



Excellence with Values

BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY



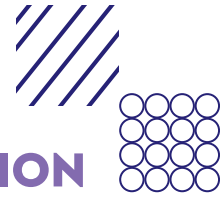
**IMAGINING
THE FUTURE**

INDUSTRY 4.0

**MOTIVATING YOUNG
MINDS TO EMBRACE
CHANGE**

INFORMATION BULLETIN 2021





OUR VISION

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

Late Basant Kumar Birla and Sarala Birla



IMAGINING
THE FUTURE

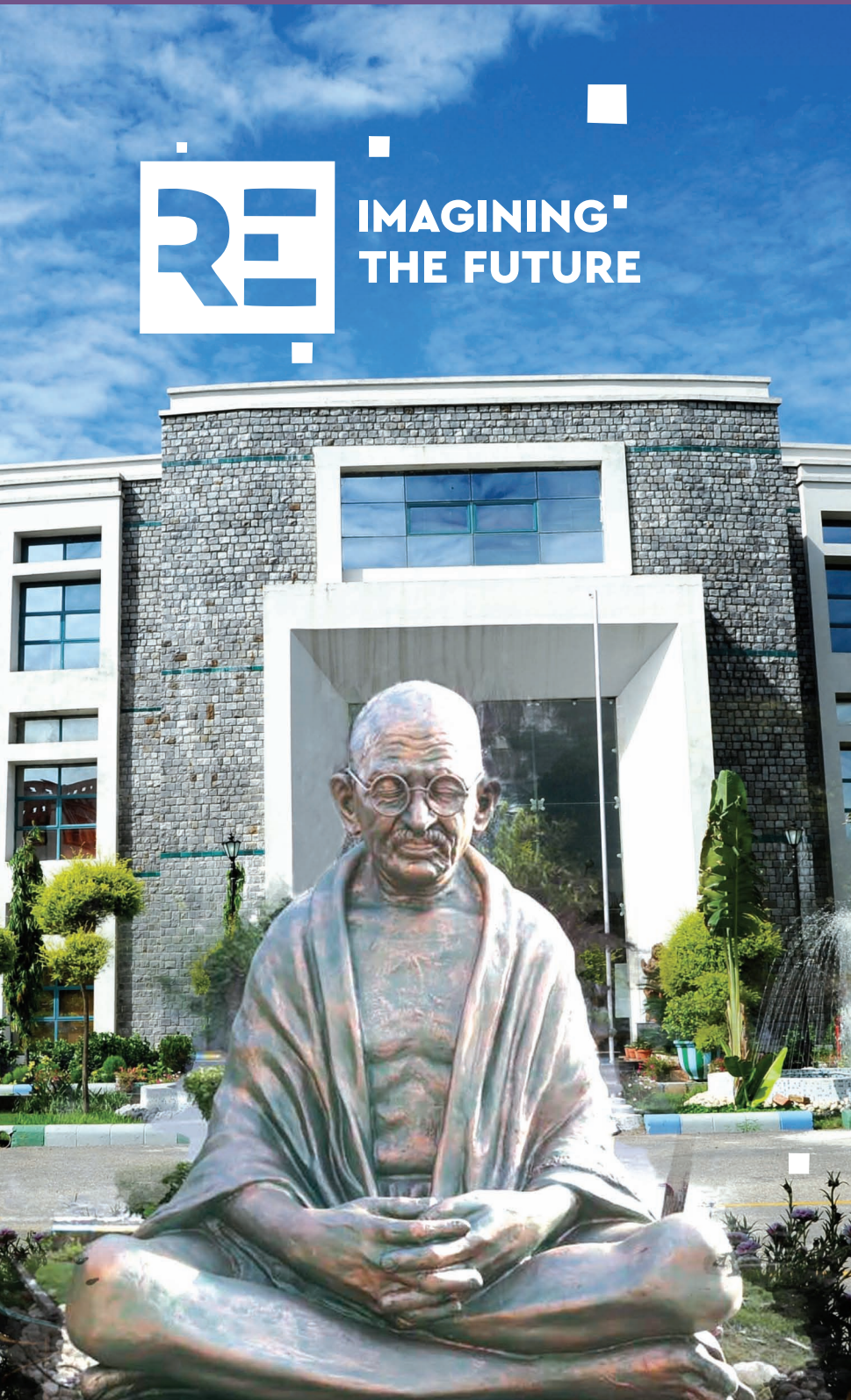
REIMAGINING THE FUTURE

Today's business leaders have to keep pace with a new universe driven by constant change, new technology and innovative ways of thinking. The emerging future requires rule-breaking concepts, skills and tools of innovation that sharpen one's ability to discover new insights, spot unexploited opportunities, and generate novel business ideas.

At BIMTECH we focus on building competencies required for embracing this change – on being prepared for disruption before it comes, on learning how to tap into creativity and innovation as humans and machines converge in an era of exponential progress. Our courses enable you to develop the strategic competencies and skills you need to drive the future.

Here you will learn not only how smart technologies work, but also how companies can tap into the biggest consumer trends of the decade.

The world is changing. The pace is frenetic. At BIMTECH you will discover innovative ways to conquer the changing universe while keeping your focus on the basics.



CONTENT



I N S I D E

**EQUIVALENCE WITH
MBA DEGREE**
OF ALL 4 PGDM PROGRAMMES
FROM ASSOCIATION
OF INDIAN UNIVERSITIES (AIU)

A+ Grade
Institutional Accreditation
by NAAC (UGC)

**GLOBAL
RECOGNITION**
First Indian B-School to get
BSIS (Business School Impact
System) Label from EFMD, Brussels

**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
G R O U P

**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

RANKED 6th
AMONG TOP PRIVATE B-SCHOOLS
IN INDIA - (NHRDN-SHINE (HT MEDIA)
MANAGEMENT INSTITUTE RANKING 2019)

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

BIMTECH ACHIEVED CATEGORY-I
**GRADED
AUTONOMY**
from AICTE in 2020
among 400 PGDM Institutions

**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
25 STATES**

60+ FACULTY
members, 70% faculty
with Ph. D degree, including
some with IIT/IIM background
having worked in Industry
up to CXO positions

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MESSAGE FROM THE CHAIRPERSON



*Education is not the learning of facts.
It's rather the training of the mind to think. - Albert Einstein*



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, were able to face the challenges posed before us by this Black Swan event successfully. In the process, we have adapted ourselves to imparting cutting edge management education to our students online, assess their performance online, impart skills training online and prepare them for great careers in corporates or in their own ventures or start-ups.

By the time your batch reports to our campus, we may be on to the latest trend in academic delivery, ie, blended learning, a fine combination of classroom plus online academic delivery, which is adopted by 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.

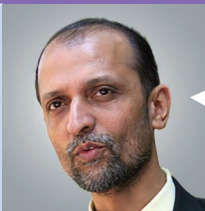
Simultaneously, we are proud to have set-up new standards of service to the society in times of distress which occurred few months ago through our CSR initiatives rendered by our Birla Vidya Niketan and Chirayya project in the nearby rural areas.

