

Special Features of the Programme

- Industry Employability Enhancement Programmes (IEEP) through special modules
- Teaching-Learning environment with modern Audio-visual facilities
- Regular Interaction with stalwarts from Industry and Academia from both India and abroad
- Opportunity for International Student Exchange Programme with partner Universities/ institutes
- Opportunity for on-the-job training through Industry Internship Programmes (IIPs) and Short Term Live Projects (STLPs)
- Add-on opportunity to learn through Foreign Language Module
- Support for Industry Internship and Placements

Broad Selection/Eligibility Criteria and Programme Fee

Eligibility:

A recognized Bachelor's Degree in any discipline with minimum 50% marks in aggregate. Candidates appearing in final exam of Bachelor's Degree are also eligible to apply.

Candidate must have given anyone of the qualifying exam i.e. CAT-2013/XAT-2014/ MAT (Sept./ Dec 2013 or Feb./May 2014)/ CMAT Sept. 2013, Feb 2014/ GMAT (2013-14) score

Final Selection:

The merit will be prepared on the basis of weightages given below

PI	-	20%
GD	-	10%
Essay Writing	-	10%
CAT/XAT/MAT/CMAT/GMAT percentile	-	20%
Graduation %	-	10%
10+2 / Higher Secondary%	-	10%
Class 10%	-	5%
Misc.*	-	15%

*Suitable weightages for work experience, Academic & Regional Background, Professional Qualification etc. are given

For details on Sponsored Category please refer our website www.bimtechbbsr.ac.in

Selection Procedure:

The steps in selection for admission at BIMTECH include:

STEP I

Procurement of form

Application form can be procured from September 15, 2013 onwards from our website www.bimtechbbsr.ac.in or www.bimtech.ac.in.

STEP II :

Filling up the application form:

1. For applying online:
Application form can be filled online followed by paying through scratch card. Scratch card PIN no. (16 digits) will have to be mentioned in the space provided.

(A) Payment through Scratch Card:

- a) Scratch Card can be purchased from Admission office of the institute by paying ₹1000/- in cash (Mon-Sat 10 am to 4 pm)
- b) Scratch Card can be purchased from various centres of IMS, T.I.M.E. & Bulls Eye across India (List /link given on website)
- c) Scratch Card can be purchased from various branches of Axis Bank on payment of ₹1000/- (List of Selected Axis Bank Centres given on website)

(B) Payment through Credit/ Debit Card

1. Application form can be filled online followed by paying Rs. 1050/- through Credit/ Debit Card.
2. For applying through downloadable form:
Application form can be downloaded from www.bimtechbbsr.ac.in. Duly filled downloadable form can be sent to Admission Office BIMTECH along with a demand draft of Rs. 1050/- in favour of "BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY" payable at Bhubaneswar

Last date for submission of Application form: December 31, 2013

STEP III :

Call for Group Discussion and Personal Interview:

GD/PI call letters will be issued to shortlisted applicants by 3 February 2014 (tentative). Letters will be sent to the e-mail id provided in the application along with a hard copy to the address provided in the application. GD/PI will be held from 8 Feb. to 23 Feb, 2014 (tentative) at the following locations: Ahmedabad, Bengaluru, Bhubaneswar, Chennai, Cochin, Dehradun, Hyderabad, Indore, Ranchi, Kolkata, Mumbai, Patna, Pune, and Greater Noida in the month of February 2014 (tentative). The Institute reserves the right to cancel any of the outstation centres.

STEP IV:

Declaration of Final Selection List:

Final Selection List would be declared on March 4, 2014 (tentative)

STEP V:

Fee Submission:

Time of fifteen (15) days would be given to the selected candidates from the day of declaration of final selection list to submit first instalment of tuition fee as specified.

Toll Free No. 1800-212-3001



Bhubaneswar Campus

Birla Institute of Management Technology
IDCO Plot No. 2, Gothapatna, Bhubaneswar
Odisha-751003, India

Tel: +91-0674-6510390 / 7103030/ 7103001

Mob: +91-7381071616

Email: admission.bbsr@bimtech.ac.in

Toll Free: 1800-212-3001

www.bimtech.bbsr.ac.in

Greater Noida Campus:

Birla Institute of Management Technology
Plot No. 5, Knowledge Park – II, Greater Noida (NCR)
Uttar Pradesh – 201306, India

Tel: +91-120-2323001-10 (Ext. 331/332)

Mob : +91-9718444466

Fax: +91-120-2323012 / 22 / 25

Email: admission.queries@bimtech.ac.in

Toll Free: 1800-1800-1111

www.bimtechbbsr.ac.in

GREATER NOIDA
RECRUITERS



PGDM
Post Graduate Diploma in Management



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CORPORATE COMPANY SOLUTION PRODUCT BUSINESS TEAM PROMOTION RISE LEADER TIME SUCCESS FINANCE IDEA COMPANY STRATEGY MARKET PRODUCT

