

upGrad

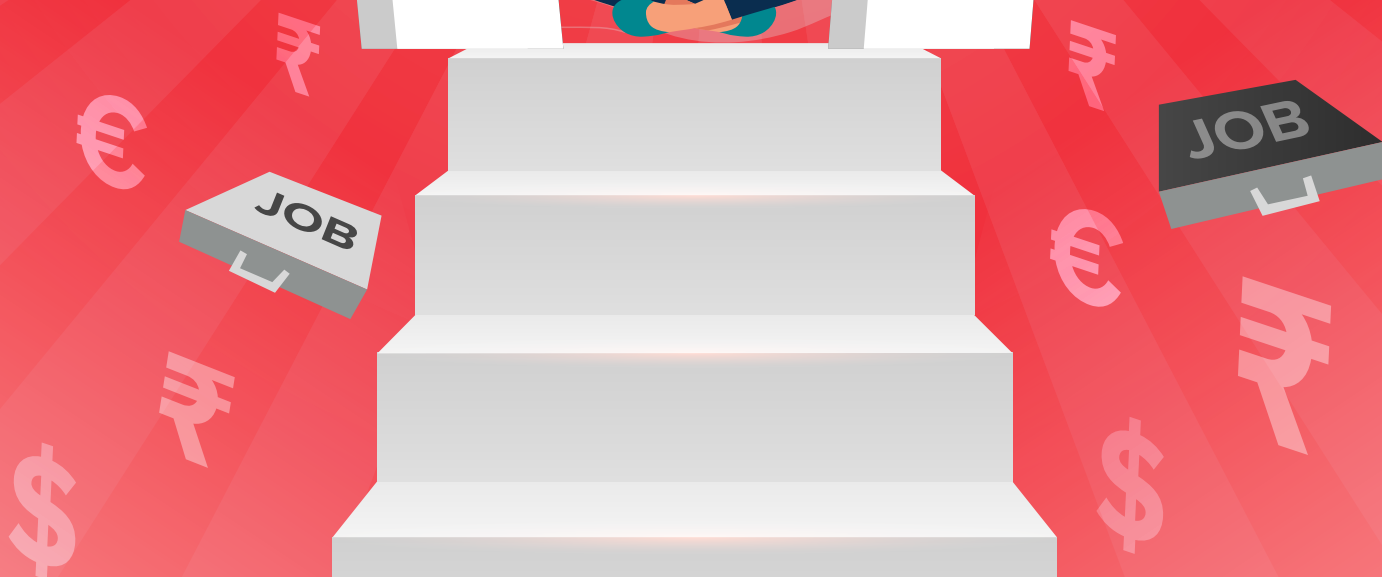


upGrad's Job-Linked

Management

Program with PG Certification from IMI Bhubaneswar

11-month program + a 7-month paid internship



About upGrad

upGrad is an online education platform that helps individuals develop their professional potential in the most engaging learning environment. In the corporate world, challenges faced by organisations are of a dynamic nature. There is a need to shift from the traditional pedagogy to skill based education with a more practical and dynamic approach.

To become a successful management professional in today's world, you need to have an in-depth understanding of business problem solving. With upGrad, we promise to equip you with the perfect mix of business acumen and technical capabilities to help you achieve exactly the same. This **PG Program** provides a holistic development of managerial skills through exposure to case studies, teaching, industry training, consultancy and research and interaction with industry leaders.

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**Our aim is simple:
We strive to create high-impact,
hands-on experiences that prepare
students for meaningful and
productive careers.**

Ronnie Screwvalla
Co-founder & Executive
Chairman

upGrad



About IMI Bhubaneswar

International Management Institute (IMI) Bhubaneswar, established in 2011, is a young institute which achieved the coveted position of the 63rd rank in National Institutional Ranking Framework (NIRF) 2020 conducted by the 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.) programs which are approved by AICTE. The flagship PGDM program that is accredited by NBA (National Board of Accreditation) and has got equivalence from AIU (Association of Indian Universities). IMI programs are also accredited and recognised by the United States Board for Education Standardisation (USBES), USA. The institute is a member of the 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 launched the industry-oriented 11-month Post Graduate Certificate Program 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 institutes 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.

