

# Executive Summary

## 1 ABOUT IMI BHUBANESWAR

---

International Management Institute (IMI) Bhubaneswar, established in 2011, is a young institute which achieved the coveted position of 63rd rank in National Institutional Ranking Framework (NIRF) 2020 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 programs 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).

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 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 2020, 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.

## 1.1 VISION MISSION AND VALUES

The vision of IMI Bhubaneswar is *“To be a world-class business school, achieving excellence in management education and research through continuous competency building.”*

### **MISSION:**

- To develop outstanding managerial talent capable of providing enlightened and effective leadership
- To further the advancement of knowledge in the field of management by undertaking relevant research programmes
- To collaborate with counterpart institutions, industry and government in the development and application of new knowledge for the benefit of society.

### **VALUES:**

- Respect for the community
- Passion for excellence
- High ethical standards
- Research as a way of life

## 1.2 LOCATION

International Management Institute Bhubaneswar is located in the city of Bhubaneswar. It is the capital and largest city of the Indian state of Odisha. Bhubaneswar is dubbed the “Temple City” – a nick name earned because of the 700 temples which once stood here. It still boasts of a cluster of magnificent temples, constituting virtually a complete record of Kalinga architecture almost from its nascence to its culmination. With the diverse ranges of heritage resources, it showcases significant sacred cultural landscape components which have evolved with the support of available natural resource base and cultural trigger. The modern city of Bhubaneswar was formally established in 1948, the history of the areas in and around the present-day city can be traced to the 7th century BCE and earlier. With Puri and Konark it forms the “Golden Triangle”, one of eastern India's most visited destinations.

Bhubaneswar replaced Cuttack as the capital of Odisha on 19 August 1949, 2 years after India gained its independence from Britain. The modern city was designed by the German architect Otto Königsberger in 1946. Along with Jamshedpur and Chandigarh, it was one of modern India's first planned cities. Bhubaneswar is categorized as a Tier-2 city. Bhubaneswar and Rourkela are the only cities in smart city mission from Odisha.

Bhubaneswar has a tropical climate with annual mean temperature of 27 C which rises to about 35 C during the summer months. Rainy season occurs in the months of June and September, supplying the city with annual rainfall of 64 inch on an average.

Bhubaneswar, over the years, has emerged as one of the fast-growing, important trading and commercial hub in the state and eastern India. Tourism is a major industry, attracting about 1.5 million tourists per year. With the economic liberalization policy adopted by the Government of India in the 1990s, Bhubaneswar received investment in telecommunications, information technology (IT) and higher education. According to a study by ASSOCHAM, Bhubaneswar had the highest rate of employment growth among 17 Tier-2 cities in India and has been listed among the top ten emerging cities in India by Cushman and Wakefield, taking into consideration factors like demographics, physical, social and real estate infrastructure, current level and scope of economic activities and government support.

In 2009, Odisha was ranked ninth among Indian states in terms of software export by NASSCOM, with most IT/ITES companies established in Bhubaneswar. According to a 2012 survey, among the tier-2 cities in India, Bhubaneswar has been chosen as the best for conducting IT/ITES business. The government fostered growth by developing of IT parks such as Infocity-1, Infovalley, STPI-Bhubaneswar and JSS STP. Infocity was conceived as a five-star park, under the Export Promotion Industrial Parks (EPIP) Scheme to create infrastructure facilities for setting up information technology related industries. Infosys and Tech Mahindra have been present in Bhubaneswar since 1996. Other software companies include TCS, Wipro, IBM, Genpact, Firstsource, Mindtree, Mphasis, Ericsson, Semtech and Reliance Communications, AnantaTek and SA Intellect. Apart from the big multinationals, some 300 small and mid-size IT companies and business startups have offices in Bhubaneswar.

IMI Bhubaneswar has a world class sprawling, fully residential campus spread over 15 acres. The institute is located in serene surrounding with some other reputed educational institutes including NALCO's research and technology center in its vicinity. The land for the institute has been allotted by the Government of Odisha in the institutional area in Gothapatna, Bhubaneswar. The institute has ensured well developed infrastructure, wide all-weather roads, access to electricity and water, public transport facilities and other amenities.

