

Approved by:



ONLINE PGDM

POST GRADUATE DIPLOMA IN
MANAGEMENT

JAN 2024 - DEC 2025

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INTRODUCTION

About BIMTECH

Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture. The institute is supported by the B. K. Birla Group of institutions. Late Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy and Syt. B K Birla, Chairperson of the B K Birla Group of companies are the founders of our business school. The institute is governed by an eminent Board of Governors mostly drawn from the top echelons of the industry.

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



48th
Ranked 48th in
management category
in All India NIRF ranking 2023



17th
By NHRDN-SHINE.com













BIG ACHIEVEMENT

BIMTECH Conferred the Prestigious

Category - 1

Graded Autonomy

status by AICTE




It is the 1st Indian B-school to be awarded with the EFMD Business School Impact System (BSIS) label.

BIMTECH Advantage



Weekend Classes



Guided dissertations



E-Library



Experienced Faculty



BIMTECH Alumni Status



Alumni Base of more than 7000 Professionals

56th Among all (Government + Private) in the MHRD's National Institute of Ranking Framework (NIRF) Management Institutes/ University Ranking 2021

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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.



Dr. H CHATURVEDI
Chief Educational Advisor

Dear Aspirants,

I welcome you on behalf of the Birla Institute of Management Technology and thank you for showing your interest in us.

It is said that today's ideal manager is comfortable with volatility, uncertainty, complexity, and ambiguity and above all, also has an entrepreneurial mindset. For years BIMTECH has been educating young men and women who entered its community and attained their transformation into responsible citizens and leaders of corporates. By joining BIMTECH, you are embarking on an education system that is meant to be transformative - academically, socially, and personally.

“Excellence and Values” are our guiding principles which are reflected in every activity of the Institute. Our brochure clarifies those values and standards and we expect you to honour them in your conduct as a student.

Our mission at BIMTECH is to provide a safe, secure environment in which every student will

BIMTECH is to provide a safe, secure environment in which every student will acquire the skills and **knowledge necessary to become accomplished, productive** members, of the ever-changing, global community.

acquire the skills and knowledge necessary to become accomplished, productive members, of the ever-changing, global community. Our faculty is a very dedicated group of individuals who continue to focus on providing the best possible instruction for our students.

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



FROM THE DIRECTOR'S DESK

Dr. Prabina Rajib
Director, BIMTECH

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 two years full-time 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

“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.

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.



MESSAGE FROM THE DEAN, ACADEMICS

Prof. S S Dubey
Dean, Academics,
Centre for Online Studies,
BIMTECH

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 cuttingedge 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.

“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

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!

About **PGDM**

POST GRADUATE DIPLOMA IN MANAGEMENT

The Online PGDM Program strives to develop individuals into competent professional managers, capable of working in any sector of organized activity, proceeding leadership, and achieving excellence in performance while contributing to the welfare of the larger society.

The program molds its participants into rigorous and new ways of thinking to deal with complex real-life problems. It challenges them to achieve levels of excellence that they may not have thought of earlier. It provides an opportunity to understand business problems via research papers, case study writing, and dissertation.

Mode: Online
Duration: 24 Months
Fee: Rs.2.75 L



Meet **OUR FACULTY**



Prof. Sanjiva Shankar Dubey
Dean (Academics)

A practicing Academician with 35 years of Industry experience in IT Services leading world class organization such as IBM and Tata Group. Last assignment was Asia Pacific Services Delivery head of IBM supervising IT for 17 IBM countries across 5 time zones. Published 15 academic books and taught around 20000 students as Visiting Professor at leading B schools like IIM Lucknow, IIM Indore, SP Jain Global Management School Singapore and Dubai, FMS Delhi University, IMT Ghazaibad, XLRI Jamshedpur, IMI Delhi amongst others.