The campus

A Blend of Traditional Odiya Architecture with Modern Amenities



01. This fully-residential campus is a blend of traditional Odisha Architecture with modern amenities and resources.
02. A campus spread across 30 acres, with nine blocks of buildings.
03. The main Administrative Block, flanked on both sides by two Academic buildings each with walls of yellow stone cladding, inspired by the ancient Odiyan style of Architecture, looks majestic.
04. More than 50% of the area is kept green in the campus with existing philosophy of learning in the lap of nature. The buildings set among lush-green landscaped garden, have been designed to provide high standards in all respects.
05. Class rooms, Multi Media studio, offices, residential accommodation, gymnasium, play fields, cafeteria and health centre with all modern amenities
06. English Language Lab in association with English Edge & Liquid to enhance Personality Development and Communication skills in the areas of Listening, Speaking, Reading and Writing.
07. Facilitate Business English Certification (BEC) examinations conducted by Cambridge English.

Facilities for Learning

- World class classroom fully equipped with multimedia facilities-based on participatory style of learning.
- State of the art Library with access to world class facilities for academic learning.
- Residential, Centrally Air conditioned and WI-FI campus with provision of holistic learning environment.
- Labs, offices, residential accommodation, gymnasium, cafeteria and health centre with all modern amenities.
- Provision of an environment which promotes team-work while maintaining the individuality.
- Facilities for recreation and sports
- Mini shopping centre with in the campus

Life at BIMTECH Bhubaneswar has been full of discipline which is a pre-requisite for being an able manager. The faculties here are very much cooperative and they successfully drive points home to make students hailing from diverse academic backgrounds, understand concepts. The management keeps no stones unturned to take care of us. With a sound ambience, all of us find ample scope to flourish.



- Yajnadutta Dash

When I visited Bhubaneswar as a prospective student, I enjoyed the place, people, the campus, and the infrastructure and now, a month later, I'm certain that I made the right decision.



- Kirubaharan V

STUDENTS SPEAK

For me joining BIMTECH was an impulsive decision, based on the brand; and it has proved to be a good one. It's truly a bliss to be part of such a prestigious institution



- Smaraki Pattanayak

You receive all the benefits that a person going to the Noida campus does and that opens a lot of possibilities for you. Also the professors are really, really great. They will sit down with you and talk to you on a one-to-one basis.



- Sivaram V A S Komaragiri



To be known for **developing ethical global leaders and entrepreneurs** striving for **sustainability and inclusive growth**

Dr. (Smt.) Sarala Birla & Syt. B.K. Birla



The Institute

The Birla Institute of Management Technology (BIMTECH), Bhubaneswar is a sister concern of BIMTECH, Greater Noida, which was established in the year 1988. Like the G. Noida campus the Bhubaneswar campus is also established by the Birla Academy of Art and Culture, the educational wing of the B.K. Birla Group of Companies. Dr. (Smt.) Sarala Birla, Chairperson of the Birla Academy and Syt. B. K. Birla, Chairperson of the B K Birla Group of companies are the founders of our business school. The institute is governed by an eminent Board of Governors mostly drawn from top echelons of Industry.

The BIMTECH, Bhubaneswar (BBSR) campus was commenced in the Twenty-fifth year of operations of the G. Noida campus which was a very significant beginning. Set in a vast space of about 30 acres of land, this sister institution with its majestic buildings at Bhubaneswar, aims to serve the Higher Education needs of Odisha, Jharkhand, Chattisgarh, West Bengal, Andhra Pradesh, Assam, Manipur, Mizoram, Nagaland, Arunachal Pradesh, Nagaland, Sikkim And Tripura. The choice of Bhubaneswar as a destination has been motivated by the immense natural and human resources of the Eastern States in general and the emergence of the capital city as a destination for Higher Education in Eastern India in particular. The institute commenced operations from 01 August 2013 and is presently offering Post Graduate Diploma in Management. Like its sister concern, BIMTECH, Bhubaneswar is currently offering PGDM (with specialization in Finance, HR, Marketing and Operations) as its flag-ship programme - two-year, full-time, AICTE approved, and there are expansion plans for further programmes and research facilities. The academic pursuits of the institute are fully supported by faculty members who are drawn from the academia and industry, besides drawing on the expertise of the existing strength of the mother concern at Greater Noida. Their efforts are supplemented by the inputs from guest faculty serving the industry in senior positions. The campus is a mini-India with students from about 11 states comprising the first batch of students pursuing their PGDM programme. It is this mix of cultural backgrounds, academic and professional experiences which makes BIMTECH, Bhubaneswar the most exciting and happening business school in Eastern India today!



“We students at BIMTECH Bhubaneswar, hail from 11 different states of our nation. Hence in a way campus life not only helps me excel in the academic field, but also helps me discover a great deal about different cultures and how to value them.”

-Kanupriya



...We, at BIMTECH, have been striving to render quality management education with values, to those seeking managerial skills for the past 25 years. Our overarching emphasis has been on 'Excellence with Values', which in fact happens to be BIMTECH's credo...

