

## **Student Hand Book**

### **COOLS (Centre Of Online Studies) Batch 2021-22**

**BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY**

Plot No. 5, Knowledge Park II, Greater Noida (NCR) Uttar Pradesh - 201 306

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## Director Message



### Message From

**Dr. H Chaturvedi**

*Director*

Dear Students,

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

It is my privilege to extend a warm welcome to you. These are unprecedented times for all of us as we live through the rapidly unfolding challenges caused by the spread of COVID-19. To address these we have set up a Centre of online studies (COOLS). The center has partnered with Upgrad to offer an online PGDM program with various specializations. The students shall have quality online education from the comforts of their home.

Our B-school has been at the forefront to embrace changes all the time. We have a unique mix of faculty having pure academicians as well as practicing professors who reinforce the pedagogy, curricula, and overall working of the institute with changing times.

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 Handbook clarifies those values and standards and we expect you to honor them in your conduct as a student in the college and thereafter in industry.

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!

**Dr. H Chaturvedi**

*Director*

## Chairperson Message



**Prof. S S Dubey**  
*Chairperson*

Dear Students,

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

Centre of Online studies (COOLS) has been conceptualized to deliver quality education in the Management discipline using an online medium with similar rigor 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 those own 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**  
*Chairperson*

## Telephone Directory

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# Academic Information

### About Institute and COOLs

Birla Institute of Management Technology was established in 1988 under the aegis of the Birla Academy of Art and Culture and supported by the Birla group of companies. Late Dr. (Smt.) Sarala Birla and Syt. B K Birla, chairperson of B K Birla Group of companies are the founders of the business school.

BIMTECH is mini India in its formation every year. It has students coming almost from all the states of India, and also from a few foreign countries. BIMTECH is a school where international business endeavors are also made. Its a mix of nationalities, cultural backgrounds, academic and professional experiences make BIMTECH one of the most exciting and enriching business schools in the country.

To become an extraordinary personality, you need an extraordinary Institution. BIMTECH has shown extraordinary growth in the country in the last five years.

COOLs is a part of BIMTECH to promote 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 Vision**

Developing ethical leaders with entrepreneurial and global mind-set striving for sustainability and inclusive growth.

#### **BIMTECH's Mission**

- To be the preferred choice for students, faculty, and recruiters.
- To create and disseminate knowledge in a global context.
- To imbibe entrepreneurial culture through curriculum, pedagogy, research & mentoring.
- To equip students for global business leadership.
- To develop faculty as global thought leaders.
- To ingrain ethics, sustainability, and inclusive growth in all its activities.

### **Discipline and Code of Conduct**

The Institute strives to develop morally and socially responsible business leaders and entrepreneurs maintaining the highest standards of ethics, academic integrity, and care for the community. It is the collective responsibility of all BIMTECHians to achieve this so as to enrich their experience on Online Courses and ensure that they



ultimately become role models in their communities. To achieve this, the Institute has laid down certain norms for general discipline and ethical conduct during the Course. These are certain norms which students are expected to follow:

### a. **General Discipline**

- 1 Any bullying strictly prohibited. Any student found bullying or making any comment or any other direct or indirect involvement in this unlawful activity will entail strict action against the guilty, which may also be immediate expulsion from the Institute and/or any other punishment deemed fit by the Discipline Committee. Please note that we abide by the Supreme Court directives in this matter.
- 2 Students are expected to exercise control over verbal as well as non-verbal (body) language while dealing with faculty, staff, and fellow students. Intemperate language and rash behavior will not be tolerated under any circumstances.
- 3 Smoking, consuming alcohol, taking drugs, and chewing tobacco in any form or possession of these items during the class is prohibited. Non-compliance will invite severe penalties which might include debarment from the placement or any other such disciplinary action or measure decided by the appropriate authority or committee formed for the purpose. This will include those students who have consumed alcohol earlier and are in an inebriated condition inside the online class.

### b. **Online Class Discipline**

1. Students are expected to be present in all the scheduled virtual classes as per the timetable shared with them. They should be seated at least five minutes before the scheduled start time.
2. Students are expected to be fully involved while in the virtual classroom. Any distraction caused by the use of mobile phones, cross talk or chat with fellow students will invite disciplinary action as determined by the faculty concerned.
3. Students are expected to be present in the virtual classrooms for the lectures before the instructor. Late entrants will not be allowed to enter the classroom.
4. Other than the virtual classroom contact hours based on course credits, students are expected to spend 2-3 hours for every session outside the classroom working on assignments and projects.
5. Assignments and projects should be the original work of the student. Copied assignments from the internet, seniors, or classmates will not be acceptable. Plagiarism is viewed very seriously and zero marks would be awarded in such cases or students may even fail the course.
6. To avoid academic fraud and to maintain research ethics, COOLS makes systematic use of Turnitin®.

7. Students are expected to be punctual in all respects and they should try to submit their assignments before the last date of the submission. Late submissions will invite penalties.
8. Eatables and beverages are not allowed to be taken during the live virtual classes with the video in on condition.

### c. **General Code of Conduct**

The very nature of the postgraduate program requires students to work collaboratively in teams. Occasionally, students come up against a true struggle in the team environment, in the form of one non-performing student. The team leader has to bring such students to the notice of the concerned professor.

1. The Institute attaches utmost importance to national festivals viz., Independence Day, Republic Day, Gandhi Jayanti or the college foundation day.

All students, from all batches and courses, shall have to compulsorily follow the formal dress code in the virtual class.

2. It is the moral responsibility of each and every inmate of the course to maintain the dignity, decency, and decorum of the course.

## **Plagiarism Policy**

In preparing assignments, the students will need to do independent work. If any ideas of others are used they should be acknowledged and should not infringe the copyrights. Students are encouraged to read widely and acknowledge any ideas that are not their own by including citations in a list at the end of every assignment. It is the responsibility of every student to know how to reference correctly. The APA or Harvard Referencing System or suitable referencing systems needs to be used in research papers and assignments.