I have, indeed, great pleasure in welcoming you, the bright sparks of Batch 2021-23, to our beautiful, ever-happening, verdant campus to work unitedly for the betterment of all our stakeholders and the society.

Smt. Jayshree Mohta



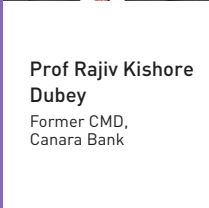
Shri A.K. Agarwala
Chairman, Business Review Council, Aditya Birla Management Corporation, Mumbai



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



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



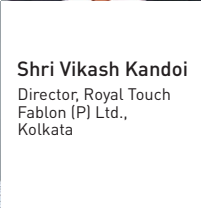
Prof Rajiv Kishore Dubey
Former CMD, Canara Bank



Shri Sakate Khaitan
Senior Partner, Khaitan Legal Associates, Mumbai



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



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



Dr. H. Chaturvedi
Director, BIMTECH



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



Dr. Manosi Chaudhuri
Professor, BIMTECH



BOARD OF GOVERNORS



WELCOME MESSAGE FROM THE

DIRECTOR



The pandemic Covid-19 has ensured that the world will never be the same again. Someone said the other day how he wished that we could cancel the year 2020 itself!

But challenges are a reality of life which cannot be wished away! As practitioners, we met the altered conditions head on. Systems were strengthened and fine-tuned to deliver seamless online delivery of interactive classes across India. Our faculty colleagues, Information Technology infrastructure, operating personnel and supporting administrative staff, upgraded their skill set to cater to the requirements of students. Perfect arrangements for session delivery, feedback and examination online are progressing well.

BIMTECH's strength is its agile response to changes in environment to ensure that our students get the highest standard of education that they expect from us. Come, let's build on this! You will experience all this when you will be in our campus.

Looking forward to meeting each one of you in our Campus and with the best wishes.

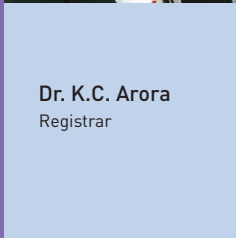
Dr. H. Chaturvedi



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



Dr. A. Sahay
Dean
(Research)



Dr. K.C. Arora
Registrar



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



Prof. K.R. Chari
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 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 AIU and are NBA Accredited

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

For Working Executives

15 Months Full-Time AICTE Approved

- PGDM (Executive) Programme

Fellow Programmes

AICTE Approved

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

BIMTECH undertook several initiatives to enable faculty and students to migrate to online class in 2020.

Preparedness/Solutions for Digital/E-learning

- Faculty was trained for 30+ hours on how to take online class.
- They were trained on Zoom, Google Meet, Google Class, Jam board, Socrative and Slido for better engagement with students.
- Mock sessions were conducted by all faculty area wise for practicing taking online class.
- Training sessions were conducted with all students for online class.
- Training sessions were conducted for all academic staff members like program managers and assistants.
- Moodle and Google class rooms were upgraded and adopted as E learning platforms.

Upgradation of IT Infrastructure to Facilitate Blended/Digital Learning

- All 14 classrooms at BIMTECH have been equipped with germs resistant 86 inches interactive touch panel with PC (Smartboard) for presentation and class delivery.
- Cameras have been fitted in all class rooms and also provided to all faculty.
- High end laptops with 5th Generation processor and 500 GB SSD hard drive has been provided to all faculty engaged in active teaching.
- Faculty were provided with headphones and hand free mike to facilitate taking class.
- Internet Network bandwidth upgraded from 400 MB to 1 GB.
- LMS Moodle upgraded to 3.8, all faculty have been trained on Moodle.

ENABLING IT INFRASTRUCTURE FOR DIGITAL CLASS AT BIMTECH



- Digital Twin on Google classroom created for classroom management of all physical classrooms.
- Recording of class lectures will be stored in Google drive automatically.
- Zoom license was procured for external faculty as well as for specific features by respective programs.



**RE IMAGINING
THE FUTURE**

PGDM

Post Graduate Diploma in Management

THE POST GRADUATE DIPLOMA IN MANAGEMENT HAS DEMONSTRATED ITS EXCELLENCE IN TRAINING FUTURE BUSINESS LEADERS, WITH GLOBAL ENTREPRENEURIAL MINDSET. THE PROGRAMME OFFERS SPECIALIZATION IN MARKETING, FINANCE, OPERATIONS AND HUMAN RESOURCE. IN ADDITION TO THE FUNCTIONAL SPECIALIZATION, PGDM OFFERS BUSINESS VERTICAL SPECIALIZATION IN SOME OF THE EMERGING AREAS LIKE BFSI, IT/ITES AND ANALYTICS TO MAKE THE PARTICIPANTS JOB READY.



IMAGINING
THE FUTURE



From the Chairperson's Desk

We create an environment to transform PGDM students into business managers/leaders. The programme helps students to acquire not only new skills, techniques and knowledge on key business areas, such as Strategic Management, Finance, Marketing, Operations, Business Ethics and HR, but also to integrate and inter-link these concepts to an enterprise level.

Short Term Projects, Summer Internship Projects, Simulations, and other experiential courses provide opportunities to understand the real business scenario.

Dr. L. Ramani

Chairperson
Business Management Programme
l.ramani@bimtech.ac.in



PROGRAMME HIGHLIGHTS

- 01 The Flagship Programme, delivering excellence since 1994. The programme focuses on building need based skills to create & manage sustainable businesses.
- 02 PGDM 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, certifications offered by NISM, NSE and Indian Institute of Banking.
- 03 Students appreciate the learning freedom they receive through our exchange programme. They are exposed to foreign culture and society and experience an adventurous journey in any one of the 64 international partnering schools.
- 04 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.
- 05 Student gets an opportunity to volunteer for Short Term Projects/Social Action Projects.
- 06 Program includes experiential courses on leadership, Enterprise Lab and Personal Branding which are critical to be a successful manager.

COURSE CURRICULUM



Trimester I

- Design Thinking
- Financial Accounting
- Information Systems Management for Business
- Managerial Economics
- Marketing Management-I
- Organizational Behaviour
- Responsible Business
- Statistics for Business Analysis
- Experiential Courses**
- Experiential Learning-I
- Leadership Lab-I



Trimester II

- Business Communication-I
- Human Resource Management
- Macroeconomics
- Managerial Accounting
- Marketing Management-II
- Operations Management
- Experiential Courses**
- Experiential Learning-II
- Leadership Lab-II
- Enterprise Lab & Business Models-I



Trimester III

- Corporate Finance
- Global Business Environment
- Research Methodology
- Strategic Management
- Experiential Courses**
- Experiential Learning-III
- Leadership Lab-III
- Enterprise Lab & Business Models-I
- Functional Specialization (To select 2 Subjects)
- Business Vertical Specialisation (To Select 2) / Bouquet Course (To select 2)



Trimester IV

- Business Communication-II
- Capstone Business Simulation
- Experiential Courses**
- Experiential Learning-IV
- Leadership Lab-IV
- Specialization (To select 3 Subjects)
- Business Vertical Specialisation (To Select 2) /Bouquet Course (To select 2)



Trimester V

- Science of Happiness
- Specialization (To select 3 Subjects)
- Business Vertical Specialisation (To Select 3) /Bouquet Course (To select 3)



Trimester VI

- Business Vertical Specialisation (To Select 1)/Bouquet Course (To select 1)

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'.



