



# Post Graduate Diploma in Management (PGDM) (Batch 01)

24 Months | Online | ₹ 2,50,000

# IMI Bhubaneswar

## From the Director's Desk



Established in 2011, IMI Bhubaneswar is a bustling campus setup under the aegis of IMI-Delhi. IMI Bhubaneswar has emerged as fully integrated management institute of higher learning. IMI Bhubaneswar is dedicated to develop socially sensitive and ethical managers with sound knowledge of contemporary management concepts.

IMI is known for diversified activities including teaching, training, research and consulting, which are the four pillars of quality education and IMI Bhubaneswar is built on the power of these four pillars of quality education.

The Institute fosters and nurtures leaders of tomorrow who are capable of making difference in the society. The institution works very closely with the industry and actively seeks the participation of industry leaders in development of course offerings and to take up research in emerging areas. This also helps us to keep our offerings current and relevant as per the needs of the industry. In addition, IMI Bhubaneswar also provides training to their executives and making IMI Bhubaneswar as a hub for their manpower requirement.

Education at IMI Bhubaneswar is primarily based on three powerful concepts i.e. Creation of Knowledge, Dissemination of knowledge and Application of Knowledge. The batches of PGDM and PGDM-PT students have performed exceedingly well and often crossed unmarked terrain in their journey to create new lives for themselves through hard work and sacrifice, making it easy for the future batches to follow in their footsteps. This was, largely facilitated by faculty of IMI Bhubaneswar, which is an eclectic, learned and committed team of professionals drawn from varied streams of discipline with over two-third of them having industry and/or international recognition.

IMI Bhubaneswar selects the bright individuals to its flagship PGDM program, with diverse backgrounds and determined to offer a participative learning process. IMI is striving to impart efficient professional practices, essential in today's globalized world, and high ethical standards into the students. Our students are involved into multifaceted activities, including developmental & social work in local villages. The strong faculty-student relations at IMI Bhubaneswar have also resulted in evolving and exploring innovative solutions; and develop the students to face ever demanding challenges in professional life.

The institution believes in a well rounded and all-pervasive student experience to maximize learning opportunities. To achieve this, the institution provides the course structure that has been designed to enable the students to hone their managerial skills and get them acquainted with the new developments taking place in the industry. The pedagogical tools applied by the faculty members constantly motivate the students to be innovative, competent and creative. The learning imparted by our highly experienced faculty encourages students to inculcate in them, the values of self-reliance, which stand them in good stead in becoming successful managers and brand ambassadors of their organizations.

Nested in ecologically invigorating ambience, IMI Bhubaneswar epitomizes a modern age “Gurukul”, where talent is nurtured, groomed and launched into corporate world.

I take this opportunity to extend a personal invitation to you to visit IMI Bhubaneswar and experience the shaping of global leaders.



# Business Management & Enterprises

To paraphrase Peter Drucker, management can be described as the dynamic life-giving and life-sustaining element of every business enterprise. It is the thinking organ that provides vision to the business. It is also the integrating force for the accomplishment of business objectives. Business Management involves strategic thinking, decision-making, and ethical leadership that keeps an organisation on track and moving toward its goals at the right time and in the right manner.