***IMI Bhubaneswar is an autonomous, corporate sponsored, standalone business school approved by AICTE.*** IMI Bhubaneswar was established under the aegis of IMI Delhi – India's first corporate sponsored business school. IMI Bhubaneswar follows international standard curriculum which has been enriched by its international collaborations with EGADE Business School, Mexico, Sichuan Academy of Social Sciences, Chengdu, China, ESC Rennes, France and Manhattan Institute of Management, New York, USA.

## 2 CRITERIA-WISE SUMMARY

---

### 2.1 CRITERION I: - CURRICULAR ASPECTS

IMI, Bhubaneswar offers three programmes namely Post Graduate Diploma in Management (PGDM), Post Graduate Diploma in Management – Part Time (PGDM – PT) and Fellow Programme Management (FPM). The curriculum for each of these courses is designed and developed under the guidance of academic advisory council. The curriculum reflects Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs). Each and every course offered across these programmes are developed in such a way that the learning outcomes have relevance to the local, national, regional and global developmental needs. The syllabus is revised regularly to accommodate the needs and demands of the industry. The institute continuously introduces new courses which have greater focus on employability and skill development. The institute offers elective courses to the students in various specializations like Finance, Marketing, HRM, Operations, IT, and General Management. Across all the courses the institution integrates cross cutting issues relevant to professional ethics, gender sensitivity, human values, environment, and sustainability so that the graduating students will be responsible business leaders. The institute also offers a number of value-added courses for imparting life and transferrable skills. To give industry exposure, the institute makes it mandatory for all the students to undertake internships under 'Summer Internship Project' (SIP). Apart from this, the students at IMI, Bhubaneswar are encouraged to undertake field projects and research projects under the mentorship of faculty members. The institute collects feedback on the course curriculum from all the stakeholders like students, alumni, industry, and faculty members to improve upon the content of course curricula.

### 2.2 CRITERION II: - TEACHING LEARNING AND EVALUATION

IMI Bhubaneswar firmly believes that apart from classroom theoretical inputs, practical firsthand experience in industry will make the students to make better business leaders. The Institute believes that, a manager must be capable enough to take real time decisions and act upon them. To this end IMI-B puts in place various methodologies to enhance the managerial skills of the students. Before the course commencement, the Institute offers an orientation course to bring all the students at the same level of understanding so that imparting the course curriculum becomes much more effective. The Institute ensures diversity among students and admits students from varied economic and social backgrounds. The institute has an adequate student teacher ratio which enables it assesses the learning level of the students and organizes special programmes for the students under the Institute's mentorship programme. The institute encourages student centric methods like experiential learning, participative learning, and problem-solving methodologies to enhance their learning experience. For effective teaching and learning process, all the courses are designed to use ICT enabled tools. The institute strictly adheres to academic calendar and proposed teaching plans for entire academic year. All the faculty members at the institute have obtained their PhD/FPM degrees from reputed institutions in India. The faculty members at IMI, Bhubaneswar have rich experience in academics and industry. The institute follows a strict timetable to declare the results after completion of examinations which is integrated with IT to ensure continuous

assessment of learning of the students. Due to rich course content and effective delivery, the pass percentage of students have been 100% since the inception of the Institute.

### 2.3 CRITERION III: - RESEARCH, INNOVATIONS AND EXTENSION

One of the values of IMI, Bhubaneswar is “research as a way of life”. The Institute devotes a large chunk of its resources to provide research facilities and has put in place a well-defined policy to promote research by incentivizing research publications. The Institute believes in the quality of research output. To ensure this, the Institute plays an important role to further the advancement of knowledge in the field of management by undertaking relevant research programmes by constituting a “Research Committee”. The research committee coordinates with all the faculty members to create research output to add to the existing body of knowledge. The research committee holds “Brain Storming Sessions” to identify contemporary research gaps in the field of management. The research efforts and output of IMI Bhubaneswar is reviewed regularly by the “Faculty Review Committee” constituted by the management. To encourage research, IMI Bhubaneswar has also started AICTE approved Fellow Programme in Management (FPM) since 2018. The Institute has a provision to provide seed money to the faculty members to undertake contemporary and relevant research which is well documented in the institute’s policy. The Institute has created an eco-system for creation and transfer of knowledge by organizing workshops research methodology, entrepreneurship, and other faculty development programmes. IMI-B conducts two international conferences in collaboration with Sichuan Academy of Social Sciences, China and EGADE Business School, Mexico. The institute also has many functional MoUs with international institutes to promote collaborative research and faculty-student exchange programmes. The faculty members of the Institute publish articles in reputed journals with high impact factor which are Scopus/WoS indexed.

