



**INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR**

Shaping global leaders for tomorrow

**POST-GRADUATE
CERTIFICATE PROGRAMME
IN MANAGEMENT**

(PGCPM)

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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). In 2020 IMI Bhubaneswar has commenced industry oriented 11-month Post Graduate Certificate Programme in Management (PGCPM).



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 Certificate Programme in Management (PGCPM) at IMI Bhubaneswar starts in September 2020. PGCPM is an 11-month industry-oriented certificate programme being launched in collaboration with the leading online education portal upGrad. It is a blended programme which would be offered partly in class-room mode and partly in online mode. The programme is designed in view of IMI's commitment to promote industry-oriented management education in the country in multiple functional domains. The PGCPM programme offered by IMI reflects its two-year full time programme in terms of its academic rigor. The programme is designed to impart knowledge and skills in the basic and functional areas of management.

PROGRAMME OBJECTIVES

- To disseminate knowledge pertaining to business management
- To develop objectivity and analytical capabilities among students.
- To expose students to real-world business predicaments.
- To inculcate ethical values and leadership qualities.

SALIENT FEATURES OF PROGRAMME

1. Industry oriented 11-month certification programme
2. Collaborative delivery of education by IMI Bhubaneswar and upGrad.
3. Placement oriented programme.
4. Dissemination of education in blended (classroom and online) mode.
5. Development of Leadership Skills through:
 - a. Leadership Talks/Interactions
 - b. Robust Mentorship Module
 - c. Group and Team Based activities
 - d. Participative and Challenging Learning Pedagogy
6. Application Based Learning across Business functions using:
 - a. Bloomberg Terminals Lab
 - b. Business Communication Lab
 - c. SAP Next Gen Lab
 - d. Marketing Simulation Lab
7. Innovative Teaching Pedagogy:
 - a. Lectures & Discussions
 - b. National & International Level Case Studies
 - c. Role Plays
 - d. Simulation & Gamification
 - e. Real-life Projects
8. New Age Courses as per Industry needs:
 - a. Cybersecurity and IoT
 - b. Analytics and Visualization
 - c. Block Chain



- d. Digital Marketing
 - e. Supply Chain Analytics
 - f. Strategic Sales Management (Using Simulation)
9. Industry recognized Certifications:
- a. Six Sigma (Green Belt)
 - b. SAP HANA
 - c. SAP ANALYTICS
 - e. Data Visualization
10. Conceptual knowledge gets tested with real-life Capstone project.
11. Participants gets the IMI Alumni membership for future Growth.
12. 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.
13. Opportunity to explore and try entrepreneurial venture with the help of IMI Incubation Foundation.



ELIGIBILITY FOR ADMISSION

- To be eligible for admission to the PGCPM Programme, the participants must possess a graduation degree or equivalent in any discipline, with a minimum of 50% aggregate marks throughout career (10th, 12th, and graduation).
- Proficiency in written & spoken English

ADMISSION PROCEDURE

Application Form:

- IMI Admission Bulletin can be downloaded from our websites (www.imibh.edu.in/www.upgrad.com).
- The application form for PGCPM can be availed on IMI Bhubaneswar (www.imibh.edu.in) and upGrad websites (www.upgrad.com).
- The application fee is Rs. 1500/-.
- The application fee payment process is given in the PAYMENT DETAIL section.
- Applications complete in all respects, including application fees, should be submitted online by **August 31, 2020**. Incomplete forms are liable to be rejected summarily.

Admission Process: Applicants will be short listed based on an Admission Test followed by extempore and personal interview. Selection will be carried out based on merit list.

CURRICULUM

The PGCPM programme is of 11-month duration divided into two terms. Term I is completely class-room based whereas Term II would be delivered in blended mode (combination of class-room and online). As per the curriculum, students need to earn 60 credits. The salient features of curriculum are as follows:

1. Term I: It is of 6 months duration and comprises of 15 core courses of 2 credits each. The proposal for a capstone project of 06 credits will also have to be submitted by each student at the beginning of this component.

Sl. No.	Subject	Credit
1	Behavior in Organizations	2 Credits
2	Business Economics	2Credits
3	Excel for Decision Making	2Credits
4	Marketing Management	2Credits
5	Managerial Accounting	2Credits
6	Production and Operations Management	2Credits
7	Strategic Management	2Credits
8	Financial Management	2Credits
9	Human Resource Management	2Credits
10	Business Communication	2Credits
11	Quantitative Techniques	2Credits
12	Research Methods for Managers	2Credits
13	Corporate Governance & Managerial Ethics	2Credits
14	Data Analytics and Visualization	2Credits
15	Leadership, Team Building, and Emotional Intelligence	2Credits
Total Credits		30 Credits

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

2. Term II: This term would be of 5 months duration. It would be a combination of courses offered by IMI Bhubaneswar and upGrad module. The following courses would be offered to students during this term. The Students also have to submit the project report of Capstone Project at the end of this term.

Sl. No.	Subject	Credit
16	Marketing Analytics	2 Credits
17	Digital Marketing	2 Credits
18	Strategic Sales Management (Using Simulation)	2 Credits
19	Brand Management	2 Credits
20	Cybersecurity and IoT	2 Credits
21	Blockchain	2 Credits
22	Excel and VBA for Creative Problem Solving	2 Credits
23	Enterprise Resource Planning (ERP)	2 Credits
24	Logistics and Supply Chain Management	2 Credits
25	Supply Chain Analytics	2 Credits
26	Project Management	2 Credits
27	Six Sigma & TQM	2 Credits
Capstone Project		6 Credits
Total Credits		30 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. The upGrad module during term 2 would be a mix of classroom and online classes.