Monika Mittal
Asst. Professor Risk Management and Insurance

Monika Mittal, an accomplished professional with an MBA and MCOM, stands as a beacon of academic excellence. Graduating as a gold medalist and university topper in her undergraduate studies set the tone for her remarkable journey. Monika further solidified her prowess by clinching another gold medal in MBA with a specialization in Insurance. Monika's commitment to excellence and passion for education shine through, making her a distinguished figure in the world of academia.



Ruchi Garg
Assistant Professor - Information Technology

Learning process should never stop.” is the key motto of Dr. Ruchi Garg. She is an Information Technology (IT) faculty in BIMTECH with a rich academic experience of around 20 years. She has earned her doctorate degree (PhD) from National Institute of Technology in the field of Computer Applications. Her bachelor's degree is from Delhi University. She believes in imparting education by connecting the technical knowledge with practical applications in day-to-day life. Her research area includes AI-ML, IoT, Cloud Computing and Data Analytics.



Prof. Arvind Shukla

Chairperson, Doctoral Programmes Professor of Marketing

Currently a Professor in the area of Marketing he is also the Chair of the Fellow Program in Management at BIMTECH. Teaching Marketing management for the last 32 years in a uniquely enjoyable way is his passion. He also teaches CRM and Services Marketing. More than a dozen research scholars have obtained their PhDs under his guidance. He has worked on several funded research projects and was the Director of the Management Department of a State University earlier.



Prof. Sunil Sangra

Chairperson, Centre for Faculty Development (CFD) & Centre for Business

Sunil has over 30 years of rich C-Suite experience across functions and sectors. He has worked/consulted with leading organisations in India and the Middle East such as EXIM Bank, Nomura, CRISIL, The Aditya Birla Group, World Bank, OMZEST, HAYS, ZS Associates and the Future Group, to name a few. He has played multiple stints as an entrepreneur and has led the most successful IPO ever, in the Indian media industry, with subscriptions exceeding US \$ 1 billion – book built by Merrill Lynch.



Prof. Pankaj Priya

Area Head - Marketing & Retail Professor of Marketing

An academic having prior industry exposure across various industries as well as most geographical territories of India, his passion lies in sharing knowledge gained over the years in different roles. He seamlessly integrates real-life scenarios into the classroom, enhancing the theoretical aspects, and fortifying students' conceptual foundations. His interactions extend beyond the classroom, encompassing valuable counseling during internships and the early stages of student's careers.



Prof. Amarnath Bose

Professor of Operations, Decision Science & IT

He is Professor of Decision Sciences in the Operations and Decision Science area. Prior to joining academia in 2009, he has worked for 27 years in the Information Technology sector with several Indian IT majors. He has experience in end-to-end IT project management for big international clients, and has been involved in Account Management, Project Management, Software Architecture, Quality Assurance, Feasibility Studies and Critical Information Systems Planning.



Prof. Rahul Singh

Professor and Chair, Strategy, Innovation and Entrepreneurship

His primary areas of researches are in Strategic Management, Globalization, Emerging Markets and Sustainability. Dr Singh is Governor Nominee to PDDU University Rajasthan, Board Members at DDU College, University of Delhi, SS Foundation. He has worked as external resource to SAIL, NTPC, JSPL, UGC Nepal, GAIL, THDC, NHPC AND many other organizations. His research and consultancy assignments by Confederation of Indian Industry, European Union, British Council, STFC and USAID.



Prof. Manosi Chaudhuri

Area Head- OB & HR

Dr. Manosi Chaudhuri is a dual gold medallist during her Masters in Psychology and D. Phil. as a UGC Senior Research Fellow in the University of Allahabad, her research interests include Occupational Stress and Health, Employee Engagement, Management of Organizational Change and Organization Development.

Prior to joining BIMTECH, as a Research Officer at G B Pant Social Science Institute, Allahabad, she has undertaken projects for evaluation related to social and community development.



