

# PGDM

Online

Post Graduate Diploma  
in Management  
Jan 2024 - Dec 2025

Approved by:

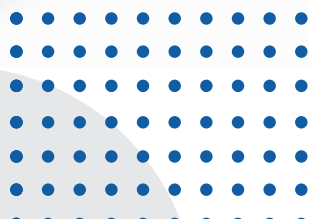


**24**  
MONTHS  
ONLINE  
₹ **2,75,000/-**



**COOLS**  
CENTRE FOR  
ONLINE STUDIES

Re skill-Up skill-New skill



# Introduction



**THE BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY (BIMTECH)** WAS ESTABLISHED IN 1988 UNDER THE AEGIS OF THE BIRLA ACADEMY OF ART AND CULTURE. LATE BASANT KUMAR BIRLA, EX-CHAIRPERSON OF THE BASANT KUMAR BIRLA GROUP OF COMPANIES AND LATE SARALA BIRLA, EX CHAIRPERSON OF THE BIRLA ACADEMY OF ART AND CULTURE WERE THE FOUNDERS OF BIMTECH.

THE INSTITUTE IS GOVERNED BY AN EMINENT BOARD OF GOVERNORS MOSTLY DRAWN FROM THE TOP ECHELONS OF THE INDUSTRY. THE INSTITUTE IS SUPPORTED BY THE BASANT KUMAR BIRLA GROUP AND ADITYA BIRLA GROUP OF COMPANIES.



## BIMTECH IS NOW AACSB ACCREDITED

ACCREDITATION BY THE US-BASED INTERNATIONAL ACCREDITING BODY, i.e., ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (AACSB), IS CONSIDERED TO BE THE GOLD STANDARD IN MANAGEMENT EDUCATION. IT IS KNOWN WORLDWIDE AS THE LONGEST-STANDING, MOST RECOGNIZED FORM OF SPECIALIZED ACCREDITATION THAT AN INSTITUTION AND ITS BUSINESS PROGRAMS CAN EARN. AACSB ACCREDITATION OFFERS A FRAMEWORK OF GLOBAL STANDARDS BY WHICH BUSINESS SCHOOLS AROUND THE WORLD EVALUATE THE QUALITY OF THEIR PROGRAMMES. LESS THAN 7 PERCENT OF THE WORLD'S TOP B-SCHOOLS HAVE BEEN ACCREDITED BY AACSB SO FAR.

## B-school Rankings: Among the top private B-Schools in India (2021-22)



Ranked 10th amongst private & 24th amongst all B-Schools by Business World in the year 2022.



Ranked 17th Among top Private B School in India-(Business World)-MDRA Best B-Schools Ranking 2023)



Ranked 48th in the Management Category in all India NIRF Ranking 2023 (NIRF National Institutional Ranking Framework)

## ABOUT COOLS

BIMTECH, which is 33 years old premier B-school, endeavored to recreate the essence of the Post Graduate Diploma in Management through the Centre for Online Studies (COOLS). COOLS is BIMTECH'S footprint to promote online higher education in and outside India through collective apparatus of On-line Teaching, Learning, and Research. It also aims to impart the best theoretical Knowledge, Analytical & Technical Skills to produce better future professionals. BIMTECH'S PGDM online is the only program in the country that is AACSB accredited.



# From the Chief Educational Advisor's Desk



## Welcome to an inspiring journey of academic excellence and personal growth!

**C**hoosing the right college is a momentous decision, one that will profoundly shape your future, and we are honored that you are considering us to be a part of your educational journey.

The PGDM program at BIMTECH is designed to equip you with the essential skills and knowledge necessary for career progression and success. Our curriculum places a strong emphasis on the practical application of theoretical concepts, ensuring that our graduates are well-prepared to address the evolving challenges and requirements of the global marketplace. Our programs will help polish your abilities in management, critical thinking, communication, and problem-solving skills.

BIMTECH has achieved the prestigious AACSB accreditation, a globally renowned recognition for educational institutions. This signifies exceptional programs, faculty, students, diversity, and employer interest. Regular Industry-Academia Conclaves and a focus on industry internships exemplify our dedication to fostering a robust connection between education and industry.

