BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY
Excellence with Values

AACSB ACCREDITED

PGDM
Online

Post Graduate Diploma in Management

Approved by:

AICTE

2 YEAR
PGDM
ONLINE
PROGRAM
₹1,95,000/-
*(No Cost EMI option available)
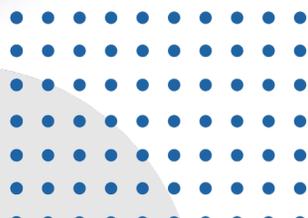
COOLS
CENTRE FOR
ONLINE STUDIES
Re skill-Up skill-New skill

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-Schoosl by Business world

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

Ranked 61st in the Management Category in all India NIRF Ranking 2025 [NIRF National Institutional Ranking Framework]

ABOUT COOLS

BIMTECH, which is a 35-year-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 a collective apparatus of Online teaching, Learning, and Research. It also aims to impart the best theoretical knowledge, analytical, and 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 honoured 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.
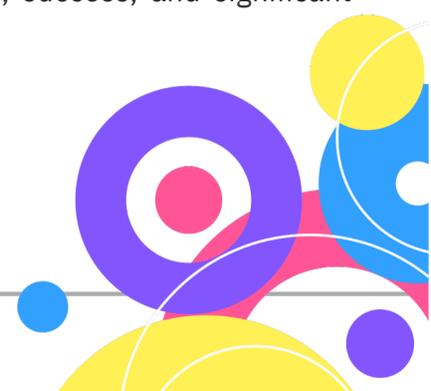
The commitment to diversity is not just a point of pride but a living reality here. I am excited to be a part of a community that welcomes students from around the world, fostering a truly global and inclusive environment.

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

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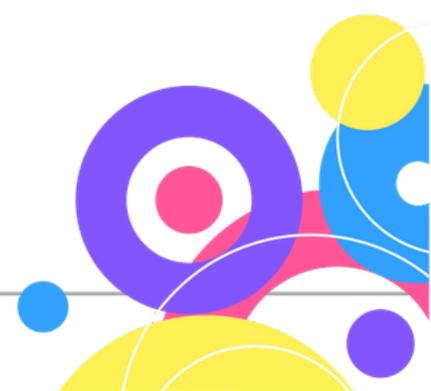# Message from Chairperson's Desk

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 For Online Studies at 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"

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Programme Highlight s

In-depth coverage of relevant Management topics

Industrial visits during On-campus Immersion Program

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 Immersions (Optional)