## **Penalties for Plagiarism**

Penalties for plagiarism can be severe depending on the nature of offences. If a student has been charged with academic misconduct for plagiarism, he/she may have to attend a hearing to defend or explain actions. If found guilty the student could get zero marks/credit for the assignment and/ or be given a more severe penalty as decided by the Institute.

### Admission Policy- Fee Structure

On the date of applying, an applicant should be either:  
Appearing in Final Year Graduation Examination (1st attempt) in summer 2021.  
OR  
Has a 'pass' result of Graduation i.e. no unclear paper(s).

### Selection Procedure

The steps in selection for admission at COOLS include:



#### Filling up the application form

Fees have to be paid before the commencement of the classes.

Fees are Rs 2.75 lakhs/2years

### About PGDM

#### Salient Features of the Program

The Business Management Programme 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 moulds 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.

#### Program Envisages

- To apply knowledge of leadership and management theories and practices creatively to solve business problems.
- To foster analytical and critical thinking abilities for data and evidence-based decision making.
- Gain integrated knowledge of selected functions in the global environment.
- Become competent professionals who'll bridge the gap of the industry.
- Have orientation towards achieving excellence and maintaining a high ethical standard

#### Program Level Goals

**PILO 1:** Ability to apply knowledge of leadership and management theories and practices creatively to solve business problems.

**PILO 2:** Demonstrate effective written forms of communication and oral business presentations.

**PILO 3:** Identify and analyses the ethical responsibilities of businesses.

**PILO 4:** Apply decision-making techniques, both quantitative and qualitative analysis, to management issues.

### Curriculum

The institution adopts a specialized approach where the course development task is assigned to professionals internally or hired external experts. A draft is evaluated by a committee of Advisory Members and Dean (Academic) (Online Education) which includes a team of experts to review the proposed course curriculum that meets the objectives of distance education. The first-year course is common to all cohorts.

1. Duration of the Programme: 2 Year for PGDM (General Management)
2. Eligibility: Any graduate with 50 % marks
3. Number of Courses: (Attached: Annexure 2)
4. PGDM:19 core courses, 9 electives, 2 courses, and a dissertation

| Trimester | Course Number | Course Name                 |
|-----------|---------------|-----------------------------|
| 1         | 1             | Marketing Management I      |
| 1         | 2             | Human Resource Management   |
| 1         | 3             | Financial Management I      |
| 1         | 4             | Quantitative Technique I    |
| 1         | 5             | MIS                         |
| 1         | 6             | Business Economics          |
| 1         | 7             | Operations Management       |
| <b>1</b>  | <b>Exam</b>   | <b>Exam Week</b>            |
| 2         | 1             | Marketing Management II     |
| 2         | 2             | Consumer Behaviours         |
| 2         | 3             | Organizational Behaviour    |
| 2         | 4             | Managerial Accounting       |
| 2         | 5             | Data Analytics              |
| 2         | 6             | Information System Strategy |
| <b>2</b>  | <b>Exam</b>   | <b>Exam Week</b>            |
| 3         | 1             | Sales and Distribution      |
| 3         | 2             | Strategic Management        |
| 3         | 3             | Financial Markets           |
| 3         | 4             | Python/ R                   |
| 3         | 5             | Digital Transformation      |
| 3         | 6             | Supply Chain Management     |
| <b>3</b>  | <b>Exam</b>   | <b>Exam Week</b>            |

| S.No | Courses (Any 4 from 6)            | Credits     |
|------|-----------------------------------|-------------|
| 1    | Advanced Analytics                | 2.5         |
| 2    | Emerging Technology in Management | 2.5         |
| 3    | Service Marketing and CRM         | 2.5         |
| 4    | B2B Marketing                     | 2.5         |
| 5    | Investment Management             | 2.5         |
| 6    | Digital Marketing                 | 2.5         |
| 7    | Case Study Writing (Compulsory )  | 2.5         |
|      | Total                             | <b>12.5</b> |

### Trimester 5 (Any 3 from 6)

| S.No | Courses Trimester 5 (Any 3 from 6)                  | Credits   |
|------|-----------------------------------------------------|-----------|
| 1    | Business Process Management and RPA                 | 2.5       |
| 2    | Big Data Analytics                                  | 2.5       |
| 3    | Product and Brand Management                        | 2.5       |
| 4    | Competition and Globalisation                       | 2.5       |
| 5    | Emotional Intelligence and Managerial Effectiveness | 2.5       |
| 6    | Enterprise Risk Management                          | 2.5       |
| 7    | Research Paper Writing (Compulsory )                | 2.5       |
|      | Total                                               | <b>10</b> |

### Trimester 6 (Any 2 from 4)

|   |                                         |           |
|---|-----------------------------------------|-----------|
| 1 | AI and Blockchain, IoT and Industry 4.0 | 2.5       |
| 2 | IT Consulting And Business Development  | 2.5       |
| 3 | Integrated Marketing Communication      | 2.5       |
| 4 | Personal Financial Planning             | 2.5       |
| 5 | Dissertation (Compulsory )              | 5         |
|   | Total                                   | <b>10</b> |

This is a 2400 hrs of content through a mix of live sessions, recorded videos, graded assessments, projects, reading text material, transcriptions, self-study, and exam preparations. Perfectly suited for working professionals and for fresher's who feel balanced self-paced learning is more important. Moreover, mostly 2 courses would be taught at any given point of time giving the student ease of learning and convenience of appearing the examinations after every 2 papers. The individual and group/team projects build up the rigour of the course. You can access the learning platform on [learn.upgrad.com](https://learn.upgrad.com) using your UpGrad ID & Password. You can also access content on the mobile app (iOS App Store & Google Play Store). You are encouraged to download the mobile app so that you can receive instant notifications about latest developments. You are also requested to move all emails

from UpGrad to your primary inbox. This will prevent chances of missing out on important communications.