### 2.4 CRITERION IV: - INFRASTRUCTURE AND LEARNING RESOURCES

IMI Bhubaneswar has a world class sprawling, fully residential campus spread over 15 acres. The institute is located in a serene surrounding with some other reputed educational institutes. The government has ensured well developed infrastructure in terms of wide roads, access to electricity & water, public transport facilities and other amenities. The Institute has adequate infrastructure and physical facilities for teaching and learning like classrooms, tutorial rooms, library, computer labs and auditoria. The classrooms are well equipped with e-learning facilities including LCD projectors. The Institute has two computer labs to facilitate e-learning. The students utilize the e-learning resources and evaluation of the course ensures students utilizing e-resources for updated analytical learning for achieving programme outcomes. The Institute has provided for facilities to undertake cultural activities. Apart from this, enough space is provided for yoga, indoor and outdoor sports. The institute has a state-of-the-art gymnasium for students, staff and faculty. All 100% classrooms and seminar halls are centrally air-conditioned & ICT enabled. The institute devotes its resources to augment its physical infrastructure & learning resources. IMI Bhubaneswar has a state-of-the-art IT infrastructure covering Wi-Fi, cyber security and 1:1 computer ratio with 200 mbps bandwidth of Internet connection. The institute subscribes to e-resources viz. JGate, Ebsco, Harvard Business Publishing, Bloomberg terminals and many databases. The institute has

earmarked a budget for maintenance of its physical facilities and academic support facilities and has put in place an established system to maintain and utilize all the physical infrastructure, academic & support facilities.

## 2.5 CRITERION V: - STUDENT SUPPORT AND PROGRESSION

IMI Bhubaneswar grooms its students to be the corporate leaders. As the mission of the Institute is to develop outstanding managerial talent capable of providing enlightened and effective leadership, and the tagline being “Shaping global leaders for tomorrow”, the focus of IMI is to groom the students accordingly. Most of the activities at IMI are student driven and student centric. Further, the Institute’s admission policy ensures diversity without compromising the intake quality. In order to encourage meritorious students, IMI Bhubaneswar offers pre and post admission scholarships. As a social commitment, the meritorious students among girls are given greater weightage for their academic records. During the students’ academic journey, to ensure seriousness, scholarships are provided to best performers in the first year. To bring rigour to summer internships, best summer internship project scholarships are awarded to students. The institute regularly conducts capacity development and skill enhancement activities in the area of soft-skills, language and communication skills and life skills. The Institute has put in place a grievance redressal committee for all their academic and non-academic grievances including ragging. The Institute also has a statutory compliant committee and gender sensitization committee against sexual harassment and Institute follows a zero-tolerance policy. IMI Bhubaneswar has a record of 100 % placement since its inception for all the students who do not opt out to pursue higher education or to join their family business. Many students participate at inter B-school sports/academic/cultural activities and win medals/awards for their outstanding performances. The IMI B Alumni meets are conducted at frequent intervals and the Alumni support the Institute in terms curriculum enrichment and student placements.

## 2.6 CRITERION VI: - GOVERNANCE, LEADERSHIP AND MANAGEMENT

To achieve the stated vision and mission of IMI, the Governing Body comprising of eminent academicians and industry leaders provide guidance to the top management and faculty of the Institute to realize the institutional goals. The Academic Advisory Council at IMI meets regularly to guide the Institute to achieve its mission and to ensure that the values are upheld in its letter and spirit. They bring their rich experience to guide the Institute to achieve its stated objectives. For effective execution of all activities, faculty level committees are constituted. The key responsibility of the committee is to plan and execute the day-to-day activities. Each committee is headed by a Chairperson. The committees meet regularly and keep a record of meetings and action taken in the form of minutes of meeting. The effective leadership encourages participative management which is visible from policies, administrative setup appointment and service rules. The institute has implemented e-governance in the areas of operations like administration, finance and accounts, students’ admissions and support, course delivery and examination. The institute has formulated policies for employee welfare. The faculty members are encouraged to take part in FDPs, conferences, and workshops in their area of interest. The non-teaching staff is encouraged to participate in programmes for their career development and progression. For judicious utilization of

resources, the institute's budgets are carefully planned and is audited by internal and external financial auditors on a regular basis. The institute's Internal Quality Assurance Cell (IQAC) interacts with all the stakeholders for optimal utilization of resources while ensuring the quality of input, process and outcome parameters.