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**We at IMI-Bhubaneswar shape
Global Leaders for Tomorrow**

Prof. Ramesh Behl
Director



Why This Program?

WE HELP YOU GET HIRED

Job offer in 6 months of program commencement.
(Get part of your money back if not placed)



IMI Bhubaneswar
Certification and Alumni Status

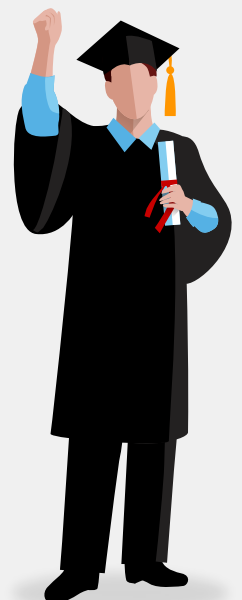
Start earning during the program and recover your investment within **1 YEAR** of program completion.

**GET PLACED
WITH
THE BEST**



KPMG Six Sigma Certification

Learners can choose a specialisation of their choice based on the domains mentioned in the subsequent pages.



THE PROGRAM

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

PROGRAM 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.

PROGRAM HIGHLIGHTS

SAP University Alliances

Enables faculty and teachers at educational institutions and partners around the world to educate next generation talents with SAP skills for the intelligent enterprise and the experience economy, engage with SAP events, build industry partnerships, launch graduates in the SAP ecosystem, and inspire young thinkers.



Introduction

Management has been a growing career option which is bound to thrive exponentially in the coming years. Here, we curate stories of upGrad learners who pursued our management program and successfully transitioned into job roles, aligned with their professional aspirations.

At upGrad, our objective is to help individuals climb their future career ladder and transition smoothly into promising job profiles. We hope that these career transition stories would bear testimony to the work that we do at upGrad. With your assistance, we would help your kid reach their true potential and turn their passion to a profession.

Program Benefits



Personalised
industry guidance



Best of academia
and industry



Dedicated student
mentors



Cutting-edge curriculum.
Multiple
specialisations available

upGrad Summary

30,000+

Enrolled Learners

400%

Highest Salary Hike

₹72 LPA

Highest Salary

57%

Average Salary Hike

300+

Recruitment Partners

700+

INDUSTRY EXPERTS, MENTORS
to help learners succeed

Our Alumni Work At

upGrad has a network of over **100 companies** who look to recruit graduates from our programs. Some of these well-known companies include:

Kotak Mahindra
Prime

ICICI Lombard

IDFC Lombard

Microsoft

Amazon

Accenture

HSBC

J.P.Morgan

Capgemini

TCS

Tech Mahindra

Reliance Mutual Fund

Lenskart

Swiggy

Infosys

Myntra

Radio Mirchi

Quantzig

American Express

Jio



Common

TERM 1

- Behaviour in Organisation (15 Hours)
- Business Economics (15 Hours)
- Excel for Decision Making (15 Hours)
- Marketing Management (15 Hours)
- Managerial Accounting (15 Hours)
- Production and Operations Management (15 Hours)
- Strategic Management (15 Hours)
- Financial Management (15 Hours)
- Human Resources Management (15 Hours)
- Business Communications (15 Hours)
- Quantitative Techniques (15 Hours)
- Research Methods for Managers (15 Hours)
- Corporate Governance and Managerial Ethics (15 Hours)
- Data Analytics and visualization (15 Hours)
- Leadership, Team Building and Emotional Intelligence (15 Hours)
- Six Sigma (Green Belt Certification) (40 Hours)

Applied Human Resource Management

SPECIALISATION

- Business Law (16 Hours)
- Sales and Distribution Management (18 Hours)
- Operations & Supply Chain Management (20 Hours)
- Conflict Management (12 Hours)
- HR Planning, Budgeting & Audit (16 Hours)
- Compensation and Benefits, Rewards (16 Hours)
- Performance Management / Metrics (16 Hours)
- Strategic Human Resource Management (12 Hours)
- Labour Laws (16 Hours)
- Image Consulting (Part 1) (15 Hours)
- The Top Models (part 1) (16 Hours)
- The top HR Cases (Part 1) (20 Hours)
- Entrepreneurship (45 Hours)

