BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY

Excellence with Values

UNLOCKING
NEW
AGE
ASPIRATIONS

Late Basant Kumar Birla and Sarala Birla

OUR VISION

Developing ethical leaders with entrepreneurial and global mindset striving for sustainability and inclusive growth

UNLOCKING
NEW
AGE
ASPIRATIONS

BIMTECH Achieved Category-I
GRADED AUTONOMY
from AICTE in 2020
among 400
PGDM Institutions

A+ Grade
Institutional Accreditation by National Assessment and Accreditation Council NAAC (UGC)

ACCREDITATION BY NATIONAL BOARD OF ACCREDITATION
NBA
for all 4 PGDM Programmes

GLOBAL RECOGNITION
First Indian B-school to get BSIS (BUSINESS SCHOOL IMPACT SYSTEM) Label From EFMD, BRUSSELS

Equivalence with

MBA DEGREE
of All 4 PGDM Programmes

from Association
of Indian Universities (AIU)

Ranked 6th
**Among Top
Private B-schools
in India**
(NHRDN-SHINE (HT MEDIA)
Management Institute
Ranking 2019)

Ranked 16th
**Among top
private B-Schools
in India -** (India Today-MDRA
Best B-schools
Ranking 2020)

Ranked 44th
**in the Management Category
in all India Rankings 2021 –**
(NIRF-National Institutional
Ranking Framework)

nirf

INTERNATIONAL ACCREDITATION

**Reached an advanced
stage, likely to get**
AACSB (USA)
Accreditation by 2021

**FOUNDED IN 1988
BY INDIA'S
Leading Business House**
BASANT KUMAR BIRLA GROUP

62+ FACULTY
**62+ Faculty members out
of which 32% female faculty,
76% faculty with Ph.D**
degree, including some with
IIT/IIM background having
worked in Industry up to
CXO positions.

FULLY RESIDENTIAL GREEN CAMPUS

**with state-of-the-art
infrastructure
Strategically located in the**
National Capital Region,
Delhi (NCR) which is a hub
of major recruiting companies

INTERNATIONAL PARTNERS AND ALLIANCES

**Tie-ups with 64 foreign
B-Schools and Universities,
International Institute of
Business Analysis (IIBA)-
Canada, Chartered**
Insurance Institute (CII)-UK,
Life Office Management
Association (LOMA)-USA

**Regional Diversity
Students from**
26 STATES

INSIDE

CONTENT

MESSAGE FROM THE
CHAIRPERSON

Covid-19 or post – Covid-19, the above lofty dictum would hold true at all times. But the overwhelming reality today is the massive change brought about by the sudden onset of Covid-19 and its impact on institutions and individuals. We, at BIMTECH, I am glad to inform you, we were able to face the challenges posed before us by this Black Swan event successfully.

By the time your batch reports to our campus, we may be on to the latest trend in academic delivery, i.e., blended learning, a fine combination of classroom plus online academic delivery, which is adopted by the world's best universities as well as IIMs and IITs in India.

Change, any change for that matter, is threatening at first, but by studying all about it from the past, consulting peers, experts, and stakeholders, we have been able to arrange the campus life and academic delivery in the best interests of our students. We have also been able to tick all the right boxes whether it be the final placements, summer internships, extra-online certifications required for industry 4.0 solutions from world class institutions or now, admission for the new batch.

Simultaneously, we are proud to have set up new standards of service to the society in times of distress which occurred during the last 16 months through our CSR initiatives rendered by our BIMTECH Foundation & Ranganathan Society for Social Welfare and Library Development (RSSWLD).

I have, indeed, great pleasure in welcoming you, the bright sparks of Batch 2022-24, to our beautiful, ever-happening, verdant campus to work unitedly for the betterment of all our stakeholders and society.

Smt. Jayashree Mohta

Shri A.K. Agarwala
Chairman, Business Review Council, Aditya Birla Management Corporation, Mumbai

Dr. Ajit Ranade
Group Executive President & Chief Economist, Aditya Birla Group, Mumbai

Shri G.N. Bajpai
Ex-Chairman, SEBI and LIC, Mumbai

Dr Rajiv Kishore Dubey
Former CMD, Canara Bank

Shri Sakate Khaitan
Senior Partner, Khaitan Legal Associates, Mumbai

Shri Vikash Kandoi
Director, Royal Touch Fablon (P) Ltd., Kolkata

Dr. Harivansh Chaturvedi
Director, BIMTECH

Dr. Anupam Varma
Dy. Director & Dean (Academics) BIMTECH

Shri Alok Gupta
Director, Pyramid Cyber Security & Forensic (P) Ltd., New Delhi

Dr. Manosi Chaudhuri
Professor, BIMTECH

BOARD OF
GOVERNORS

MESSAGE FROM THE
DIRECTOR

A global pandemic, COVID-19 has ensured that the world would never be the same again. Everybody feels as if we have started experiencing a NEW NORMAL in a NEW WORLD!

Experiences of the last two years have forced us to accept the fact that the challenges of a NEW NORMAL cannot be wished away. As a responsible business school, we have given utmost priority to the lives and well-being of our students, faculty, alumni and staff. In March-April, 2020, we were left with no other option but to adopt and adapt to a sudden shift towards online teaching and learning from the traditional teaching in a physical classroom environment. Within a few weeks, we have trained our faculty, staff, and students to adjust to the requirements of the online learning mode. We could also upgrade our IT infrastructure within a short time to provide the best possible quality hardware and software to the faculty and students community. Crises created by the COVID-19 have been converted by our faculty and staff to make perfect online arrangements for session delivery, feedback, and assessment of students.

We understand that situations like the last two years may persist for a long. Epidemic episodes like COVID-19, natural disasters, and problems related to global warming may continue to disrupt the normal academic life on campuses. Based on the agility, resilience, and courage demonstrated by our faculty, students and staff, we are confident of providing the highest standards of business education to all of you who have been aspiring to join this institute in the 2022-23 academic session.

Looking forward to meeting each one of you personally at our serene and safe campus which is fully COVID-19 compliant and equipped with the required health infrastructure.

With best wishes,

Dr. Harivansh Chaturvedi

Dr. Anupam Varma
Dy. Director &
Dean (Academics)

Dr. A. Sahay
Dean
(Research)

Dr. K.C. Arora
Registrar

**Prof. Kishore
K. Sinha**
Dean
(Executive Education)

Dr. Abhijit K.Chattoraj
Dean
(Student Welfare
& Support Services)

OUR
CORE TEAM

ABOUT INSTITUTE

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, 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.

Programmes Offered

Two Years Full-Time Post Graduate Diploma Programmes

AICTE Approved

All programmes have MBA Equivalence by Association of Indian Universities (AIU)

All programmes are accredited by National Board of Accreditation (NBA)

- PGDM
- PGDM - International Business
- PGDM - Insurance Business Management
- PGDM - Retail Management

Fellow Programmes

AICTE Approved

- Fellowship Programme in Management (FPM)
- Executive Fellow Programme in Management (EFPM)

ENABLING IT INFRASTRUCTURE
## FOR DIGITAL CLASS AT BIMTECH

BIMTECH undertook several initiatives to enable faculty and students to migrate to online classes since 2020.

Preparedness/Solutions for Digital/E-learning
- All Faculty members are fully trained on:
  - delivering an online class and seamlessly engage with the students
  - using Zoom, Google Meet, Google Class, Jamboard, Socrative and Slido for better engagement with students.
- All academic staff members like program managers and assistants are fully trained in all online tools and technology so that they provide full support in conducting seamless classes.
- All students were trained on the same technologies to get accustomed for an online class at the beginning of the session.
- Latest version of the Learning Management System (Moodle) and Google classrooms have been adopted as E-learning platforms.

Upgradation of IT Infrastructure to Facilitate Blended/Digital Learning
- All 14 classrooms at BIMTECH are equipped with germs resistant 86 inches' interactive touch panel with PC (Smart board) for presentation and class delivery.
- Cameras are fitted in all classrooms
- High-end laptops with 5th Generation processor and 500 GB SSD hard drives are used by all faculty engaged in active teaching.
- High end headphones and hand free mike have been provided in the class so that faculty can take a class comfortably.
- Internet Network bandwidth has been upgraded from 400 MB to 1 GB.
- Advance LMS Moodle is now migrated to Cloud. All faculty and staff have been trained on Moodle.
- Digital Twin on Google classroom is created for classroom management of all physical classrooms.
- Recording and storing of class lectures is enabled in Google drive automatically.
- Zoom license is available for external faculty as well as for specific lectures by respective programs.

zoom   Google Meet   Google Classroom
socrative   slido   Jamboard
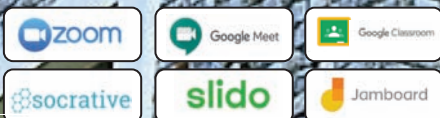
UNLOCKING NEW AGE ASPIRATIONS

PGDM

UNLOCKING NEW AGE ASPIRATIONS

PGDM
Post Graduate Diploma in Management

THE POST GRADUATE DIPLOMA IN MANAGEMENT prepares future business leaders for global careers in emerging sectors. The program offers Dual Specialization - Functional Specialization and Business Vertical Specialization.

Functional Specialization provides indepth understanding of the chosen functional area viz Marketing, Finance, Human Resource & Operations.

Business Vertical Specialization makes the participants job ready by providing complete understanding of the chosen vertical in emerging areas as BFSI / IT-ITES / Analytics and Digital Business.

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From The Chairperson's Desk

The PGDM program architecture is designed in consultation with Business Leaders and after benchmarking with some of the best known MBA Programs globally.

The rigorous nature of the programme equips the participants with necessary hard and soft skills to eventually excel in the leadership role across different industries globally. Live Projects, Summer Internship Projects, Simulations, provide opportunities to apply the theoretical concepts in the real business scenario. Students are able to understand corporate challenges and culture better through such activities.

Dr. L. Ramani
Chairperson
Business Management Programme
l.ramani@bimtech.ac.in

PROGRAMME HIGHLIGHTS

01 Flagship program of the Institute. Dual Specialization – One in Functional Area (Marketing, Finance, HR & Operations) and other in chosen Business Vertical (BFSI/IT-ITES, Digital Business & Analytics).

02 20% of the course almost in every subject is covered by industry expert. This ensures business practice is brought to class.

03 Merit based Scholarships for Global Certifications. Additional Training in emerging areas like Blockchain, Power BI, Tableau, Digital HRM.

04 Program also includes experiential courses on leadership, Enterprise Lab and Personal Branding which are critical to be a successful manager.

05 Harvard Business Publishing Education, Capstone & Markstrat are strategic simulation which gives students the virtual experience of running an organization. The students are exposed to business decision making in a highly competitive environment where future is unpredictable.

06 The programme provides opportunity to go for industry certification in six sigma from KPMG, marketing research from MRSI, Insolvency & Bankruptcy Code, Financial Modelling & Valuations from Insolvency Professional Agency of Institute of Cost Accountants of India, ECBA from IIBA, other certifications are also offered by NISM, NSE and Indian Institute of Banking.

COURSE CURRICULUM

Trimester I
- Effective Managerial Communication
- Design Thinking
- Financial Accounting
- Information Systems Management for Business
- Managerial Economics
- Marketing Management-I
- Organizational Behavior
- Statistics For Business Analysis
- Experiential Learning I
- Leadership Experience and Attitude Development I

Trimester II
- Applied Communication
- Human Resource Management
- Macroeconomics
- Managerial Accounting
- Marketing Management II
- Operations Management
- Research Methodology
- Experiential Learning-II
- Enterprise Lab and Business Models I
- Leadership Experience and Attitude Development II

Trimester III
- Corporate Finance
- Global Business Environment
- Strategic Management
- Experiential Learning-III
- Enterprise Lab and Business Models
- Leadership Experience and Attitude Development III
- Specialisation

Trimester IV
- Happiness & wellbeing
- Responsible Business
- Capstone Business Simulation
- Experiential Leaning IV
- Leadership Experience and Attitude Development IV
- Specialisation

Trimester V
- Legal Aspect of Business
- Innovating for Business 4.0

Trimester VI
There will be one course from the chosen business vertical In addition, the student may decide to choose two courses from the offerings made as Bouquet Courses. The list of Bouquet courses will be shared before the beginning of Term VI

All students have to undergo 10-12 weeks of Summer Internship starting from April.

Enterprise Lab is an experiential course which provides an opportunity for the students to apply theoretical concept in real business practice, develop critical thinking in participants for problem solving and decision making with an entrepreneurial mindset. The course aims to develop a holistic understanding of the business, integrating the functional areas.

Course on Leadership Lab: LEAD is a pure experiential course aimed to develop students with necessary leadership skills for a successful career ahead. LEAD will provide an opportunity to each and every student to experience, develop and hone their leadership skills. The basic premise of this course is 'Learning by Doing'.

PGDM
Post Graduate Diploma in Management

Every Student of PGDM will have to choose one specialisation from the following Marketing, Finance and Banking, Human Resources, Operations & Decision Science. The list of papers in each of the functional specialization is given below. Finance Specialization will be offered based on merit. There will be an online examination in Term II. The scores of Accounting/Finance courses Term I and II will be taken in to consideration for deciding the merit.