As a part of your onboarding process, you should expect a Welcome Email from your student mentor in the first week of your program launch. You should also expect a Welcome Kit (containing T-Shirt, Pens, and Stickers) within the first month of program launch. In case you don't receive the Welcome Kit or the Welcome Email, please reach out to our team at [bimtech@upgrad.com](mailto:bimtech@upgrad.com) or directly contact your student mentor.

| Online learning feature     | Weekly Hours | Per Course         | Overall      | %           |
|-----------------------------|--------------|--------------------|--------------|-------------|
| Recorded Video              | 2.5          | 7.50               | 225          | 10%         |
| In video Questions          | 2.5          | 7.50               | 225          | 10%         |
| Graded Assessments          | 2.5          | 7.50               | 225          | 10%         |
| Projects                    | 4.0          | 12.00              | 360          | 16%         |
| Lecture Notes/Platform Text | 2.0          | 6.00               | 180          | 8%          |
| Live Session                | 3.0          | 9.00               | 270          | 12%         |
| Transcriptions              | 1.0          | 3.00               | 90           | 4%          |
| Self-Study + Exam Prep      | 8.0          | 24.00              | 720          | 31%         |
| <b>Total</b>                | <b>25.5</b>  | <b>76.5</b>        | <b>2,295</b> | <b>100%</b> |
| Dissertation                |              |                    | 150          |             |
|                             |              | <b>Grand Total</b> | <b>2,445</b> |             |

In the 2<sup>nd</sup> year, we have specialization of Retail, BIFS, and IT being offered besides General Management. Details of the course are given below.

### Elective courses

The elective courses are in Retail, BIFS (Banking Insurance and Financial Services) and IT (Information Technology) each having 9 electives, 1 case study and 1 research paper and a dissertation in the 2<sup>nd</sup> year besides the 1<sup>st</sup> year which is a common course similar to PGDM (General Management)

|      |         |         | Trimester 4 |         |       |
|------|---------|---------|-------------|---------|-------|
|      |         |         | Retail      | BIFS    | IT    |
| S.No | Credits | Courses | Courses     | Courses | Hours |
|      |         |         |             |         |       |

|              |             |                                       |                                 |                                         |            |
|--------------|-------------|---------------------------------------|---------------------------------|-----------------------------------------|------------|
| 1            | 2.5         | Emerging Technologies in Management   | Investment Management           | Emerging Technologies                   | 75         |
| 2            | 2.5         | Digital Marketing                     | Risk Management                 | Software Product and Process Management | 75         |
| 3            | 2.5         | B2 B Marketing                        | Management of Banks             | Cloud Computing and Web 3.0             | 75         |
| 4            | 2.5         | Case Study Writing (Compulsory)       | Case Study Writing (Compulsory) | Case Study Writing (Compulsory)         | 75         |
| 5            | 2.5         | Category Management and Merchandising | AI and BlockChain In BFSI       | AI and BlockChain                       | 75         |
|              | <b>12.5</b> |                                       |                                 |                                         | <b>375</b> |
|              |             |                                       | Trimester 5                     |                                         |            |
| 1            | 2.5         | Retail Store Operation                | Emerging Technologies in BFSI   | Big Data Analytics                      | 75         |
| 2            | 2.5         | Service Marketing and CRM             | ERM                             | Business Process Management, and RPA    | 75         |
| 3            | 2.5         | Research Paper Writing (Compulsory)   | Research Paper Writing          | Cyber Security, Ethics and Privacy      | 75         |
| 4            | 2.5         | Marketing Analytics                   | Finance Analytics               | IOT, Industry 4.0 and Robotics          | 75         |
|              | <b>10</b>   |                                       |                                 |                                         | <b>300</b> |
|              |             |                                       | Trimester 6                     |                                         |            |
| 1            | 2.5         | Mall Management                       | Investment Management           | IT Governance and Risk Management       | 75         |
| 2            | 2.5         | Digital commerce                      | Personal Financial Planning     | IT Consulting And Business Development  | 75         |
| 3            | 5           | Dissertation                          | Dissertation                    | Dissertation                            | 150        |
|              | <b>10</b>   |                                       |                                 |                                         | <b>300</b> |
|              |             |                                       |                                 |                                         |            |
| <b>Total</b> | <b>32.5</b> |                                       |                                 |                                         | <b>975</b> |

- The Programme focuses on building need-based skills to create & manage sustainable businesses.

### **Examination Policy- Flexibility and Reappearing Policy**

#### **Assessment Method**

The Institute follows a well-structured evaluation system for assessing the performance of the students. This system of assessment is based on a well - designed course structure. While the core subjects are compulsory for all students; the elective subjects are chosen by the student based on the area of specialization, as applicable, with the consent of the Chairperson COOLS. The assessment of the student will be done as follows:

#### **Internal Assessment**

Students' internal assessment is continuous in the trimester based on his/ her performance in classroom discussions, analysis of case studies, project work, presentation(s), assignment(s), surprise quizzes, mid-term examination, and on-line tests, etc. 70% weightage is given to this assessment. Students should be prepared for regular quizzes in self-paced or live mode. The weightage of the end term examination shall be 30%.

Deadlines- Students are expected to submit the assignments within the specified deadline to avoid any late submission penalty.

After the 1st deadline, students shall incur a 30% penalty on their scores.

After the final deadline, students shall incur a 100% penalty on their scores.

Internal marks/attendance are communicated to students before the end term examinations by the faculty concerned. The marks awarded in the internal evaluation will be moderated by the Examination department as per the student's attendance record & attendance policy of the institute detailed separately in this handbook, subject to the proviso that marks in internal assessment in a subject do not exceed the maximum marks allocated for the internal assessment.

#### **End Term Examination (ETE)**

The end term examination is conducted in each course/ subject to assess the analytical and conceptual understanding of the students through essay type questions and the skill to use the knowledge through the case and/or problem-solving exercises. Course passing criteria is minimum 40% in ETE and 40% overall.