Our comprehensive approach to holistic education nurtures values, integrity, and a strong sense of responsibility in our students, empowering them to make meaningful contributions to their local communities and the global society at large. This holistic perspective ensures that our students not only excel as professionals but also embody the qualities of compassionate and responsible global citizens.

As you explore this admission brochure, you will discover a wealth of information about our courses, state-of-the-art facilities, and many opportunities for personal and professional growth that await you here. I encourage you to ask questions, and engage with our current students and faculty to get a true sense of what life is like at BIMTECH.

We are excited about the prospect of having you join our college and become a part of our legacy of excellence.

With best wishes,

**Dr. Harivansh Chaturvedi**



## From the Director's Desk



It is with great pleasure and excitement that I extend my warm greetings to each member of the BIMTECH family. I am deeply honored to lead such a distinguished institution that holds the accreditations awarded by the three most influential National and International accreditation bodies including AACSB, NBA, and NAAC. These accolades reflect a commitment to academic excellence that I am eager to build upon.

As a testament to our relentless quest for excellence, once again BIMTECH has maintained its position among the best Business Schools of India. According to the latest MBAUniverse.com B-school Rankings 2024, our institute has been ranked 4th among the Top Private B-Schools of North India.

On the programmes front, this year we have launched a path-breaking MBA in Post Graduate Diploma in Artificial Intelligence and Data Science. Additionally, our existing programs have undergone enhancements with the inclusion of contemporary electives that aptly reflect the dynamic essence and evolving requirements of corporate India.

Academic excellence and rigour in Teaching-Learning are the cornerstones of our institution's excellence. This year has been particularly noteworthy for our research endeavors, with faculty publishing 36 papers in high-quality, peer-reviewed A\* and A category journals.

One of the key strengths that drew me to BIMTECH is its stunning residential campus, a place that truly feels like a second home. The commitment to diversity is not just a point of pride but a living reality here. I am excited to be a part of a community that welcomes students from around the world, fostering a truly global and inclusive environment.

As we embark on this journey together, my goal is to further elevate BIMTECH as a center of academic excellence, innovation, and inclusivity. I am eager to create an environment where every student can thrive and achieve their fullest potential.

I am deeply honored to be associated with BIMTECH, and I am genuinely excited about the promising opportunities that await us on the journey towards achieving the status of a deemed university. Here's to a future marked by continuous growth, success, and significant achievements.

Best Regards,

**Dr. Prabina Rajib**



# Message from Chairperson Desk



Dear Aspirants,

Greetings and a hearty welcome to the Birla Institute of Management Technology !

Centre for Online studies (COOLS) has been conceptualized to deliver quality education in the Management discipline using an online medium with similar rigour and effectiveness as in any face-to-face program. Using cutting-edge technology students can learn a wide variety of subjects and obtain diplomas and certificates at their places and pace. The post-pandemic world had shown the efficacy of online education and its potential to reach larger and remotely located students at an affordable cost. I welcome all my students to be part of this great online education revolution and supercharge their future at a very affordable cost without disturbing their current occupation and need to travel.

BIMTECH quality of education is well known and the same is being followed in all programs of COOLS center.

Once again, welcome to the BIMTECH family and welcome to our community of shared principles and values.

Wish you a happy, healthy, and fruitful two years ahead.

Best wishes!

**Prof. S S Dubey**  
Dean (Academics) & Chairperson,  
Centre for Online Studies, BIMTECH

**“FIRST PGDM (ONLINE)  
ACCREDITED BY  
AACSB (USA),  
INTERNATIONAL  
QUALITY STANDARD”**

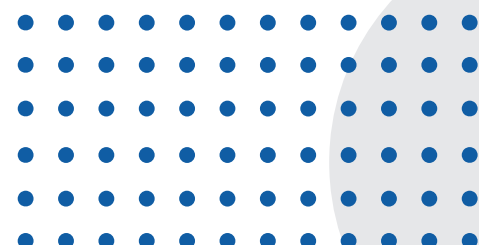
**The post-pandemic** world had shown the efficacy of online education and its potential to reach larger and remotely **located students at an affordable cost.** I welcome all my students to be part of this great online education revolution



