



BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY

Excellence with Values



AACSB
ACCREDITED

PGDM

Online

Post Graduate Diploma
in Management

Jan 2025 - Dec 2026

Approved by:



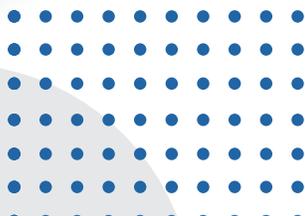
24
MONTHS
ONLINE
₹ **2,75,000/-**

Batch Start
February, 2025



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 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



Ranked 10th Amongst private & 24th amongst all B-Schools by Business world



Ranked 17th Amongst top private B School in India - [Business today MDRA Best B-Schools Ranking 2023]



Ranked 64th in the Management Category in all India NIRF Ranking 2024 [NIRF National Institutional Ranking Framework]

ABOUT COOLS

BIMTECH, which is 35 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 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 specialization in Gen AI. 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.

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. Here's to a future marked by continuous growth, success, and significant achievements.

Best Regards,

Dr. Prabina Rajib



Message from Dean (Executive Education) Desk



The BIMTECH PGDM Online program enhances the managerial aptitude of employed professionals and entrepreneurs who maintain a harmonious equilibrium between their professional and personal spheres. The program leverages the Institute's various valuable resources, including its esteemed professors, abundant academic resources, and large network, to provide participants with a transformative experience.

The sessions have components of live and recorded sessions. The live sessions aim to develop advanced personal and group abilities for effectively managing complex organizations. The program includes individual and group projects that aid learners in assimilating knowledge from several courses to tackle business and management issues. The sessions exclusively concentrate on applying principles to actual business and entrepreneurial scenarios.

The program participants will have full access to the institute's academic and non-academic resources throughout the program. The presence of a high-performance computing lab and a well-equipped library with rich digital holdings would greatly enhance the learning experience of the program participants. Upon completion of the program, the graduates will join the extensive network of BIMTECH Alumni, enabling them to engage in ongoing learning through exchanges. I wish learners all the success!

Dr. Meena Bhatia
Dean (Executive Education)

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

Message from Chairperson's Desk



Dear Aspirants,

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

I am privileged to lead a dynamic team dedicated to redefining education in the digital age. Our centre stands at the forefront of innovation, leveraging technology to enhance learning experiences and empower students globally. I am thrilled to present the youngest member of the Bimtech family; COOLS (Centre for Online Studies). The Bimtech PGDM Online program is the first online program in India which was AACSB accredited in 2022. This accreditation is the Gold standard worldwide. The PGDM program is offered in the hybrid mode with quality recorded content on the platform and live online classes on weekends.

At BIMTECH, we believe in democratizing education and making quality learning accessible to every aspiring mind irrespective of geographical boundaries. Our online programs are meticulously crafted to blend academic rigor with practical insights, preparing students for real-world challenges and opportunities. We foster a collaborative learning environment where faculty, industry experts, and students converge to exchange ideas, cultivate skills, and shape the future of their respective fields. Through state-of-the-art virtual classrooms, interactive simulations, and personalized mentoring, we ensure that each student receives the attention and resources they need to thrive. As we navigate the evolving landscape of digital education, our commitment remains unwavering: to uphold academic excellence, foster innovation, and empower a new generation of leaders. Together with our stakeholders, we continue to push boundaries, pioneer new methodologies, and set benchmarks in online education. Join us at the Centre of Online Studies in BIMTECH, where learning knows no bounds and possibilities are limitless.

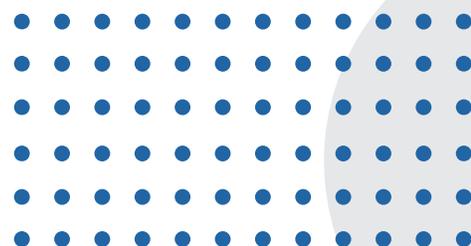
Prof. Manoj Kumar Pant
Chairperson,
Centre for Online Studies, BIMTECH

"WE BELIEVE IN DEMOCRATIZING EDUCATION AND MAKING QUALITY LEARNING ACCESSIBLE TO EVERY ASPIRING MIND IRRESPECTIVE OF GEOGRAPHICAL BOUNDARIES. OUR ONLINE PROGRAMS ARE METICULOUSLY CRAFTED TO BLEND ACADEMIC RIGOR WITH PRACTICAL INSIGHTS, PREPARING STUDENTS FOR REAL-WORLD CHALLENGES AND OPPORTUNITIES"

Programme Highlight



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



Program Duration



PROGRAM DURATION

2 years

ELIGIBILITY CRITERIA

Bachelor Degree with 50% for General Candidates and 45% for SC/ST Candidates.