Dr. Poonam Vyas

Assistant Professor

Dr. Poonam Vyas is a Post- Doctoral Fellow from the Indian Council of Social Science Research (ICSSR), New Delhi. Ph.D. from Birla Institute of Technology and Science (BITS), Pilani. She is an avid researcher and has been working in the fields of Professional Communication, Applied Linguistics, Sociolinguistics, Pedagogy, and the use of ICT in Teaching and Learning. Dr. Vyas has more than 13 years of experience in teaching, research, and training. She has served as a faculty and researcher for the institutes like BITS, Pilani, Malaviya National Institute of Technology (MNIT), Jaipur, Indian Institute of Information Technology (IIIT), Kota, and JK Lakshmiipat University (JKLU), Jaipur.

Programme **HIGHLIGHTS**



Over 930 students enrolled



2400 hours of learning with 80 credits including dissertation report, as per AICTE norms



1st group of 82 student graduated in Dec'22; 2nd group of 170+ students to graduate in Dec'23



Career counselling and placement assistance



In-depth coverage of all relevant Management topics



Workshops and webinars with industry SMEs; Club activity



On campus immersion



Renowned Faculty



Blended synchronous and asynchronous learning, with group assignments, case studies, and projects



BIMTECH Alumni Status



Intensive Curriculum delivered in 24 months



E-Library Access

Programme **DETAILS**

PROGRAMME DURATION

2 years

PROGRAMME FEES

INR 2.75 lakhs (flexible EMI options Available)

ELIGIBILITY CRITERIA

Valid Bachelor's Degree with 50% marks for general Category and 45% for SC/ST.

ADMISSION PROCESS: Online written test (150 Marks), Interview (30 Marks); Minimum score for Qualifying Proctored Online Written Test: 60 marks; Minimum score for Interview: 20 Marks.

* Suitable weightage will be given for appropriate work experience and foreign learners.

Selection **PROCESS**



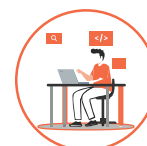
STEP 1

Fill the application form



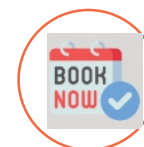
STEP 2

Check Eligibility Criteria



STEP 3

Pay booking amount of INR 15,000/-



STEP 4

Take the Entrance Test



STEP 5

Personal Interview & Document verification



STEP 6

Admission Offer



1ST 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

* Courses are subject to change.



2ND YEAR ONLINE MARKETING & INNOVATION

TRIMESTER 4 15 CREDITS

- Consumer Behaviour
- Product and Brand Management
- Advertising And Sales Promotion
- Customer Relationship Management
- Business Research Methods

TRIMESTER 5 12 CREDITS

- Design Thinking and Innovation
- Service Marketing Management
- Digital Marketing and E-commerce
- Legal Aspects of Business

TRIMESTER 6 7 CREDITS

- Dissertation
- Corporate Social Responsibility
- Entrepreneurship





2ND YEAR ONLINE BUSINESS MANAGEMENT

TRIMESTER 4 15 CREDITS

- Business Management in Emerging Markets
- Leadership & Change Management
- Supply Chain Management
- Legal Aspects of Business
- Business Research Methods

TRIMESTER 5 12 CREDITS

- Design Thinking and Innovation
- E-commerce & Digital Marketing
- Human Resource Technology & Analytics
- Project Management

TRIMESTER 6 7 CREDITS

- Dissertation
- Corporate Social Responsibility
- Entrepreneurship



2ND YEAR ONLINE STRATEGIC FINANCE

TRIMESTER 4 15 CREDITS

- Management of Financial Services
- Financial Modeling
- Strategic Financial Management & Planning
- Fintech: System, Payments, & Regulation
- Business Research Methods

TRIMESTER 5 12 CREDITS

- Design Thinking and Innovation
- Financial Risk Management
- Corporate Mergers and Acquisitions
- Legal Aspects of Business

TRIMESTER 6 7 CREDITS

- Dissertation
- Corporate Social Responsibility
- Entrepreneurship