## 2.7 CRITERION VII: - INSTITUTIONAL VALUES AND BEST PRACTICES

In line with its one of the core values, respect for community, IMI Bhubaneswar has put in place measures for promotion of gender equity which is evident from the share of girl students in the total intake. As part of the admission policy, additional weightages are given to girl students. The Institute conducts gender sensitization programmes at regular interval to ensure a fair and safe work environment of all the employees and students. The Internal Complaint Committee and Gender Sensitization Committee in the Institute is headed by a senior lady professor which addresses any issues related to the gender. The Institute has waste management facilities for degradable and non-degradable waste and has an in-built water conservation facilities in the campus compete with rain water harvesting. As part of its green campus initiative, the Institute has entered with an MOU with Yaana for use of rented bi-cycles and has banned use of plastic in the campus. Each year, during Independence Day and Republic day celebrations, students, faculty and staff go on a plantation drive in the campus. The Institute also has a barrier free, disabled-friendly physical infrastructure to ensure that no one is at disadvantage while navigating around the campus. The Institute has an inclusive policy and provides a congenial environment conducive for practicing tolerance and harmony towards cultural, regional, linguistic communal and socioeconomic diversities. All the stakeholders are sensitized to the constitutional obligations to uphold high ethical and moral standards and the Institute has a prescribed code of conduct for students in the 'Students Handbook' which is circulated among the students at the commencement of the programme. For faculty members and staff, the code of conduct is well defined in the "Service Rules" of the Institute.

## 3 STRENGTH WEAKNESS OPPORTUNITIES AND CHALLENGES (SWOC)

---

### 3.1 STRENGTHS OF IMI BHUBANESWAR

- **Guidance from Board and Corporates:** IMI Bhubaneswar being the first corporate sponsored business school boasts of a governing board comprising of corporate leaders from leading business houses of India. The board and the corporate leaders guide the academic and research policy of the institute. They also support the institute to realize its vision and mission.
- **Faculty:** IMI Bhubaneswar has a rich resource pool of quality full time faculty members with all of them being PhDs/ Fellows of prestigious institutions of India. A good number of them have rich industry as well as relevant academic experience. In order to expose the students to the current industry practices, the Institute has a rich pool of visiting faculty both from academia and industry. This is reflected in our policy of earmarking 20% of total sessions in every course for experts from corporate and academia.

- **Research:** To ensure that the Institute plays an important role to further the advancement of knowledge in the field of management by undertaking relevant research programmes, the management of the Institute has constituted the “Research Committee”. The research committee coordinates with all the faculty members to create research output to add to the existing body of knowledge. The IMI Bhubaneswar faculty members regularly publish in reputed journals indexed in Scopus and Web of Science. To encourage research, IMI Bhubaneswar has also started AICTE approved Fellow Programme in Management (FPM) since 2018.
- **Academic Infrastructure:** The Institute library is well stocked with text and reference books, journals (both print and online), magazines, management films and videos. The learning resources are very contemporary, and the Institute ensured that they tuned to remain relevant to the programme outcomes. IMI Library subscribes over 45 journals in hard copy and has access over 11,000 e-journals available on various platforms. IMI Library has a rich base of e-resources including EBSCO, PROWESS, J-GATE and access to all the resources hosted in Harvard Business Publishing. IMI also has got 4 Bloomberg terminals where students can access real time data on live platforms which enriches the quality of learning. In order to facilitate learning IMI Bhubaneswar has subscription to the following softwares: XL Miner, MarkStrat, SAP ECC 6, SPSS Version 25, AMOS Version 25, gretl and R Software.
- **Physical Infrastructure:** The Institute has adequate classrooms to meet curriculum requirements. The classrooms are well equipped with e-learning facilities including LCD projectors. The Institute has two computer labs to facilitate e-learning. There are many courses which uses specific software and online data for analysis and these courses are taught in the computer lab. The students utilize the e-learning resources and evaluation of the course ensures students utilizing e-resources for updated analytical learning for achieving programme outcomes. Currently, the IT infrastructure of IMI consists of 3 servers, 147 computers (hardware), Common accessible drive on Local Area Network (O-drive) which connects all the computers in the Institute. ERP (OLT) is extensively used for course delivery, evaluation and record keeping in the Institute.
- **Students:** The students at IMI Bhubaneswar come from diverse cultural background. To achieve this, IMI, Bhubaneswar conducts admissions interviews in multiple locations in the country. Though there is no reservation policy for students from minority groups etc., IMI, Bhubaneswar strives for an inclusive policy to accommodate students from various strata of Indian society to make the batch as diverse as possible by offering scholarships under various categories. IMI Bhubaneswar has emphasized on excellence by making appropriate mandatory cut-offs in the CAT / XAT and CMAT scores and performance in academic career.
- **Alumni:** The Institute maintains a strong relationship with its alumni and communicates with them on a regular basis. It includes apprising them of the recent developments in the Institute, ranking, accreditations, sending newsletter of IMI B etc. Alumni are also invited to interact with the students during the Orientation week. The Alumni is encouraged to take part in the campus recruitment process for summer internships, live projects as well as final placements. Not only that, but they also guide the existing students about current job opportunities.