Marketing

- Digital Marketing
- Sales and Distribution Management
- Services Marketing
- Consumer Behavior
- International Marketing
- Luxury Marketing
- Marketing Analytics
- Rural Marketing
- Product and Brand Management
- Advance Marketing Analytics
- Business-to-Business Marketing
- Customer Relationship Management
- Bootstrap Marketing
- Integrated Marketing Communication
- Retail Marketing
- Social Marketing

Finance and Banking

- Financial Services, Products and Markets
- Investment Management
- Project & Infrastructure Finance
- Fixed Income Securities
- Derivatives and Risk Management
- Financial Planning and Wealth Management
- Business Analysis and Valuation
- International Financial Management
- Advance Financial Statement Analysis
- Mergers, Acquisitions & Corporate Restructuring
- Financial Econometrics
- FinTech Analytics: Credit Risk Modeling
- Management of Commercial Banks
- Banking Laws and Operations
- Corporate Banking and Credit Appraisal
- Treasury and Risk Management in Banks

Operations & Decision Science

- Supply Chain Management
- Predictive Business Analytics
- Process Analysis and Improvement
- Service Operation Management
- Data Envelopment Analysis
- Logistics & Warehousing Management
- Procure Management
- TQM-Manufacturing and Services
- Supply Chain Analytics
- Operations Strategy
- Multi-criteria Decision making
- Project Management
- Lean Sustainable Supply Chain

Human Resource

- Learning & Development
- Organization Development and Leadership
- Talent Acquisition, Retention & Engagement
- HR Metrics & HR Analytics
- Human Resource Planning
- Management of Industrial Relations
- Managing People and Performance in Organizations
- Compensation Management
- Labour Legislations
- Personal and Managerial Effectiveness

HAVARD & IVEY CASES ARE PART OF THE PEDAGOGY

Business Vertical Specialization is the second specialization and is aimed to prepare a student thoroughly for a particular domain and provide holistic understanding of the chosen domain. These courses in these vertical cut across various functional specialisation. Students are exposed to the latest technology adopted by the chosen business vertical. These verticals are selected after complete research on placement trends and series of discussion with industry leaders. Students from any functional specialisations can choose any Business Vertical. However to ensure success it is important that students with appropriate skill sets choose some of the verticals. This will also ensure smooth career ahead. Analytics vertical will be offered purely based on merit. Knowledge of Python and Statistics is must and therefore students will be tested on these parameters to draw merit list.

These are advanced courses from different functional areas which will be offered in Term V and VI. It is entirely the choice of the students to choose or not to choose these courses. Student can select one course in Term V and two courses in VI. It is recommended though not compulsory for students to opt for these courses. However if they opt then it will be a credit course like any other course.

The list given below is indicative and the actual offering may vary depending on the feedback of recruiters.

Business Vertical Specialization

BFSI
• Retail Banking-Liability Products And Other Related Services
• Insurance & Risk Management
• Retail Banking-Asset Products And Other Related Services
• Managing Customer Wealth
• Digital Insurance
• Advanced Digital Banking
• Digital Finance And Fintech I
• Digital Finance And Fintech II
• Banking Technology Management

IT/ITes
• Digital Technology Consultancy and Business Development (DTCBD)
• Business Analysis and Requirement Management (BARM)
• Emerging Technology, Platform, and services (EPS)
• Cyber Security, Ethics and Privacy (CSEP)
• IT Project Management
• Product Management and Digital Transformation
• Applied Artificial Intelligence for Business
• Enterprise Systems (SAP)
• Digital Transformation of Business (DTB)
• IoT, Industry 4.0, and Blockchain (IOTB)
• Emerging technology Project and Product Management (ETPP)
• Big Data Management and Analytics (BDMA)
• Robotics Process Automation & UI Path (RPA)

Data Analytics
• Statistics for Decision Making in Python
• Data Visualization using Power BI/Tableau/SQL
• Machine Learning
• Artificial Intelligence for Business Analytics
• Time Series Forecasting
• Advanced Machine Learning
• Natural Language Processing
• Consumer Analytics
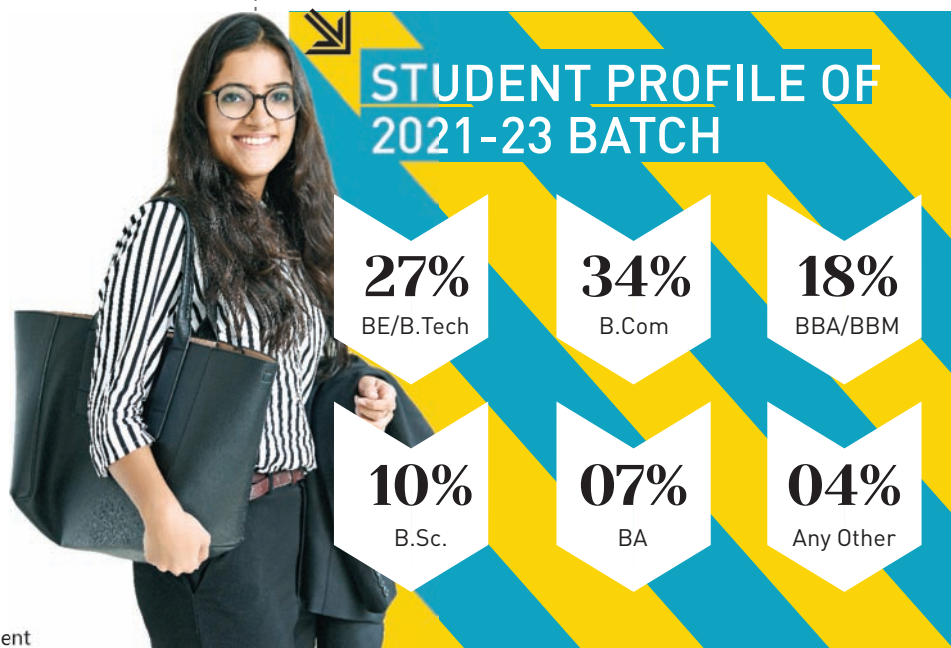• Financial Risk Analytics

Digital Business
• Introduction to Digital Business
• Digital Transformation of Traditional Business
• Brand Management of Digital Business
• Digital Product Management
• Technologies Driving Digital Business
• Business Models With Digital Front
• Digital Business Ready Supply Chain Management
• Managing Commercials in Digital Business

Bouquet Courses

• Advanced Writing for Business Effectiveness
• Corporate Effectiveness through Theatre Techniques (CETT)
• International HRM
• Leadership, Influence and Power
• Negotiation and Influencing Skills
• State Of Indian Economy and Business
• Element of Basic Econometrics
• Emerging Economies
• Doing Business in India
• Social Media and Text Analytics
• Advanced Markstrat simulation
• ERP for Managers
• Digital Economy and New Business Models
• Applied Theory In Strategy And Competition
• Social Innovation and Entrepreneurship
• Business Sustainability
• Sustainability Reporting
• Sustainable Development Goals and Corporate Social Responsibility
• Climate Change
• International Business Strategy
• Financial Inclusion
• Circular Economy

STUDENT PROFILE OF 2021-23 BATCH

27% BE/B.Tech

34% B.Com

18% BBA/BBM

10% B.Sc.

07% BA

04% Any Other

PGDM-IB

NEW AGE

ASPIRATIONS

PGDM-IB
Post Graduate Diploma in Management- International Business

IN CURRENT TIMES, GLOBALIZATION OF INDIAN BUSINESS IS HAPPENING RAPIDLY. WITH CHANGES IN GLOBAL GEO-POLITICAL ENVIRONMENT AND FAVOURABLE POLICIES OF INDIAN GOVERNMENT, IMMENSE OPPORTUNITIES HAVE EMERGED FOR CONDUCTING INTERNATIONAL BUSINESS. IN FINANCIAL SERVICES, PHARMACEUTICALS, BEVERAGES, AUTOMOBILES, INFORMATION TECHNOLOGY ETC, INDIAN FIRMS — LARGE AND SMALL ARE WINNING INTERNATIONALLY.

YOU MAY WANT TO STUDY INTERNATIONAL BUSINESS TO UNDERSTAND THE DEVELOPMENTS IN THESE FIELDS, THE CHALLENGES IN MANAGING INTERNATIONAL BUSINESSES AND THE DIFFERENT APPROACHES TO ACCOMPLISH THEM. YOU MAY ALSO WANT TO STUDY INTERNATIONAL BUSINESS BECAUSE EMPLOYERS KNOW THAT THEIR FUTURE DEPENDS ON SUCCESS IN THE WORLD ECONOMY AND SO THEY NEED TO RECRUIT THOSE WHO WILL MAKE THAT HAPPEN. WE STAND ON THE BRINK OF A TECHNOLOGICAL REVOLUTION THAT WILL FUNDAMENTALLY ALTER THE WAY WE LIVE, WORK, AND RELATE TO ONE ANOTHER. IN ITS SCALE, SCOPE AND COMPLEXITY, THE TRANSFORMATION WILL BE UNLIKE ANYTHING HUMANKIND HAS EXPERIENCED BEFORE.

Scan QR code

From The Chairperson's Desk
There is renewed focus of Indian government towards integration with world economy. Policies for making India a major global manufacturing hub have been implemented by the Government. This will create immense opportunities for International Business professionals.

The International Business Programme of BIMTECH has been designed to help students understand the complexities of international business and equip them with requisite knowledge, skills and attitude to deal with these complexities.

Dr. Anuj Sharma
Chairperson
International Business Programme
anuj.sharma@bimtech.ac.in

PROGRAMME HIGHLIGHTS

01 **Well-designed Course Content and Research Projects.**
A well-designed course content covering topics on general management and topics directly related to the understanding and management of international business has been developed. Care has been taken to ensure that it meets the changing industry expectations in providing the relevant knowledge. In the majority of subjects there would be regular research based projects that the students have to do as assignments. These are considered essential with a view to inculcate the aptitude for research and innovation as well as to put the theoretical knowledge of the participants into practice.

02 **Ports Visits**
Visits to sea ports, airports, dry ports and inland container depots are arranged to enable the students to have first-hand knowledge of the customs procedures and formalities, the details of export/import documentation, the procedures for cargo handling, warehousing, loading and shipment etc.

03 **Regular Industry Interface**
Eminent persons, experts, senior practicing managers in various fields of international business are invited as guest faculty to deliver lectures as well as participate in panel discussions, seminars etc. on regular basis. Seminars on contemporary issues of international business are also regularly held. Students are also regularly sent to attend important lectures and symposium organized by trade bodies like CII, FICCI etc.

04 **Foreign Language**
In international business, knowledge of foreign language becomes a great competitive tool. Students are provided with the opportunity to undergo a two trimester foreign language course in languages such as German, French, and Chinese etc.

05 **International Summer School**
Summer School for 2 weeks with our foreign partners has been introduced for IB students which takes place in the month of June.

06 **E- LAB & BUSINESS MODELS** is an experiential course launched for PGDM-International Business students in July 2019. It provides opportunity for the students to apply theoretical concepts in real business practice. The course aims to develop critical thinking in participants for problem solving and decision making with entrepreneurial mindset. It helps to develop holistic understanding of the business, integrating the functional areas and give complete understanding of the business environment and future trends as well. It gives students an understanding of how new business verticals and ventures are created.

COURSE CURRICULUM

Trimester I
- Statistics for Business Analysis
- Marketing Management-I
- Financial Accounting
- International Trade & Investment
- Managerial Economics
- Foreign Language-I (Chinese/French/German)
- Organizational Behaviour and Human Resource Management
- Inter-cultural Business Communication (BC-1)
- E Lab & Business Models-1
- Export Cluster Project

Trimester II
- Business Analytics
- Managerial Accounting
- Marketing Management-II (Including Markstat for 10 hrs)
- International Trade Operations
- Foreign Language-II (Chinese/French/German)
- Information Systems Management for Business
- Responsible Business
- Global Business Environment
- E Lab & Business Models-2
- Advanced Excel for Managers
- Doing Business with Middle East/Asia Pacific Countries/BRICs/Africa Project

Trimester III
- International Marketing
- Business Research Methods
- Corporate Finance
- Macro Economics
- Operations Management
- International Strategic Management
- Applied Communication
- International Marketing Research
- 3 electives in one of the areas of Specialization

Trimester IV
- International Supply Chain & Logistics Management
- Geopolitics & Global Risk Analysis
- Capstone for Business Simulation
- International Financial Management
- Leadership Experience & Attitude Development (LEAD)
- 4 electives in one of the areas of Specialization

Trimester V
- Design Thinking
- International Shipping
- International Commodity Mgmt.
- International Business Laws
- X-Culture Project
- 3 electives in one of the areas of Specialization

Trimester VI
- Management of Intellectual Property Rights
- Business Innovation & Growth Strategy-Optional Subject *
- Introduction to ERP-Optional Subject *
- Introduction to Consulting Management-Optional Subject *
- Value of Information-Optional Subject *

*Optional Subjects-Select any one subject from the above list

All students have to undergo 10-12 weeks of Summer Internship starting from April.

Course on Leadership Lab: LEAD is a pure experiential course aimed to develop students with necessary leadership skills for a successful career ahead. LEAD will provide an opportunity to each and every student to experience, develop and hone their leadership skills. The basic premise of this course is 'Learning by Doing'.

ELECTIVE COURSE

PGDM
Post Graduate Diploma in Management- International Business

Electives in three important business functions: Marketing, Finance and Banking, Operations & Decision Science.

Customization of Learning Journey
IB students of 2022-24 batch have following learning options:

Option 1: One Major Specialization
Student can choose one functional area from Marketing, Finance or Operations and complete 10 courses in the chosen Specialization.

Option 2: Major plus Minor Specialization
Major: Student can choose one functional area and complete 8 courses.
Minor: Student can choose one area from Emerging Business Verticals namely BFSI, IT & ITeS, Business Analytics and complete 4 courses

Additional Option:- Bouquet Electives
Student if desires can also choose bouquet courses offered by the different functional areas in term 5 & 6 (Maximum 01 in each term). These are optional.

