

Post Graduate Diploma in Management

100% Placement Assistance*

**Duration
24 Months**



BATCH 2



Established in 2011 by RP-Sanjeev Goenka Group under the aegis of IMI Delhi, IMI Bhubaneswar stands on a 16-acre lush green campus. In keeping with its vision, IMIB has distinguished itself by its excellent academic programs, executive education, research across management and related disciplines, and support for entrepreneurs since its inception. Over 500 alumni and 1000+ executives are making a significant contribution to the social and economic growth of India.

The IMI Bhubaneswar is dedicated to cultivating socially conscious and ethically grounded managers who possess contemporary management acumen. To address the evolving business challenges, IMI Bhubaneswar adopts an interdisciplinary approach and incorporates the contemporary analytics domain into its program.

Despite being a young institute, IMI Bhubaneswar has been innovative from the beginning. Our two-year Post Graduate Diploma in Management Program (PGDM) offered business analytics well before other contemporary B-schools. The Fellow Programme in Management (FPM), approved by AICTE, attracts research talent equally from fresh scholars and senior industry practitioners. A recent addition is a two-year Post Graduate Diploma in Management (PGDM-Online) approved by AICTE. The IMI Incubation Foundation is equipped to help qualified individuals start their business ventures. While our faculty are outstanding scholars in their respective disciplines with publications in leading academic journals, they are also inspiring teachers, impactful consultants, award-winning case writers, and policy advisers.

Reflecting these strengths, IMI Bhubaneswar has achieved numerous milestones. IMI Bhubaneswar has attained coveted accreditation from the Association of MBAs (AMBA), the National Board of Accreditation (NBA), the Association of Universities (AIU) equivalence for the PGDM Programme, and Graded Autonomy status from the All India Council for Technical Education (AICTE). IMI Bhubaneswar has consistently performed well in national rankings (NIRF), showing its commitment to high-quality teaching, training, research, and Consultancy.

IMI Bhubaneswar upholds values like respect for the community, passion for excellence, high ethical standards, and a research-driven approach. IMI Bhubaneswar has an ambitious vision that is poised to create a significant impact in the industry and local community and provide impetus to the start-up ecosystem.

I take this opportunity to extend a personal invitation to all the stakeholders to visit the IMI Bhubaneswar campus and experience the shaping of responsible leaders

Dr. P C Biswal
Director, IMI Bhubaneswar



ABOUT IMI BHUBANESWAR

IMI Bhubaneswar, established in 2011, is a young institute which achieved the coveted position of 61st rank in the National Institutional Ranking Framework (NIRF) 2024 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 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 partners, an ecosystem for institute to provide 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 the 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, the Institute takes pride in calling itself a 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 2024, 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 environments. 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.



Accreditation & Recognition



NIRF RANK 61st



Business Management & Enterprises

To paraphrase Peter Drucker, management can be described as the dynamic life-giving and life-sustaining elements 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 organization on track and moving toward its goals at the right time and in the right manner.

Essential Functions of Management

01



PLANNING

- Goal-setting
- Resource Allocation
- Standards & Timelines

02



ORGANISING

- Process Flow
- Delegation
- Review & Respond

03



LEADING

- Communicate
- Motivate
- Guide & Groom

04



CONTROLLING

- Monitor
- Evaluate
- Improve & Enhance

In recent history, enterprises that have failed due to poor or myopic or unethical management practices include Kodak, Compaq, Toys "R" Enron, WorldCom, Satyani, 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



