics
Information Technology for Decision Making
Marketing Management I
Financial Accounting & Analysis
Legal Aspects of Management
Business Mathematics
Business Communication Skills
Organizational Design and Theory
Operations Management I
Marketing Management II
Cost and Management Accounting
Financial Management I
Business Statistics
Management Information System
Business Communication Skills II
Macro-Economic Theory and Policy
Operations Management II
Financial Management II
Human Resource Management
Strategic Management I
Research Methods for Management

On successful completion of first year, the students will be promoted to the second year. During the second year, the students are required to pursue the courses as per the details below:

- 6 elective courses (18 credits)
- Advanced Research Methods (3 credits)
- Qualitative Techniques (3 credits)
- Teaching Methods and Pedagogy (3 credits)
- Seminar Paper (3 credits)

The student will be required to take at least 4 electives from his/her area of specialization. Two electives may, however, be opted from other areas. Instead of opting for an elective course in the area, a student can also work on a Course of Independent Study (CIS) under a faculty member. In case a student decides to work on the CIS, he/she will be exempted to pursue one elective and will be required to pursue only five electives.

The students will be required to prepare the seminar paper during the 6<sup>th</sup> trimester. This seminar paper would be presented in the in-house monthly research seminar and should be of publishable quality. The paper will be presented by the end of January. The student is required to appear for Comprehensive Exam (CE) at the end of the 2<sup>nd</sup> year and on successful completion, will commence work on thesis from the 3<sup>rd</sup> year onwards.

**Area wise Elective courses**

<p><b>Area – Decision Science &amp; Operations Management</b></p> <p>Logistics and Supply Chain Management Project Management <b>Business Forecasting</b> Supply Chain Modelling and Analytics Operations Strategy Operations Management</p>	<p><b>Area – Organizational Behaviour/ Human Resource Management</b></p> <p>Employee Relations and Labour Laws Recruitment and Selection <b>Performance Management</b> Compensation Management Advanced HRM Service Training and Development</p>
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Total Quality Management and Lean Six Sigma

<p><b>Area – Marketing</b></p> <p>Consumer Behaviour Product and Brand Management Sales and Distribution Management Marketing Research Marketing of Services Retail Marketing Customer Relationship Management Digital Marketing</p>	<p><b>Area - Information Management and Analytics</b></p> <p>Enterprise Resource Planning Data Science Using R Visualization and Dashboard Finance and Risk Analytics Customer Relationship Management Digital Marketing Marketing Analytics Web and Social Media Analytics</p>
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HR Analytics

<p><b>Area - Finance</b></p> <p>Security Analysis and Portfolio Management Financial Reporting Analysis and Forensic Accounting Financial Econometrics Financial Engineering and Risk Management Management of Banks</p>
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Financial Derivatives



	Due Date	Academic Fee	Text/Reading Material	Student Welfare	Library Fee	IT Fee	Tuition Fee	Alumni - Life Membership	Registration	Refundable Security Deposit*
1st Year	01.07.20	270000	9000	4500	8000	8500	300000	12000	25000	25000
2nd Year	01.07.21	70000	9000	4500	8000	8500	100000			
3rd Year	01.07.22	70000	9000	4500	8000	8500	100000			
4th Year	01.07.23	70000	9000	4500	8000	8500	100000			
Total#		480000	36000	18000	32000	34000	600000	12000	25000	25000

Note 1\*: Security deposit is refundable subject to obtaining clearance against all dues and damages, if any, to institute's properties/assets.

Note 2: Each candidate needs to adhere to the payment schedule. Late fee payments are accepted only in exceptional cases (with prior approval), with a daily penalty of Rs. 500/ day from the scheduled date.

Note 3: In case, the candidate is unable to clear his/her dues within ten days of scheduled payment with penalty, he/she may be asked to leave the campus.

Note 4: In case, the candidate wishes to withdraw from the course, only the security deposit will be refunded.