Marketing
- Service Marketing
- Sales and Distribution Management
- Digital Marketing
- Franchising and Global Retailing
- Luxury Marketing
- Consumer Behaviour
- Marketing Analytics
- Integrated Marketing Communication
- Business to Business Marketing
- Customer Relationship Management
- International Brand Management
- Retail Marketing
- Social Marketing
- Advanced Marketing Analytics

Finance and Banking
- Advance Financial Statement Analysis
- Financial Services, Products and Markets
- Investment Management
- Management of Commercial Banks
- Credit Risk Modelling – FinTech Analysis
- Banking Laws and Operations
- Business Analysis and Valuation
- Corporate Banking and Credit Appraisal
- Derivatives and Risk Management
- Financial Econometrics
- Banking Technology Management
- Financial Planning and Wealth Management
- Fixed Income Securities
- Mergers, Acquisitions & Corporate Restructuring
- Project & Infrastructure Finance
- Treasury and Risk Management in Banks

Operations & Decision Science
- Predictive Business Analytics
- Process Analysis and Improvement
- Service Operation Management
- Data Envelopment Analysis
- Logistics & Warehousing Management
- Procure Management
- TQM-Manufacturing and Services
- Supply Chain Management
- Operations Strategy
- Supply Chain Analytics
- Multi-criteria Decision Making
- Project Management
- Lean Sustainable Supply Chain
- Applied Management Science

Business Vertical Courses

Banking, Financial Services and Insurance (BFSI)
• Insurance & Risk Management
• Retail Banking-Asset Products and Other Related Services
• Retail Banking-Liability Products and Other Related Services
• Digital Insurance
• Managing Customer Wealth
• Advanced Digital Banking
• FINTECH and New Age technologies

IT/ITes Business Specialization
• Emerging technology, Platform, and Services
• Artificial Intelligence and Machine Learning
• Digital Technology Consulting, Business Development
• Cyber Security, Ethics and Privacy
• Enterprise Systems
• IoT, Industry 4.0 and Blockchain
• Big Data Management and Analytics
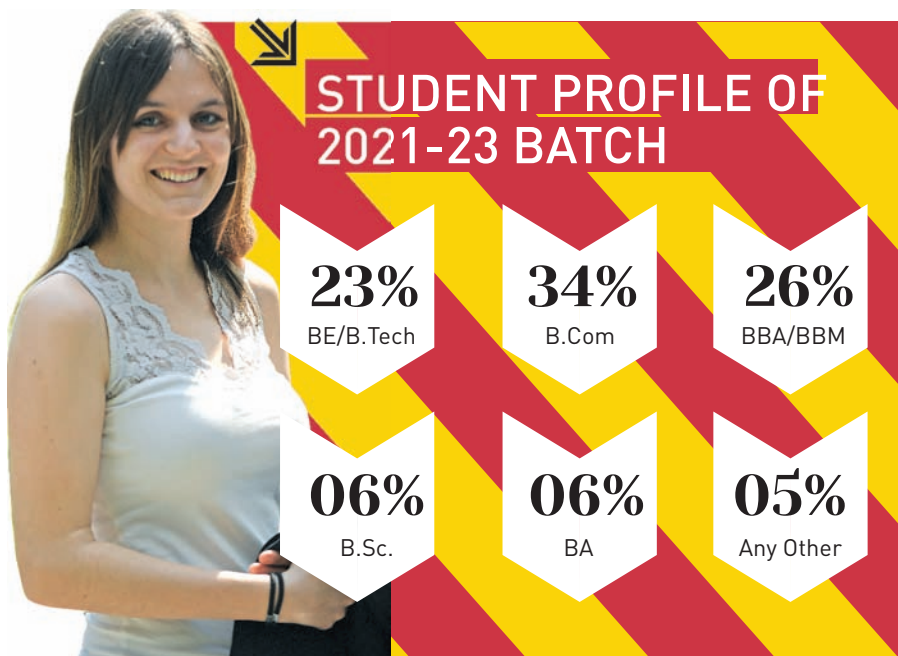• Robotics Process Automation & UI Path

Business Analytics
• Using R for Analytics
• Data Manipulation & Visualization
• Optimization Methods
• Performance Analytics
• Machine Learning
• Text Mining & Social Media Analytics
• Analytics for Pricing and Revenue
• Financial Analytics
• Insurance Analytics
• Marketing Analytics
• Supply Chain Analytics
• Retail Analytics
• HR Analytics
• Predictive Analytics

Bouquet Courses

(Select any two subjects from the list)
• Advanced Writing for Business Effectiveness
• Leadership, Influence and Power
• Negotiation and Influencing Skills
• Element of Basic Econometrics
• Emerging Economies
• State Of Indian Economy and Business
• Social Media and Text Analytics
• Advanced Markstrat Simulation
• Data Science I – Fundamentals of Data Science
• Data Science II - A Glimpse of Data Analytics
• Data Science III - Powering Data Science
• Data Science IV - Machine Learning
• Digital Economy and New Business Models
• Knowledge Management
• Management of Business Turnaround
• Social Innovation and Entrepreneurship
• Business Sustainability
• Financial Inclusion
• Sustainability Reporting
• Sustainable Development Goals and Corporate Social Responsibility
• Circular Economy
• Insolvency and Bankruptcy

STUDENT PROFILE OF 2021-23 BATCH

23% BE/B.Tech

34% B.Com

26% BBA/BBM

06% B.Sc.

06% BA

05% Any Other

PGDM-IBM

UNLOCKING
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PGDM-IBM
Post Graduate Diploma in Management-
Insurance Business Management

PGDM-IBM OFFERS A TWO-YEAR FULL-TIME RESIDENTIAL POST GRADUATE DIPLOMA IN MANAGEMENT IN INSURANCE BUSINESS MANAGEMENT, IT IS A 127-CREDIT DEGREE PROGRAM. THE PGDM-INSURANCE BUSINESS MANAGEMENT-(IBM) COURSE INTRODUCED IN THE YEAR 2000, COINCIDED WITH THE OPENING UP OF THE INSURANCE INDUSTRY FOR PRIVATE COMPETITION. THE AVOWED OBJECTIVE OF THE PROGRAM OF INSURANCE BUSINESS MANAGEMENT (IBM) OF BIMTECH IS TO TURN OUT INSURANCE MANAGEMENT PROFESSIONALS WHO ARE INDUSTRY-READY.

TO ACHIEVE THIS OBJECTIVE, WE OFFER CUTTING-EDGE CURRICULA. AMONG THE RECENTLY INTRODUCED CHANGES, ARE COURSES ON, INSURTECH, INSURANCE ANALYTICS ADVANCED RISK MANAGEMENT (INCLUDING ENTERPRISE RISK MANAGEMENT), AND ADVANCED HEALTH INSURANCE.

THE PROGRAM ALSO HAS TWO JOINT CERTIFICATIONS WITH GLOBAL EDUCATION PROVIDERS-A CERTIFICATE IN REINSURANCE WITH SWISS RE AND ANOTHER CERTIFICATE IN RISK MANAGEMENT WITH RISK INSURANCE MANAGEMENT SOCIETY-USA.

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From The Chairperson's Desk

The Insurance Business Management Programme of BIMTECH continues to be the most admired and valued professional course in the insurance and risk management domain offered in India and, therefore, remains the preferred destination for recruiters when it comes to talent acquisition. Among its distinctive features are its strategic partnership with Swiss Re, academic accreditation with CII-UK; joint Certification in Risk Management with Risk Insurance Management Society (RIMS) USA; association with leading global insurance education providers like LOMA-USA, IIBA (Canada) and close liaison with national and international organizations like Asia -Pacific Risk and Insurance Association (APRIA), The Federation of Afro-Asian Insurers and Reinsurers (FAIR) and Risk Management Association of India (RMAI). The course is also known for its research orientation.

Prof. (Dr.) Abhijit K. Chattoraj
Chairperson, Insurance Business Management Programme
abhijit.chattoraj@bimtech.ac.in

PROGRAMME
HIGHLIGHTS

01 BIMTECH has a strategic partnership with Swiss Re for campus connect Programs and other value-adding strategies.

02 PGDM (Insurance Business) program has got Credit for Prior Learning/Accreditation by the Insurance Institute of India (III), Mumbai. Our students are to clear just two mandatory papers to get Associateship level recognition from the Insurance Institute of India.

03 A similar kind of credit for prior learning recognition is also in place with Chartered Insurance Institute – UK. Our students get the eligibility of Diploma in Insurance status from CII-UK after completing the course, subject to having passed one mandatory "Insurance Law" course of CII-UK.

04 Academic partnership with India Affiliate of Institute of Risk Management (UK) – grants exemption from IRM's Level 1 examination to all BIMTECH students and alumni members who have passed the BIMTECH course "RISK Management' thereby providing direct access to IRM's Level -2

05 LIMRA/Life Office Management Association (LOMA), USA, is an educational partner and BIMTECH is an approved Third-Party Examination Centre for LOMA exams. Quite a few of the Life Insurance subjects taught at BIMTECH are based on the LOMA Curriculum.

06 BIMTECH is an academic partner to the International Institute of Business Analysis, Canada (IIBA). Many of the Insurance students use this existing arrangement & get international certification from IIBA. There exists an MoU with the Risk and Insurance Management Society (RIMS), USA for Certified Risk Management Professional Certification (CRMP).

07 With the mission of creating & dissemination knowledge in Global context in mind, BIMTECH has also taken up the institutional membership of fraternal organizations such as the Asia Pacific Risk & Insurance Association (RMAI), Federation of Afro Asian Insurers & Reinsurer (RMAI) & Risk Management Association of India (FAIR)

COURSE
CURRICULUM

Trimester I
- Insurance Economics
- Insurance Laws and Regulations
- Principles of Insurance
- Marketing Management
- Effective Managerial Communication
- Organisational Behaviour & Human Resource Management
- Statistics for Business Analysis
- Leadership Experience and Attitude Development-Lead

Trimester II
- Risk Management
- Property-I (Fire & Consequential Loss)
- Life Insurance Underwriting
- Health Insurance
- Elements of Actuarial Science
- Products and Practice of Life Insurance
- Applied Communication
- Excel Workshop (20 Hours Workshop)
- Leadership Experience and Attitude Development-Lead

Trimester III
- Property-II (Construction & Engineering Insurance)
- Insurance Business & Accounting
- Channel Management
- Motor Insurance (Own Damage+TP)
- Marketing Research
- Quantitative Methods for Business Analytics
- InsureTech (Emerging Technology)
- Strategic Management
- Summer Internship
- Leadership Experience and Attitude Development-Lead

Trimester IV
- Employee Benefit
- Liability Insurance
- Advanced Risk Management (ERM)
- Advanced Health Insurance
- Marine Cargo & Hull Insurance
- Reinsurance
- Insurance Analytics
- Leadership Experience and Attitude Development-Lead

Trimester V
- Global Perspectives in Insurance
- Basics of Entrepreneurship
- New Product Development
- Services Marketing & CRM

Trimester VI
- Financial Services & Personal Financial Planning
- Managing Funds of Insurance Companies
- Responsible Business
- Agriculture & miscellaneous Insurance

 # All students have to undergo 10-12 weeks of Summer Internship starting from April.

Course on Leadership Lab: LEAD is a pure experiential course aimed to develop students with the necessary leadership skills for a successful career ahead. LEAD will provide an opportunity for every student to experience, develop and hone their leadership skills. The basic premise of this course is 'Learning by Doing'.

PGDM

Post Graduate Diploma in Management-
Insurance Business Management

🜨 Swiss Re

Chartered Insurance Institute

MoU with Swiss Re

BIMTECH signed an MoU with Swiss Re's Global Services Delivery Centre, Bangalore for an exclusive tie-up on Campus Connect in April 2015. The partnership aims to improve the level of professional insurance education in the country and make the insurance students industry-ready. Through this partnership, Swiss Re brings in its unmatched global expertise in reinsurance to BIMTECH, helps in its curriculum build-up, provides access to customized workshops and learning resources. Swiss Re gets opportunities to tap talents from BIMTECH, a pioneer in insurance post-graduate education in India, on a priority basis.

Besides, BIMTECH collaborates with Swiss Re in academic projects, seminars, workshops, webinars, live projects, etc. to promote greater professionalism in insurance education in India. Swiss Re gets representation in the Academic Council of BIMTECH's Programme for Insurance Business Management, which decides on curriculum, campus connects, industry projects, etc. A certification program in Reinsurance is run by Swiss Re where the trainers impart educational inputs on the subject with practical scenarios and case studies to ensure that the students hit the ground running.

Launch of "PG Plus" Programme with, CII-UK

BIMTECH launched a program named "Post Graduate Diploma Plus" for its PGDM-Insurance Business Course students in association with Charted Insurance Institute-

UK on July 2nd, 2015. CII-UK had been collaborating since 2010 in the form of accreditation of its PGDM-Insurance Business Management course. The new arrangement is a step to take the existing relationship to the next level. Under the new arrangement, the students completing the program successfully will achieve dual qualifications: Diploma in Insurance from CII and Post Graduate Diploma in Insurance Business Management from BIMTECH.
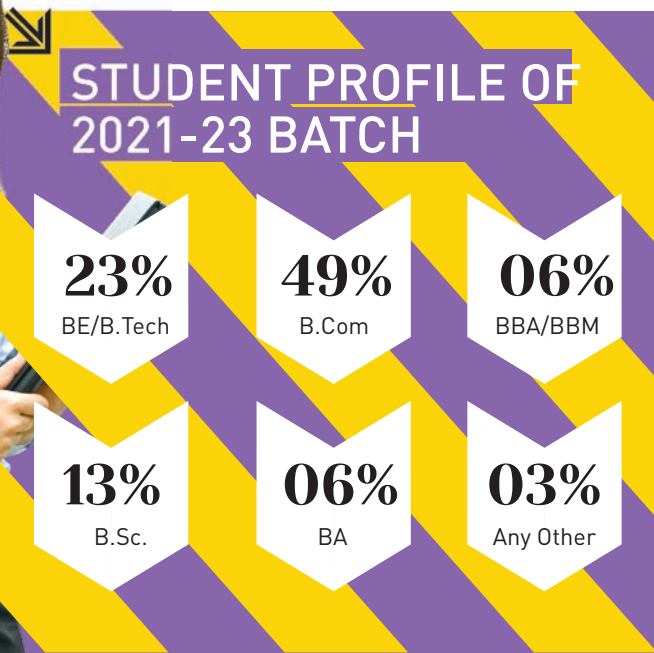
This tie-up endorses BIMTECH's commitment to improving professional standards & technical insurance knowledge at a global level. BIMTECH and Risk and Insurance Management Society (RIMS) signed a Memorandum of Understanding on November 16, 2018, in the BIMTECH Campus to propagate and bolster risk management education in India. A dedicated space in the BIMTECH Library called "RIMS Corner" displays the publications, papers, and Journals of RIMS, which students and visitors could access.

Academic Tie with India Affiliate of Institute of Risk Management (UK)

An MoU was signed with India Affiliate of Institute of Risk Management (UK) in February 2021, whereby BIMTECH will educate its students and alumni members about IRM's global qualifications through seminars, workshops, and social media platforms as a parallel career goal path towards a professional qualification in Enterprise Risk Management. IRM India, grants exemption from IRM's Level 1 examination to all BIMTECH students and alumni members who would pass the BIMTECH course Risk Management (PIN-2103 formerly INS- 201)

BIMTECH curriculum offers exciting options with clarity of choice to help make your decision easier.