Out of the total, 30% weightage is given to this assessment. Examinations are generally governed by the following:

- ETE is of 1.5 hours duration. The standard question pattern for the end-term examination is as follows :
  - a. Group A will have two questions. Students have a choice of attempting one question out of two. The question has a weightage of 10 marks. It may have sub-parts that add up to 10 marks.
  - b. Group B shall include a case study of 20 marks and having two questions of 10 marks each. Each question shall cover one or more CILO (Course Intended Learning Outcome). The questions in Group A&B shall cover up all CILOs.

**(Note:** There could be deviation(s) in question paper pattern with approval of Chairperson(COOLS) which will be advised to students by the faculty concerned.)

### Other Non-Graded Components

Apart from the above-mentioned graded components, students will also experience in-video questions (questions which pop in during the video). These questions are usually not graded. However, research proves that such questions help in understanding and retaining a concept. Hence, students are advised to take these questions seriously. Students will get prompt feedback on such questions.

During the program, students will experience several extra-curricular activities (such as networking sessions and events, guest lectures on specific topics, etc.). While these activities are not graded, students are advised to participate in such activities. Such activities are crucial to build your professional network, learn about latest developments and help make your profile stand out. These are valued by potential employers.

### Relative Grading

The Institute follows a system of 'Relative Grading' for assessment of students' performance vis-à-vis the group by converting marks to grades. The exercise is done prior to the result announcement, jointly by Faculty/Area Head/Chairperson and the Controller/ Dy. Controller of Examination to ensure fairness and transparency in the process. The following table depicts each grade letter with its value on a 10 point scale (1-10):

| Description  | Grade | Grade Point |
|--------------|-------|-------------|
| Excellent    | A+    | 10          |
|              | A     | 9           |
|              | A-    | 8           |
| Good         | B+    | 7           |
|              | B     | 6           |
|              | B-    | 5           |
| Satisfactory | C+    | 4           |
|              | C     | 3           |
|              | C-    | 2           |
| Poor         | D     | 1           |
| Fail         | F     | 0           |
| Incomplete   | I     | --          |

The Term Grade Point Average (TGPA), a weighted average of grade points, is worked out as given below:

- Each subject carries a certain number of Credits. The Credits for each subject will be intimated to the students by the COOLS Chairperson.
- Based on the credits and grade point obtained by the student for each subject, TGPA will be calculated as follows:
- $TGPA = \frac{\sum (\text{credits} \times \text{grade point})}{\sum \text{all credits}}$
- After the second trimester onwards, a Cumulative Grade Point Average (CGPA) being the weighted average of TGPAs is calculated as follows:
- $CGPA = \frac{\sum (TGPA \times \text{term credits})}{\sum \text{term credits}}$

Where  $\sum$  term credits are the total of credits of all trimesters considered.

- The student must satisfy the following conditions at the end of the third term of the first year to be eligible for promotion to the second year:
  - a. A minimum CGPA of 5.0
  - b. Not more than 4 Ds or 2 Fs (1 F = 2 Ds).

At the end of the first year of the 2 year program, if the student does not meet passing criteria (viz. minimum CGPA of 5 and not more than 2 Fs), Dean Academics on the recommendations of the COOLS chairperson may grant approval for the special exam(s) to be conducted for the student in the fail subjects. This would,

however, be the last chance and no revaluation, supplementary or improvement would be permitted thereafter. These exams would be held and evaluated (on the payment of the Rs 2000/subject) before the start of the 4th term.

If the student still does not achieve passing criteria he/she would have to leave the course but could opt to get readmitted with the new batch in the next academic year by special approval on the recommendation of the Chairperson and approval of Dean Academics. If he/she decides to do so it would be with full tuition fees. He/she would then only be able to complete diploma requirements by the end of 3 years, and with the course content in the 3rd year (2nd year of the junior batch) as applicable.

Similarly, the criteria to be eligible for award of Diploma at the end of 2 years is to achieve a minimum CGPA of 5.0 and not more than 2 Fs and 1 D (or equivalent with 1F=2Ds) but with no 'I'- Incomplete Status' of any subject.

The minimum eligibility criteria to be considered for relative grading is 40% marks separately in Internal and End-Term evaluation. Those students not achieving this in either assessment would be required to appear in a supplementary exam (after paying a fee of Rs 500/ subject) evaluated out of 100 marks in the subject.

### **Revaluation**

A student can apply for revaluation of his/her paper after the announcement of end-term/supplementary results. For a non-end term exam subject, the revaluation will only be accepted if the concerned faculty agrees to do so. The paper in all other cases will be sent for revaluation to an alternate faculty as per the revaluation process, thereby ensuring independent evaluation. The student if he/she so desires can view his/her answer book but no further correspondence regarding valuation will be entertained. End term marks after revaluation would apply. In case the marks after revaluation increase the fees paid shall be refunded. In case a student passes in the end term revaluation, his/her internal marks will be carried forward.

### **Supplementary/Improvement Examination**

A student will be eligible for a supplementary examination in case he/she gets a D or an F grade in a subject. The marks in all supplementary examinations will be out of 100 and previous internal marks would lapse. There will be no 're-supplementary' examination. Students not achieving a passing CGPA of 5.0 or having more than 2 Fs (1 F = 2Ds) at the end of each trimester will also get an opportunity of achieving passing grades by taking supplementary /improvement

exam but not both in a subject i.e. no improvement would be allowed in a subject after the supplementary exam.

A student will be eligible to appear in an improvement examination in the subjects where he/she has C+, C or C- grades in a term & CGPA in the term of less than 5.0. Any opportunity for Improvement not availed of at the appropriate time will lapse.

Improvement exams are held along with supplementary exams at the end of each term as per the timetable below. The fees in case of an improvement exam will be the same as supplementary exam fees. "Re-improvement exam" will not be permitted. If there is a reduction in overall marks after an improvement exam, the previous grade would be maintained.