Hostel fees and mess charges\*\*

Academic Year 2021-2022	Amount (in Rupees) for One Academic year		Amount Due on June 10, 2021
	(June 2021 to March 2022)		
	1,80,000/- for AC single room (This is for Lodging only)		
	115,000/- for shared AC room (2 persons) (This is for Lodging only)		
	1,20,000/- for Non- AC single room (This is for Lodging only)		
	62,000/- for shared Non- AC room (2 persons) (This is for Lodging only)		
	Vegetarian / Non- Vegetarian - 6000/- per month		

Mess Charges are payable Quarterly in advance (5th of every Quarter)

\*\*Hostel and Mess charges are indicative and subject to change. Delayed hostel fee payment will be accepted with a daily penalty of Rs. 500/day. GST extra as applicable.

## Payment details

The Demand Draft can be drawn in favor of International Management Institute, Bhubaneswar payable at Bhubaneswar.

The details for NEFT/RTGS transfer are:  
International Management Institute, Bhubaneswar  
YES Bank Ltd., Account No. 106694600000088  
IFSC- YESB0000001  
Baramunda, Bhubaneswar – 751003

In case of RTGS/NEFT transfer, email to [admissionsfpm@imibh.edu.in](mailto:admissionsfpm@imibh.edu.in) providing the following details: Name of the Applicant, Bank Name, UTR Number, Date of Transfer, Amount of Transfer.

## Eligibility

The applicant must be a post-graduate or its equivalent with a minimum of 55% in aggregate marks or a bachelor's degree in Engineering with a minimum of 60% marks or equivalent grade points or any other professional qualification such as CA, ICWA, CS etc. with a minimum of 55% aggregate marks.

## Admission Procedure

Application mode: Application forms can be downloaded from the Institute's website: <https://imibh.edu.in/fpm> and should be forwarded to [admissionsfpm@imibh.edu.in](mailto:admissionsfpm@imibh.edu.in). For further details, refer to the website or write to us at [admissionsfpm@imibh.edu.in](mailto:admissionsfpm@imibh.edu.in).

## Selection process:

IMI Bhubaneswar Research Aptitude Test  
Personal Interview  
Candidates having valid CAT/GMAT/GRE scores may also apply.

## Key dates

Application for FPM opens on	February 1, 2021
Application for FPM closes on	May 10, 2021
Commencement of the Program	June 10, 2021

IMI Bhubaneswar offers limited number of scholarships. Successful candidates will be exempted from tuition fee and will also get a stipend of Rs. 20000 per month for first two years which will be increased to Rs. 25000 per month on completion of course work.

## Scholarships and Stipends

IMI Bhubaneswar offers limited number of scholarships. Successful candidates will be exempted from tuition fee and will also get a stipend of Rs. 20000 per month for first two years which will be increased to Rs. 25000 per month on completion of course work. In case a student is exempted from first year of course work, s/he will get Rs. 20000 per month for the first year and Rs. 25000 per month on completion of course work. Stipend will be disbursed at the end of each term of 3 month's duration.

## Contact Details

Dr. Bindu Chhabra  
Chairperson- FPM & Research

Ms. Nazia Parveen  
Sr. Executive

International Management Institute, Bhubaneswar  
IDCO Plot No.1, Gothapatna, Malipada, Bhubaneswar-751003; Odisha.