STUDENT PROFILE OF 2021-23 BATCH

23%	49%	06%
BE/B.Tech	B.Com	BBA/BBM

13%	06%	03%
B.Sc.	BA	Any Other

UNLOCKING NEW AGE ASPIRATIONS

PGDM-RM
Post Graduate Diploma in Management- Retail Management

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BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY (BIMTECH) WAS A PIONEER IN INTRODUCING THE POST GRADUATE PROFESSIONAL COURSE IN RETAIL MANAGEMENT IN INDIA IN THE YEAR 2002 TO SUPPLY QUALITY MANAGERS, CAPABLE OF SHOULDERING RESPONSIBILITIES IN A HIGHLY COMPETITIVE RETAIL MARKETING ENVIRONMENT. THE MISSION IS TO TRANSFORM THE STUDENTS' FUTURE BY CREATING OPPORTUNITIES FOR THEM. THE PROGRAMME IS APPROVED BY THE ALL INDIA COUNCIL FOR TECHNICAL EDUCATION (AICTE, MINISTRY OF EDUCATION, GOVERNMENT OF INDIA) AND IS ALSO ACCREDITED BY THE ASSOCIATION OF INDIAN UNIVERSITIES (AIU) FOR EQUIVALENCE WITH AN MBA. IT IS A TWO YEARS FULL-TIME RESIDENTIAL COURSE THAT PROVIDES IN-DEPTH KNOWLEDGE FOR NOT JUST ALL ASPECTS RELATED TO RETAIL MARKETING BUT ALSO GIVES EXPOSURE TO CORE MANAGEMENT AREAS SUCH AS MARKETING MANAGEMENT, FINANCIAL ACCOUNTING, ORGANIZATIONAL BEHAVIOUR, QUANTITATIVE MANAGEMENT AND ECONOMICS.

From The Chairperson's Desk

The Indian retail industry is one of the fastest-growing industries in the world. India's retail sector is experiencing exponential growth. Healthy economic growth, changing demographic profile, increasing disposable incomes, urbanisation, changing consumer tastes and preferences are some of the factors driving the growth of this Industry. Increasing participation from foreign and private players has given a boost to this industry. This has intensified the need for trained retail managerial talent with the requisite knowledge skills and abilities to take up leadership roles in the industry.

Dr. Gagan Katiyar
Chairperson
Retail Management Programme
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PROGRAMME
HIGHLIGHTS

01 Understanding of both back end and front end operations of the retail industry through industrial visits to different retail formats, warehouses, and factories.

02 Experiential learning through short term projects during the first year, which allows the student to interact with industry experts and further helps them in attaining the desired summer internships of their choice.

03 On Job Training (USP of Retail Programme) makes students receive first-hand retail experience while pursuing the course.

04 Mock sessions from industry experts and personality grooming sessions for the students.

05 Get a chance to learn about the concepts of retail pertinent to their chosen field of elective in the retail domain.

06 Industry interaction during classes by experienced academicians & industry experts from the Retail Industry.

07 Retailia-the Retail Club play a key role in shaping the students learning experience by working in a team and real environment.

COURSE
CURRICULUM

Trimester I
• Effective Managerial Communication
• Financial & Managerial Accounting
• Managerial Economics for Retailers
• Marketing Management-I
• Retail Concepts & Environment
• Statistics for Business Analysis
• Supply Chain Management
• Organisational Behaviour & HRM

Trimester II
• Corporate Finance
• Marketing Research
• Marketing Management-II
• MIS & Advance Excel
• Retail Store Management
• Services Marketing

Trimester III
• Inventory & Logistics Mgmt.
• Mall Management
• Retail Consumer Behaviour
• Sales & Distribution Management
• Visual Merchandising
• Legal Framework for Retail Business
• Responsible Business

Electives: 1 out of 2 with a minimum strength of 15 students
• Integrated Marketing Comm. (Elect.)
• Rural Retailing (Elect.)

Trimester IV
• Buying & Merchandising Management
• Digital Marketing
• Franchising Management
• Industry 4.0
• Applied Communication

Electives: 2 out of 3 with a minimum strength of 15 students
• Customer Relationship Mgmt. (Elect.)
• Retail Analytics (Elect.)
• Retail Luxury (Elect.)

Trimester V
• Category Mgmt. & Private Labels
• ERP for Retail Manager
• Design Thinking
• Global Retailing

Electives: 2 out of 3 with a minimum strength of 15 students
Product Brand Management (Elect.)
Emerging Technologies in Retail (Elect.)
Fashion & Lifestyle (Elect.)

Trimester VI
• Entrepreneurship Mind-Set

All students have to undergo 10-12 weeks of Summer Internship starting from April.

Course on Leadership Lab: LEAD is a pure experiential course aimed to develop students with the necessary leadership skills for a successful career ahead. LEAD will provide an opportunity for every student to experience, develop and hone their leadership skills. The basic premise of this course is 'Learning by Doing'.

Summer Internship

All students have to undergo 10-12 weeks of Summer Internship starting in the industry from 1st April – 30th June followed by a viva-voce. Maximum Two projects would be allowed at a time.

It is expected that fieldwork is done with full seriousness to learn cross-sectional problems, challenges, living in remote areas and surviving and adaptation. The report is expected to be more functional and offer an impact value and should not reflect the pure academic thesis work style. Any attempt to make it a literature survey or library work may award zero marks also. If you are failing in the field work assessment, it will reflect in your transcript.

On Job Training (OJT)

The OJT is to enhance student industry interaction so that students can acquire experience of a Retail store which will bridge the gap between academic learning and field learning. This will also help students to gain knowledge and experience on the functioning of a Retail Store in real-time. It is a three (3) credit course, where the training of students is initiated through tie-ups between institute/program and various retail organizations.

Note: Because of Covid 19 restrictions some or all of the OJT may be partly or fully required to be covered up virtually/remotely without an actual field visit. The format and weightage for evaluation shall remain the same but there might be some change in nomenclature from OJT to V-OJT(Virtual OJT)

PGDM

Post Graduate Diploma in Management- Retail Management

Leadership Experience and Attitude Development: LEAD

Leadership is the ability to influence a group toward the achievement of goals. This ability is an innate as well as a contingent characteristic which can be groomed and systematized with structured conditioning. It is an incremental influence one individual exerts over another, above and beyond mechanical compliance with routine directives. In the present dynamic business environment, management graduates are expected to take up leadership roles in their career and therefore the companies look for potential future leaders when they recruit a fresh management graduate. Good companies invest a lot in developing talent to take up leadership roles in future. The seeding of this trait can be done through effective conditioning of leadership skills at an early stage. It would be a blessing for companies if they find trained students with such skills as potential leaders in the B School Campus itself. It is for this reason that BIMTECH has taken the initiative to introduce a course named 'Leadership Experience and Attitude Development' (LEAD).

BIMTECH - Retailers Association of India (RAI) Partnership

BIMTECH and Retailers Association of India (RAI), a not for profit organisation, being the unified voice of Indian Retailers have signed an agreement in October 2018. Under this agreement, RAI provides branding and visibility to BIMTECH in its HR Conclave-Manning Modern Retail (MMR) and networking opportunities at RAI's regional event PAN India. It also helps students of BIMTECH to connect with RAI member organizations for student's Summer Internship/Short Term Project/On Job Training/Final placement.

STUDENT PROFILE OF 2021-23 BATCH

34% BE/B.Tech	**31%** B.Com	**19%** BBA/BBM
07% B.Sc.	**03%** BA	**06%** Any Other

FELLOW
PROGRAMMES

BIMTECH offers FPM (Fellow Programme in Management) and an EFPM (Executive Fellow Programme in Management) at the doctoral level. These programmes are approved by AICTE. The programmes are designed to build research competencies in doctoral students and develop their capacity for knowledge advancement and dissemination. While the FPM is a full time programme the EFPM is designed to facilitate working professionals to pursue their research goals.

Objective and Functions

The Fellow Programmes, which are in line with similar offerings of the IIMs, help in meeting the teaching and research requirements in society, academia, and industry, and in contributing towards creating future generation of scientific researchers in management studies.

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From The Chairperson's Desk

The Centre for Research Studies, through its doctoral programmes, strives towards the mission of developing management faculty as global thought leaders. At the same time the Centre endeavours to transform young researchers into innovative thinkers and solution providers.

Dr. A.V. Shukla
Chairperson
Centre for Research Studies
chairperson.dp@bimtech.ac.in

PROGRAMME
HIGHLIGHTS

01 Thorough and comprehensive training in research methodologies for a successful academic career in leading B-Schools.

02 Multiple areas of study allowing scholars to research topics of specific interests.

03 Students can choose between full time positions (with scholarships) and part time positions according to their needs.

04 Personal supervision by distinguished faculty members who are uncompromisingly committed to quality research.

05 Encouragement of academic collaboration for addressing priority and gap areas in knowledge of management theory and practice.

06 Participation in International Conference/ Seminar sponsored by BIMTECH.

COURSE
CURRICULUM

The Fellow Programme in Management offers research opportunities in the following areas:

- **Operations and Decision Sciences**
- **Strategy, Innovation and Entrepreneurship**
- **Business Communication**
- **Economics**
- **Marketing**
- **OB & HR**
- **Finance, Insurance & Risk Mgmt (FIRM)**

Nature and Structure of the Fellow Programme

The programme in the First Phase offers compulsory courses, among others, in Philosophy of Research, Literature Review, Writing Research Paper, Case Writing and Research Methodology and domain specific courses spread over a period of 18 months. Thereafter every scholar presents a Thesis Proposal before the Doctoral Committee. In the Second Phase, subsequent to approval by the doctoral committee of BIMTECH, the research scholar undertakes research on the selected topic culminating in the preparation and submission of a thesis. Successful evaluation leads to the award of the title of Fellow in Management.

OUR RESOURCES
THE MENTORS

Faculty members are said to be the 'key resource' of any institution of higher learning. BIMTECH prides itself on a 62+ strong full time faculty base which provides an optimal mix of top level industrial and academic experience and rich cultural diversity to greatly enhance the learning experience. The faculty profile of the Institute enjoys wide diversity in terms of age, gender, regional background and field of experience. This translates into a unique learning experience which students passing out from here cherish for many years in future.
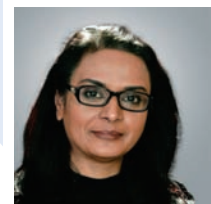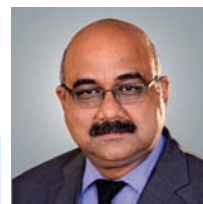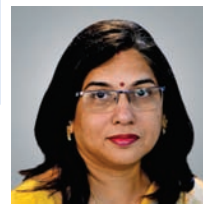
Dr. Harivansh Chaturvedi
Director

Dr. Anupam Varma
Dy. Director & Dean Academics

Dr. A. Sahay
Professor

Dr. K. C. Arora
Registrar

Dr. A. K. Dey
Professor

Prof. R. J. Masilamani
Professor (Adjunct)

Dr. Gokulananda Patel
Professor

Dr. A. V. Shukla
Professor

Prof. Dhruva Chak
Professor

Prof. Kishore K. Sinha
Professor

Prof. Sunil Sangra
Professor (Adjunct)

Prof. Sanjiva S. Dubey
Professor (Adjunct)

Dr. Abhijit K. Chattoraj
Professor

Dr. M. Akbar Ansari
Advisor

Dr. Pankaj Priya
Professor

Dr. A. Bose
Professor

Dr. Rahul Singh
Professor

Dr. L. Ramani
Professor

Dr. Manosi Chaudhuri
Professor

Prof. Ashok Kumar Malhotra
Advisor (Professor)

Dr. Jagdish Shettigar
Advisor (Professor Emeritus)

Dr. K. K. Upadhyaya
Professor (Adjunct)

Dr. Anuj Sharma
Assoc. Professor

Dr. Abha Rishi
Assoc. Professor

Dr. Girish Jain
Assoc. Professor

Dr. Vineeta Dutta Roy
Assoc. Professor

Prof. Kamal Kalra
Assoc. Professor

Prof. Manoj K. Pandey
Assoc. Professor

Prof. Manoj Pant
Assoc. Professor

Dr. Krishna Akalamkam
Assoc. Professor (Adjunct)

Dr. Meena Bhatia
Assoc. Professor

Dr. Somonnoy Ghosh
Assoc. Professor

Dr. Gagan Katiyar
Assoc. Professor

Dr. Archana Shrivastava
Assoc. Professor

Dr. Jaya Gupta
Assoc. Professor

Dr. Pooja Misra
Assoc. Professor

Dr. Sourabh Bishnoi
Assoc. Professor

Prof. Pratik Priyadarshi
Assoc. Professor

Dr. Shalini Singh
Adjunct Faculty (Assoc. Professor)

Dr. Himanshi Tiwari
Asstt. Professor

Prof. Rajeev Sharma
Asstt. Professor

Dr. Navin K. Shrivastava
Asstt. Professor

Dr. Kapil Garg
Asstt. Professor

Prof. Monika Mittal
Asstt. Professor

Prof. Chanchal Kushwaha
Asstt. Professor

Prof. Nimisha Singh
Asstt. Professor

Dr. Archana Singh
Asstt. Professor

Prof. Saloni Sinha
Asstt. Professor

Dr. Itilekha Dash
Asstt. Professor

Prof. Amrendra Pandey
Asstt. Professor

Prof. Veenu Sharma
Asstt. Professor

Prof. Ankur Kulshrestha
Asstt. Professor (Adjunct)

Dr. Khanindra Ch. Das
Asstt. Professor

Dr. Monika Jain
Asstt. Professor

Dr. Pooja Malik
Asstt. Professor

Dr. Shradha Kabra
Asstt. Professor

Dr. Manoj Pareek
Asstt. Professor

Dr. Aseem Kumar Mishra
Asstt. Professor

Dr. Shraddha Mishra
Asstt.Professor

Dr. Praveen Kumar
Asstt. Professor

Dr. S. M. Fatah Uddin
Asstt.Professor

Prof. Shreya Mishra
Asstt. Professor

Academic Associates/Research Scholars

Meera Kapoor
Academic Associate

Inderjeet Kaur
Academic Associate

Pratibha Singh
Academic Associate

Surbhi Cheema
Research Scholar

Shailee Singh
Research Scholar

R. Satya Krishna
Research Scholar

Reeti Kulshrestha
Research Scholar

Daitri Chatterjee
Research Scholar

Nivedita Jha
Research Scholar

Maya Vimal Pandey
Research Scholar

Suman
Research Scholar

Abhay Agrawal
Research Scholar

Riya Bindra
Research Scholar

Sheetal Gupta
Research Scholar

Sachin Tyagi
Research Scholar

CENTRE FOR
INTERNATIONAL
AFFAIRS

STUDENT EXCHANGE PROGRAMME

BIMTECH has a well-established Centre for International Affairs Office, offering unique learning opportunities such as Student Exchange Program, Virtual Projects, Faculty Exchange program, Collaborative Research, India Study Program, Study Abroad Program, and organises international Conferences, participating in events as speakers or participants on international platforms like EFMD, AACSB, Times Higher Education etc.