### Schedule of Supplementary/ Improvement Examinations

1. Supplementary/Improvement Examinations of the 1st Trimester of a batch will be held along with the 2nd Trimester of the same batch.
2. Supplementary/Improvement Examinations of the 2nd Trimester of a batch will be held along with the 3rd Trimester of the same batch.
3. Supplementary/Improvement Examinations of the 3rd Trimester of a batch will be held along with the 4th Trimester of the same batch.
4. Supplementary/Improvement Examinations of the 4th Trimester of a batch will be held along with the 5th Trimester of the same batch.
5. Supplementary/Improvement Examinations of the 5th Trimester of a batch will be held along with the 6th Trimester of the same batch.
6. Supplementary/Improvement Examinations of the 6th Trimester of a batch will be held immediately after the declaration of the result.

Charges for Supplementary, Improvement and Revaluation are uniform & non-refundable @ Rs.2000 per paper.

### The course of Independent Study (CIS)

This is a provision for **the last chance for course completion subject to the approval of the Management for students who at the end of 2 years are not meeting the passing criterion. Students who are not eligible for a diploma may request the COOLS, concerned Chairperson, for permission to opt for CIS in failed subjects. CIS would be considered** for students based on recommendations of the COOLS Chairperson to Dean Academics for sanction and is not a matter of right. The student would take up CIS in the 'Fail' subjects in an ensuing Academic year and complete the CIS subjects in one attempt per subject either in the first or the second term of the next academic year.

The student would be charged a fee of Rs.10,000 per subject per term and exam fees of Rs.2000 per paper. No revaluation/supplementary/ improvement would be allowed in the subjects after the student appears in the end term paper for the subject(s) and the results of the evaluation would be final. The student would have to ensure that he/she achieves the passing criterion at the end of CIS. In one term the student would have 10 one hour weekly interactions/ term with the faculty teaching the subject. Marks for CIS courses would be out of 100.

### **Academic Integrity**

Academic Integrity is about the honest presentation of your academic work. It means acknowledging the work of others whilst developing your insights, knowledge, and ideas. Academic work in an institute depends on the practice of academic integrity as a core value. It is an important part of academic life for both staff as well as students and is also essential to all academic thought and practice. All work produced must acknowledge the sources of ideas presented and cite the original written work.

### **Avoiding Plagiarism**

In preparing assignments, the students will need to do independent work. If any ideas of others are used they should be acknowledged and should not infringe the copyrights. Students are encouraged to read widely and acknowledge any ideas that are not their own by including citations in a list at the end of every assignment. It is the responsibility of every student to know how to reference correctly. The APA or Harvard Referencing System or suitable referencing systems needs to be used in research papers and assignments.

### **Penalties for Plagiarism**

Penalties for plagiarism can be severe depending on the nature of offenses. If a student has been charged with academic misconduct for plagiarism, he/she may have to attend a hearing to defend or explain actions. If found guilty the student could get zero marks/credit for the assignment and/ or be given a more severe penalty as decided by the Institute.

### **Code of Conduct during the Examinations**

- All exams will be proctored
- Be properly groomed during the examinations failing which you will be barred from taking the examination.
- Any books, notes, files, mobile phones, and other objectionable material(s) that may help the student in virtual examination in any way will not be allowed inside the Academic Block during the examination.

### **During the Examination**

- Do not write anything other than the Answer
- Do NOT communicate with any other students, for any reason.
- Electronic devices and computerized aids (e.g. computerized wristwatches, mobile phones, smartphones, tabs, google assistant /Alexa compliant devices/watches, etc.) capable of storing, transmitting, and/ or displaying visual/auditory information are not allowed.

### **i. Use of Unfair Means and Punishment (UFM)**

Students should observe silence at all times during the examination. In case it's found that the student is taking any external help or using a digital device the student can be debarred from giving the examination.

1. Students must not bring any books, notes or memoranda into the exam room. Any unauthorized materials found with the student or on the desk will be taken to mean that these materials were intended for dishonest use whether or not the student actually uses them he/she will be charged with use of UFM.
2. Any student who copies from another student or allows the answers to be copied by another student will be considered to have used UFM & will be punished accordingly.
3. Any student who attempts to use Unfair Means will be severely dealt with as per clause 4 to 8 hereunder.
4. In the first instance of Use of Unfair Means (UFM), the paper for the student may be canceled and the student will have to appear in a supplementary; the grade awarded in the supplementary will be reduced by one grade.
5. In the second instance of UFM by the student, he/she will be awarded a permanent Fail grade with no option of a supplementary.
6. In the case of the third instance of UFM by the student, all the exams in the trimester will be treated as canceled and will have to be repeated.
7. While these are usual penalties levied, there could be more severe punishments as per the decision of the Examination Committee (EC). The decision of the EC appointed by the Management of the Institute shall be final and binding on the examinees with regards to any disputes concerning examinations.

### **General**

1. Students should observe silence at all times during the examination. The teacher-invigilator reserves the right to expel any student if he/she fails to observe the code of silence or if he misbehaves during the examination.
2. Students must not bring any books, notes, or memoranda to the exam place. Any unauthorized materials found on the student or desk will be taken to mean that these materials are intended for dishonest use whether or not the student actually uses them.

3. Students are also instructed not to bring mobile phones during the examination period.
4. Any student who copies from another student or allows the answers to be copied by another student may have all his papers canceled for the trimester.
5. Any student who attempts to cheat will be severely dealt with. All the papers may be canceled if investigations confirm that cheating has taken place.
6. Any deviation from the above-mentioned rules will be dealt with very seriously and may lead to the cancellation of all the papers for the trimester for the guilty student.

### **Please Note**

The institute reserves the right to take appropriate punitive action against such examinees who are reported to be using unfair means during examinations. The decision of the Director of the Institute shall be final and binding on the examinees with regard to any disputes concerning examinations.

### **Examination Policy and Procedure**

The purpose of the Examination is to assess the breadth and depth of the student's knowledge and critical analysis of major areas in the field of study. The Examination is also used as an evaluation tool to benchmark the students' performance against pre-set eligibility criteria for the award of the course/degree completion certificate.

### **Policy Scope**

This Policy applies to all PGDM examinations conducted by COOLS, BIMTECH and shall be observed by all Students.