- Strategic Thinking/Decision Making (15 Hours)
- Competency Mapping (16 Hours)
- Organisational Structure Theory and Design (15 Hours)
- HR in Mergers and Acquisitions (16 Hours)
- The Top HR Cases (part 2) (16 Hours)
- The top models (part 2) (20 Hours)
- Image Consulting (Part 2) (12 Hours)
- Training and Development (16 Hours)
- Project Management (12 Hours)
- Capstone Project (75 Hours)

Logistics & Supply Chain Management

SPECIALISATION

- Business Law (16 Hours)
- Sales and Distribution Management (18 Hours)
- Logistics & Supply Chain Management (20 Hours)
- Conflict Management (12 Hours)
- Operations Planning and Control (16 Hours)
- Facilities Management (16 Hours)
- Enterprise Resource Planning (16 Hours)
- Productivity Techniques (12 Hours)
- Material Management (16 Hours)
- Image Consulting (Part 1) (15 Hours)
- The Top Models (Part I) (16 Hours)
- The Top Operations Cases (Part 1) (20 Hours)
- Business and Financial Strategy (20 Hours)
- Entrepreneurship (45 Hours)
- Strategic Thinking/Decision Making (15 Hours)
- Total Quality Management (TQM) (16 Hours)
- Factories Planning and Management (15 Hours)
- Business Process Re-engineering (16 Hours)
- The Top Operations Cases (Part 2) (16 Hours)
- The Top Models (Part 2) (20 Hours)
- Image Consulting (Part 2) (12 Hours)
- Supply Chain Analytics (16 Hours)
- Project Management (12 Hours)
- Capstone Project (75 Hours)

Sales and Marketing Management

SPECIALISATION

- Rural Marketing (16 Hours)
- Sales and Distribution Management (18 Hours)
- Logistics & Supply Chain Management (20 Hours)
- Consumer Behaviour (12 Hours)
- Financial Acumen for Marketing (16 Hours)
- Customer Relationship Management (16 Hours)
- Multi-Channel Marketing Strategies (16 Hours)
- Digital Marketing (16 Hours)
- Retail Marketing (16 Hours)
- Image Consulting (Part 1) (15 Hours)
- Selling to the Bottom of the Pyramid (16 Hours)
- Institutional Sales (20 Hours)
- Business and Financial Strategy (20 Hours)
- Entrepreneurship (45 Hours)
- Strategic Thinking/Decision Making (15 Hours)
- Integrated Marketing Communication (16 Hours)
- Channel Management (15 Hours)
- Brand Management (16 Hours)
- Sales of Financial Services (16 Hours)
- Sales of Hitech products (20 Hours)
- Image Consulting (Part 2) (12 Hours)
- Service Marketing (16 Hours)
- Project Management (12 Hours)
- Capstone Project (45 Hours)



Learner Testimonials



“My sincere gratitude to the program content, live sessions & student mentor for all the support. The program has instilled confidence in him which he now uses to give insights during various discussions with senior management at his company.”

Vinod Kumar Mohan

PG Program in Management, June 2018

From **Business Operations
Manager, Consulting**

To **Business Operations
Manager**



“Travel is my passion and upGrad has allowed me to work and earn while I learn.”

Pradeep Rana

PG Program in Management, March 2019

From **Deputy Manager
Business Development,
Travel Agency**

To **Business
Development
Manager**



“Without upGrad, my career transition could not have been possible. My student mentor pushed me to complete my projects and this helped me stay motivated throughout my learning experience.”

Neeraj Shukla

PG Program in Management, March 2018

From **Sales Manager, IT Firm**

To **Territory Account
Manager**

Program Details

Program Start Date
15th October 2020

Program Fee
INR 2,55,000

Eligibility Criteria

- The participants must possess a graduation degree or equivalent in any discipline, with a minimum of 50% aggregate marks throughout their education (10th, 12th, and graduation).
- Proficiency in written and spoken English

Direct interviews for candidate scoring - 80 percentile + in CAT

EMI Tenures Available

03 Months | **06** Months | **09** Months | **12** Months | **18** Months | **24** Months & **36** Months

Admission Process



For Further details

call us on **18002102020** or write to us
at **imi-pgcpm@upgrad.com**