ELECTIVE COURSE

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

PGDM

Post Graduate Diploma
in Management

Marketing

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

Operations & Decision Science

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

Finance and Banking

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

Human Resource

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



Apart from the Elective Courses offered in different specializations viz Marketing, Finance, Operations & Human Resource Management, 2 courses to be selected by students in Trimester-III, 2 courses in Trimester-IV, 3 courses in Trimester-V and 2 courses in Trimester-VI from the bouquet of courses listed below. Under these Bouquet Courses, students have an opportunity to get trained in emerging Business Verticals such as Analytics, FinTech, Cyber Security, Media etc.

Bouquet Courses

- Advanced Writing for Business Effectiveness
- Corporate Effectiveness through Theatre Techniques (CETT)
- International HRM
- Leadership, Influence and Power
- Negotiation and Influencing Skills
- International Business Management
- Doing Business in India
- Element of Basic Econometrics
- Emerging Economies
- State Of Indian Economy and Business
- Social Media and Text Analytics
- FinTech and New Age Technologies
- Retail Banking and Financial Inclusion
- Advanced Markstrat Simulation
- ERP for Managers
- Applied Management Science
- 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
- Supply Chain Management
- Business Innovation and Growth Strategy
- Digital Economy and New Business Models
- Knowledge Management
- Management of Business Turnaround
- Social Innovation and Entrepreneurship
- Insolvency and Bankruptcy
- Advance Business Modelling Tools & Techniques
- Artificial Intelligence and Applications in Management
- Emerging Technologies in Management
- IT Consultancy and Business Development (ITBD)
- Value of Information
- IPR Management
- Business Valuation & Distressed Sales Asset
- Cyber Security

Business Vertical Courses

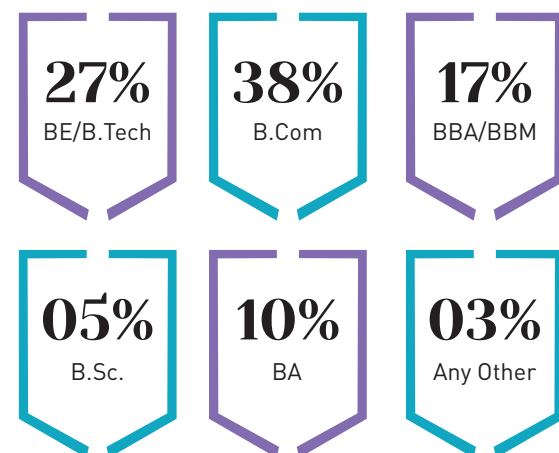
BFSI

- Advanced Digital Banking
- Banking Technology Management
- Digital Insurance
- Insurance & Risk Management
- Managing Customer Wealth
- Retail Banking-Liability Products & Other Related Services
- Retail Banking-Asset Products & Other Related Services

IT/ITes

- Emerging Technology, Platform, and services (EPS)
- Artificial Intelligence and Machine Learning (AIML)
- Enterprise Systems (SAP)
- Digital Technology Consultancy and Business Development (DTCBD)
- Business Analysis and Requirement Management (BARM)
- Digital Transformation of Business (DTB)
- Cyber Security, Ethics and Privacy (CSEP)
- 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)

COURSE PROFILE OF 2020-22 BATCH



PGDM-IB

Post Graduate Diploma in Management- International Business

Globalization of business is order of the day. 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.



IMAGINING
THE FUTURE



From the Chairperson's Desk

The International Business Programme of BIMTECH strives to prepare the students for a successful and rewarding career in the field of international business. The course content 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

COURSE CURRICULUM

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 in the month of June.

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.



Trimester I

- Statistics for Business Analysis
- Marketing Management-I
- Financial Accounting
- International Trade & Investment
- Managerial Economics (Including 15 hrs of Macro 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
- Operations Management
- International Strategic Management
- Communication Lab (BC-2)
- 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
- Emerging Technologies in Management
- 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 Management
- International Business Laws
- X-Culture Project
- 3 electives in one of the areas of specialization



Trimester VI

- 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

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

PGDM

Post Graduate Diploma
in Management-
International Business

Customization of Learning Journey

IB students of 2021-23 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

Student if desires can also choose bouquet courses offered by the different areas in term 3, 4 and 5 (Maximum 01 in each term)

Bouquet Electives (Optional)

General Bouquet Electives are offered in Trimesters 3, 4 & 5. 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

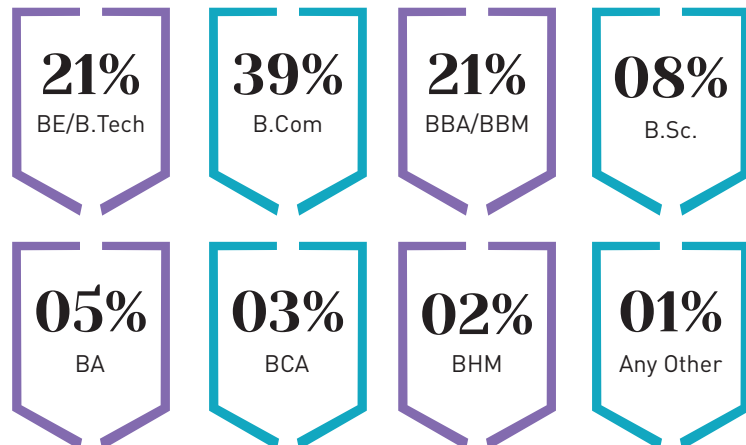
- Using R for Analytics
- Data Manipulation & Visualization
- Optimization Methods
- Performance Analytics
- Machine Learning
- Text Mining & Social Media Analytics
- Analytics for Pricing and Revenue
- Financial Analytics
- Insurance Analytics
- Marketing Analytics
- Supply Chain Analytics
- Retail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

Core Electives – 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

COURSE PROFILE OF 2020-22 BATCH





PGDM-IBM

Post Graduate Diploma
in Management-
Insurance Business Management

The PGDM-Insurance Business Management (IBM) introduced in the year 2000, coincided with the opening up of the insurance industry for private competition. The aim of the Programme Insurance Business Management (IBM) of BIMTECH is to turn out insurance management professional who can, so to say, hit the track running. To achieve this objective, we offer cutting edge curricula. The recently introduced courses on Insurtech, Strategic Management and Insurance Analytics have added Javour to time tested, conventional insurance subjects both in life and non-life and as reinsurance. The course is spread over six trimesters with a two-month summer internship between the (rst and second year. Besides, students are taught the elements of Actuarial Science, Marketing, Finance, CRM, OB & HR and Personal Financial Planning (Wealth Management). Rounding off the personality traits of the students are accomplished by focused training in soft skills, corporate visits and industry-based projects.