### 3.2 WEAKNESS OF IMI BHUBANESWAR



- **External / Government Funding:** As already mentioned IMI Bhubaneswar is an autonomous self-funded institute. In order to maintain the high quality of research and academic output the only source of income is the revenues generated from fees of the students. Even though the Institute has attracted some funding for conferences and training programs from AICTE and other bodies, the crux of expenses is borne by the student fees.
- **Student Exchange Programme:** IMI Bhubaneswar has student exchange programme with ESC Rennes School of Business France and Manhattan Institute of Management, New York USA. However, under the terms of student exchange program, the cost of stay for a trimester at either Europe or USA has to be borne by the student. This is an additional burden on the students and as such, students of IMI Bhubaneswar do not make use of the facility. However, IMI Bhubaneswar has hosted students from ESC Rennes School of Business.
- **Collaboration with Counterpart Institutions:** Even though IMI Bhubaneswar has entered into MOUs with various counterpart institutions for collaborative research, only few books and research papers have come out of these agreements.

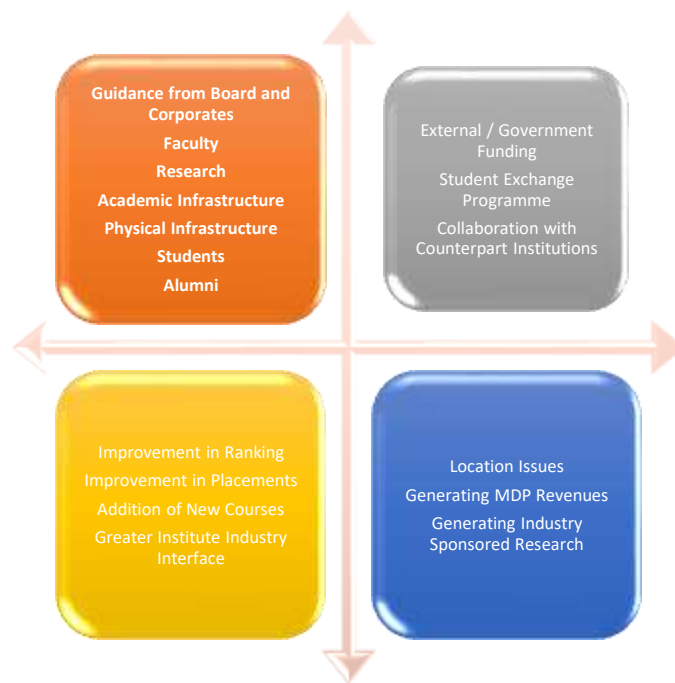
### 3.3 OPPORTUNITIES FOR IMI BHUBANESWAR