Landline: 0674-7194110  
Cell: + +91-6370954600 / +91-6370954601

Email Id: [admissionsfpm@imibh.edu.in](mailto:admissionsfpm@imibh.edu.in)  
Website: [www.imibh.edu.in](http://www.imibh.edu.in)



# POST-GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

**(AICTE approved Part-Time Programme)**

## ABOUT THE INSTITUTE...

International Management Institute (IMI) Bhubaneswar, established in 2011, is a young institute which achieved the coveted position of 66th rank in National Institutional Ranking Framework (NIRF) 2019 conducted by Ministry of HRD, Govt. of India. IMI Bhubaneswar currently offers Post Graduate Diploma in Management (PGDM), PGDM (Part Time) and FPM (equivalent to Ph.D.) programmes which are approved by AICTE. The flagship PGDM programme is accredited by NBA (National Board of Accreditation) and has got equivalence from AIU (Association of Indian Universities). IMI programmes are also accredited and recognized by United States Board for Education Standardization (USBES), USA. The Institute is a member of European Foundation for Management Development (EFMD), Association of Management Development Institutions in South Asia (AMDISA) and Association of Indian Universities (AIU).

IMI Bhubaneswar has endeavored to create international alliances through its tie-ups with EGADE Business School, Mexico City, Mexico; Sichuan Academy of Social Sciences (SASS), Chengdu, China; ESC Rennes, France; and Manhattan Institute of Management (MIM), NY, USA. IMI Bhubaneswar organizes three international conferences every year in collaboration with international partner institute to provide an ecosystem for global learning, opportunities for international level student exchange, research collaborations, and opportunities to interact with global leaders. The Institution is also regularly coming out with SCOPUS indexed conference anthologies published by Palgrave Macmillan. Overall, education at IMI Bhubaneswar is based on three powerful concepts of Creation of Knowledge, Dissemination of Knowledge and Application of Knowledge through its robust research culture.

## THE PROGRAMME...

The Post-Graduate Diploma in Management for Working Executives started in July 1986 at New Delhi. The programme at IMI Bhubaneswar started in September 2013. This is an AICTE approved PGDM (Part-Time) programme designed in view of the commitment of IMI to promote post-experience management education in the country. The programme offered by IMI is a reflection of its two-year full time programme in terms of its content and academic rigor. The programme is designed to impart knowledge and skills in the basic and functional areas of management. It is meant for working individuals who did not get the opportunity to acquire formal management education.

## PROGRAMME OBJECTIVES

- To impart theoretical knowledge in the foundational and functional areas of management (Conceptualization)
- To develop analytical skills among students for taking decisions at the workplace by imparting the understanding of multi-disciplinary management tools and techniques (Analysis)
- To enhance understanding of real-world business complexities by exposing students to case studies and various experiential learning situations (Application)
- To inculcate values and attitudes which contribute to a social sensitivity & ethical behavior (Leadership)

## SALIENT FEATURES OF PROGRAMME

1. AICTE approved, Ministry of HRD, Government of India
2. Work Integrated Learning Programme that helps in completing the professional education
3. Recognized Qualification for pursuing higher studies like Fellowship Programme (FPM)
4. Develops Leadership Skills through:
  - a. Leadership Talks/Interactions
  - b. Robust Mentorship Module
  - c. Group and Team Based activities
  - d. Participative and Challenging Learning Pedagogy
5. Application Based Learning across Business functions using:
  - a. Bloomberg Terminals Lab
  - b. Business Communication Lab
  - c. SAP Next Gen Lab
  - d. Marketing Simulation Lab
6. Innovative Teaching Pedagogy:
  - a. Lectures & Discussions
  - b. National & International Level Case Studies
  - c. Role Plays
  - d. Simulation & Gamification
  - e. Real-life Projects
7. New Age Courses as per Industry needs:
  - a. Artificial Intelligence & Machine Learning
  - b. Analytics
  - c. Block Chain
  - d. Digital Marketing
  - e. Supply Chain Analytics
  - f. Behavioral Finance
8. Industry recognized Certifications:
  - a. Six Sigma (Green Belt)
  - b. SAP HANA
  - c. SAP ANALYTICS
  - d. NSE
  - e. Data Visualization
9. Programme offered in Blended (Offline & Online) learning mode providing more flexibility to working executives (Participants).
  - a. In-Campus Classes: 550 Hours
  - b. Off-Campus Classes: 350 Hours
  - c. Capstone Project: 120 Hours
10. International Exposure is provided to the participants through:
  - a. Course Teaching by International Faculty
  - b. Interactions/Talks by International Faculty
  - c. Participation in International Conferences & Round Table
  - d. Enrollment in certification courses offered by International Institution
11. Conceptual knowledge gets tested with real-life Capstone Project
12. Participants get the IMI Alumni membership for future Growth
13. Opportunity to learn and interact with Business Leaders at various levels like CEOs,

