



**INTERNATIONAL MANAGEMENT INSTITUTE  
BHUBANESWAR**

*Shaping global leaders for tomorrow*

## **POST-GRADUATE DIPLOMA IN MANAGEMENT (PGDM)**

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

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Bhubaneswar – 751003 Phone: +91-674-3042136, 3042100

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Email Id: [pgdmwe@imibh.edu.in](mailto:pgdmwe@imibh.edu.in)

Website: [www.imibh.edu.in/pgdm\\_part-time](http://www.imibh.edu.in/pgdm_part-time)

## 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 gets 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 **August 10, 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

Sl. No.	Subject	Credit
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

Sl. No.	Subject	Credit
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**

Sl. No.	Subject	Credit
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**

Sl. No.	Subject	Credit
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**

Sl. No.	Subject	Credit
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
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



## LIST OF FACULTIES - IMI BHUBANESWAR

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

## 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.

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