IMAGINING
THE FUTURE



From the Chairperson's Desk

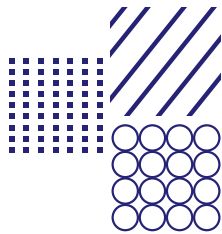
The Insurance Business Management Programme of BIMTECH continues to be the most admired and valued professional course in the insurance and risk management domain offered in India and, therefore, remains the preferred destination for recruiters when it comes to talent acquisition. Among its distinctive 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. Chatteraj
Chairperson
Insurance Business Management Programme
abhijit.chatteraj@bimtech.ac.in



PROGRAMME HIGHLIGHTS



- 01 BIMTECH has a strategic partnership with Swiss Re for campus connects programmes and other value adding strategies.
- 02 Life Office Management Association (LOMA), USA, is BIMTECH's 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.
- 03 PGDM-IBM course has been accredited by CII, London since 2007. Students get 120 credit points and exemption of 5 CII papers on the basis of the PGDM-IBM certification. From 2015, BIMTECH and CII have come into an agreement to launch a dual degree programme in which the students would receive a diploma in insurance after completing the course subject to the passing of 1 mandatory CII courses.
- 04 BIMTECH is an academic partner to the International Institute of Business Analysis, Canada (IIBA) and Two Years' PGDM (Insurance Business) has been recognized by the Insurance Institute of India (III), Mumbai, for 190 credits.
- 05 Joint certification with Risk Insurance Management Society (RIMS) USA in Risk Management at two different levels.
- 06 Fraternal relations with Risk Management Association of India (RMAI) and Federation of Afro-Asian Insurers and Reinsurers (FAIR) for joint projects, seminars etc.
- 07 Institutional member-Asia-Pacific Risk and Insurance Association (APRIA).

COURSE CURRICULUM



- Trimester I**
- Business Environment
 - Insurance Laws and Regulations
 - Principles of Insurance
 - Marketing Management + non Credit Marketing Analytic Mastak
 - Business Communication-I
 - Organisational Behaviour & Human Resource Management
 - Statistics for Managers
 - Leadership Experience and Attitude Development-Lead

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

- Trimester III**
- Property-II (Construction & Engineering Insurance)
 - Corporate Finance & Insurance Accounting
 - Life and Health Insurance Underwriting
 - Services Marketing & CRM
 - Motor Insurance (Own Damage+TP)
 - Business Communication-II
 - Business Analytics
 - Insuretech (Emerging Technology)
 - Summer Internship VIVA
 - Industry Visit
 - Leadership Experience and Attitude Development-Lead

- Trimester IV**
- Liability Insurance
 - Employee Benefit
 - Advanced Health Insurance (Elective)
 - Advanced Risk Management (Elective)
 - Advanced Insurance Law (Elective)
 - Marine Cargo & Hull Insurance
 - Reinsurance
 - Insurance Analytics
 - Leadership Lab

- Trimester V**
- Global Perspectives in Insurance
 - Basics of Entrepreneurship
 - Managing Funds of Insurance Companies
 - New Product Development

- Trimester VI**
- Financial Services & Personal Financial Planning
 - Casualty Insurance
 - Responsible Business

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'.

STRATEGIC TIE-UPS

PGDM

Post Graduate Diploma
in Management-
Insurance Business Management



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 aim of the partnership is 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. with a view to promoting 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 programme 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.



Chartered
Insurance
Institute

Launch of "PG Plus" Programme with CII-UK

BIMTECH launched a dual degree programme named "Post Graduate Diploma Plus" for its PGDM-Insurance Business Course students in association with Chartered 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 relation to the next level. Under the new arrangement, the students successfully completing the programme 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 improve 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.



COURSE PROFILE OF 2020-22 BATCH

25%

BE/B.Tech

36%

B.Com

31%

BBA/BBM

05%

BA

03%

Any Other

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





PGDM-RM

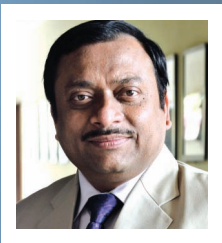
Post Graduate Diploma in Management- Retail Management



Birla Institute of Management Technology (BIMTECH) was a pioneer in introducing the Post Graduate Professional Course in Retail Management in India in year 2002 in order 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 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 which 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.



IMAGINING
THE FUTURE



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
gagan.katiyar@bimtech.ac.in



PROGRAMME HIGHLIGHTS

- 01 Understanding of both back end and front end operations of retail industry through industrial visits to different retail formats, warehouses, and factories.
- 02 Experiential learning through short term projects during first year, which gives the student an opportunity 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 student 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 retail domain.
- 06 Industry interaction during classes by experienced academicians & industry experts from the Retail Industry.
- 07 Retailia-the Retail Club and Frooosh-a retail venture plays a key role in shaping the students learning experience by working in team and real environment.

COURSE CURRICULUM



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

- Trimester II**
- Corporate Finance
 - Management Science
 - Marketing Management-II
 - MIS & Advance Excel
 - Responsible Business
 - Retail Store Management
 - Services Marketing

- Trimester III**
- Business Communication-II
 - Design Thinking
 - Inventory & Logistics Mgmt.
 - Macroeconomics for Retailers
 - Mall Management
 - Research Methodology
 - Retail Consumer Behaviour
 - Sales & Distribution Management
 - Visual Merchandising

- Trimester IV**
- Buying & Merchandising Management
 - Digital Commerce
 - Global Retailing
 - Strategic Management
- Electives:** 2 out of 4 with minimum strength of 15 students
- Integrated Marketing Communication
 - Retail Analytics-I
 - Retail Banking
 - Retail Luxury

- Trimester V**
- Category Mgmt. & Private Labels
 - Entrepreneurial Mind-Set
 - ERP for Retail Manager
 - Legal Framework for Retail Business
- Electives:** 2 out of 4 with minimum strength of 15 students
- Digital Marketing
 - Product Brand Management
 - Retail Analytics- II
 - Rural Retailing

- Trimester VI**
- Franchising Management
- Electives:** 1 out of 2 with minimum strength of 15 students
- Customer Relationship Management
 - Emerging Technologies in Retail

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'.

Frooosh

FROOOSH

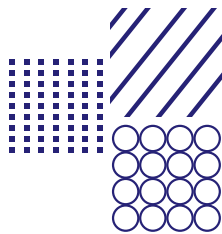
FROOOSH, is a self-sustaining venture for the students to practically apply their knowledge and get a hands-on experience of running a store. The aim is to develop an understanding of the retail environment and carry out real-life store processes, thereby providing them learning of both front-end and back-end aspects of Retailing.

On Job Training

OJT, On Job Training, an experiential course, based on real-time understanding of the business, provides an opportunity to put into practice concepts learnt in a classroom environment. The aim is to develop an industry interaction so that students can acquire the experience of a Retail store which will bridge the gap between academic learning and field learning.