- **Improvement in Ranking:** Currently IMI Bhubaneswar is ranked 63<sup>rd</sup> in the NIRF Framework 2020. There is much scope for improvement in the rankings and IMI Bhubaneswar aspires to be in the top 40 in the NIRF ranking in the area of management. The improvement in ranking would have benefits in terms of better student and faculty intake and better placements leading to an overall improvement of the image of the institute.
- **Improvement in Placements:** Even though IMI Bhubaneswar has been able to achieve 100% placements with increasing average salaries, it is yet to make its presence felt as the “core destination” for recruitment amongst the blue-chip companies. This year our students were selected for Deloitte but there is scope for improvement as the remaining three of the consultancy powerhouses are yet to be tapped. The fact that IMI Bhubaneswar has been able to break through into top notch companies of India is an opportunity to look at foreign placements in which we are lagging behind.
- **Addition of New Courses:** Given the strength of faculty members and the huge campus of IMI Bhubaneswar, the Institute can add a few new age courses – either in collaboration with industry or as standalone courses – along with the existing courses. For example, PG Diploma in Business Analytics, Online Delivery of courses etc. can add to the repertoire of the institute giving it a prominent place amongst the business schools in India.
- **Greater Institute Industry Interface:** In the past 10 years IMI Bhubaneswar has developed an impressive array of industry connections and has invited a multitude of speakers from the industry to interact with the students. Unfortunately, being located in Bhubaneswar connectivity with other parts of the country are not at par with metropolitan cities. This sometimes acts as a hindrance to

corporates who are hesitant to commit two days to visit IMI Bhubaneswar campus. Similarly, being located in a Tier-2 town the quantum of live projects and internships are much less than in major cities. There are some issues, but it is believed that the same can be overcome. The growth of Bhubaneswar as an IT destination also gives credence to the opportunity.

### 3.4 CHALLENGES FOR IMI BHUBANESWAR

- **Locational Issues:** IMI Bhubaneswar being located in a non-metro city; it becomes challenging to attract students from metro and mega cities. Also, the high turnaround time for flights tends to deter corporates from making flying visits to the institute. Another issue that the IMI Bhubaneswar has faced is the issue of *“why travel to Bhubaneswar when I can get the students in mega cities?”* This makes sense from the point of view of corporate houses as majority of the human resource offices are located in megacities. This leads to loss of opportunity in placements as compared to our peers in megacities.
- **Generating MDP Revenues:** Even though IMI Bhubaneswar conducts a number of MDP programmes for corporate leaders, the revenue generated from these programs is miniscule compared to the total budget of the institute. Due to locational disadvantage, the attendance in open programs is very less. On the other hand, closed programs are hard to get in the local market as the local corporates do not have the requisite budgets for conducting high quality programmes.
- **Generating Industry Sponsored Research:** Similar problem occurs when the industry at the local level is tapped for collaborative purposes. The local industrial sector is unwilling to share data and problems as they are suspicious of collaborations. Approaching companies outside of Bhubaneswar becomes difficult due to logistical, cost issues and local competition.



## 4 ADDITIONAL INFORMATION ABOUT IMI BHUBANESWAR

---

In its short span of existence, IMI Bhubaneswar has made its mark in the world of education. All the courses offered by IMI Bhubaneswar are accredited by **AICTE**, Ministry of Education, Government of India. The flagship programme PGDM in Management has been granted MBA equivalence by Association of Indian Universities (AIU). IMI Bhubaneswar went in for **NBA Accreditation** for its PGDM programme in 2016 and was reaccredited in 2019. Given its score in NBA, AICTE has conferred upon it “**Graded Autonomy -2**” status. It is one of the very few autonomous institutes to be granted such a privilege in such a short time. IMI Bhubaneswar has been ranked 63<sup>rd</sup> in India and 3<sup>rd</sup> in Odisha by **National Institute of Ranking Framework (NIRF) 2020** ranking framework. Besides these, IMI Bhubaneswar is also accredited by **United States Board for Education Standardisation (USBES)** and is an associate member of **European Foundation for Management Development (EFMD)**

Keeping the vision of *Make in India* and *Atmanirbhar Bharat* in mind, IMI Bhubaneswar places a special focus on entrepreneurship development. It has an Incubation Foundation, registered as a section VIII company in 2018, and a pre-incubation Entrepreneurship cell which started functioning in 2014. The foundation promotes entrepreneurship / startups in the areas of Business Analytics, Enterprise Systems, and Renewable Energy. It is supported by team of industry mentors and faculty and has a dedicate space. It is only one in Odisha with business management focus and provides mentoring support to startups who have proof of concept to scale up. The center also provides virtual mentoring to startups located outside Odisha. It carries various activities during the year such as idea hunt, investors’ summit, short term programmes on entrepreneurship development, skill development programmes. It also participates in events organized by state and central government / agencies and other incubation centers.