SCHEDULE OF CLASSES

Each 2 -credit course will be of 20 hours durations. The classes are generally scheduled 8.30 AM onwards and continues throughout the day, with a lunch break in between. Students may be asked to attend classes during 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.

FEE STRUCTURE

- Fees for PGCPM Programme is Rs. 6,96,000/- (inclusive of taxes) which includes tuition fee, books, and study material.
- Fees needs to be paid in 2 equal installments of Rs. 3,48,000/- each. The first installment is to be paid with the acceptance of admission offer (one month before the start of PGCPM course) and the second installment is to be paid at the time of registration for Term 2.
- Hostel is optional. For residential candidate hostel and food charges are as follows:
 - **Hostel Charges:-**
 - Twin sharing basis AC Room - Rs. 11,000 per month / person
 - Twin sharing basis Non-AC Room - Rs. 5800 per month/ person
 - **Food charges:-** 5800 per month - 4 meals per day



LIST OF FACULTIES - IMI BHUBANESWAR

BEHL, RAMESH M. SC., EDDB, Fellow (UNDP) DIRECTOR & PROFESSOR AREA: INFORMATION SYSTEMS	
BAID, DEVESH M.COM, PH. D (IIT, BOMBAY) ASSOCIATE PROFESSOR AREA: FINANCE & ACCOUNTING	CHHABRA, BINDU PH. D (GURU NANAK DEV UNIV.) PROFESSOR AREA: ORGANIZATIONAL BEHAVIOR & HRM
CHOUDHURY, RAHUL GUPTA B. TECH, PH. D (ALLIANCE UNIVERSITY) ASSOCIATE PROFESSOR AREA: MARKETING MANAGEMENT	DAS, SANTANU PH. D (BIT, MESRA) ASSOCIATE PROFESSOR AREA: FINANCE & ACCOUNTING
GHATAK, RANJIT ROY MBA, PH. D (M J P ROHILKHAND UNIV.) ASSOCIATE PROFESSOR AREA: OPERATIONS MANAGEMENT	KATIYAR, RAJESH MTECH, PH D (IIT ROORKEE) ASSISTANT PROFESSOR AREA: OPERATIONS MANAGEMENT
KUMAR, ROHIT VISHAL PH. D (UNIVERSITY OF CALCUTTA) ASSOCIATE PROFESSOR AREA: MARKETING MANAGEMENT	MISHRA, MANIT PH. D (UTKAL UNIVERSITY) ASSOCIATE PROFESSOR AREA: MARKETING AND QUANTITATIVE TECHNIQUES
MISHRA, SUPRITI PH. D (IIT KHARAGPUR), POST-DOCTORATE (NY UNIVERSITY, USA) ASSOCIATE PROFESSOR AREA: STRATEGY GENERAL MANAGEMENT	PADAMWAR, PRAVESH KUMAR B. TECH, PH. D (IIM, RAIPUR) ASSISTANT PROFESSOR AREA: MARKETING MANAGEMENT
PANDEY, PALLAVI MBA, PH. D (IIT(M)-DHANBAD) ASSISTANT PROFESSOR AREA: ORGANIZATIONAL BEHAVIOR & HRM	PANDLA, KAPIL MBA, PH. D (MDS UNIV., AJMER) ASSOCIATE PROFESSOR AREA: ORGANIZATIONAL BEHAVIOR & HRM
PANIGRAHI, RAMAKRUSHNA PH. D (ISEC BANGALORE) PROFESSOR AREA: ECONOMICS	PRAKASH, YAMINI MA, PH. D (IIT, BOMBAY) ASSOCIATE PROFESSOR AREA: ORGANIZATIONAL BEHAVIOR & HRM
RATH, ARUN KUMAR M.SC, PH. D (KIIT UNIV.) PROFESSOR AREA: STRATEGY GENERAL MANAGEMENT	SHARMA, SOURABH PH. D (JIWAJI UNIVERSITY) ASSOCIATE PROFESSOR AREA: INFORMATION SYSTEMS

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

The demand draft can be mailed to the PGCPM Admission Committee at IMI Bhubaneswar.

Admission Committee

PGCPM Office

International Management Institute

IDCO Plot No. 1, Gothapatna, PO: Malipada,

Dist.: Khurda, Bhubaneswar- 751003

Phone: +91-674-7194110/115

In case of RTGS/NEFT transfer, email to pgcpm@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.



ADMISSION COMMITTEE

Ms. Nazia Parveen, Sr. Executive, +91 6370954600, pgcpm@imibh.edu.in

Ms. Swarnalata Behera, Executive, +91 6372122304, pgcpm@imibh.edu.in

PLACEMENT COMMITTEE

Mr. Argha Chatterjee, GM Corporate relations, 9802601715, gmc@imibh.edu.in

Mr. Sameer Sahu, Manager Corporate relations, 9989623555, placement@imibh.edu.in

PROGRAMME CHAIR

Prof. Ranjit Roy Ghatak

Associate Professor (Operations Management & Quantitative Techniques)

International Management Institute

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