PGDM
Post Graduate Diploma
in Management-
Retail Management

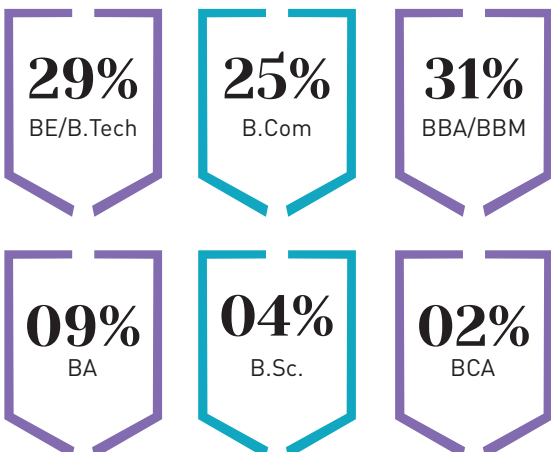




BIMTECH - Retailers Association of India (RAI) Partnership

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.

COURSE PROFILE OF 2020-22 BATCH





PGDM-EXE

Post Graduate Diploma
in Management-
Executive



PGDM (Executive) is aimed at working professionals who want to move up in their career and step into functional or leadership roles. The Executive programme brings such professionals on one platform which gives amazing perspectives to this extraordinary group. It presents an ecosystem and unique environment of learning that enables participants to discover their true capacity, unlock their real potential and prepares them at an incredible pace to deal with fast changing complexities in the world of business today. PGDM (Executive) Programme not only gives rigor on fundamentals of management but also prepares for transformational leadership, which is induced through few signature touch-points. Participants choose their academic vertical from Marketing, Finance, Human Resource, Operations Management & Technology Management.

SPECIALISATION

- General Management
- International Accounting

Offering a highly specialized and industry oriented knowledge and skill set in collaboration with ACCA (Association of Chartered Certified Accountants) is new specialisation now. This will give ACCA course exemptions and certification of the ACCA and open gateway to top consulting firms' opportunity. It is aimed at transforming today's professionals into responsible leaders of tomorrow in Finance & Accounting domain.



IMAGINING
THE FUTURE



From the Chairperson's Desk

The Executive Programme not only places rigour on fundamentals of management but also prepares students for transformational leadership, which is induced through a few signature touch-points. World-class mentors and professors, an industry network of more than 400 CXOs, global and special Indian module, and alumni mentoring make the experience of a 'Professional in Making'. While

the destination is worthy, the journey itself is enriching.

Dr. Rahul Singh
Chairperson
PGDM-Executive
rahul.singh@bimtech.ac.in

For admission enquiries contact
Email: pgpx@bimtech.ac.in
Mob.: 82875 34144
<https://www.bimtech.ac.in/programs/pgpx/>



PROGRAMME HIGHLIGHTS



- 01 Unique 15 months full-time programme for working professionals.
- 02 New Age Economy and Industry 4.0 aligned curriculum.
- 03 Experiential learning through practice courses.
- 04 Globally and nationally renowned mentors and faculty.
- 05 Global and Indian Immersions with renowned universities and consulting firms.
- 06 Placement edge in Indian firms and MNCs.



COURSE CURRICULUM PGDM (Executive)



Organization & Strategy

- Foundations of Markets and Consumption
- Introduction to Strategy
- Design Thinking - Lead the Need
- Global Business Dynamics
- Embracing Complex Change

Operations Management

- Operations Management
- Competitive Supply Chains
- Operations Strategy

Data Science

- Data and Decision Making
- Advanced Data Analytics

Marketing

- Marketing Management
- New Product Management
- Managing Customer Value
- Management of Services
- Marketing Research
- Retail Business and Formats
- Rural Marketing



Accounting and Finance

- Financial Accounting
- Corporate Financial Management
- Applied Corporate Finance
- Hedge Funds and Investment Management
- Project Finance
- Banking and Operations
- Financial Services and Insurance

Leadership and Change

- Business and Society
- Innovations and New Business Models
- Scenario Planning and Strategic Thinking
- Consultancy Management

Human Resources and Communications

- Leadership Communication-I
- Leadership Communication-II
- Organisation Behaviour
- Negotiation Management

New-age Business Management

- Building Business in Asia – Africa
- Technology Management
- Digital Business and New Economy
- IoT Business and AI



Accounting

- Business Scenario & Accounting
- Management Accounting
- Financial Accounting
- Performance Management
- Taxation
- Audit & Assurance

Finance

- Financial Management
- Advanced Financial Management
- Financial Reporting
- Advanced Performance Management

Business and Strategy

- Design Thinking
- Strategic Business Reporting
- Strategic Management
- Consultancy Management



Organization Behaviour & HR

- Leadership & Change
- Negotiation Skills

Technology

- Digital Economy & New Business Models

Law

- Corporate & Business Law

Marketing

- Marketing Management

Data Science

- Data & Decision Making

Governance & Ethics

- Strategic Business Leader
- Ethics & Professional Module

Professional Accounting

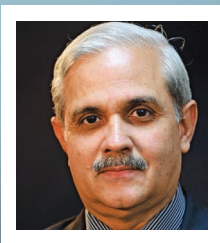


FELLOW PROGRAMMES

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.

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.



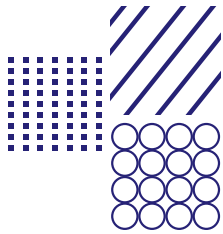
From the Chairperson's Desk

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 student success.
- 05 Encouragement of academic collaboration for addressing priority and gap areas in knowledge of management theory and practice.
- 06 Participation in International Conference/ Seminar under sponsorship 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**



Nature and Structure of the Fellow Programme

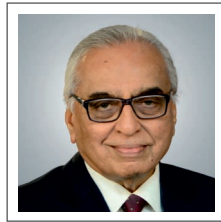
The programme in the First Phase offers compulsory courses, among others, in Philosophy of Research, Literature Review, Writing Research Paper, Case Writing and Research Methodology, spread over a period of 18 months. Thereafter every scholar presents a Thesis Proposal before the Doctoral Committee. 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 award of 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 60+ 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. H. Chaturvedi
Director

Dr. Anupam Varma
Dy. Director & Dean Academics

Dr. A. Sahay
Professor & Dean Research

Dr. K. C. Arora
Professor & Registrar

Dr. A. K. Dey
Professor

Prof. R. J. Masilamani
Professor

Dr. Gokulananda Patel
Professor

Dr. Jagdish Shettigar
Professor

Dr. A. V. Shukla
Professor

Prof. Dhruva Chak
Professor

Prof. K. K. Krishnan
Professor

Prof. Kishore K Sinha
Professor & Dean
(Executive Education)

Prof. Sunil Sangra
Professor

Prof. Akhil Pandey
Professor

Prof. Sanjiva S Dubey
Professor

Dr. Abhijit K Chattoraj
Professor

Prof. K. R. Chari
Professor & Dean (Student Welfare
& Support Services)