PROGRAM FEE

INR 2,75,000 (flexible payment options available)
Zero cost EMI Available

The admission evaluation criteria are:

Criteria	Weightage
Admission Test	30%
Post Academic Performance	15%
Personal Interview	30%
Work Experience	10%
Gender Diversity	5%
Extempore discussion	10%

Admission score weightage for work experience.

SELECTION PROCESS



STEP 1

Fill the application form



STEP 2

Take the entrance test



STEP 3

On meeting the eligibility requirement and clearing the Entrance test, receive a provisional offer letter



STEP 4

Interview and Document verification



STEP 5

Seat Booking
Amount Rs. 15,000/-



STEP 6

Final Offer Letter

Curriculum



1ST YEAR - PGDM ONLINE (COMMON FOR ALL SPECIALIZATIONS)

Trimester 1

18 credits

- Management Information Systems
- Marketing Management - I
- Quantitative Techniques
- Business Economics
- Organisational Behaviour
- Financial and Managerial Accounting

Trimester 2

15 credits

- Marketing Management-II
- Emerging Technologies
- Decision Science For Managers
- Operations Management
- Legal Aspects of Business

Trimester 3

16 credits

- Information System Strategy
- Soft skills
- Global Business Environment
- Strategic Management
- Human Resource Management
- Corporate Finance



Curriculum



2ND YEAR

Trimester 4

15 credits

Courses	Compulsory Course	Business Analysis & Technology*	Finance*	Marketing*	HR*
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				✓	
HR Strategy Management					✓
People Management Skills					✓
Talent Acquisition, Compensation & benefit Management					✓
Research Methodology	✓				
Design Thinking	✓				

Trimester 5

12 credits

Courses	Compulsory Course	Business Analysis & Technology*	Finance*	Marketing*	HR*
Predictive Modelling		✓			
Digital Transformation		✓			
Financial Risk Management			✓		
Project Finance & Modelling			✓		
Digital Marketing				✓	
CRM /Salesforce.com Certification				✓	
HR Information Systems & Analytics					✓
Employment laws or HR Planning in Global Environment					✓
Generative AI	✓				
Strategy & Environmental Sustainability	✓				

Trimester 6 - Compulsory Courses

7 credits

- Dissertation
- Corporate Social Responsibility
- Entrepreneurship

Notes:

1. T4 will have 14 courses. (2 compulsory and 12 electives)
2. T5 will have 10 course (2 compulsory and 8 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 5 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 5 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 10 students sign-up for the course.***

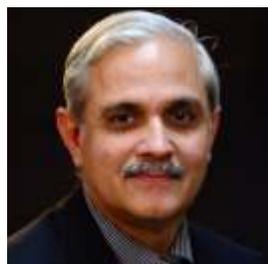
BIMTECH Recruiters



Faculty and Industry Experts



Dr. Pankaj Priya
Deputy Director &
Dean Academics



Dr. Arvind Shukla
Registrar &
Professor (Marketing)



Dr. Meena Bhatia
Dean (Executive Education)
Professor (Finance & Accounting)



Manoj Kr. Pant
Chairperson, COOLS
Associate Professor
(Retail & Marketing)



Gokulananda Patel
Chairperson, Center for Research
Professor (Operations,
Decision Science & IT)



Monika Mittal
Asst. Prof. & Prog. Coordinator
(Insurance & Risk Management)



Manoj K Pandey
Associate Professor
(Insurance & Marketing)



Pratik Priyadarshi
Associate Professor
(Insurance and
Risk Management)



Prateek Jain
Professor and Chair
(Strategy, Innovation and
Entrepreneurship)



Shalini Singh
Associate Professor
(Strategy, Innovation
and Entrepreneurship)



Itilekha Dash
Associate Professor
(Organisational Behaviour &
Human Resource)



Khanindra Ch. Das
Associate Professor
(Economics)



Saloni Sinha
Assistant Professor
(Business Communication)



Ruchi Garg
Assistant Professor
(Information Technology)



S M Fatah Uddin
Assistant Professor
(Marketing)



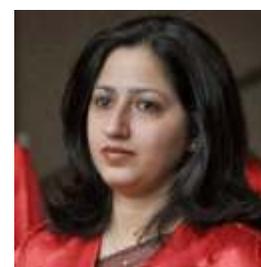
Nisha Bamel
Associate Professor
(Strategic Management)



Reeti Kulshrestha
Associate Professor
(Sustainability and CSR)



Sourabh Bishnoi
Associate Professor
(Operations, Decision
Science & IT)



Veenu Shama
Associate Professor
(Marketing & Retail)



Umar Farooq
Assistant Professor
(Economics & IB)



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