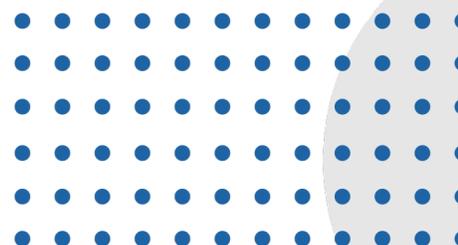Online Club Activities

Collaborative Learning

Value Added Courses

Learning Management System

On-Campus Bloomberg Lab and Marketing & Retail Research Lab

Program Duration

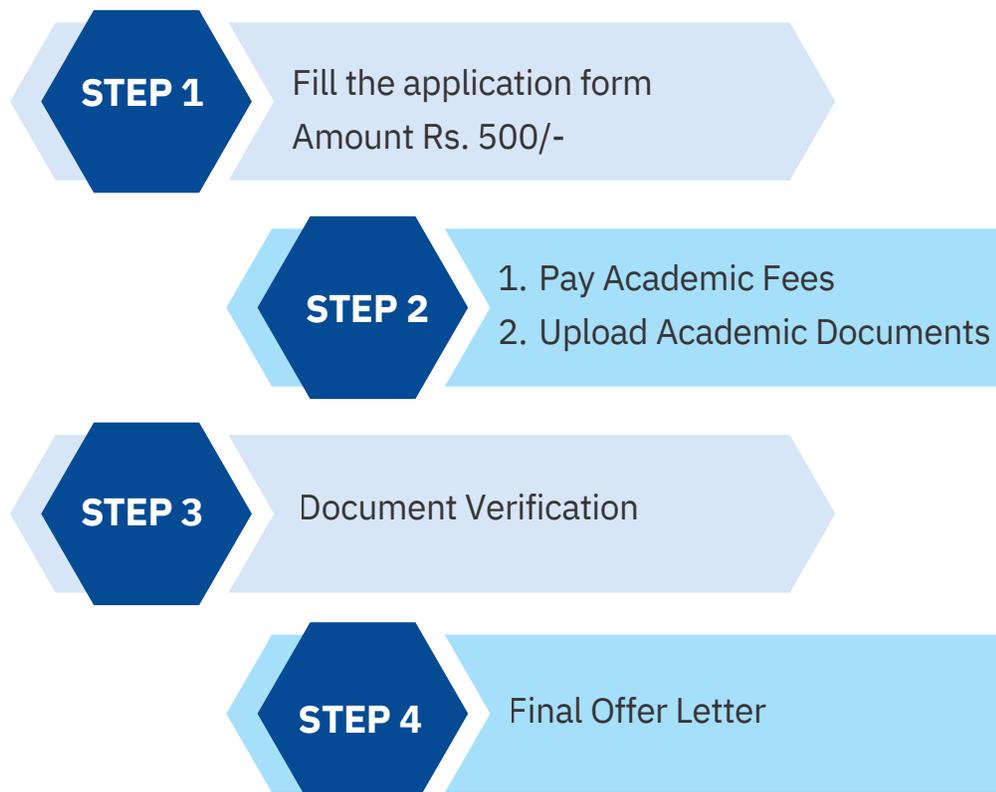## PROGRAM DURATION
2 years

PROGRAM FEE
INR 1,95,000 (Zero cost EMI Available)

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

A 10% discount is available on a one-time full fee payment, while a 5% discount is offered for payments made in two annual instalments, applicable for payments made without availing a loan.

SELECTION PROCESS

STEP 1
Fill the application form
Amount Rs. 500/-

STEP 2
1. Pay Academic Fees
2. Upload Academic Documents

STEP 3
Document Verification

STEP 4
Final Offer Letter

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Curriculum

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

TRIMESTER - I	18 credits
• Financial & Managerial Accounting	3
• Organizational Behaviour	3
• Information Systems Management	3
• Marketing Management	3
• Quantitative Techniques	3
• Business Economics	3

TRIMESTER - II	17 credits
• Corporate Finance	3
• Strategic Human Resource Management	3
• Fundamentals of Data Analytics with Python	3
• Strategic Management	3
• Spreadsheet Modeling	3
• Organizational Communication	2

TRIMESTER - III	18 credits
• Artificial Intelligence and Machine Learning	3
• Supply Chain Management	3
• Marketing Research	3
• Legal aspect of Business	3
• Global Economic Analysis	3
• Generative AI	3

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2ND YEAR - PGDM ONLINE   (DUAL SPECIALIZATION)

TRIMESTER - IV   (Specialization I)   17 credits

FINANCE	OR	MARKETING
• Business Valuation & Financial Modeling		• Consumer Behaviour
• Financial Planning & Wealth Management		• Sales & Distribution Management
• Fintech & Digital Finance		• Digital Marketing
• International Finance		• B2B Marketing
• ERM		• Marketing Analytics
• Derivatives and Risk Management		• Customer Relationship Management
• Mergers & Acquisition		• Integrated Marketing Commercials
• Behavioural Finance		• Product & Brand Management
• Financial Investments		• Advance Marketing Management

GENERAL MANAGEMENT	OR	HRM *
• Choose 5 electives from multiple domains to suit your interests		• Performance Management
		• Talent Acquisition & Competency Mapping
		• Labour Laws & Industrial Relations
		• Learning & Development
		• HR Analytics
		• Strategic Reward Management
		• Diversity Equity & Inclusiveness at Work Place
		• Leadership & Change Management

*Note: *HRM will be offered subject to approval from the academic committee*

Compulsory Course	Credits
• Entrepreneurship I	2

each subject carries 3 credits, choose any 5 from the respective baskets

TRIMESTER - V   (Specialization II)   17 credits

OPERATIONS	OR	IT & ANALYTICS
• Process Analysis & Improvement		• IT Project Management
• Service Operations Management		• Enterprise Systems
• Procurement Management		• IT Strategy & Governance
• Supply chain logistics		• Cybersecurity Management, Ethics & Privacy
• Project Management		• Business process Modeling with AI
• Digital Transformation of Supply Chain		• Digital Transformation of Business
• Sustainable Business Operations		• Emerging Technologies, Platform & Services
• Operations Analytics		• Data Visualization
• Operations Management		•Digital Technology Consultancy & Practice Development