Dr. Pankaj Priya
Professor

Dr. A. Bose
Professor

Dr. Rahul Singh
Professor

Dr. L. Ramani
Professor

Dr. Manosi Chaudhuri
Professor

Prof. Ashok Kumar Malhotra
Professor

Prof. N. N. Sharma
Assoc. Professor

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

Dr. Meena Bhatia
Assoc. Professor

Prof. 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

Prof. Himanshi Tiwari
Asstt. Professor

Prof. Rajeev Sharma
Asstt. Professor

Dr. Navin K. Shrivastava
Asstt. Professor

Dr. Kapil Garg
Asstt. Professor

Dr. Monika Mittal
Asstt. Professor

Prof. Chanchal Kushwaha
Asstt. Professor

Prof. Nimisha Singh
Asstt. Professor

Dr. Archana Singh
Asstt. Professor

Dr. Arindam Banerjee
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

Dr. Anushree Tandon
Asstt. Professor

Dr. Subhanjan Sengupta
Asstt. Professor

Dr. Khanindra Ch. Das
Asstt. Professor

Dr. Monika Jain
Asstt. Professor

Dr. Kuldeep Lamba
Asstt. Professor

Dr. Pooja Malik
Asstt. Professor

Dr. Shradha Kabra
Asstt. Professor

Prof. Manoj Pareek
Asstt. Professor

Dr. M. Akbar
Advisor

Dr. Shalini Singh
Consultant

Academic/Research Associate/Scholars

Ms. Meera Kapoor
Academic Associate

Ms. Shreya Mishra
Research Associate

Ms. Aditi Mudgal
Research Scholar

Mr. Saurabh Pradhan
Research Scholar

Ms. Surbhi Cheema
Research Scholar

Ms. Shailee Singh
Research Scholar

Mr. R. Satya Krishna Sharma
Research Scholar

Ms. Reeti Kulshrestha
Research Scholar

Ms. Daitri Chatterjee
Research Scholar

Ms. Nivedita Jha
Research Scholar

Ms. Maya Vimal Pandey
Research Scholar

Ms. Suman
Research Scholar

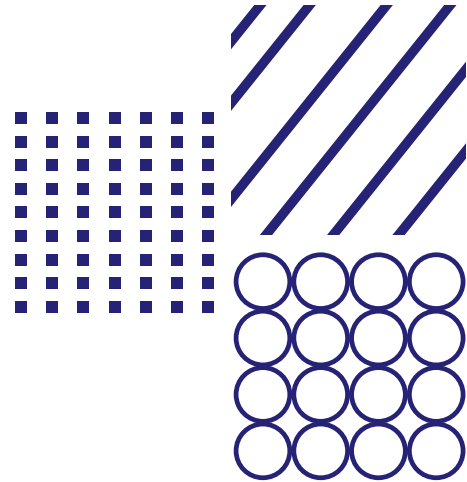
Mr. Abhay Agrawal
Research Scholar

CENTRE FOR INTERNATIONAL AFFAIRS

The year 2020 caught the world unawares by flipping Covid 19 pandemic. It forced the world to think out of the box, be more creative and resilient, to set into the new normal. The higher education in Business Management paced up to blended mode of learning, a combination of online and face-to-face leaning.

BIMTECH gives key priority to internalisation in its Global strategy. It is one of the foremost Business Schools to offer experiential learning to the students. Its Student Exchange Program is a well known program among the students as it gives a global learning experience to the students 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 64 MoUs with universities around the world.





KEDGE
BUSINESS SCHOOL

NEOMA
BUSINESS SCHOOL
REIMS · ROUEN · PARIS

 **SYDNEY BUSINESS SCHOOL**
UNIVERSITY OF WOLLONGONG

FH JOANNEUM
University of Applied Sciences


KOZMINSKI UNIVERSITY

STUDENT EXCHANGE PROGRAM:

BIMTECH is one of the pioneering architects to introduce Student Exchange program in India. It has framed cross border internalisation as one of the key facet of its Global Strategy.

Every year we have a cohort of students thronging to participate in the Student Exchange Program for a global experiential learning and attaining a global perspective. Due to seat limitation with our Partners, high academic endurance of an individual plays an important role in the screening process.

This year we had 27 students participate in BIMTECH's Exchange Program from France and Morocco.

FRANCE: KEDGE Business School; NEOMA Business School

MOROCCO: ESCA Ecole de Management

The Business Schools are accredited by at least one of the international accrediting bodies- AACSB, EFMD, and AMBA.

Total 34 BIMTECH students were shortlisted to participate in our Partner's Student Exchange Program in different countries.

AUSTRALIA: Sydney Business School, University of Wollongong

AUSTRIA: F.H. Joanneum

FRANCE: Kedge Business School; NEOMA Business School

POLAND: Kozminski University; University of Warsaw

ONLINE RESEARCH PROJECTS

Virtual projects are a strong mode of learning among students. In this virtual setup, each team has students from different schools and different countries. It is important for each team to gel initially as they are from different background and cultures. The challenging factor is working in different time zones and along with it understanding the availability of each other in terms of varied academic calendars, holidays, festive seasons etc of other's institute/university. The students learn about divergent markets and their governance. They work on it as a unit to offer solutions. This year 126 students participated in online projects.

INTERNATIONAL FACULTY ENGAGEMENT

BIMTECH always believe 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 GRANT TO STUDY ABROAD

BIMTECH has a strong bond with its Partners, so much so it applied for ERASMUS+ mobility grant and received it.

01

ERASMUS+ International Credit Mobility Grant with FH Joanneum University of Applied Sciences, Austria. Three students under the exchange program to FHJ benefitted from the grant

02

ERASMUS+ International Credit Mobility Grant with Kozminski University, Poland. One student under the exchange program to Kozminski University benefitted from the grant

03

Australian Government's- Endeavour Leadership Program Grant for spring 2020-Two students under the exchange program at Sydney Business School benefitted from the grant

SCHOLARSHIP OPPORTUNITIES

AUSTRIA: Ernst Mach Grant from the Austrian Ministry of Science and Research

FRANCE: Charpak Scholarship

KOREA: Korean Government Scholarship

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 get a certificate towards the end of the program by the partner university.

LIST OF INTERNATIONAL PARTNERS 2020-21

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

INTERNATIONAL MEMBERSHIPS:

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



STUDENT CLUBS AND CONDUITS

SOME OUT-OF-THE CLASS EXPERIENTIAL LEARNING OPPORTUNITIES

- 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
- Retailia Club
- Media Committee
- Food Conduit
- United Friends of Earth (UFE)
- NOESIS - The Gaming Club
- 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.

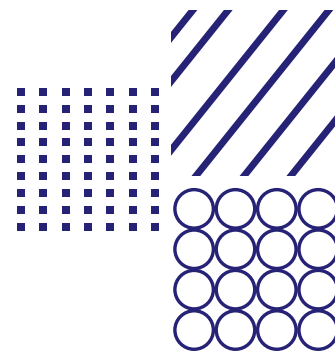
Curriculum Vitae writing skills, soft skills workshops and arrangement of special lectures by leading recruiters, pre-placement talks, sharing of audio & video material to enhance student competencies etc. are also the part of CCR's remit. With the help of consultants, CCR offers HR profiling for all 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 12 experienced faculty to provide students with opportunity to liaise with BIMTECH alumni & corporates. About 28 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.