Jayashree Mohta
Chairperson,
Board of Governors, BIMTECH
& Vice Chairperson,
Birla Academy of Art & Culture, Kolkata



International and National Collaborations

BIMTECH has international academic tie ups with following leading European, American and Asian centres of management education under which there is a regular exchange of students and faculty. Through its collaborations with some of the top B schools of the world, BIMTECH provides international exposure to students and faculty members and also to partner in academic activities



Bimtech Gr.Noida Ranking

7

all-India among private B-Schools
NHRD- People Matters
Survey, 2013

17

all – India among Govt.
& Private B-schools
NHRD- People Matters
Survey, 2013

7

all – India among
Private B-Schools
MBA Universe Survey, 2012

9

among the
top Private B-Schools
CNBC-TV18

Board of Governors

CHAIRPERSON

Ms. Jayashree Mohta
Vice-Chairperson
Birla Academy of Art & Culture
Kolkata

Dr. Ajit Ranade
Chief Economist,
Aditya Birla Group
Mumbai

MEMBERS

Mr. A. K. Agarwala
Chairman - Business Review Council
Aditya Birla Management Corporation
Mumbai

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

Mr. D. N. Patodia

Former President
FICCI & Ex-MP
Gurgaon

Mr. M K Parida

Managing Director
National Cooperative Consumer
Forum of India Ltd.
New Delhi

Mr. Ramesh Maheshwari

Executive Vice Chairman
Texmaco Rail & Engineering Ltd.
Kolkata

Dr. H. Chaturvedi

Director, BIMTECH
Greater Noida



About The Programme

Post Graduate Diploma in Management (PGDM)

BIMTECH Bhubaneswar, offers a two-year full-time Post Graduate Diploma Programme in Management which is approved by AICTE. This programme has the advantage of using a rich knowledge capital, developed by the G.Noida campus over the last 25 years. Admission into the programme is screened based on qualifying any one of these competitive exams i.e. CAT/ XAT/ MAT/ CMAT/ GMAT. Thereafter, Written Essays / GD and Personal Interview process is conducted with the support of senior corporate managers to select students for the programmes. Final selection into the program involves suitable weightages allocated for Work Experience, Academic and Professional Qualifications, Regional background etc.

PGDM is conducted in close association with the industry. From the admission of the students to the designing of the curriculum and providing opportunities for short term projects, summer internship and final placement, they are our partners. The rigorous regime inculcates in the participants the ability to work under pressure, multi-tasking besides giving them a strong academic base. Wading through classes, guest lectures, presentations and assignments, students also learn time management, which is an essential requirement for being a successful manager.



The PGDM programme is divided into six trimesters. Marketing, Finance, HR or Operations is offered as a specialization from the third trimester. Students are also exposed to the corporate world through industry-academia interface, special guest lectures, workshops, summer internship and short term projects, all of which are a part of the course design and has to be compulsorily taken up by the students.

Live projects and industrial visits, jointly guided by the industry managers and faculty, develop students' understanding of modern business processes and practices. A two month summer internship assignment with a corporate is mandatory between the first and second year. In addition, students complete 2 -3 short term projects as well.

Course Structure

Trimester - I

- >> Financial Accounting
- >> Managerial Economics
- >> Marketing Management-I
- >> Organizational Behaviour
- >> Statistics for Business Analysis
- >> Business IT Applications and MIS
- >> Business Communication (BC-I)

Trimester - II

- >> Human Resource Management
- >> Macroeconomics for Business Decision Making
- >> Managerial Accounting
- >> Marketing Management -II
- >> Operations Management
- >> Advanced Management Science

Trimester - III

- >> Business Communication- II
- >> Business Law (Contract Act, NI, Competition, VAT)
- >> Corporate Finance
- >> Business Research Management
- >> Two specialisation courses

Trimester-IV

- >> Business Communication –III (Lab)
- >> Strategic Management
- >> Business Innovation and Growth Strategy
- >> Supply Chain Management
- >> Three specialisation courses

Trimester-V

- >> Business Ethics, Corporate Governance and Corporate Social Responsibility
- >> International Trade Operations
- >> CAPSTONE Business Simulation
- >> Three specialisation courses

Trimester - VI

- >> Insurance Business Management
- >> Knowledge Enhancement Course
- >> Element of Basic Econometrics
- >> Knowledge Management
- >> Social Innovation & growth strategy
- >> Globalization & Business Growth
- >> Social Marketing

Finance and Banking, Marketing, Human Resources and Operations Students have to take 8 elective courses

Learning Process

- Team Learning:** Learning starts with the study group formation of the students for the duration of their stay on the campus. The formation of the group is self-done on the basis of the chemistry of social life, culture, academic background and work experience. The students share ideas, thoughts, culture, and personal experience. This enriches and enhances the learning process.
- Sharing of Industry Experience:** BIMTECH gives high priority to inviting industry mentors for making business education more relevant.
- Class Room Guidance by Experts:** The class room guidance, with the combination of directions from tenured professors and external industry experts, prepares a candidate on the fundamentals and industry practices simultaneously.