### **Examination Committee**

- i. **Overview:** The Examination Committee is an apex body of the Institute, which is headed by Examinations In-Charge (EI) and shall be facilitated by three sections: Examination, Record Maintenance, and Administration. The main function of this Committee is to carry out examinations, publish results, and award certificates (provided by the Institute) to the students who pass the final examinations. Keeping the record of each and every issue related to the examination and organizing workshops and seminars for the improvement of the examination system, are also the responsibilities of this Committee.
- ii. **Objective:** To conduct Internal Assessment and External Assessment Examination related to all course work of PGDM as per guidelines set by Examination Committee

### Evaluation Criteria

The evaluation of a student's performance in distance learning courses is mostly based on the following three parameters.

**Continuous Assessment (70 %):** BIMTECH mostly conducts online tests for online learning courses. These tests are conducted at regular intervals throughout the course.

**End Term Exam (30 %):** BIMTECH will conduct the Proctored Exam at the end of two courses together as per the Academic Calendar

### Conduct of Candidates

- a. A candidate must comply with the Academic Regulations, Student Conduct, and Discipline Policy.
- b. Candidates will have their attendance recorded at every examination.

### Reappear Cases in End-Term Examination (ETE)

In case a student does not appear in or does not clear the examination in any paper in the regular schedule meant for that paper, he can appear with the next cohort ETE after depositing a reappear fee of Rs 500/- per paper.

### Policy for Case Study/ Research Paper and Dissertation

Case Study/ Research Paper and Dissertation is to be undertaken by the student in the respective trimester as per the course Structure of Online PGDM, where the students will have to go through the following steps:

7. Selection of the topic and getting the synopsis approved by the faculty of BIMTECH only, by submitting synopsis online as per the deadline.
8. Completed Project shall be mailed in the form of a soft copy to the assigned mentors and COOLS Programme Manager.
9. The project should be submitted within 45 days from the date of approval of synopsis in a WORD/Word converted PDF format and should not be more than 2 MB in size.

### Learner Support System

COOLS have established a Learner Support Centre (LSC) at Vikramshila within BIMTECH in an AICTE approved Standalone Institution offering programs in the same broad areas having the necessary infrastructure and human resources for offering the program:

- a) An LSC shall be the contact point or center managed by the Standalone Institution for providing academic as well as administrative support to its learners and shall perform such other functions as specified by AICTE



- b) The Learner Support Centre is headed by a Coordinator who shall be a regular teacher not below the rank of a qualified Assistant Professor and assisted by the counselor as decided by the AICTE.
- c) COOLS has a Standard Operating Procedure (SOP) for the smooth functioning of the LSC, which shall include functions of the LSCs and its different functionaries, monitoring mechanism of different services provided by the Centre, and it shall be mandatory for the LSC to maintain the learner data related to conducting of counseling sessions, evaluation of assignments and redressal of grievances.

### **BIMTECH Library and Open Resources**

**The combination of carefully selected traditional and digital resources via browsing interface and supported by exceptionally fast response service provides the BIMTECH community with a library that is worthy of this world-class institution.**

The enthusiastic Library management, the commitment of talented Library staff and the support of top management makes the Library a most lively place on the campus providing friendly environment that enables learning and advancement of knowledge, extends research and publication assistance and facilitates undergraduate, postgraduate and research scholars. India.

BIMTECH's Knowledge Centre is well equipped with precious books, Textbooks, Reference books, Periodicals and Journals. It is supported by a large well-ventilated two floored reading-room. The library is enriched with digital facilities and computer system. Free access of this is made available to the students, ex-students, research workers, faculty, staff and visitors. The library frequently displays and exhibits various books, newly arrived books. The students are lent the textbooks for the entire academic session with nominal charges through Book-Bank and teachers and students can also buy the books directly from market and submit them to the library of which the amount is paid immediately.

Click here: <https://www.bimtech.ac.in/about-bimtech/library/>

### List of The Open Textbook Library provides free access to e-textbooks in different disciplines

| Sl. No | Library Name                                                | Link                                                                                                                                                                                                                                                                                                                                  |
|--------|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1      | Carol M. Newman Library, Virginia Tech                      | <a href="https://guides.lib.vt.edu/oer/opentextbooks">https://guides.lib.vt.edu/oer/opentextbooks</a>                                                                                                                                                                                                                                 |
| 2      | Eastern Michigan University Library                         | <a href="https://guides.emich.edu/alt-texts/oatexts">https://guides.emich.edu/alt-texts/oatexts</a>                                                                                                                                                                                                                                   |
| 3      | ebooks@cambridge : Free & open access                       | <a href="https://libguides.cam.ac.uk/cambridgeebooks/free">https://libguides.cam.ac.uk/cambridgeebooks/free</a>                                                                                                                                                                                                                       |
| 4      | FLITE Library                                               | <a href="https://ferris.libguides.com/research/free-the-textbook/oer-textbooks">https://ferris.libguides.com/research/free-the-textbook/oer-textbooks</a>                                                                                                                                                                             |
| 5      | Open Textbook Library                                       | <a href="https://open.umn.edu/opentextbooks/">https://open.umn.edu/opentextbooks/</a>                                                                                                                                                                                                                                                 |
| 6      | Springer Nature                                             | <a href="https://www.springernature.com/gp/researchers/the-source/blog/blogposts-life-in-research/access-textbooks-for-free-during-the-coronavirus-lockdown/17897628">https://www.springernature.com/gp/researchers/the-source/blog/blogposts-life-in-research/access-textbooks-for-free-during-the-coronavirus-lockdown/17897628</a> |
| 7      | Springer Nature's comprehensive eBook collections           | <a href="https://www.springernature.com/gp/librarians/products/ebooks/ebook-collection">https://www.springernature.com/gp/librarians/products/ebooks/ebook-collection</a>                                                                                                                                                             |
| 8      | Temple University Libraries                                 | <a href="https://librarysearch.temple.edu/everything?f%5Bformat%5D%5B%5D=Book">https://librarysearch.temple.edu/everything?f%5Bformat%5D%5B%5D=Book</a>                                                                                                                                                                               |
| 9      | The State University of New York at Fredonia (Reed Library) | <a href="https://fredonia.libguides.com/oer/textbooks">https://fredonia.libguides.com/oer/textbooks</a>                                                                                                                                                                                                                               |
| 10     | University of Central Florida Libraries                     | <a href="https://guides.ucf.edu/OER/opentextbooks">https://guides.ucf.edu/OER/opentextbooks</a>                                                                                                                                                                                                                                       |
| 11     | University of South Florida Libraries                       | <a href="https://tap.usf.edu/students/free-textbooks/">https://tap.usf.edu/students/free-textbooks/</a>                                                                                                                                                                                                                               |

## Pedagogy

How is pedagogy organized?