# Programme Highlight



- 
 In-depth coverage of relevant Management topics
- 
 Industrial visits through metaverse for practical learning
- 
 Blended learning with hands-on project experience
- 
 Intensive Curriculum delivered in 24 months
- 
 2400 hours of learning with 80 credits as per AICTE
- 
 Career counselling and placement assistance
- 
 Workshops and Club Activities
- 
 Renowned Faculty & Industry SME
- 
 Alumni Status
- 
 E-Library Access
- 
 Two Free Campus Immersion
- 
 Club Activities
- 
 Lyceum
- 
 Value Added Courses
- 
 LMS System (Consisting of Synchronous and Asynchronous Material)



# Program Duration



## PROGRAM DURATION

2 years

## PROGRAM FEE

INR 2,75,000 (flexible payment options available)

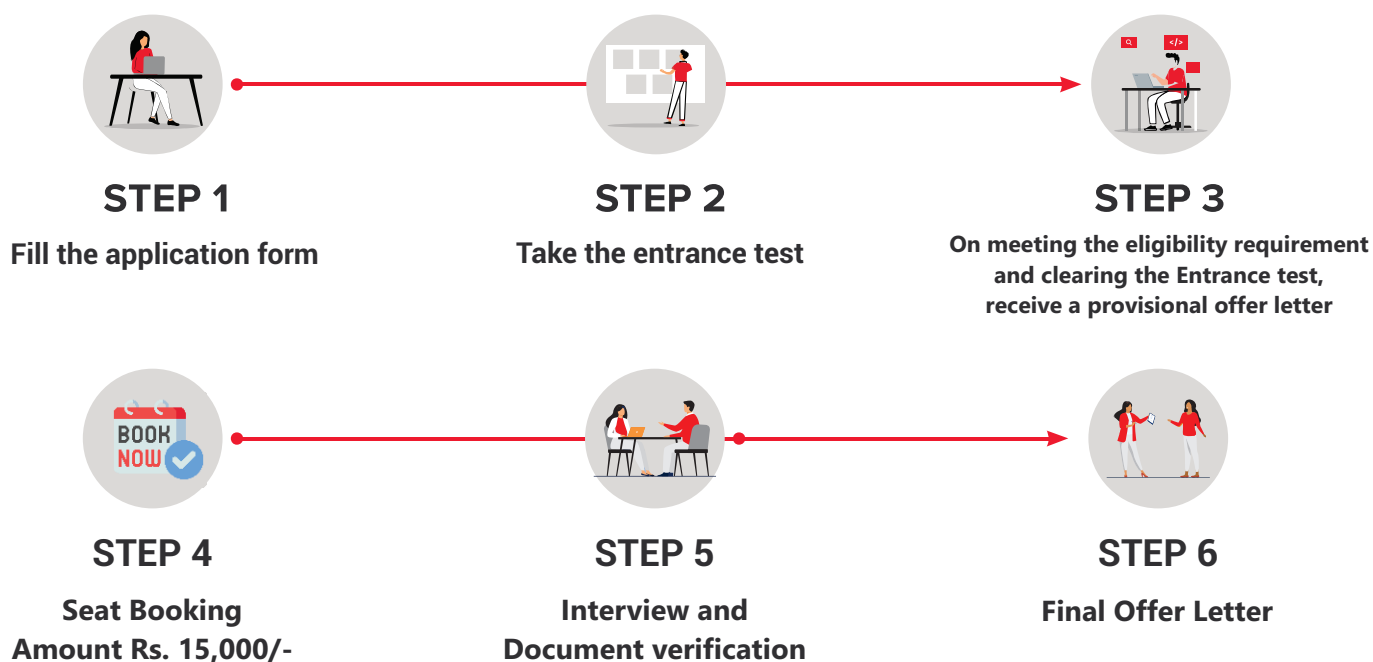
## ELIGIBILITY CRITERIA

Valid Bachelor's degree

The admission evaluation criteria are:

| Criteria                  | Weightage |
|---------------------------|-----------|
| Admission Test            | 35%       |
| Post Academic Performance | 15%       |
| Personal Interview        | 35%       |
| Work Experience           | 10%       |
| Gender Diversity          | 5%        |