STUDENT EXCHANGE PROGRAM

Student Exchange Program is a popular program among students as it gives a global learning experience and improves cross cultural skills. The exchange students spend one or two trimesters in the partner Institutes/Universities. They undergo a full academic and cultural immersion in the host Institute/University. We have signed 66 MoUs with reputed institutions around the world.

The world of education was left disrupted in the year 2020 and 2021 by the COVID-19 pandemic. The higher education in Business Management paced up to blended mode of learning, a combination of online and face-to-face leaning. Despite the pandemic, BIMTECH took the initiative to host the first batch of Online Exchange Program that was executed successfully and seamlessly. The students from NEOMA Business School, France participated in the Online Exchange Program.

VIRTUAL INTERNATIONAL PROJECTS

BIMTECH is invariably open to innovative ways of engaging, enriching and enhancing the learning experience for the students. It provides opportunities for students to deeply involve in virtual projects, understand and learn the various complexities of different markets, experience how to work in teams with different cultural orientation. They gain experience in time management when working in different time zones and also adapt to work dynamics based on the availability of their team members.

Thomas Jefferson University, USA: A group of 51 students from Thomas Jefferson University, USA and BIMTECH were engaged in an online collaborative project for 3 months in 2021.
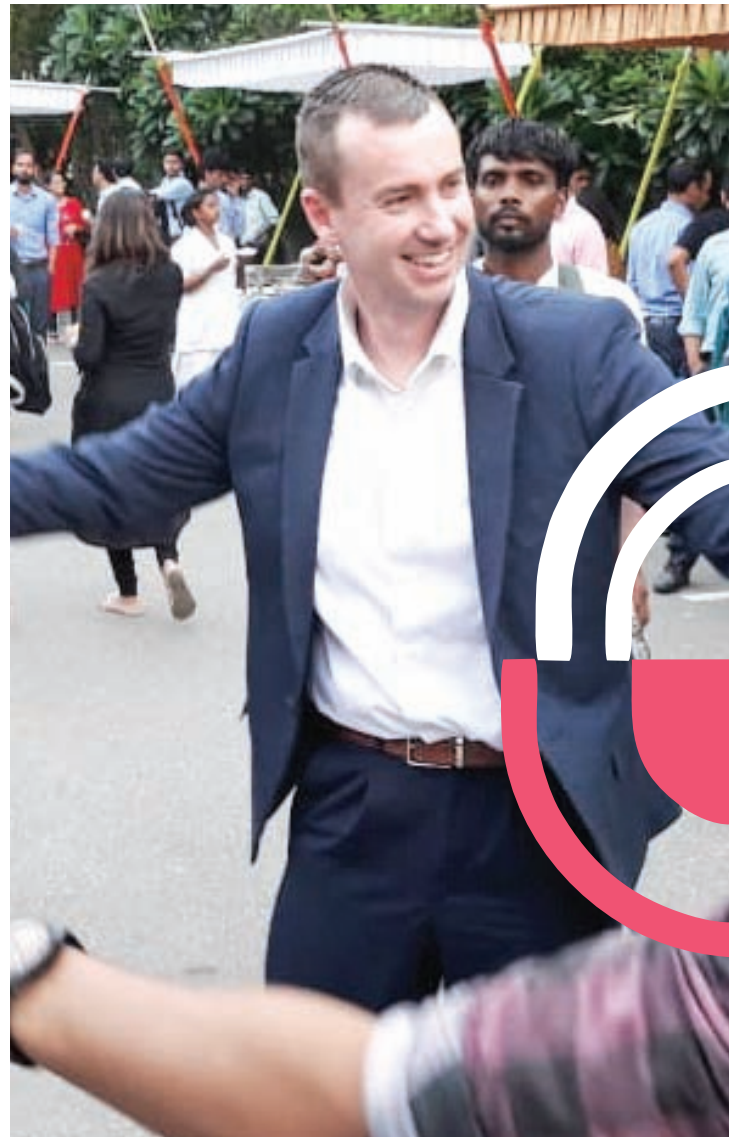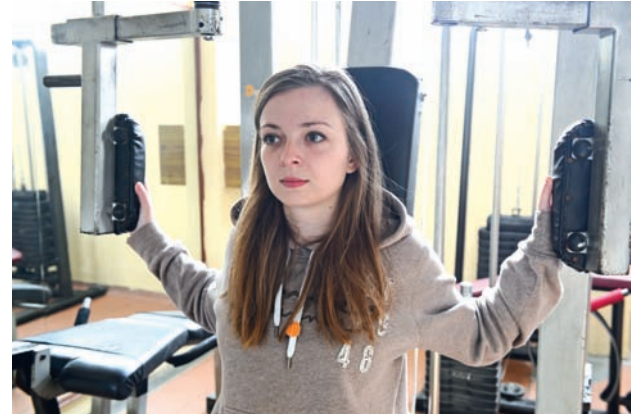
STUDY ABROAD

BIMTECH has established a 2 weeks' summer school program with the partner universities, paving the way for students who prefer a brief sojourn in international experiential learning. The students learn cross culture skills and enrich their studies by choosing from a bouquet of courses offered. They are awarded a certificate by the partner university at the end of the program.

INTERNATIONAL FACULTY ENGAGEMENT

BIMTECH always believes in cross border internalisation and internalisation at home. Every year we have distinguished faculty from international Institutes/University who visit BIMTECH on various assignments.

The international faculty are engaged in teaching, workshop, research work, guest lectures, panel discussion, as keynote speakers in conferences, book launches. Few BIMTECH faculty also travel abroad and engage in teaching assignment, research work, conferences, and consulting work.

INTERNATIONAL GRANTS TO STUDY ABROAD

BIMTECH has strong collaboration with its Partners, which is supported by ERASMUS+ mobility grants.

ERASMUS+ International Credit Mobility Grant with FH Joanneum University of Applied Sciences, Austria.
ERASMUS+ International Credit Mobility Grant with Kozminski University, Poland.
Australian Government - Endeavours Leadership Programme

SCHOLARSHIP OPPORTUNITIES
AUSTRIA: Ernst Mach Grant from the Austrian Ministry of Science and Research
FRANCE: Charpak Scholarship

LIST OF INTERNATIONAL PARTNERS

COUNTRY	Collaborating Institutes/Universities
Argentina	Universidad Nacional del Sur
Australia	Sydney Business School, University of Wollongong
Australia	Royal Melbourne Institute of Technology
Austria	Campus 02 University Of Applied Sciences
Austria	FH Joanneum University of Applied Sciences
Austria	FH Voralberg, University of Applied Sciences
Bangladesh	Yunus Social Business Center
Bhutan	Royal Institute of Management
Brazil	Universidade Estadual de Campinas (UNICAMP)
Canada	Goodman School of Business, Brock University
Colombia	Universidad ICESI
Colombia	University of Externado
Finland	The University of Eastern Finland
Finland	JAMK University of Applied Sciences
France	Leonard De Vinci
France	Institute Superieur De Gestion (ISG)
France	KEDGE Business School, (Bordeaux, Marseille)
France	La Rochelle Business School
France	NEOMA Business School
France	ESSCA Ecole de Management
Georgia	International Black Se University, LLC (IBSU)
Georgia	Caucasus University
Germany	The PFH Private University of Applied Sciences
Hungary	SzentIstvan University
Hungry	John von Neumann University
Ireland	Galway-Mayo Institute of Technology (GMIT)
Kenya	The Management University of Africa
Lebanon	École Supérieure des Affaires (ESA Business School)
Malta	University of Malta
Mexico	Tecnologico de Monterrey campus Chihuahua (ITESM)
Mexico	Universidad Regiomontana
Morocco	ESCA School of Management
Nepal	Global College of Management Group /Global College International (GCI)
Nepal	Purvanchal University
Nepal	Trivhuvan University
Netherlands	Inholland University
Poland	European University of Businesss
Poland	University of Warsaw
Poland	Kozmenski University
Russia	Voronezh State University
Russia	State University of Management
Senegal	Institute Superieur de Management (ISM Dakar)
Singapore	Singapore Management University
Slovenia	University of Ljubljana
Sout Korea	School of Business Yonsei University
South Africa	University of Stellenbosch Business School
South Korea	Solbridge International School of Business
South Korea	Hansung University & KIBC
Spain	University of Nebrija
Spain	ETEA Faculty of Business and Economics
Switzerland	Globethics.net Foundation
Tanzania	Institute of Accountancy Arusha
Tanzania	Institute of Finance Management
Thailand	Asian Institute of Technology
Thailand	Rajamangala University of Technology Phranakhon, Bangkok
UK	Manchester Metropolitan University
UK	Oxford Brooks University
UK	University of Hull
USA	University of Nebraska at Omaha
USA	Missouri State University
USA	Santa Clara University
USA	School of Public Policy, George Mason University
USA	Kent State University (Ohio, USA)
USA	Emporia State University
USA	Philadelphia University
USA	The Washington Centre

INTERNATIONAL MEMBERSHIPS:

BELGIUM	European Foundation of Management Development (EFMD)
FRANCE	International Association of Universities (IAU)
USA	Principles for Responsible Management Education (PRME)
USA	Association of Collegiate Schools of Business (AACSB)

CLUBS AND CONDUITS

- BIZMARK - The Marketing Club
- FinWiz Club - The Finance Club
- Eco-Chamber (Economics Club)
- Phoenix-The HR Club
- Majlis -The Theatre and Debate Society
- Insurance Movers & Shakers (INMOS)
- Quiz Crazy BIMTECHians (QCB)
- Editorial Committee
- Sports Conduit
- Alumni Conduit
- Retrospective Club

SOME OUT-OF-THE CLASS EXPERIENTIAL LEARNING OPPORTUNITIES

STUDENT CLUBS AND CONDUITS

- Retailia Club
- Media Committee
- Food Conduit
- United Friends of Earth (UFE)
- Palette-The Art Society
- Cultural Conduit
- E-Cell
- PlaceCom
- Social Media Conduit
- Valmor - Discipline Conduit
- Centre for International Affairs Conduit