STRATEGY *	OR	ENVIRONMENT *
• Competitive Analysis		• Environmental Management
• Strategy Formulation and Implementation		• Environmental Impact Assessment (EIA) and Policies
• Strategic Innovation & Business Design		• Sustainable Business Practices
• Digital Strategy		• Environmental Law and Policies
• Basics of Econometrics		• Green Technology Development
• Environmental Management		• Environmental Risk Management
• Organizational Change		• Environmental Life Cycle Assessment (LCA) and Circular Economy
• Globalization Strategy		• Environmental, Social, and Governance (ESG) Practices

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GENERAL MANAGEMENT

- Choose 5 electives from multiple domains to suit your interests

Compulsory Course	Credits
• Entrepreneurship II	2

TRIMESTER - VI (Compulsory Courses)	6 credits
• Dissertation	4
• Corporate Social Responsibility	2

Notes:

1. Terms IV and V will comprise six courses per specialization (1 compulsory and 5 electives).

2. Students must select five elective courses from the bouquet of courses offered under each specialization.

3. In Terms IV and V, two different tracks will be offered.

4. If all five electives in a term are chosen from the same track, the transcript will reflect that track name as the specialization.

5. If electives are chosen across different tracks in a term, the transcript will reflect General Management as the specialization for that term. General Management can be opted for in only one term.

6. *An elective course will be offered only if a minimum of 12 students register for it.**

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BIMTECH Recruiters

BIMTECH Faculty

Dr. Pankaj Priya
Deputy Director &
Dean Academics

Dr. Arvind Shukla
Registrar &
Professor (Marketing)

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

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

Manoj K Pandey
Associate Professor
(Insurance & Marketing)

Ruchi Arora
Associate Professor
(Finance, Insurance
and Risk Management)

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

Shalini Singh
Associate Professor
(Strategy, Innovation
and Entrepreneurship)

Itlekha Dash
Associate Professor
(Organisational Behaviour &
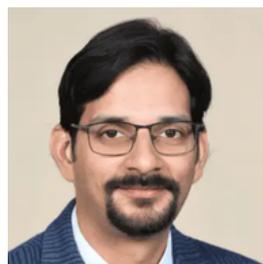Human Resource)

Saloni Sinha
Assistant Professor
(Business Communication)

Ruchi Garg
Assistant Professor
(Information Technology)

S M Fatah Uddin
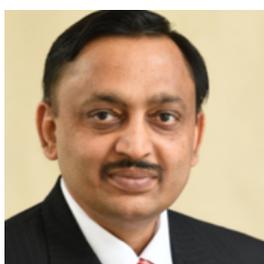Assistant Professor
(Marketing)

Aseem Kr. Mishra
Professor
(Operation &
Decision Science)

Dipali Yadav
Assistant Professor
(Economics & IB)

Garima Malik
Assistant Professor
(Marketing &
Retail)

Kapil Garg
Associate Professor
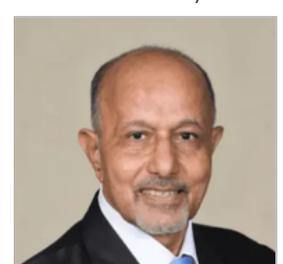(Information Technology)

Reeti Kulshrestha
Associate Professor
(Sustainability and CSR)

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

Rajeev Sharma
Assistant Professor
(Operations &
Decision Science)

K.K. Upadhyay
Professor (Adjunct)
(Strategy & Innovation)

www.bimtech.ac.in/faculty-list-a-to-z/

Photo Gallery

Snapshots of learning, networking, and celebration—from immersive campus experiences to the unforgettable convocation ceremony.

Photo Gallery (Continued)

Campus Immersion

Experiencing faculty interactions, industry visits, peer learning, and vibrant campus life.

Convocation Ceremony

Celebrating achievement on campus with family—walking the stage and becoming proud BIMTECH alumni.

Birla Institute of Management Technology
Greater Noida

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Centre for Online Studies
(January 2023 - December 2024)

Post Graduate Diploma in Management (Online)

(Approved by All India Council for Technical Education, Ministry of HRD, Govt. of India)

This is to certify that

Mr./Ms. XXXXX XXXXX

Roll No. XXXXX *has qualified for the award of*

Post Graduate Diploma in Management -Online

with CGPA XX *out of 10.*

SAMPLE CERTIFICATE

5th May, 2025

Chairperson
Board of Governors

Director

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CENTRE FOR ONLINE STUDIES

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