## Essential Functions of Management



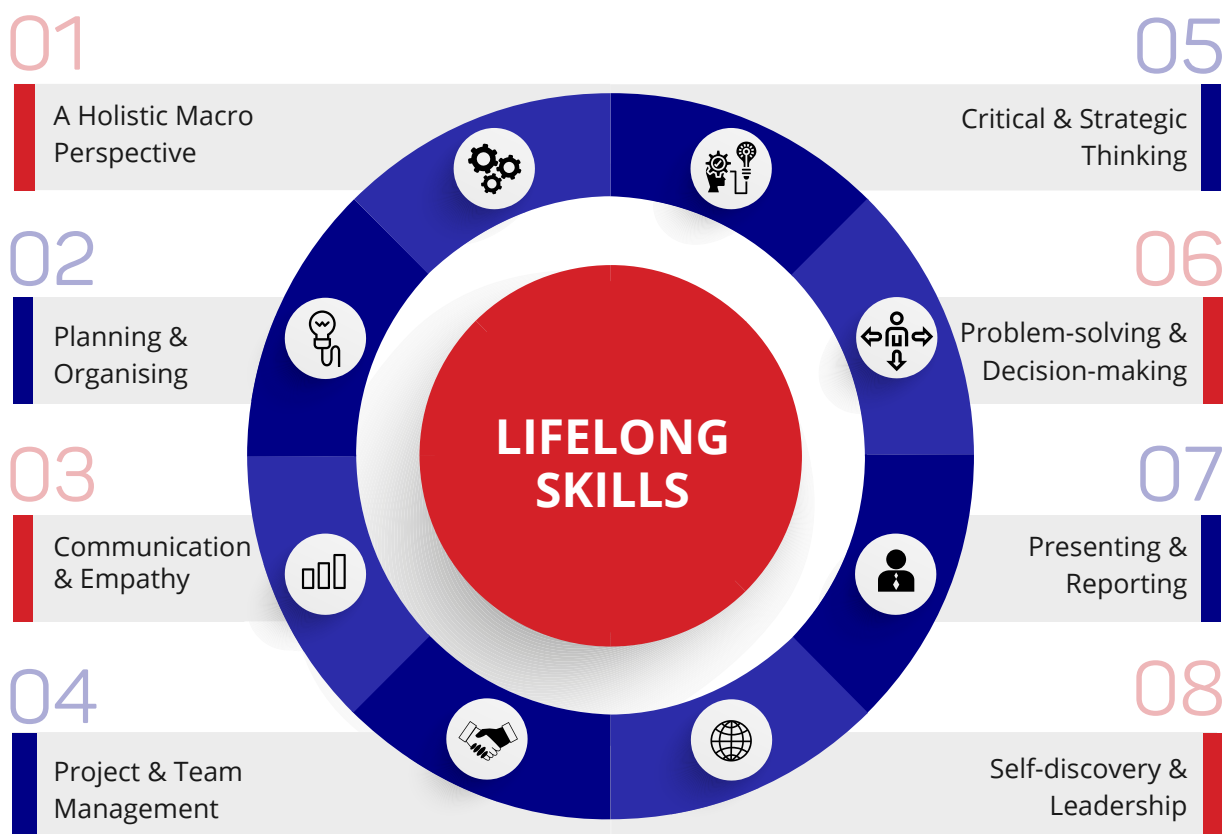
In recent history, enterprises that have failed due to poor or myopic or unethical management practices include Kodak, Compaq, Toys "R" Us, Enron, WorldCom, Satyam, etc. Thus, the importance of sound business management practices to a successful and sustainable enterprise cannot be emphasised enough. The goal of management is to get people together to achieve the same desired objectives and goals by using the resources that are available effectively and efficiently.

## Benefits of Management for Enterprises



Acquiring and building holistic managerial competencies not only benefits one professionally but also personally. It is a transformative experience that imbues qualities and inculcates a mindset that broadens perspectives, boosts confidence, promotes discipline, fosters team spirit, enables decision-making, and kindles leadership.

## Studying Business Management: Lifelong Skills



Understanding management principles, learning management tools and techniques, and developing management acumen, are personality-developing and career-defining imperatives for working professionals seeking role elevation and recognition as thinkers, influencers, decision-makers, leaders, etc.



## Programme Overview

The **Post-Graduate Diploma in Management (PGDM)** is an AICTE-approved 24-month online programme aimed at working professionals and freshers. The PGDM (ONLINE) programme offered by **IMI Bhubaneshwar** reflects 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, and for fresh graduates who may not be able to enrol in physical on-campus management programmes due to personal reasons.

## Programme Highlights



AICTE Approved



Application-based Learning



Industry-recognised  
Certifications



IMI Bhubaneshwar  
Alumni Membership



Real-life Capstone Project

# Learning Outcomes

After completing this programme, the participants should be able to:



Gain theoretical knowledge in the foundational and functional areas of management (Conceptualisation)



Develop analytical skills for taking decisions at the workplace by imparting the understanding of multi-disciplinary management tools and techniques (Analysis)



Enhance their understanding of real-world business complexities by exposing students to case studies and various experiential learning situations (Application)



Inculcate values and attitudes which contribute to a social sensitivity & ethical behaviour (Leadership)



# Programme Curriculum

## I SEMESTER

- Financial Accounting and Analysis
- Quantitative Techniques
- Managerial Economics
- Organisational Behaviour
- Operations Management
- Managerial Communication
- Term Project I

## II SEMESTER

- IT for Decision-making
- IT and IS for decision-making
- Marketing Management
- Financial Management
- Research Methodology
- Corporate Governance and Managerial Ethics
- Term Project II

## III SEMESTER

- Human Values and Happiness
- Business Analytics
- Elective 1
- Elective 2
- Elective 3
- Elective 4
- Term Project III

## IV SEMESTER

- Strategic Management
- Elective 1
- Elective 2
- Elective 3
- Elective 4
- Capstone Project