COOLS believes in developing an individual with strong fundamental and conceptual skills and capability, combined with a deep sense of responsibility towards others and society and a commitment to growth for all individuals. COOLS emphasizes that individuals should experience the simulated environment of the corporate world of decision making.

Accordingly, the learning process involves extensive Virtual classroom instructions, face-to-face, field experience, e-learning case analysis, and individual projects.

- It is a balanced approach comprising technical inputs and group tasks. **Virtual classroom instruction** is the primary vehicle of learning. It gives strong **theoretical and conceptual** inputs. The curriculum and the depth of coverage are similar to that of the best business schools.
- The Live **Face-to-face Active interaction** and participation of students is encouraged. The present developments in each of the specific areas are discussed, using articles from reputed, national and international journals.
- At COOLS, we strongly emphasize **project work** which involves an extensive and in-depth study of a specific topic involving **research or fieldwork**.
- **Teaching language (English)**: English language learning (ESL) and Periodic presentations, quizzes by individuals and groups are conducted. This also helps in enhancing communication skills.
- **Guest lectures** - eminent professionals from the industry share their experiences and enable the aspiring students to broaden their vision.
- **The case method** is extensively used for the student to experience the simulated environment of the corporate world and for developing decision-making skills. The cases are carefully selected to be contemporaneous and illustrating the use of relevant principles and tools in a complex setting.
- **Off-campus workshops, Seminars** - COOLS holds off-campus workshops and seminars on current topics on a regular basis.
- There is a strong belief at the Institute in '**learning by doing**' and that a true management education goes beyond the classroom. The students are therefore exposed to 'Non – Management' programs like yoga, music appreciation, literature appreciation, etc; and are encouraged to participate in all co-curricular activities.

This model places the student in the center of teaching and learning to best respond to the demands of his **personal and professional development project** and the demands from **companies, industries, and communities**

### Delivery Calendar

#### Academic Calendar Jan 2021 – Dec 2021

Term wise calendars shall be shared in advance prior to the start of every term.

### Peer to Peer Participation & Discussion Forum – Guidelines

Discussion Forum is an effective way for networking with peers and getting doubts resolved. The discussion forum can be accessed through the platform/mobile app. The forum is organized by topics and is constantly monitored by Teaching Assistants (TAs)

Please note: The Discussion Forum is meant for academic doubts/queries and course related topics only. For any non-academic doubts, learners are encouraged to use the social media/Whatsapp groups.

### **Guidelines for posting queries on Discussion Forum**

Since this program involves coding on multiple platforms, learners are requested to adopt the following guidelines to ensure timely redressal of their queries:

In case you are facing an issue with a code snippet, you are requested to post the code snippet, coding environment being used and the problem faced on the discussion forum. This will allow your friends and TAs to understand the problem and resolve the same faster.

Since the discussion forum is meant for academic doubts/queries and course related topics only, any inappropriate posts that are of no learning value will be deleted immediately and learners posting such comments/posts may be penalized.

As mentioned in the Code of Conduct Document, learners are not allowed to request or share solutions for any graded component of the program on any platform. Any violation of this policy will result in zero score for that particular graded component. If a learner is found to violate this policy for a second-time, COOLS will decide on the necessary disciplinary action to be taken.

It should be noted that students should not share answers on the platform. Any actual answers shared on the platform shall be deleted by Teaching Assistants promptly.

Detailed Discussion Forum guidelines are mentioned in the Community Guidelines Document.

### **Doubt/Query Redressal Timelines**

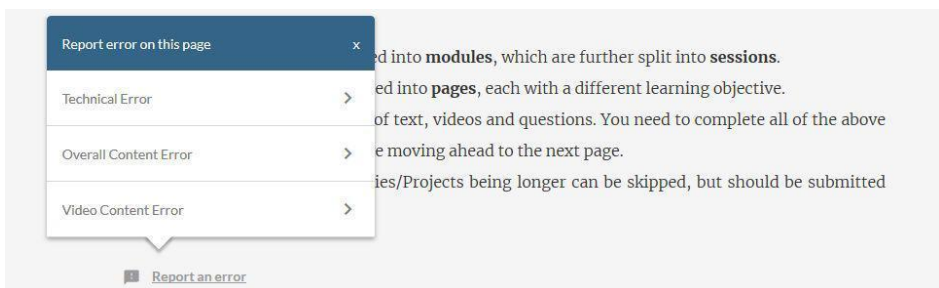
The discussion forum has been created with the intention of fostering peer to peer learning. Hence, you are encouraged to answer your batch mates' queries.

First 24 hours (after posting a query) are meant to allow batchmates' to respond to queries. In this period, if needed, TAs may guide the discussion in a right direction/verify response.

If a post/query doesn't have any verified answers after 24 hours, TAs will respond to the query/post in the next 24 hours.

### Reporting an Issue

The program endeavours to provide high-quality learning and learning experience. Multiple initiatives are taken to ensure that your learning is seamless and that your learning is of the highest quality. However, In spite of multiple round of reviews, there may be a few inadvertent gaps in the learning experience, which you can report through "Report a Mistake" Button at the bottom of every page.



Once you report an issue, a ticket is raised and the issue is resolved within 24 hours. While reporting an issue, you have the option of describing the problem. To ensure that your problem is resolved at the earliest, you should give a detailed description of your problem.