Provides Vision & Foresight



Accomplishment of Goals



Effective Utilization of Resources



Bring Order to Efforts



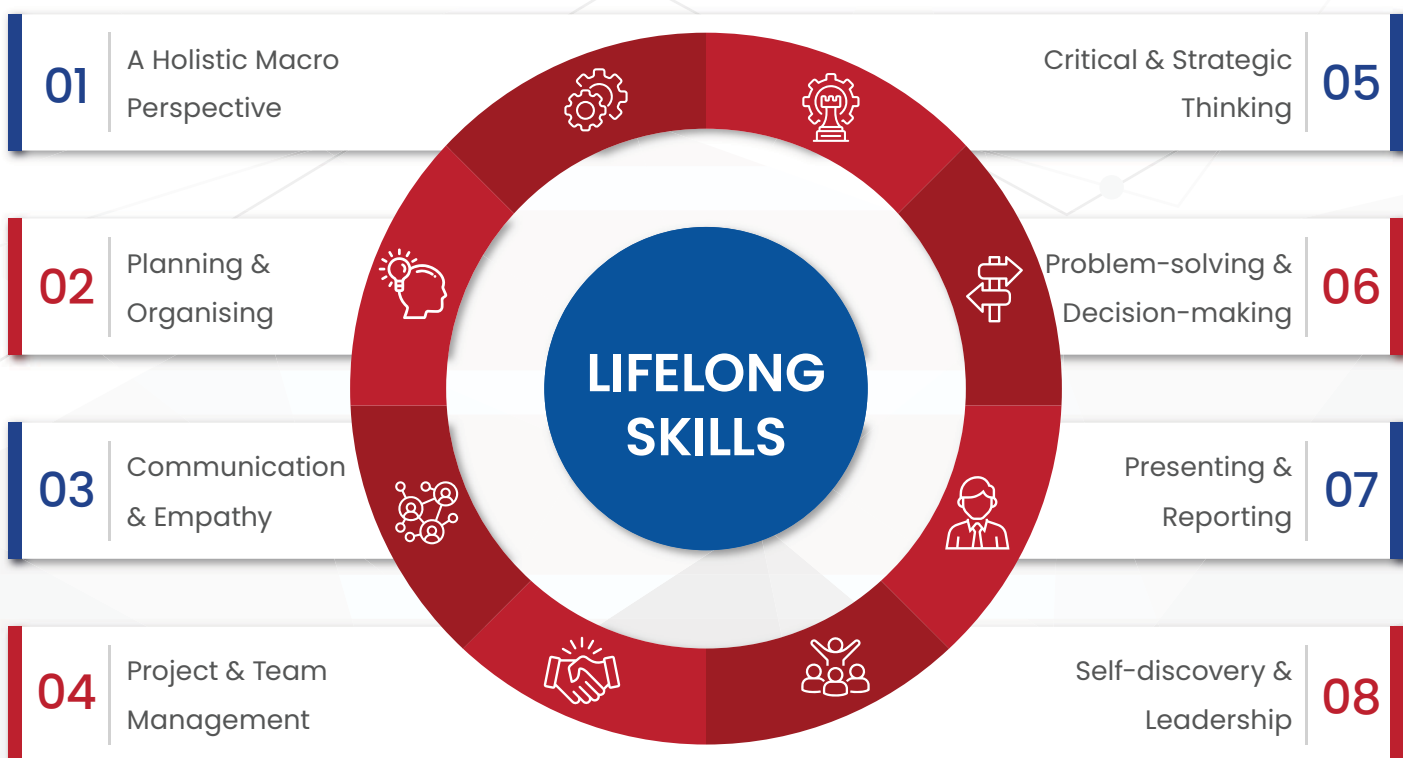
Smooth & Seamless Operations



Contribution to Macro Economy

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 Bhubaneswar 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 Bhubaneswar Alumni Membership



Real-life Capstone Project




Placement Assistance




3 Days of Campus Immersion

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 (Applications)



Inculcate values and attitudes which contribute to social sensitivity & ethical behavior (leadership)