# Programme Curriculum

## SPECIALISATIONS

### Marketing

- Digital Marketing
- Consumer Behaviour
- Services Marketing
- Integrated Marketing Communications
- Brand Management
- Marketing Research
- New Product Development
- Sales and Distribution
- Ecommerce
- Marketing Analytics

### Finance

- SAPM
- International Finance
- BFSI
- FinTech
- Financial Analytics
- Mergers and Acquisitions
- Investment Banking and Treasury Operations
- Financial Markets
- Entrepreneurial Finance
- Cost and Management Accounting

### HRM

- Recruitment and Selection
- Training and Development
- Performance and Compensation Measurement
- HR Analytics
- Employee Engagement
- Indian Labour Laws
- Acquiring and Managing Talent
- Organisational Theory and Design
- Culture and Change Management
- Conflict Management and Negotiations

# Programme Curriculum

## Business Analytics

- Advanced Statistics
- Foundations of Predictive Analytics
- Machine Learning
- Foundations of Business Data Modelling
- Hands-On Tool Training I - RDBMS and SQL
- Hands-On Tool Training II – Visual Analytics
- Hands-On Tool Training III – Text Analytics
- Enterprise Resource Planning

## Operations

- Logistics and Supply Chain Management
- Project Management
- Quality Management and Six Sigma
- Operations Strategy
- Management Science Applications
- Supply Chain Analytics
- Service Operation Management
- Agile Project Management

## Pedagogy

The primary method of instruction will be through LIVE virtual lectures that will be beamed online via internet to desktops/laptops of students or classrooms. The lectures will be delivered by eminent faculty from IMI Bhubaneswar. The programme's teaching methodology and approach is designed to leverage technology and maximise interaction seamlessly and simultaneously across geographies.

The programme follows a tried, tested, and proven pedagogy that is a blend of lectures, case studies, white papers, lecture-discussions, behavioural and simulations, gamifications, real-life projects, assignments, class presentations, role plays, and quizzes, among others.

## Programme Delivery

Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet, or Smartphone.

### Schedule

Saturday and Sunday  
9:00 A.M. to 12:00 P.M.

### Duration

24 months



## Who Should Attend?

- Fresh graduates and working executives seeking to advance in their careers in managerial position
- Entrepreneurs who want to apply managerial knowledge and skills in their business practices

## Eligibility Criteria

- A Bachelor's Degree\* or its equivalent in any discipline with minimum 50% aggregate marks or equivalent CGPA

*\*Internships and trainee experiences will not be considered as full-time work experience.*

## Admission Criteria

The selection will be based on a candidate's profile evaluation, subject to meeting eligibility criteria.

## Attendance Criteria

A minimum of 75% attendance is a prerequisite for the successful completion of the programme.



## Assessment & Evaluation

The evaluation methodology is at the discretion of the faculty. The methodology includes online exams, case analysis, class contribution, and any other component as decided by the faculty.

The programme may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organisational decision scenarios.

The participants will have to secure the minimum pass marks in the respective evaluation components.

## Certification

- Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Certificate of Participation'.