Using the "Report a Mistake" feature to get academic doubts resolved earlier is highly discouraged. This feature should only be used to report mistakes in the learning experience (for e.g. Platform Error, Text/Video Mistake, Content Mistake, etc.)

### Placement Support Policy

#### Scope

Learners can avail assistance with internship/placement by opting for Placement Support Services. The Career Services team at upGrad will provide reasonable support and assistance to eligible learners who have opted for this service. However, it is the individual responsibility of every learner to secure his/her own internship/placement. Placement support is a complementary service, and it may include some or all of the following aspects.

- Profile building, resume and LinkedIn profile, with constructive feedback
- Career counselling
- Job search strategy
- Mock interviews to help learners prepare for actual interviews
- Identifying recruiters based on their manpower needs (matching job descriptions with ideal candidate profiles), and inviting companies to participate in the recruitment process
- Following up with recruiters and scheduling interviews
- Following up with recruiters on their selections and offers
- Following up with learners to ensure adherence with the recruiter's timelines for offer acceptances

#### Learner Eligibility Criteria

Placement Support Services will be provided solely at the discretion of upGrad to learners meeting the following eligibility criteria:

Mandatory completion of the Career Prep Content;  
Successfully cleared all skill and employability tests;  
Usage of resume and LinkedIn profiles that have been updated as per upGrad guidelines and approved by upGrad; and  
Full attendance for all Mentorship Calls and Live sessions, as per the schedule provided by upGrad.

upGrad shall not be liable to offer Placement Support Services to any learner who does not satisfy all of the above criteria.

### Process

The list below summarises the salient points of the placement support process:

A learner may choose which JD/job role to apply for from the list proposed by upGrad.

A learner has to nominate his/her candidature to all the job opportunities proposed by upGrad, or to a minimum of 3 job opportunities proposed by upGrad, whichever is lower, per month.

A learner is permitted to interview only with companies that shortlist him/her and shall not dispute or question the decisions of the recruiter company.

Each learner will have the opportunity to attempt a maximum of 5 final round interviews. If a learner is not able to convert the opportunities into an offer, then he/she will be considered out of the Placement Support Process.

Any discussion/test conducted to screen a learner for possible employment is regarded as an interview or attempt. Therefore, an attempt/interview includes face-to-face, video conference, telephonic interviews, etc. Online/written tests will also be counted as an attempt.

upGrad does not tolerate unprofessional behavior (renegeing, dishonouring commitments, falsification, etc.). All learners must honour the job offers received through this process. This is to protect the reputation of upGrad with other firms for future placement opportunities, as companies are known to blacklist organisations whose learners do not join after being appointed. You will be held liable for the ramifications in such a case.

The learners are expected to apply to the JDs floated through the placement process after a thorough understanding of the roles.

If a company shortlists a learner based on the resume provided by him/her but the learner decides to opt out of accepting the offer made by that company, either because of the brand/salary/role or any other reason, then he/she will need to communicate the same to the Career Services team within 24 hours.

If a learner has applied with a company and has been shortlisted, then he/she shall be available for the interview and this will be considered an attempt. The learner shall not

be eligible for any Placement Support if he/she refuses to be available or fails to be present for the interview scheduled by the company.

A learner shall not be eligible for any Placement Support if he/she refuses an offer made by a company.

A learner getting interviewed and receiving an offer (whether accepted or not) will be prohibited from attending any further interviews.

If a learner needs any clarification, he/she must seek the same before accepting an offer.

All learners are obliged to adhere to the recruiting company's timeline to accept a job offer and should submit their acceptances ONLY through the Career Services team.

A learner is encouraged to apply with a company directly and keep his/her upGrad student mentor informed of the same. In such a case, upGrad may choose to provide the following additional services subject to availability:

Assist in preparing for the company-specific test/mock interview

Connect with the upGrad alumni working in that firm

Recommend through the Career Services Team's internal network with the company HR/decision maker

Any learner who receives an offer on his/her own is obliged to communicate the same to the Career Services Team within 24 hours of receipt of such an offer.

The learners will be entitled to Career Services support up to 6 months after the completion of a program.

All costs and expenses related to this process, including but not limited to, costs for travel to attend interviews, recruitment events, etc. shall be borne solely by the learner.

Code of Conduct for the Placement Process

The following points constitute the Code of Conduct for the placement process:

Any learner found misrepresenting or fabricating any fact about his/her candidature submitted to any recruiting company will be expelled from the Placement Support Services.



No learner is allowed to communicate – verbally or in writing – with any recruiting company without the consent of the Career Services team.

No learner shall publish, share or communicate any JD's or other information related to placements with any third party verbally, in writing, through postings on any of the social media platforms or in any other form.

Once accepted, no learner shall renege on a job offer.

### Consent

By opting for these services, you give upGrad consent to share your personal information, including but not limited your CV or resume, to potential recruiters, headhunters, etc. for consideration. Furthermore, in the case of learners that are successfully placed through our program, you give us permission to use your name, voice, photo or video and placement specifics on the UpGrad educational platform or website or on any upGrad marketing material in perpetuity.

### Disclaimer

upGrad is not responsible for the actions or omissions of the recruiter companies. The Learner understands that upGrad does not have any control over the recruiter company, its actions or decisions, and shall not be held responsible for the same. Additionally, the Placement Support Services are in no way a guarantee or assurance that the learner will be shortlisted, interviewed or placed, or that the learner will find roles suitable to his/her specific requirements.

### Disqualification

In addition to any grounds of disqualification mentioned in the policy, any learner who is reported for an act of Plagiarism, or for violation of a code of conduct or any other program policy will be disqualified from receiving Placement Support Services. Additionally, any learner who does not abide by this policy and the instructions of upGrad shall be disqualified from these services.

In case of a dispute on any of the above policies, the Career Services team reserves the right to take appropriate action as deemed fit in the best interest of upGrad.

## Contact Details

For further query do reach out to us at [ols@bimtech.ac.in](mailto:ols@bimtech.ac.in)  
or call us on Mobile: +91-9540962666 (9 am to 4 pm on all working days)