The institute intends to be an institute of difference not only by excelling in education delivery or by boasting of world class infrastructure but by integrating value added activities into the course curriculum. One such attempt is to integrate “**corporate social responsibility**” in the course curriculum. The institute believes in creating managers with a human face and this is possible only when the ‘to be managers’ understand and appreciate the social realities and work closely with the local community. Towards our commitment to such objectives, the institute undertakes various activities in the field of CSR such as volunteering in NGOs, working with the local community, discussion forums and lectures for knowledge dissemination, exchange of ideas, and sharing best practices related to CSR with various key stakeholders such as the companies, government, civil society organizations and civil society members in and around Orissa. Over the last one year, the institute has conducted two roundtables on CSR - one for the Corporate/CSR Heads and the second for the NGOs/CSOs, and conducted a lecture by Prof. J.F. Cronje, Director, Benchmarks Centre for CSR School of Social and Government Studies, North West University, South Africa. Students have formed a club named “Prayas Club” to undertake various CSR activities.

With the gradual shift in management education – from theory based to quantitative and computer based – IMI Bhubaneswar has invested in developing itself for the future. It has invested in upgrading the skills of the existing faculty member by arranging regular training sessions for them. It has also been able to

acquire a lot of new faculty members who can contribute to the new age area areas. In the next few years IMI Bhubaneswar hopes to become a preferred destination for students looking for quality and contemporary management education.

## 5 OVERALL EXPLICATION ABOUT IMI BHUBANESWAR

---

IMI Bhubaneswar has a well-defined structure which caters to the requirements of various stakeholders at every level. At the top of the pyramid, the **Board of Governors** is responsible for setting the overall strategic policy of the IMI and guide the management for the flawless execution of the strategy. Subsequently, the **Academic Advisory Council** is responsible for guiding the institute to develop a contemporary and updated curriculum which is in sync with the industry requirements. The **Director** guided by the **Faculty Council** is responsible for the day to day functioning of the institute. At the next levels are the various **committees** headed by senior professors. For example, the *Programme committee* which is responsible for smooth running of all the programmes. The *Research Committee* is responsible for driving research activities in the institute. Similarly, various other committees like *Placement and Alumni Committee*, *MDP and Executive Education*, *AICTE and Accreditation*, *International Relations*, *admissions*, *Branding and Media and Public Relations*, *IT Infrastructure and Website*, *Student Affairs etc.* are responsible for various vertical functions.

The administration of IMI Bhubaneswar is headed by Chief Administrative Officer (CAO) who is responsible for overall administrative function and upkeep of the physical infrastructure of the institute. The CAO is assisted by a number of personnel for day-to-day execution of the administrative work. It also provides staff and support to various committees for smooth functioning.

Some of these committees have a large contribution from the student community of IMI Bhubaneswar. For example, the student members of Media and Public Relations Committee are responsible for managing the social media branding and social media presence of IMI Bhubaneswar. This is in line with our belief that “*students are the managers of the future*” and that IMI Bhubaneswar is a “*student driven institute*”. At the lowest level are the **clubs** like Colosseum (Marketing Club), Fintellects (Finance Clubs)etc. The clubs are driven exclusively by the students with faculty members contributing their time as judges and experts in various events.

IMI Bhubaneswar also believes in top-down and bottoms-up communications. This is maintained through a trimester-wise meeting of the students with the Director known as “*open house session*”. This allows the students to air their grievances directly to the higher authorities and allows the higher authorities to get a greater understanding into the needs and issues faced by the students. Faculty members are welcome to walk in to discuss their grievances with

Given this well-structured, yet flexible, chain of control and decision making, IMI Bhubaneswar has managed to grow by leaps and bounds. The institute aspires to be in the top 30 MBA institutes of the country and is working hard to achieve that goal. The NAAC accreditation process is a step in the same direction.