CENTRE FOR
CORPORATE
RELATIONS

BIMTECH's Centre for Corporate Relations (CCR) performs an enabling and empowering function for its students. The activities revolve around persuading suitable corporates to the campus, sharing placement related information with students, offering continuous inputs on soft skills, updating with Industry/company related knowledge bits, competency enhancing information, holding internship workshop, updation of current events, anchoring and dissemination of question banks generated from campus engagements, initiation and strengthening of student networking with corporates etc.
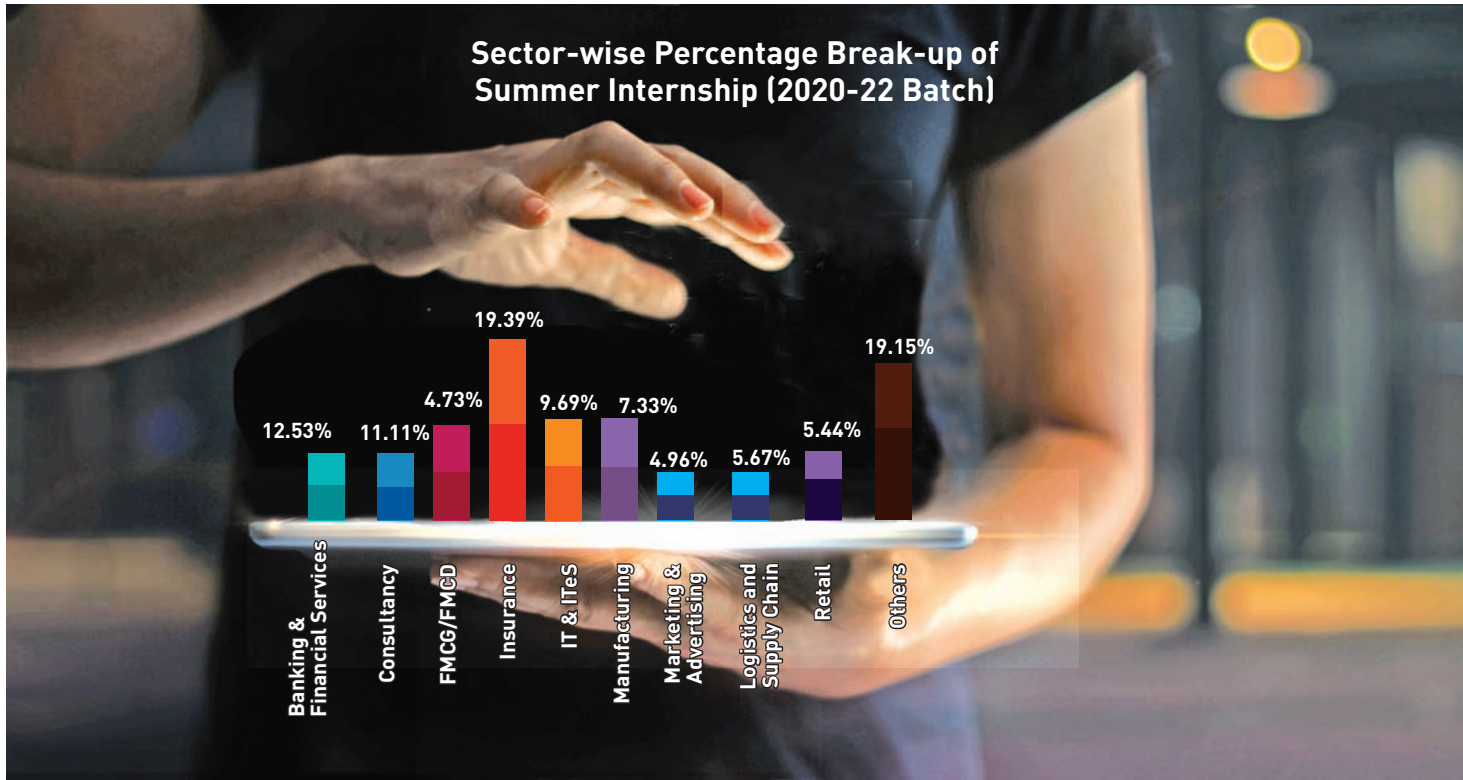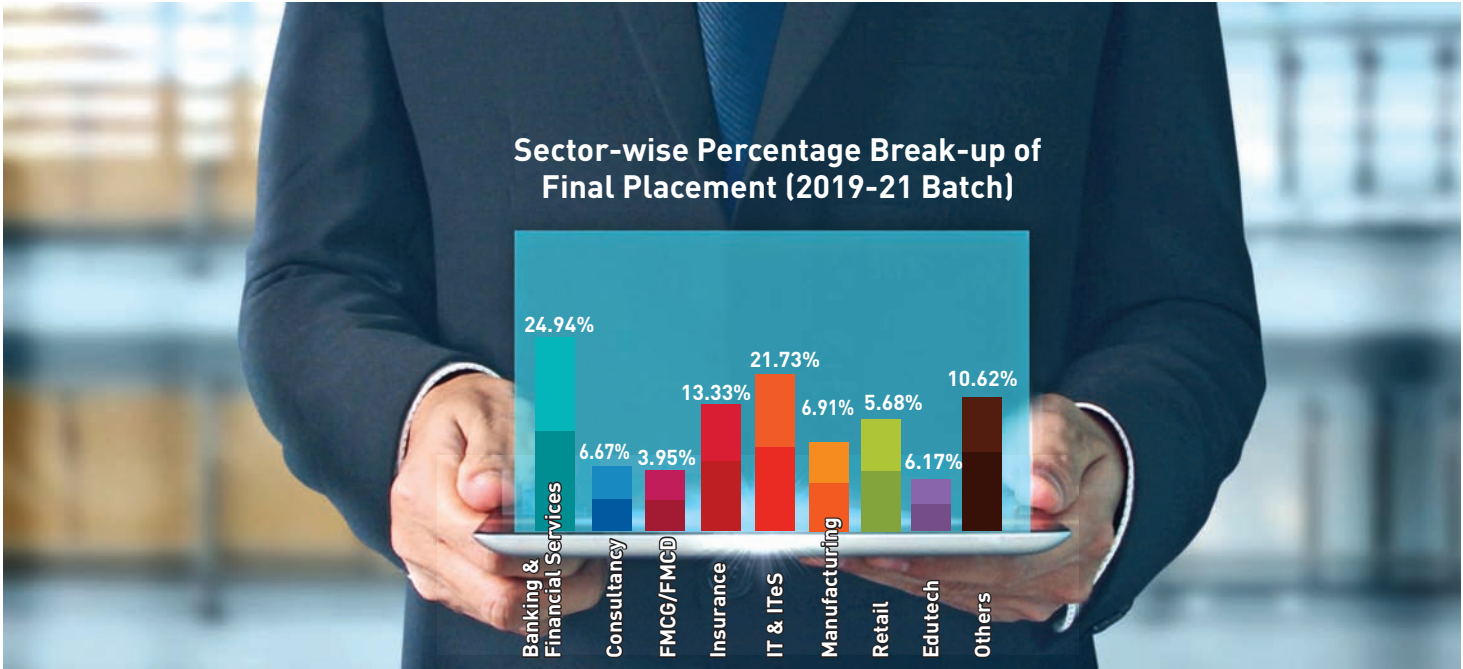
Resume writing skills, soft skills workshops and arrangement of special lectures by leading recruiters, pre-placement talks, sharing of audio & video material to enhance student competencies etc. are also the part of CCR's remit. With the help of consultants, CCR offers HR profiling for all the newcomers. The department is also anchoring the promotion of MOOCs (like COURSERA, Edx etc.) in the campus. This is in addition to making available the services of several portals to students for updating general awareness and facilitating online projects.

One of the most prestigious student committee i.e. BIMTECH PlaceCom Team, is constituted and mentored by CCR with the assistance of about twelve experienced faculty to provide students with opportunity to liaise with BIMTECH alumni & corporates. About 16 PlaceCom team members along with CCR faculty travels to different cities in India to call on existing and potential recruiters and make presentations which leads them to know about BIMTECH's activities-which also acts as a "Leadership Apprenticeship Programme" for students.

CCR PlaceCom students are especially trained in soft skills, research skills etc.

The CCR team participates in the NHRDN, SHRM, NASSCOM and other HR community activities to keep in touch with leading recruiters.

Sector-wise Percentage Break-up of
Final Placement (2019-21 Batch)

Sector	Percentage
Banking & Financial Services	24.94%
Consultancy	6.67%
FMCG/FMCD	3.95%
Insurance	13.33%
IT & ITeS	21.73%
Manufacturing	6.91%
Retail	5.68%
Edutech	6.17%
Others	10.62%

Sector-wise Percentage Break-up of
Summer Internship (2020-22 Batch)

Sector	Percentage
Banking & Financial Services	12.53%
Consultancy	11.11%
FMCG/FMCD	4.73%
Insurance	19.39%
IT & ITeS	9.69%
Manufacturing	7.33%
Marketing & Advertising	4.96%
Logistics and Supply Chain	5.67%
Retail	5.44%
Others	19.15%

CENTRE FOR CORPORATE RELATIONS

SOME OF OUR LEADING CORPORATES OFFERING FINAL PLACEMENT

SOME OF OUR LEADING RECRUITERS OFFERING SUMMER INTERNSHIP

SOME OF OUR
DISTINGUISHED ALUMNI

7000⁺
ALUMNI

350
ALUMNI ARE ENTREPRENEURS

ALUMNI LIFETIME MEMBERSHIP FEE Rs. 5000

850
ALUMNI AT SENIOR MANAGEMENT POSITIONS GLOBALLY

More than **400**
ALUMNI @ INTERNATIONAL LOCATIONS

Mr. Abhishek Bhartiya
Director – Digital Marketing & Analysis
Velvetcase.com

Mr. Ajay Deshmukh
Executive Director
J. P. Morgan Chase & Co.

Mr. Alok Gupta
Founder & CEO
Pyramid Cyber Security and Forensic Pvt. Ltd.

Mr. Amit Malik
Centre Head and Sr. Director
Sutherland Global Services

Mr. Anirvan Jha
Manager
KPMG

Mr. Anoop Chaturvedi
Country Manager
Hewlett Packard Enterprise

Ms. Anushree Sah
APAC Telco Partnerships
Google

Mr. Arjun Sharma
Executive Vice President
Sports & Events
Marsh India Insurance Brokers

Mr. Arindam Lahiri
General Manager-HR
Samsung India Electronics

Ms. Arushi K Babbar
Deputy Manager –
Campaign Management
Vivo

Dr. Bandana Kedia
HR Director
Envecon Global Solutions

Ms. Debahuti Bora
Director-Talent Management & Organizational Alignment
Willis Towers Watson
Toronto, Canada Area

Ms. Deepali Malhotra
Senior Business Consultant –
Consulting and Service Integration
Tata Consultancy Services

Mr. Dinesh Bhatnagar
Director
Daiichi HR Solutions Pvt Ltd.

Ms. Garima Chandak Periwal
Deputy VP-Motor Underwriting
System Operations
TATA AIG General Insurance Company Ltd.

Ms. Garima Chhabra
HR-Organization Development
Hindustan Petroleum Corporation Limited

Ms. Geetanjali Pramod
Stategy Analyst
Barclay Card

Mr. Hardik Badgujar
Director
Amalgo Healthcares Pvt. Ltd.

Mr. Harveen Bedi
Life, Career & Business Coach
answerwhatnext.com

Ms. Hansveen Kaur
Business Head
Momspresso

Ms. Himani Paul
CEO
Kataria Healthcare, New Delhi

Mr. Homa Mistry
CEO
Trail Blazer Tours India Pvt. Ltd.

Mr. Jaideep Sundriyal
Vice President
HCL Technologies
London, United Kingdom

Ms. Jeena Peter
Senior Director HR
ACS Solutions

Dr. Jugal Kishore Vashist
Head-Railway
Ultratech Cement Ltd.
Aditya Birla Group Company

Mr. Mohit Chhabra
Co-Founder
KNOLedge Corporate Services

Ms. Monika Jain
Chief HR Officer
BIBA Apparels

Ms. Monica Virbhan
Sr. Operations Manager
Societe Generale Global Solution Centre

Ms. Mriganki Tyagi
Vice President-Ecommerce
Nykaa.com

Mr. Munish Seth
Country Director
Android Partnerships
Google India

More than
25
ALUMNI ARE
SOCIAL ENTREPRENEURS

05 INTERNATIONAL
ALUMNI CHAPTERS
IN LONDON, DUBAI,
CANADA, US & SINGAPORE

09 NATIONAL
ALUMNI CHAPTERS
IN DELHI (NCR)
BENGALURU, HYDERABAD, CHENNAI
MUMBAI, PUNE, CHANDIGARH
KOLKATA & AHMEDABAD

ALUMNI

Mr. Navin Agarwal
Sr. Vice President
Welspun Corp Ltd.

Mr. Naveen Kaushik
Senior SAP
Canadian National Railways

Ms. Natasha Bahia
Brand Head-Senior Brand Marketing &
Strategy Professional
Vodafone

Mr. Neeraj Kohli
Area Product Manager
HDFC Bank

Mr. N.S.N. Murty
Partner & Leader
Smart Cities, PwC India

Ms. Pallavi Singh
Senior Business Advisor
Pallavi On A Break

Mr. Pankaj Nath
Head-Digital Marketing and Strategy
Zee Entertainment Enterprises Limited

Mr. Pankaj Tomar
India Head-AXA Climate
Axa S.A.

Ms. Priyanka Dubey
Head-Postpaid Product & Marketing
Bharti Airtel

Ms. Priyanka Shukla
Associate Director
Kotak Wealth Management

Ms. Priyanka Kaushik
Human Resources Business Partner
Sterlite Power

Ms. Punika Chaturvedi
Founder
Purple Sketch Digital

Ms. Rashi Agarwal
Deputy Manager-HR
Damodar Valley Corporation

Mr. Rachit Sarin
AVP-Agency and Alternate
Kotak General Insurance

Ms. Ruchita Dudani
Program Manager
Google

Mr. Rajiv Bakshi
COO – Revenue
Zee Entertainment Enterprises Limited

Dr. Rajat Srivastava
Director at EEPC INDIA
Mumbai Area, India

Ms. Rachna Chandra
Human Resource Manager
Government e Marketplace (GeM)

Ms. Richa Mehta
Director
Fashion Lifestyle Magazine

Mr. Shahrukh Ibrahim
CEO, Zain Telecommunications
Dubai, UAE

Mr. Shomi Agarwal
VP/Lead Consultant
WNS Global Services

Ms. Shilpa Sood
Digital & Analytics Solutions Lead
HCL Technologies Ltd.

Mr. Shalabh Saxena
Partner Governance, Risk and
Operations
Grant Thornton India LLP

Ms. Shivani Raina Ghoah
VP-Ad Sales
Viacom 18 Media Private Limited

Dr. Smita Kashiramka
Asssociate Professor
IIT Delhi

Ms. Sowmya Krishnamoorthy
Financial Analyst
Collabera Inc.

Ms. Vartika Srivastava
Sr. Operations Manager
Croma-A Tata Enterprise

Mr. Vikas Kapur
Director
Rest of Asia, Valvoline

Mr. Vivek Garg
Associate Director-Product Strategy
and Innovation
Times of Money (Remit2India)

Mr. Vishal Arora
HR-Manager
Gofleet

Mr. Vikram Kumeria
Founder & CEO
Dus Green Ventures Limited

Mr. Yogesh Bellani
CEO
FieldFresh Foods
Private Limited
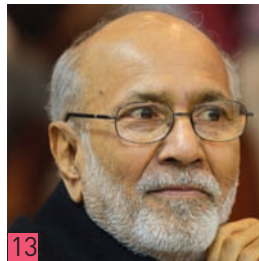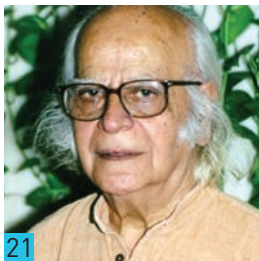
THOUGHT LEADERS @ BIMTECH

01 Tenzin Gyatso
His Holiness,
The Fourteenth Dalai Lama

02 Smt. Rajashree Birla
Chairperson, Aditya Birla Centre for Community
Initiatives and Rural Development

03 Bharat Ratna Late Dr. A. P. J. Abdul Kalam
Former President of India

04 Shri M. Venkaiah Naidu
Hon'ble Vice President of India

05 Dr. Rajiv Kumar
Vice Chairman, NITI Aayog

06 Shri Pradeep Kashyap
Founder and CEO, MART

07 Dr. Kiran Karnik
Former President, NASSCOM

08 Dr. Jairam Ramesh
Former Minister of Rural Development, Govt. of India

09 Dr. Subhash Chandra
Chairman, Essel Group & ZEE Entertainment

10 Padma Bhushan Dr. Jagdish Sheth
Charles H. Kellstadt Professor of Marketing,
Goizueta Business School, Emory University, USA