Programme Curriculum

I SEMESTER

Financial Accounting and Analysis

Quantitative Techniques

Managerial Economics

Organizational Behavior

Operations Management

Managerial Communication

Term Project I

II SEMESTER

IT and IS for decision-making

Marketing Management

Financial Management

Human Resource Management

Corporate Governance & Managerial Ethics

Term Project II

Business Analytics

III SEMESTER

Research Methodology

Elective 1

Elective 2

Elective 3

Elective 4

Term Project III

IV SEMESTER

Strategic Management

Elective 5

Elective 6

Elective 7

Elective 8

Capstone Project



Programme Electives

SPECIALISATIONS

1. MARKETING

Retail Marketing

Consumer Behaviour

Services Marketing

Strategic Marketing

Product & Brand Management

International Management

Sales and Distribution Management

Key Account Management

Marketing Analytics

2. BUSINESS ANALYTICS

Digital Marketing

Machine Learning & Predictive Analytics

Big Data Analytics

Business Data Modelling Using RDBMS & SQL

Hands-On Tool Training I - Visual Analytics

Hands-On Tool Training II - Text Analytics

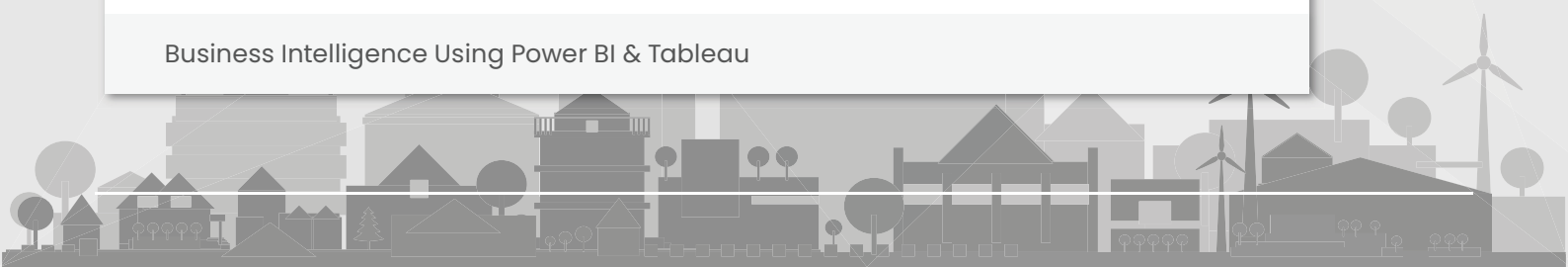
Data Science For Leaders

Enterprise Resource Planning

Advanced Business Analytics

Blockchain in Business

Business Intelligence Using Power BI & Tableau



3. HRM

Recruitment and Selection

Training and Development

Performance and Compensation Measurement

HR Analytics

Employee Engagement

Indian Labour Laws

Organizational Theory and Design

Conflict Management and Negotiations

4. 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

5. FINANCE

SAPM

International Finance

Fixed Income Security Valuation

Fintech

Financial Analytics

Mergers and Acquisitions

Investment Banking

Financial Markets

Entrepreneurial Finance

Cost and Management Accounting

Financial Derivatives & Risk Management

Computational Finance

Financial Modelling

Wealth Management

Equity Evaluation

Our Prominent Recruiters



Our Faculty



Prof. Supriti Mishra

Prof. Supriti Mishra is an expert in the area of Corporate Strategy, CSR and Corporate Governance. She has extensively published in these areas in peer-reviewed journals indexed and abstracted in FT50, Scopus and Web of Science. She has also published management cases in Ivey publishing and Asian case research journal of NUS, Singapore. Currently she works as a Full Professor in the Bhubaneswar campus of International Management Institute (IMI), which is one of the top runners among B schools in India. She sits on the Boards of companies and educational institutions. Currently she serves on the Board of Odisha Agro Industries Corporation as an Independent Director and in SparkSpot, a start-up in Bhubaneswar, as an Advisor - People and Strategy. She is also a Domain Expert, Research & Development Committee of N. L. Dalmia Institute of Management Studies & Research, Mumbai, India and Member, Board of Studies in F. M. University, Balasore, India. She is associated with many companies as a Consultant and Trainer.



Prof. Rahul Gupta Choudhury

Prof. Rahul Gupta Choudhury is Dean-Career Development & Alumni Relations and Associate Professor of Marketing in International Management Institute (IMI), Bhubaneswar. He has fourteen years of experience in the corporate sector and another fourteen years of experience in academics. Dr. Choudhury has worked in very large corporations as well as multinationals in sales and marketing as well as supply chain management. He is a chemical engineer from NIT, Durgapur and did his PGDM from IIM, Lucknow; he was also a Fulbright scholar in Carnegie Mellon University, USA. He has published many research papers in reputed national and international journals. He has presented papers in national and international conferences, both in India as well as abroad. His Ph.D. is in the area of marketing strategy which continues to be his major area of interest in research. He is also very keen on research related to consumer behavior as well as sales and distribution.



Prof. Debidutta Pattnaik

Prof. Debidutta Pattnaik is an Assistant Professor at IMI, Bhubaneswar. His teaching interests include Corporate Finance, Trade Finance, Financial Economics, and Advanced Research Methods. Along with teaching, Dr. Pattnaik is an active researcher in the areas of Corporate Finance, Trade Credit, AI & ML, and Bibliometrics. He has published in numerous journals ranked A* and A such as Journal of Corporate Finance, Financial Review, Journal of Forecasting, Economics Modelling, Journal of Business Research, International Journal of Research in Marketing, Journal of Service Research, etc. Dr. Pattnaik has over fourteen years of industrial experience in development finance, financial services, and pharmaceuticals.



Prof. Shirshendu Ganguli

Shirshendu Ganguli is Associate Professor (Marketing) at International Management Institute Bhubaneswar. Before this, he has worked at T. A. Pai Management Institute, Manipal and IFHE University (IBS, Hyderabad) & Aegis School of Telecommunication, Indore, India. He has a Ph.D. from Icfai University, Dehradun, India. He was a visiting faculty at IIM Ranchi in 2021. Before joining academics, Shirshendu Ganguli has worked in corporate in the area of sales & marketing and business development. His current research and teaching interests focus on services marketing, service quality, marketing research, research methodologies, customer experiences & customer relationship management.