CXOs, first time start-up owners, Technology leaders etc. in institution driven programmes like Conferences, Round Table, Business Thought Leadership series, Scheduled Class sessions, Webinars etc.

14. Opportunity to explore and try entrepreneurial venture with the help of IMI Incubation Foundation.
15. Opportunity to join International Immersion Programme (at extra cost) the FPM at IMI Bhubaneswar is a full-time four-year programme which can be extendable by 1 year. However, in case of exceptional circumstances, the programme may further be extended twice by 1-year duration, subject to approval by competent authority.

#### ELIGIBILITY FOR ADMISSION...

- To be eligible for the admission to the PGDM (Part -Time) Programme, the participants must possess a graduation degree or equivalent, with a minimum of 50% aggregate marks
- Minimum of 2 years of work experience at executive / similar level as on August 10, 2020
- Proficiency in written & spoken English

#### 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. 500/-.
- 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.

Admission Committee:

PGDM (AICTE Approved Part-Time Programme)

International Management Institute

IDCO Plot No. 1, Gothapatna, PO: Malipada, Dist.: Khurda, Bhubaneswar- 751003

Phone: +91-674-3042136, 3042100

Mobile: +91 9414405629, 8209473065

Fax: +91-674-3042129

Email: pgdmwe@imibh.edu.in

- Applications complete in all respects, including application fees, should reach the Admission Committee (PGDM) by September 15<sup>th</sup>, 2020. Incomplete forms are liable to be rejected summarily.

## CURRICULUM

As per the curriculum, students need to earn 102 credits. These 102 credits are divided into four components:

1. Foundational Component: It comprises of 15 core courses of 3 credits each. A project of 06 credits will also have to be submitted by each student at the end of this component.

Sl. No.	Subject	Credit
1	Organizational Behavior	3 Credits
2	Managerial Economics	3 Credits
3	Information Technology for Decision Making	3 Credits
4	Marketing Management	3 Credits
5	Financial Management	3 Credits
6	Operations Management	3 Credits
7	Strategic Management	3 Credits
8	Financial Accounting & Analysis	3 Credits
9	Human Resource Management	3 Credits
10	Managerial Communication	3 Credits
11	Quantitative Techniques	3 Credits
12	Research Methodology	3 Credits
13	Corporate Governance & Managerial Ethics	3 Credits
14	Business Analytics	3 Credits
15	Team Building	3 Credits
	Mid – Term Project I	6 Credits
<b>Total Credits</b>		<b>51 Credits</b>

\*The above-mentioned courses are subject to change based on the revised curriculum

2. Functional Component: Given the background of the batch, 10 courses (each of 3 credits) will be offered from a basket of 7 functional modules.

- **Financial Management**

1	Strategic Financial Management	3 Credits
2	Derivatives & Financial Risk Management	3 Credits
3	Project and Infrastructure Finance	3 Credits
4	Security Analysis & Portfolio Management	3 Credits
5	Financial Reporting and Analysis	3 Credits
6	Financial Econometrics Using R	3 Credits

- **Banking and Financial Services**

Sl. No.	Subject	Credit
1	Management of Financial Services	3 Credits
2	Management of Banks	3 Credits
3	Strategic Cost & Management Control	3 Credits
4	Entrepreneurial & Startup Financing	3 Credits