## SELECTION PROCESS



# Curriculum



## 1<sup>ST</sup> YEAR - PGDM ONLINE

### Trimester 1

15 credits

- Management Information Systems
- Marketing Management - I
- Organisational Behaviour
- Quantitative Techniques
- Business Economics

### Trimester 2

15 credits

- Financial and Managerial Accounting
- Data Analytics
- Human Resource Management
- Information System Strategy
- Operations Management

### Trimester 3

16 credits

- Emerging Technologies
- Corporate Finance
- Global Business Environment
- Strategic Management
- Enterprise Risk Management
- Soft Skills





# Curriculum



## 2<sup>ND</sup> YEAR

### Trimester 4

15 credits

| Courses                                | Compulsory Course | Business Analysis & Technology | Financial Management | Marketing Management |
|--|-------------------|--------------------------------|----------------------|----------------------|
| Business Intelligence & Data Analytics |                   | ✓                              |                      |                      |
| Big Data Analytics / AWS Certification |                   | ✓                              |                      |                      |
| Data Visualization                     |                   | ✓                              |                      |                      |
| Financial Analysis & Compliance        |                   |                                | ✓                    |                      |
| Financial Institutions & Markets       |                   |                                | ✓                    |                      |
| Investment / Portfolio Management      |                   |                                | ✓                    |                      |
| Sales & Distribution Management        |                   |                                |                      | ✓                    |
| Consumer Behaviour                     |                   |                                |                      | ✓                    |
| Product & Brand Management             |                   |                                |                      | ✓                    |
| Research Methodology                   | ✓                 |                                |                      |                      |
| Design Thinking                        | ✓                 |                                |                      |                      |

### Trimester 5

12 credits

| Courses                                 | Compulsory Course | Business Analysis & Technology | Financial Management | Marketing Management |
|---|-------------------|--------------------------------|----------------------|----------------------|
| Predictive Modelling                    |                   | ✓                              |                      |                      |
| Digital Transformation                  |                   | ✓                              |                      |                      |
| Financial Risk Management               |                   |                                | ✓                    |                      |
| Project Finance & Modelling             |                   |                                | ✓                    |                      |
| Digital Marketing                       |                   |                                |                      | ✓                    |
| CRM /Salesforce.com Certification       |                   |                                |                      | ✓                    |
| Generative AI                           | ✓                 |                                |                      |                      |
| Strategy & Environmental Sustainability | ✓                 |                                |                      |                      |

## Trimester 6 - Compulsory Courses

7 credits

- Dissertation
- Corporate Social Responsibility
- Entrepreneurship

### Notes:

1. T4 will have 11 courses. 2 compulsory and 9 electives.
2. T5 will have 8 course 2 compulsory and 6 electives
3. A student will have to select 3 elective courses in T4 and 2 elective courses in T5 from the bouquet courses offered
4. If a student has 4 electives from a single track in T4 & T5 combined, then the student's transcript shall mention the track name as specialization in the Transcript
5. If the student does not have 4 elective course from a single track then the student's transcript shall mention General Management as specialization
6. An elective course shall be offered if atleast 12 students sign-up for the course

## Leading Recruiters





## CENTRE FOR ONLINE STUDIES

VIKRAMSHILA

Plot Number 5, Knowledge Park 2, NCR,  
Greater Noida, Uttar Pradesh 201306

Tel: +91-120-6843000-10,  
Mob: +91 8287534144, 8287077647

Toll free No. 1800 5723 999

E-mail: [ols@bimtech.ac.in](mailto:ols@bimtech.ac.in)

[www.onlineclasses.bimtech.ac.in](http://www.onlineclasses.bimtech.ac.in)