11 Shri Yashwant Sinha
Former Finance Minister, Govt. of India

12 Prof. Robert S. Kaplan
Marvin Bower Professor of Leadership Development,
Emeritus, Harvard Business School

13 Padma Shri Late Dr. Pritam Singh
Former Director IIM, Lucknow & MDI, Gurugram

14 Padma Bhushan Shri R. C. Bhargava
Chairman, Maruti Suzuki India Ltd.

15 Shri T. V. Mohandas Pai
Chairperson-Board of Manipal Global Education Services Pvt. Ltd.
and Advisor to the Manipal Education and Medical Group

16 Dr. Santrupt Misra
Director, Global H.R. & CEO,
Carbon Black Business at Aditya Birla Group

17 Dr. Subramanian Swamy
BJP Leader

18 Shri Vinod Rai
Former Comptroller and Auditor General of India

19 Shri Arun Maira
Former Member of Planning Commission of India

20 Shri C. P. Gurnani
MD & CEO, Tech Mahindra

21 Padma Vibhushan Late Prof. Yash Pal
Indian Scientist and Educationist

22 Shri R. S. Sodhi
Managing Director at GCMMF Ltd (AMUL)

23 Sri Sri Ravi Shankar
Spiritual Leader, Founder 'The Art of Living'

24 Dr. Venu Srinivasan
Chairman and Managing Director,
TVS Motors and Former President, CII

25 Shri Shiv Shivakumar
Group Executive President, Corporate Strategy &
Business Development, Aditya Birla Group

26 Shri Arvind Kejriwal
Chief Minister, Delhi

27 Dr. Kiran Bedi
Retired Indian Police Service Officer,
Former Lieutenant Governor, Puducherry

28 Dr. Abhishek Manu Singhvi
Congress Leader

29 Shri Ronnie Screwvala
Co-founder & Chairman, upGrad

30 Mountaineer Kuntal Joisher
(Scaled Mount Everest Twice)

CAMPUS
FACILITIES

A RESIDENTIAL PROGRAMME IN ITSELF ACCORDS UNPARALLELED OPPORTUNITY OF EXPERIENTIAL LEARNING IN THE SKILLS OF RELATIONSHIP MANAGEMENT. A SELF-CONTAINED COMPACT CAMPUS THAT BIMTECH OFFERS ONLY ENHANCES THE LEARNING OPPORTUNITIES AND EXPERIENCES. THE BIMTECH CAMPUS FOSTERS A CLOSE-KNIT FAMILY OF FACULTY MEMBERS WHO STAY ON CAMPUS, STUDENTS AND THE STAFF. A FAMILY WHICH LIVES, LEARNS, ENJOYS AND GROWS TOGETHER. BIMTECH IS LOCATED ON A COMPOSITE, FULLY AIR-CONDITIONED, WI-FI ENABLED, RESIDENTIAL CAMPUS IN GREATER NOIDA, IN THE NATIONAL CAPITAL REGION, A FEW KILOMETRES FROM THE CAPITAL OF INDIA. THE CAMPUS ENVIRONMENT IS HIGHLY CONDUCIVE TO ACADEMIC LEARNING.

Hostel Accommodation
BIMTECH has adequate on & off campus hostel facilities for the students. Both hostels provide at-par ultra-modern living environs. Rooms in hostels can be used on single or twin sharing basis. The hostels are designed to provide a proper mix of privacy & a unique social experience.

Medical Center
We have a fully equipped Medical Center with full time senior resident doctors ably assisted by reputed visiting doctors and other attending staff. An ambulance is available on campus 24X7 to meet any medical emergency.

I.T. Resources
The information technology facility is the speed resource of the Institute. The computer lab in the academic block with internet Wi-Fi connectivity in the hostel rooms makes it easy to access the material provided by the faculty. Round the clock internet facility connects the students with the world through lightening fast 200 MBPS internet speed. Students of all the programmes are always encouraged to bring their laptops for uninterrupted utilization of the facility. The campus is fully wired and provides 100 terminals to connect at various locations. The INTRANET usage is encouraged for the students for online discussions and interaction as well as material sharing.

BIMTECH Knowledge Centre
BIMTECH Library, known as the BIMTECH "Knowledge Centre" is a hybrid library. It is considered to be one of the best libraries in the Delhi NCR region in the area of management education with a mixed collection of both print and electronic resources, which include books, journals, databases, CDs/DVDs, e-journals, reports, etc. The Knowledge Centre plays a very important role in providing information services for the academic community in their intellectual pursuits. The library provides a wide variety of services physically as well as on line. The electronic resources subscribed by the library are accessible to the users through the discovery search facility.

The library is the most lively place on the campus, providing a friendly environment that enables learning and advancement of knowledge, extends research and publication assistance, and facilitates to postgraduate, research scholars, staff, & faculty. A large, well-ventilated two-floored reading-room supports it. The library is enriched with print and digital systems which are accessible to the students, ex-students, research workers, faculty, staff, and visitors. The library frequently displays and exhibits its resources.

Collections:
Books: 85471 (as on 31/08/2021)
E-books: 20000+
Online Journals (Full Text): 8860
Non-books materials(CDs & DVDs): 3527
E-Photographs: 46,500
Online Databases: 17

Scan QR code

BIMTECH provides comfortable living with facilities such as :

• A well appwointed Dining Hall
• Multi-cuisine Cafeteria
• Ultra-modern Gym & Sports Facility
• A serene Meditation Centre
• Salon & Beauty Parlor
• A Tuck Shop
• Bus Transport to Noida
• Communication & Reprographic Facilities
• Bank ATM on Campus
• Round-the-clock Campus Security
• Medical Center
• Ultra-modern Laundry Services
• Music Hut
• Guest Houses
• RO Plant
• Lifts in Academic Block/Hostels
• 24x7 on Campus Ambulance etc.
• In-house Bakery for providing fresh Bread, Cookies, Muffins and Birthday Cakes
• CCTV Cameras have been installed at strategic points in the campus to strengthen the security system

ON-LINE DATABASES & RESOURCES AVAILABLE IN THE KNOWLEDGE CENTRE:

- Standard Site License for Harvard Business School Content
- The Case Centre
- Scopus
- ACE EQUITY
- CMIE- Industry Outlook
- CMIE- ProwessIQ
- Indiastat
- Euromonitor Passport GMID
- EBSCO host

- Proquest
- Turnitin-Anti Plagiarism Software
- DELNET
- National Digital Library
- NPTEL
- Atlas.ti
- TickerPlant
- Shodhganga

The remote access of e-resources has been given to all the authorized members of the library.

- Virtual classroom/Recording room for better quality of sound recording during virtual classes
- A Gazebo has been constructed in the midst of the Green Lawns where students can sit in their free time and gaze at beautiful greenery dotted with colorful aromatic flowers
- Café Coffee Day Outlet in Academic Block
- Sitting place/Swings at different locations in the Campus
- Modern Synthetic Floor Badminton Court at Campus
- Cycling Club with provision of 50 cycles for students
- Worship place in Campus
- Herbal Garden
- Green Campus-Installation of 3200 LED Tube Lights in Hostels, Academic Block and all buildings in Campus and 500 KWp Solar Power Plant for generation of electricity for Campus.
- Fitness Machines and equipment in Gymnasium
- Interactive Touch Boards (Smart Boards) in Classrooms
- Vikramshila MDP center for conducting Management Development Programmes and Seminars

campus

A SERENE
MEDITATION
CENTRE

FULLY
AIR-CONDITIONED
Wi-Fi ENABLED
RESIDENTIAL
CAMPUS

MULTI-CUISINE
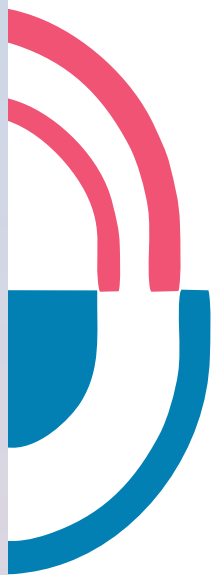CAFETERIA

facilities

ULTRA-MODERN GYM & SPORTS FACILITY

SALON & BEAUTY PARLOR

ATAL INCUBATION CENTRE

ADMISSION @ BIMTECH

Programmes Offered for Session 2022-24 at Greater Noida Campus

Programme	Recognition	No. of Seats	Selection Criteria for Merit Category	Broad Eligibility Criteria	Programme Tuition Fee 2022-24 Category-wise (for full course)
PGDM (2 Year, Full Time)	AICTE Approved NBA Accredited Equivalence to MBA by AIU	240 + 36**	Valid CAT 2021/ Valid XAT 2022/ Valid GMAT 2021-22/ Valid CMAT 2022 score+PI	Graduation with Min. 50% marks* (10+2+3 pattern)	Merit INR 12,00,000 **Supernumerary INR 12,00,000 Corp. Sponsored/ NRI / NRI Sponsored INR 17,00,000
PGDM (International Business) (2 Year, Full Time)	AICTE Approved NBA Accredited Equivalence to MBA by AIU	60	Valid CAT 2021/ Valid XAT 2022/ Valid GMAT 2021-22/ Valid CMAT 2022 score+PI	Graduation with Min. 50% marks* (10+2+3 pattern)	Merit INR 12,00,000 Corp. Sponsored/NRI / NRI Sponsored INR 17,00,000
PGDM (Insurance Business Management) (2 Year, Full Time)	AICTE Approved NBA Accredited Equivalence to MBA by AIU	60	Valid CAT 2021 / Valid XAT 2022/ Valid GMAT 2021-22/ Valid MAT 2021-22/ Valid CMAT 2022 score+PI	Graduation with Min. 50% marks* (10+2+3 pattern)	Merit INR 10,00,000 Corp. Sponsored /NRI / NRI Sponsored INR 15,00,000
PGDM (Retail Management) (2 Year, Full Time)	AICTE Approved NBA Accredited Equivalence to MBA by AIU	60	Valid CAT 2021 / Valid XAT 2022/ Valid GMAT 2021-22/ Valid MAT 2021-22/ Valid CMAT 2022 score+PI	Graduation with Min. 50% marks* (10+2+3 pattern)	Merit INR 10,00,000 Corp. Sponsored/NRI / NRI Sponsored INR 15,00,000

Imp Note: Security deposit (refundable), hostel and mess charges are additional. CAT/XAT/GMAT/MAT/CMAT score not required for Corporate, NRI, NRI sponsored categories & Supernumerary seats.

*Candidates appearing in Final Year Graduation Examination (1st attempt) in Summer 2022 can also apply. Such candidates will have to produce final year result of Graduation with minimum 50% marks in aggregate on or before 31st October 2022, failing which their provisional admission will be automatically cancelled.

**Supernumerary seats reserved for People of Indian Origin (PIO) / Foreign Nationals (FN) - International / SAARC Nationals/Gulf Quota/Overseas Citizens of India (OCI)

The choice of a career is a life defining decision and it requires in-depth information about the program and the Institute. Guided by our values of "integrity & transparency", we have put our best to provide all information which would possibly be required by the parents & aspirants for an informed decision making.

All the best!

Prof. Chanchal Kushwaha
Chairperson - Admissions
chairperson.admissions@bimtech.ac.in

ADMISSION CATEGORIES

A. Merit Category

(i) General Category
85 percent seats in all courses will be filled through general category. For distribution of seats, please visit http://bimtech.ac.in/admissions/. Regular admission is granted to those applicants who have fulfilled all the admission requirements and whose names appear in the merit list of successful applicants.

(ii) ESCS (Economically & Socially Challenged Students Category)
SC/ST/OBC/EWS/Minority Communities (Muslims, Sikhs, Christians, Buddhists, Zoroastrians/Parsis & Jains). 5 percent seats are reserved for the candidates coming from ESCS category to bring social diversity in the class. A weightage of 2 points would be given while calculating merit to facilitate the entry of such candidates. 15% concession to SC/ST and 5% concession to OBC/Minority Communities/EWS in Hostel Accommodation Charges will also be given under this category.

Note: 5% seats reserved for ESCS category will be opened for general category, if not filled by ESCS category.

B. Supernumerary Category
36 seats are reserved under Supernumerary category for People of Indian Origin (PIO)/Foreign Nationals (FN)-International/SAARC Nationals/Gulf Quota/Overseas Citizens of India (OCI) in PGDM program only where candidates will have to submit proof of their status as PIO/OCI/Foreign Nationals/Children of Indian Workers in the Gulf Countries.

Note: Admission under this category will be done on merit basis among applicants of Supernumerary category only.

C. Other Categories
10 percent seats will be filled through Corporate Sponsored/NRI/NRI sponsored.

Eligibility for Corporate Sponsored/NRI/NRI Sponsored/International Students Category
Minimum 50 percent marks in Graduation. Candidates appearing in Final Year Graduation Examination (1st attempt) in Summer 2022 can also apply. Such candidates will have to produce final year result of Graduation with min. 50% marks in aggregate on or before 31st October 2022 failing which their provisional admission will be automatically cancelled.

For being eligible under different categories, the applicant will have to produce the following at the time of submission of first instalment of tuition fee. (Tentatively in second week of March, 2022)

Additional Documents Required for Corporate Sponsored Category
(a) A sponsorship letter from the Company in the format prescribed by the Institute and uploaded on our website.
(www.bimtech.ac.in/admissions/selection-criteria/)
(b) The sponsoring company must have an annual turnover of Rs. 50 crore minimum as reflected in the latest financial statements available. (Audited copy of the balance sheet/Profit & Loss Account of preceding financial year i.e. 2020-21). Self-attested photocopy to be submitted, failing which the first instalment of tuition fee will not be accepted.

ADMISSION @ BIMTECH

Additional Documents Required for NRI Sponsored Category

1. Candidates will have to submit Sponsoring NRI's sponsorship letter as per format prescribed by the Institute and uploaded on our website. (www.bimtech.ac.in/admissions/selection-criteria/)
2. Passport copy and visa or evidence of NRI status all duly attested by a qualified notary or Indian mission/consulate or Indian Chamber of Commerce in the country of residence or by consulate/mission/embassy of the concerned country in India is required.
3. Proof of income-minimum 50,000 USD per annum income of the sponsorer will also have to be produced.

Additional Documents Required for NRI Category

Passport copy and visa or evidence of NRI status all duly attested by a qualified notary or Indian mission/consulate or Indian Chamber of Commerce in the country of residence or by consulate/mission/embassy of the concerned country in India is required.