Prof. Pratyush Banerjee

Prof. Banerjee is Area Chair- Executive Education Area at IMI Bhubaneswar. He holds PhD in Management with specialization in the area of HRM. Before joining IMI, he has worked at various institutions of repute including Xavier Institute of Management (XIM) University, Bhubaneshwar, T.A. Pai Management Institute (TAPMI), Manipal, and Birla Institute of Technology and Science (BITS) Pilani. He has also worked briefly in the RPO and Telecom sectors. Overall, he has over 9 years of teaching, research and industry experience. Apart from his teaching and research experience, he has undertaken various Management Development Programmes with organizations such as IOCL, HPCL, Poclairn Hydraulics and CGI.



Prof. Aritra Pan

Prof. Aritra Pan is an Assistant Professor in the area of Information Systems at International Management Institute (IMI), Bhubaneshwar. His work and research interests include analytics in the dimensions of financial markets, strategic consulting, cost-growth strategy, client profiling, healthcare and social sciences using predictive modeling and research skills.



Career Assistance Services Provided by IMI Bhubaneswar

Interview Opportunities

A candidate will get a chance to appear in three Interviews.

Career Coaching

Feedback Session for Resume and LinkedIn will be provided by a Professional Career Coach along with Career Goal Discussion.

Career Service Workshop

Resume Building Session, Enhancing LinkedIn Account and strategy for Landing in a correct Job.

Interview Workshop

Skills to improve in the Interview Session will be given and individual feedback will be shared to improve.

Industry Networking

- Seminar and Webinar by different Industry Leaders.
- Part of Industry Expert discussions throughout the tenure of the program
- Customize workshops by Industry Leaders - Emotional Intelligence, Advanced Excel etc.
- Regular Career Counselling Sessions.



Pedagogy

The primary method of instruction will be through LIVE virtual lectures that will be beamed online via the internet to desktops/laptops of students or classrooms. The lectures will be delivered by eminent faculty from IMI Bhubaneshwar. The programme's teaching methodology and approach is designed to leverage technology and maximize 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, behavioral and simulations, gamification, 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

Weekly/Weekends

TIMINGS

07:30 PM - 09:30 PM

DAYS

Tuesday, Thursday
& Saturday

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.

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 organizational decision scenarios.

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

Certification

- Participants completing all the evaluations will be awarded PG Diploma in Management from IMI Bhubaneswar.



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

PARTICULARS	AMOUNT
Application Fee	INR 2,000
Total Programme Fee	INR 2,05,000 / \$ 3200

Instalment Schedule

Option I

If the candidate pays the complete fee in 2 instalments, a waiver of Rs. 20,000 is applicable on the total amount

INR 1 Lakh - After receiving selection email

INR 85,000 - 20th July 2025

Option II

	AMOUNT
Instalment I	INR 55,000 / \$ 800 - After receiving selection email
Instalment II	INR 50,000 / \$ 800 - 20 th May 2025
Instalment III	INR 50,000 / \$ 800 - 20 th September 2025
Instalment IV	INR 50,000 / \$ 800 - 20 th January 2026

***Loan option available in 6,9 & 12 EMI's from loan partners.**

Programme Timelines

Last Date to Apply	Kindly Refer to the website
Programme Start	Last week of January, 2025
Programme End	January 2027
Payment Link	Click to Apply >

About Nulearn

Nulearn is one of India's leading Ed-Tech organizations providing courses in collaboration with IIMs and top B-Schools. Set up in 2017, we have made it our goal to cover all major domains and industries when it comes to our courses. With a commitment to excellence, integrity & consistency, we ensure that you get a learning experience that's superior to the alternatives available in the market.

For years, we have helped working professionals upskill with high quality executive programs, diplomas and MBAs so that they can elevate their career prospects without feeling out of place in this rapidly evolving business landscape. With our industry leading Learning Management System (LMS), we ensure that you get a seamless learning experience that's not just beneficial but essential in order to stay relevant. **We are currently providing courses in collaboration with the following IIMs and B-Schools -**



In 2023, **Business Today Magazine** ranked **NULEARN** as one of the top EdTech Organisations in India which provide Management Courses in collaboration with IIMs and B-Schools.

*Source : Business Today Magazine
9th July edition





NULEARN

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