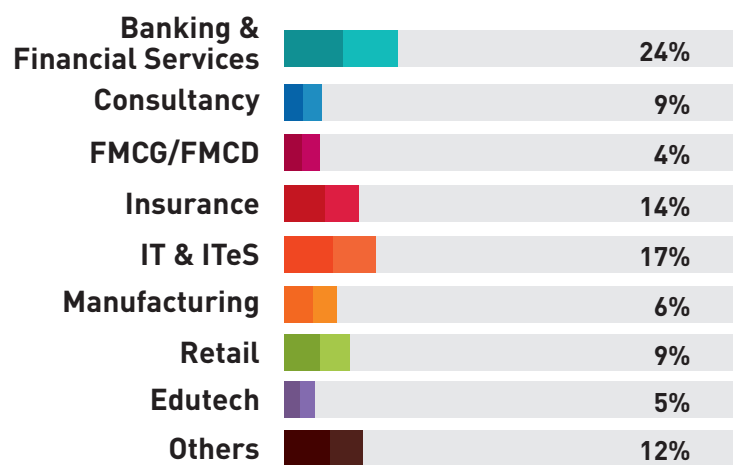
CCR PlaceCom students are especially trained in soft skills, research skills etc.

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

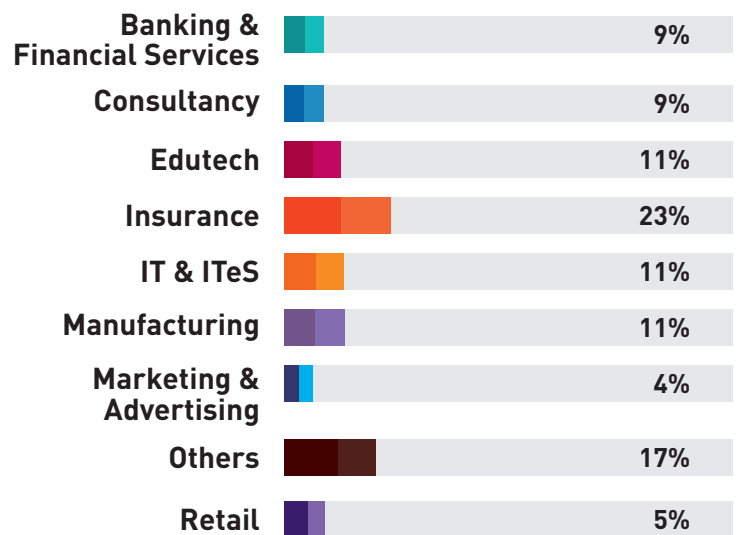




Sector-wise Percentage Break-up of Final Placement (2018-20 Batch)



Sector-wise Percentage Break-up of Summer Internship (2019-21 Batch)





CENTRE FOR CORPORATE RELATIONS

SOME OF OUR LEADING RECRUITERS OFFERING SUMMER INTERNSHIP





SOME OF OUR LEADING CORPORATES OFFERING FINAL PLACEMENT





**SOME OF OUR
DISTINGUISHED
ALUMNI**



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. 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 Lahir
General Manager-HR
Samsung India Electronics

Ms. Arushi K Babbar
Campaign Manager
Vivo

Dr. Bandana Kedia
HR Director
Envecon Global Solutions

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

Mr. Dinesh Bhatnagar
Director
Daichi HR Solutions Pvt Ltd.

Ms. Garima Chandak Periwai
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
Strategy Analyst
Barclaycard

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
Director HR
Navigant BPM (India) Pvt. Ltd.

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

Mr. Mohit Chhabra
Co-Founder
KNOLedge Corporate Services

Ms. Monica Virbhan
Program Manager
Dell Technologies

Ms. Mriganki Tyagi
AVP
Nykaa.com

Mr. Munish Seth
Country Director
Android Partnerships
Google India

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

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

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

7000⁺
ALUMNI

350
ALUMNI
ARE
ENTREPRENEURS

300
ALUMNI AT
SENIOR
MANAGEMENT
POSITIONS
GLOBALLY

More than
400
ALUMNI @
INTERNATIONAL
LOCATIONS

More than
20
ALUMNI ARE
SOCIAL
ENTREPRENEURS

ALUMNI

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

Ms. Pallavi Singh
Director, Marketing
BMW India

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

Mr. Pankaj Tomar
Chief Underwriting Officer
Axa France-India Reinsurance Branch

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

Ms. Priyanka Shukla
Associate Vice President
Kotak Wealth Management

Ms. Priyanka Kaushik
Chief Manager-Human Resources
Sterlite Power

Ms. Punika Chaturvedi
Founder
Purple Sketch Digital

Ms. Rashi Agarwal
Deputy Director-HR
Damodar Valley Corporation

Mr. Rachit Sarin
AVP-Commercial
Kotak General Insurance

Ms. Ruchita Dudani
Program Manager
Google

Mr. Rajiv Bakshi
CEO-Big Synergy
Reliance Entertainment

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

Ms. Rachna Chandra
Human Resource Specialist
Boston Consulting Group (BCG)

Ms. Richa Mehta
Director
Fashion Lifestyle Magazine

Mr. Shomi Agarwal
VP/Lead Consultant
WNS Global Services

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

Dr. Smita Kashiramka
Associate Professor
IIT Delhi

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

Ms. Sowmya Krishnamoorthy
Financial Analyst
Collabera Inc.

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

Mr. Vikas Kapur
Regional Director
South East Asia
Valvoline

Mr. Vivek Garg
Associate Director-Product Strategy
Times of Money Technology Services Pvt. Ltd.
(UAE Exchange Group Company)

Mr. Vikram Kumeria
CEO
Wicked Design Strategy

Mr. Yogesh Bellani
CEO
FieldFresh Foods
Private Limited

**ALUMNI
LIFETIME
MEMBERSHIP
FEE
Rs. 2500**



THOUGHT LEADERS

@ BIMTECH



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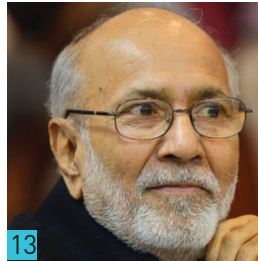
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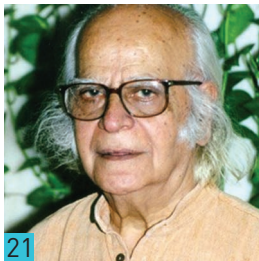
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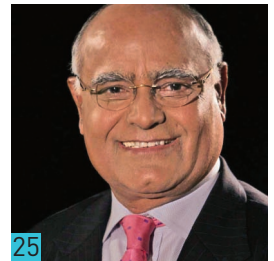
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01 Tenzin Gyatso
His Holiness,
The Fourteenth Dalai Lama

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



06



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16 Dr. Sanrupt 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 Hemant Kanoria
Chairman & Managing Director
Srei Infrastructure Finance Limited

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

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

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

24 Shri Ashok Vajpeyi
Indian Poet, Essayist, Literary-Cultural Critic

25 Shri Prabhu Chawla
Editorial Director, The New Indian Express

26 Shri Arvind Kejriwal
Chief Minister, Delhi

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

28 Dr. Abhishek Manu Singhvi
Congress Leader

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

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 a full time senior resident doctor 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 Knowledge Centre is an essential component of BIMTECH's research and education mission. The combination of carefully selected traditional and digital resources via browsing interface and supported by exceptionally fast response service provides the BIMTECH community a library that is worthy of this world class institution.