Additional Documents Required for International Students Category

1. Valid GMAT 2021-22 score. (Applicable for PGDM-IB, PGDM-IBM & PGDM-RM programs only)
2. International student should have Citizenship/Nationality of a country other than India.

Additional Documents Required for Supernumerary Seats

1. Candidates will have to submit a proof of their status as PIO/OCI/Foreign Nationals-International/SAARC Nationals/Children of Indian Workers in the Gulf Countries.

2. Admission under this category will be done on merit basis among applicants of Supernumerary category only.

Additional Documents Required for ESCS Category (SC/ST/OBC/Minority Communities/EWS)

The candidate shall be required to submit any one of the following in support of his/her claim for seats under ESCS Category :

1. **For Minority Community certificate, candidate can submit any one of the following :**
a) Self declaration as per Format I (www.bimtech.ac.in/admissions/selection-criteria/)
b) Caste/Community certificate issued by Religious Authority.
2. **For admission under EWS Category, the family income of the applicant from all sources should not be more than Rs. 8,00,000/- p.a. The candidate shall be required to submit any one of the following :**
a) The applicant's family should hold an income certificate issued by the SDM or any other officer authorized in this behalf by the Revenue department stating that the total income of the family is not more than Rs. 8,00,000/- p.a.
b) Income tax assessment order of most recent year which is issued to a person after filing ITR.

Note : Documents for all the categories to be produced at the time of submission of first instalment of tuition fee (Tentatively in second week of March, 2022) failing which the applicant will be considered under 'General Category' of Merit seats as per the eligibility.

FINAL SELECTION CRITERIA
Parameters and Weightages for Merit / NRI / Sponsored Categories / Supernumerary Seats

S.No.	SELECTION CRITERIA	Weightages-Merit Category Students	Weightages-NRI/ Sponsored Categories/ Supernumerary Seats
1	Personal Interview (PI)	30%	45%
2	CAT/XAT/GMAT/CMAT/MAT percentile	40%	NA
3	Past Academic Performance (10th, 12th, Graduation)	10%	20%
4	Additional weightage for candidates with Engineering, Maths & Statistics background	5%	10%
5	*Work Experience	7%	10%
6	** Regional-Eastern States (seven sisters), Southern States (Kerala, Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, Puducherry, Union Territories of J&K and Ladakh)	3%	5%
7	#ESCS Category-Minority Communities/SC/ST/OBC/EWS	2%	5%
8	#Gender (Female Candidates Only)	3%	5%

* Weightage for work experience would ideally be given to a candidate only if he/she had worked in executive or supervisory role for a minimum period of one year as on 31/01/2022, in a registered company having turnover of Rs. 50 crores or more in the preceding financial year i.e. 2020-21. However, management reserves the right to relax this particular norm on the merit of the case, if the candidate is from a start-up, entrepreneurial or social organization.
** For getting regional weightage, submission of valid proof of residence is must. The domicile certificate issued by a competent authority or copy of passport/Aadhar etc. can be submitted as an additional document. (Applicable only to the candidates coming from North East, Southern States & Union Territories of J&K and Ladakh)
# For getting ESCS category weightage, relevant certificate issued by a competent authority for EWS/SC/ST/OBC/Minority Communities (Muslim/Sikh/Christian/Buddhist/Parsi/Jain) has to be submitted. Management reserves the right to make minor changes to address diversity on gender and social parameters.

Verification of Documents
All certificates, mark sheets and degrees submitted by applicants for seeking admission to any program in BIMTECH will be sent for verification to the issuing authorities. Admission secured through fake or manipulated testimonials will be cancelled immediately and no refund of any fee paid will be due. Document verification list is available at https://www.bimtech.ac.in/admissions/documents-list/

SELECTION PROCEDURE

The steps in selection for admission at BIMTECH includes :

STEP I: Application
(1) Procurement of Form :
   Application form (common for all the programmes) is available on our website www.bimtech.ac.in
(2) Filling up the application form :
   Application form can be filled online followed by paying Rs. 2000/- through Credit/Debit Card.

STEP II : Selection Process and Venue
The second stage is Personal Interview (PI). Normally an aspirant having a certain minimum percentile (cut off) in qualifying tests such as CAT/XAT/GMAT/CMAT/MAT is called for this process.

However, to avoid possible overlapping of selection process with other B-Schools and also to facilitate the early selection/offer of admission, we propose to conduct an early round (First Phase) of PI process after third week of December 2021 itself which would be well before the declaration of CAT/XAT results. Here we intend to invite majority of the applicants who apply **on or before December 2nd, 2021** based on their profile as judged from:

- **Consistency & good past academic performance**
- **Relevant work experience that brings value to class room learning**

Such candidates would be required to upload their entrance test percentiles (CAT/XAT/GMAT/CMAT/MAT) the moment results are out. The candidates who appear in the early round of PI can expect to have admission offer letter, subject to selection, within 10 days of the declaration of CAT/XAT results – tentatively in the **second week of February, 2022.**

The second round of selection process (post declaration of CAT/XAT results) would be held **after the second week of February 2022** and there only those applicants who get a minimum prescribed cut-off percentile would be called for PI process. The admission offer letter for the second round of process is expected in **second week of March, 2022.**

First phase (early round) of selection process in December 2021 for all programmes would be conducted at six centres i.e. Bengaluru, Cochin, Kolkata, Pune, Varanasi and Greater Noida. The second phase would be conducted pan India at 15 locations such as Ahmedabad, Bengaluru, Bhubaneswar, Chennai, Cochin, Dehradun, Greater Noida, Guwahati, Hyderabad, Indore, Kolkata, Mumbai, Pune, Ranchi and Varanasi. **However, the Institute reserves the right to cancel/add any of the outstation centres.**

Candidates need to update their entrance test percentiles (CAT/XAT/GMAT/CMAT/MAT) in the online application form after the same are declared for preparation of final selection list based on merit.

STEP III: Result
Declaration of Final Selection List:
Final selection list is prepared taking into account the candidate's:
1) Past academic performance
2) Entrance test scores (CAT/XAT/GMAT/CMAT/MAT)
3) Performance in Personal Interview based on their respective weightages as mentioned on page no. 45
4) Work Experience (if applicable)
5) Other parameters, wherever applicable, as per the weightages table

Final Selection List would be declared by **2nd week of March 2022 (tentative)**

STEP IV: Admission
Fee Submission
The selected candidates are to deposit the first installment of tuition fee within the given time frame in the offer letter to ensure their admission, failing which the offer is passed on to the waitlisted candidates. The fee for boarding/lodging would be given separately at a later date.

Institute does not entertain any request for extension of the deadline for submission of fee.

Beginning of Session
Academic session of all the programmes is likely to start on **Wednesday, June 15, 2022 (tentative).**

Tie-ups for Education Loan :
BIMTECH has a formal tie-up with HDFC Credila Financial Services Pvt. Ltd., Axis Bank, SBI Bank, Union Bank of India and Avanse Financial Services Ltd. for providing education loans on priority basis subject to fulfillment of their terms and documentation requirement. BIMTECH is a reputed name in Business Education and almost all banks are extending loans to our admitted candidates. However Institute has no active role in arranging loan for applicants.

NOTE: All the admission related communication would be done through email only on the email id provided in application form by the applicant. We also use SMS to share important notifications on the mobile number provided by the candidate in the application form. Candidates are also advised to follow our official Facebook page for general updates and dedicated Facebook group for admission updates/queries.

IMPORTANT REGULATIONS

(1) If a student admitted to the Institute is found to have given any false information or suppressed some information, his/her admission will be cancelled and fees will not be refunded to such candidate.

(2) The Application Fee once paid is non-refundable.

(3) The total tuition fee for any programme under Merit category and Supernumerary seats may be paid in equal half yearly instalments.
The first such instalment shall be paid before the start of the session. No extension of time limit will be granted for the same.
For NRI and NRI/corporate sponsored candidates, the fee is paid annually.

(4) The Institute does not take responsibility for delay in transit involved in receipt and delivery of any communication between the Institute and the applicant.

(5) All disputes are subject to the legal jurisdiction of District Gautam Budh Nagar, Uttar Pradesh (India).

(6) Those who are given provisional admission due to non-declaration of their graduation result are required to submit the marks sheet up to 31st October, 2022, failing which the candidate will cease to be a student of the Institute. In such a case, the general security deposit alone will be refunded.

(7) Students who are not able to secure 50% aggregate marks in their graduation exam after the admission is granted, will have to withdraw from the programme and no fee except general security deposit will be refunded.

(8) A student should observe all the rules and regulations, framed from time to time by the Institute. Breach of any of these may render him/her liable for penalty under the rules and/or expulsion from the Institute. For quick reference of the Institute's rules, candidates may refer to the current student's handbook by visiting the link https://bimtech.ac.in/studentcorner/student-handbook/

(9) **All BIMTECH Programmes offered are compulsorily residential. Staying in the Institute's hostel for complete 2 years is mandatory and will not be changed under any circumstances.**

The Institute reserves the right to alter course content of the programmes, rules and regulations, teaching schedule, tuition fee payable, boarding and lodging fees and/or any other matter pertaining to its working. The Director's decision will be deemed as final in all such matters.

Late Basant Kumar Birla Admission Merit Scholarship

1. A scholarship of INR 2 Lakh each is available by way of partial waiver of fee to all the admitted candidates from merit category having 85 percentile or more in CAT/XAT/GMAT tests only irrespective of the course they are admitted in.

2. 10 scholarships of INR 2 Lakh each is available for the candidates admitted under supernumerary category from SAARC countries only.

SCHOLARSHIPS

Health and safety of students and staff

- At the time of entering into the campus Thermal Screening with Contactless Thermometers, random check-up of Oxygen level, wearing the face Mask and Maintaining the social distancing in Common Places in Campus.
- All Faculty and staff have been provided Face masks and Face Shields.
- Separate hand wash facility and contactless Hand sanitizer dispenser machine for Housekeeping Staff.
- All students entering campus shall have to compulsorily go into 7 days quarantine in designated hostel rooms. Food and other essential services shall be provided there.
- Routine medical check-up of kitchen and service staff will be done at regular intervals. The medical check–up covering tests for stool, urine, CBC, ESR, and B.P., Chest congestion, fever, cold cough is conducted every year for all mess staff. Based on findings of various tests, further investigations and pathological tests were conducted.
- Temperature is taken of all mess staff before entering the mess.
- Hot Turmeric Milk and concoction of Tulsi/Ginger/Cloves will be provided as per demand.
- Hot ajwain water will be served daily in the evening at the dining hall and it can be provided throughout the day in the cafeteria to control the throat congestion.
- Health Centre will be appropriately equipped with basic necessities like Pulse Oxi meter, Nasal and eye drops. ECG machine, Oxygen cylinder etc. to meet out any exigencies.
- Health Centre will conduct bi-monthly check up of all students living in hostels under guidance of RMO.

Adequate measures in Hostel/Mess/Classroom for dealing with the situation

- Normal Push taps replace with sensor operated taps (Contactless Automatic Taps) in Common washroom in Academic block, Mess, Cafeteria and off Campus Hostel mess hall. Adequate quantity of Contactless Automatic Hand sanitizer Dispenser machines Installed in Campus and outside hostel Campus.
- All classrooms, Faculty Cabins, Offices, Conference room, Seminar Halls, MDP hall, Dining hall, cafeteria, and entry gates shall be disinfected by cold fogging machines on a daily basis by the maintenance team.
- Students' rooms, Common rooms, Corridors in hostels, saloon, beauty parlor, health center, buses and other common facilities shall be disinfected by cold fogging at regular intervals of time.

- Wearing a Face Shield, Mask and hand gloves are mandatory for all the security persons present at gate no 1 and within Campus.
- Installation of 40 Contactless Hand Sanitizer Dispenser Machine in Academic Block, Hostels, Mess, Gymnasium, Saloon, RCI-Vidya Vihar and other locations in Campus.
- Sixty Four Rooms in Nalanda Hostel Block in Campus have been earmarked for Isolation Centre in case any Student / Employee have fever or any other symptom related to Covid-19. Isolation centre is equipped with Oxygen Cylinders, Oxygen Concentrator, Steamer, Tea Kettle and ample stock of medicines to meet any emergency.
- A qualified Doctor having expertise to manage Covid-19 Isolation Centre and Hospital has been appointed to take care of students and staff kept under observation at Isolation Centre in Nalanda Hostel Block.
- Installation of Water dispenser at each floor of the Hostels to provide hot Water for drinking.
- Training imparted to Housekeeping staff and attendants regarding frequent use of Sanitizers, Hand washing, Wearing of Face mask and maintaining social distancing.
- Covid Marshals to take frequent rounds of Campus to ensure that safety and preventive measures are followed by employees and students.
- A qualified Nurse has been appointed as Covid Marshal to take frequent rounds of Campus to ensure that safety and preventive measures are followed by employees and students.
- Operating guidelines of ISHRAE (Indian Society of Heating, Refrigerating & Air Conditioning Engineers) are followed.
- Maintain Room Temperature between 24° C and 30°C.
- Only the Institute's shuttle buses are to be used for Movement to RCI – Vidya Vihar/Campus or Noida (Limited and as per need).
- Every student must enroll/register with ``Arogya Setu'' app.
- Students will be provided with an initial kit containing sanitizer refillable bottle, dettol and mask. The students will have to make their own arrangements after the kit is completely used.
- Dedicated Hand wash stations in kitchen and Dining hall with sanitizers.
- Receiving vehicles to be sanitized.
- Hygiene posters have been displayed.
- 100 ppm chlorine for cleaning of vegetables and fruits.
- Service ladles will be sanitized after leaving every batch.
- Washing of service wear (cutlery) by hot water.
- Seating arrangement in mess has been rearranged to maintain social distancing by accommodating 3 person at each table.
- Seating arrangement in Cafeteria to re-arrange to accommodate 40 persons.
- Tables and chairs of mess will be sanitized between gaps of two groups of students. The time table has been designed with gap of 15 minutes for sanitizing mess.

WASH HANDS   USE SOAP   DON'T SHAKE   USE DISINFECTANT   KEEP DISTANCE   AVOID CONTACT

UNLOCKING
NEW
AGE
ASPIRATIONS

UNLOCKING *new age* ASPIRATIONS

BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY
Excellence with Values

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