5	Working Capital Management	3 Credits
6	Wealth Management and Financial Planning	3 Credits

- Operations Management

1	Logistics and Supply Chain Management	3 Credits
2	Project Management	3 Credits
3	Quality Management	3 Credits
4	Operations Strategy	3 Credits
5	Management Science Application	3 Credits
6	Supply Chain Analytics	3 Credits

- Marketing Management

1	Consumer Behavior	3 Credits
2	Digital Marketing	3 Credits
3	Sales and Distribution Management	3 Credits
4	Product & Brand Management	3 Credits
5	Marketing Research	3 Credits
6	Retail Marketing	3 Credits

- Information Management and Analytics

1	Management Information Systems	3 Credits
2	Enterprise Resource Planning	3 Credits
3	Decision Modelling using Excel and VBA	3 Credits
4	E-Business: Model & Analytics	3 Credits
5	Visualization and Dashboard	3 Credits
6	Block Chain and Cyber Security	3 Credits

- Organizational Behavior and Human Resource Management

1	Employee Relation & Labor Law	3 Credits
2	Business Negotiation Skills	3 Credits
3	Recruitment and Selection	3 Credits
4	Leadership and Managerial Effectiveness	3 Credits
5	Performance and Compensation Management	3 Credits
6	Training and Development	3 Credits

- Entrepreneurship Management

Sl. No.	Subject	Credit
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1	Entrepreneurship Theory and Practice	3 Credits
2	Creativity for Entrepreneurial Excellence	3 Credits
3	Venture Capital and Entrepreneurial Management	3 Credits
4	Management of Family Business	3 Credits
5	Entrepreneurial Marketing	3 Credits
6	Entrepreneurial Effectiveness	3 Credits

\*The above-mentioned courses are subject to change based on the revised curriculum

3. Cross – Functional Component: Each student is allowed to choose 5 elective courses (each of 3 credits) as part of their specialization. Minimum 15 students are required to float any course in this component.
4. Capstone Project: Each student is required to undertake a capstone on-the-job project to implement the learning from the programme. This component is of 06 credits.

## PEDAGOGY

Faculty at IMI enjoy academic freedom to adopt appropriate pedagogy for imparting quality education. Pedagogy would be a combination of lectures, case discussions, presentations, role plays, 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 participants to the current business environment.

## SCHEDULE OF CLASSES

Each 3-credit course will be of 30 hours durations. Which will be delivered in the following manner:

1. 80 % will be delivered in the classroom (offline) mode
  2. 20% of the course will be delivered through online mode
- Total 7 visits per participant. Each visit will be of 9 days (5 days a week prefix and suffix by weekends).

## EVALUATION

Emphasis is laid on continuous evaluation of a participants' performance throughout the duration of the Programme culminating in a Cumulative Grade Point Average (CGPA) score on a 10-point scale, being awarded. End term examination will be in the online mode.

## FEE STRUCTURE

- Fees for PGDM (Part – Time) Programme is Rs. 6,50,000/- which includes tuition fee, books, and study material.
- Fees needs to be paid in 4 equal installments of Rs. 1,62,500/- each in February and August every year.
- Stay Charges (if opted) for 7 visits of 9 days each on twin sharing basis\* Rs. 50,000/-
- Travel and meal charges will be borne by the individual candidate.
- International Immersion Programme to be charged on actual.

\* Single accommodation will be charged on actual, if requested

## PAYMENT DETAILS...

The Demand Draft can be drawn in favor of International Management Institute, Bhubaneswar payable at Bhubaneswar.

The details for NEFT/RTGS transfer are:

International Management Institute, Bhubaneswar

YES Bank Ltd., Account No. 106694600000088

IFSC- YESB0000001

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In case of RTGS/NEFT transfer, email to [admissionsfpm@imibh.edu.in](mailto:admissionsfpm@imibh.edu.in) providing the following details: Name of the Applicant, Bank Name, UTR Number, Date of Transfer, Amount of Transfer.

Payment can also be made through Paytm Fee Payment option on Paytm App or by scanning Paytm barcode.