The enthusiastic library management, commitment of talented library staff and the support of top management makes the Library a liveliest place on campus providing a friendly environment that enables learning and advancement of knowledge and extends research and publication assistance and facilities to undergraduate, postgraduate students and research scholars.

BIMTECH's Knowledge Centre is well equipped with precious books, textbooks, reference books, periodicals etc. The students can freely access these books and references. It is supported by a large well-ventilated two floored reading-room.

The Library is enriched with digital facilities and computer systems. Free access of this is made available to the students, ex-students, research workers, faculty, staff and visitors. The library frequently organizes book exhibitions and display new arrivals etc.

Collections:

Books: 83890 (as on 12/08/2020)
Magazines/Journals (Print): 152
Online Journals (Full Text): 8860
Non-books materials: 3503
E-Photographs: 46,000
Online Databases: 15

ON-LINE DATABASES & RESOURCES AVAILABLE IN THE KNOWLEDGE CENTRE

- Standard Site License for Harvard Business School Content
- The Case Centre
- ACE EQUITY
- Indiastat
- Euromonitor Passport GMID
- EBSCO host
- Proquest
- Emerald
- Turnitin-Anti Plagiarism Software
- DELNET
- National Digital Library
- NPTEL
- Atlas.ti
- TickerPlant
- Shodhganga



BIMTECH provides comfortable living with facilities such as :

- A well appointed 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
- 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
- Coffee/Tea vending machines in Hostels
- Café Coffee Day Outlet in Academic Block
- A Machaan has been constructed in the midst of Green Lawns where students can sit in their free time
- Sitting place 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 2500 LED Tube Lights in Hostels, Academic Block and all buildings in Campus and Solar Power Plant for generation of electricity for Academic Block
- Addition of Commercial Machines in Gymnasiums
- Interactive Touch Boards (Smart Boards) in Classrooms
- MDP floor exclusively for conducting Management Development Programmes and Seminars




**FULLY
AIR-CONDITIONED
Wi-Fi ENABLED
RESIDENTIAL
CAMPUS**



CORONA VIRUS PREVENTION



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 has been done for all mess staff in June, 2020. 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
- 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
- One Room in Vikramshila Leadership Centre has been earmarked as Isolation Room in case any employee has fever or any other symptom of Corona virus
- 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
- 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 and 360 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.

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.



WASH HANDS



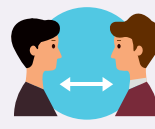
USE SOAP



DON'T SHAKE



USE DISINFECTANT



KEEP DISTANCE



AVOID CONTACT

ADMISSION @ BIMTECH

Programmes Offered for Session 2021-23 at Greater Noida Campus

Programme	Recognition	No. of Seats	Eligibility Criteria	Broad Eligibility Criteria	Programme Tuition Fee 2021-23 Category-wise (for full course)
PGDM (2 Year, Full Time)	AICTE Approved NBA Accredited Equivalence to MBA by AIU	240 + 27**	Valid CAT 2020/ Valid XAT 2021/ Valid GMAT 2020-21/ Valid CMAT 2021 score+PI+WAT	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 2020/ Valid XAT 2021/ Valid GMAT 2020-21/ Valid CMAT 2021 score+PI+WAT	Graduation with Min. 50% marks* (10+2+3 pattern)	Merit INR 12,00,000 International Students 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 2020 / Valid XAT 2021/ Valid GMAT 2020-21/ Valid MAT 2020-21/ Valid CMAT 2021 score+PI+WAT	Graduation with Min. 50% marks* (10+2+3 pattern)	Merit INR 9,00,000 International Students INR 9,50,000 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 2020/ Valid XAT 2021/ Valid GMAT 2020-21/ Valid MAT 2020-21/ Valid CMAT 2021 score+PI+WAT	Graduation with Min. 50% marks* (10+2+3 pattern)	Merit INR 9,00,000 International Students INR 9,50,000 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 2021 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 2021, 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

chanchal.kushwaha@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

27 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/International Students category.

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 2021 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 2021 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, 2021)

Additional Documents Required for Corporate Sponsored Category

- 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/)
- 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. 2019-20). Self-attested photocopy to be submitted, failing which the first instalment of tuition fee will not be accepted.





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 2020-21 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, 2021) failing which the applicant will be considered under 'General Category' of Merit seats.

FINAL SELECTION CRITERIA

Parameters and Weightages for Merit/International & NRI/Sponsored Categories/Supernumerary Seats

S.No.	SELECTION CRITERIA	Weightages-Merit/ International Students Category	Weightages-NRI/ Sponsored Categories/ Supernumerary Seats
1	Personal Interview (PI)	25%	35%
2	Writing Ability Test (WAT)	10%	20%
3	CAT/XAT/GMAT/CMAT/MAT percentile	35%	NA
4	Past Academic Performance (10th,12th, Graduation)	10%	20%
5	Additional weightage for candidates with Engineering background	2%	4%
6	*Work Experience	10%	10%
7	** Regional-Eastern States (seven sisters), Southern States (Kerala, Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, Puducherry) and Jammu & Kashmir	3%	3%
8	#ESCS Category-Minority Communities/SC/ST/OBC/ EWS	2%	5%
9	#Gender (Female Candidates Only)	3%	3%

* 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 31/01/2021, in a registered company having turnover of Rs. 50 crores or more in the preceding financial year i.e. 2019-20. 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 & J&K)

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 of Writing Ability Test (WAT) and 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 WAT/PI process after third week of December 2020 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, 2020** 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 WAT/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, 2021**.

The second round of selection process (post declaration of CAT/XAT results) would be held **after the second week of February 2021** and there only those applicants who get a minimum prescribed cut-off percentile would be called for WAT/PI process. The admission offer letter for the second round of process is expected in **second week of March, 2021**.

First phase (early round) of selection process in December 2020 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 and Writing Ability Test based on their respective weightages as mentioned on page no. 47
- 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 2021 (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 **Tuesday, June 15, 2021 (tentative)**.

Tie-ups for Education Loan :

BIMTECH has a formal tie-up with HDFC Credila Financial Services Pvt. Ltd., Axis 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 a candidate.
 - (2) **The Application Fee once paid is non-refundable.**
 - (3) The total tuition fee for any programme under Merit, International students categories 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, 2021, 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.**

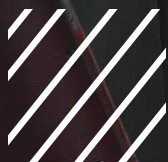
SCHOLARSHIPS
OFFERED

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





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