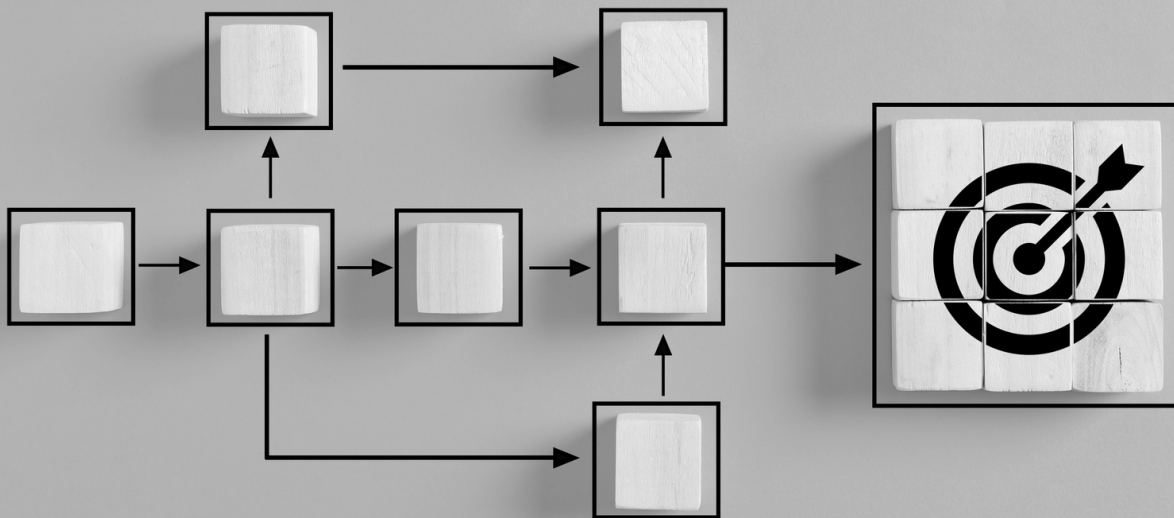
## Programme Directors



### Sougata Ray

Finance & Economics  
Assistant Professor

Sougata Ray is an Assistant Professor in Finance and Economics at IMI Bhubaneswar. He holds a Ph.D. from the School of Business, Amrita Vishwa Vidyapeetham. Before joining IMI, he worked at the Department of Management, Amrita Vishwa Vidhyapeetham for about 11.5 years. He also has industry exposure of 7.5 years in the Indian Financial Sector. He also received the Erasmus Mundus Scholarship for Doctoral Research from the European Union under the India4EU program (2013 - 2015).



# Programme Fee

Date

Particulars	Amount (₹)*
Application Fee	1,770
<b>Total Programme Fee</b> (excluding Registration Fee)	<b>2,50,000</b>

**Note:**

\*Application fee will be collected by BCCL

This is with reference to the refund of the Processing Fee, please note that the Processing Fee shall not be refunded.



## Instalment Schedule

	Instalment I	Instalment II	Instalment III
<b>Date</b>	within 1 week of application	10 <sup>th</sup> March 2024	10 <sup>th</sup> September 2024
<b>Amount (₹)</b>	80,000	85,000	85,000

## Programme Timelines

Last Date to Apply	<a href="#">Refer to Website</a>
Programme Start Date	27 <sup>th</sup> January, 2024
Programme End Date	July 2025

**APPLY NOW**





IMI Bhubaneswar, established in 2011, is a young institute which achieved the coveted position of 67th rank in the National Institutional Ranking Framework (NIRF) 2023 conducted by the Ministry of HRD, Govt. of India. IMI Bhubaneswar currently offers Post Graduate Diploma in Management (PGDM), and FPM (equivalent to PhD) programmes which are approved by AICTE. The flagship PGDM programme is accredited by AMBA (Association of MBAs); NBA (National Board of Accreditation); NAAC (National Assessment and Accreditation Council); and has received equivalence from AIU (Association of Indian Universities). IMI Bhubaneswar draws sustenance through creation; dissemination and application of knowledge which integrates seamlessly with each other to translate into research, teaching and training for our stakeholders. Nested in an ecologically invigorating ambience and sculpted by a renowned architect, IMI epitomizes a “gurukul.”

Inspired by the Prime Minister’s vision of Start-up India to create more job creators than job seekers, IMI Bhubaneswar has created robust entrepreneurship cell which has recently organized number of workshops and events and trained over 250 participants on entrepreneurship in collaboration with Department of Science & Technology, Institute of Entrepreneurship Development, MSME Department and National Entrepreneurship Network (NEN). IMI Bhubaneswar has also set up its own Incubation Foundation to promote and support entrepreneurship among students.

IMI Bhubaneswar has endeavoured 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 organises 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.

The PGDM programme curriculum is periodically updated to meet the ever-changing needs of the industry. Focus is on developing functional & analytical knowledge and skills, leadership, human capital management & interpersonal skills, decision making and problem solving, ethics & corporate social responsibility and globalization. Entire range of new age courses like Digital Marketing, Business Analytics, HR Analytics, Marketing Analytics, Financial Analytics etc are added to match with the growing needs of corporate world.

IMI Bhubaneswar offers students opportunities for holistic development inside and outside classroom through events, outdoor games & competitions, and live projects. All these events and competitions are planned and executed by the students. Therefore, Institute takes pride in calling itself as student-driven campus. Institute not only teaches students to be socially responsive but also give them platform in the form of Prayas Club and Unnat Bharat Abhiyan to work for the upliftment of mankind and society at large.

The institute has been consistently ranked high in various surveys of Management Schools. In NIRF 2023, IMI Bhubaneswar has been rated higher than many reputed management institutes on parameters like corporate linkages, intellectual capital, Infrastructure etc. by various reputed ranking agencies. The institute has been awarded the Business Excellence Award in the world, The Bizz by Worldcob, USA. Placements have been 100% since inception.

IMI B has world-class aesthetically designed infrastructure for facilitating enhanced learning environment. 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.



TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.



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