



**INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR**

ADMISSION BULLETIN

2024 - 2026



INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
IDCO Plot No.1, Gothapatna, Malipada,
Bhubaneswar-751003; Odisha

Message from Dean-Business Development

Dear Applicants:

We, at IMI Bhubaneswar are delighted to extend a warm welcome to you as an aspirant of PGDM programme. It gives me immense pleasure to introduce International Management Institute (IMI) Bhubaneswar, an institution of international repute from the famed RP-Sanjiv Goenka group and IMI family. The 16-acre campus located in pristine nature's lap has achieved many accolades in a short span. The Institute is accredited by National Board of Accreditation (NBA), Ministry of HRD, Government of India and has also been awarded life membership by Association of Management Development Institutions in South Asia (AMDISA), a SAARC recognized body. Association of Indian Universities (AIU) has accorded the flagship PGDM programme equivalence with MBA degree. IMI Bhubaneswar is youngest management institute to be ranked 67th in management category by NIRF 2023 Ranking (Ministry of Education, Govt. of India). IMI Bhubaneswar got most prestigious AMBA Accreditation. We are among 2% of Business Schools worldwide and 13th in the country to be accorded with AMBA accreditation.



It has always been our endeavor to push the boundaries of excellence. At IMI Bhubaneswar, faculty having experience at International and National institutions of repute bring their knowledge into the classrooms. Our faculty are involved in providing consultancy and training to officers/executives from organizations e.g. Indian Armed Forces, NTPC, Power Grid Corporation, OHPC, IMFA, SAP, UNICEF, CBSE, Vedanta, to name a few. The learnings from these associations trickle down to our students through an industry-oriented curriculum and innovative teaching pedagogy. Business Leadership series where business leaders from across the country share their experiences with students, puts us in a different pedestal altogether. To offer a better learning environment, IMI Bhubaneswar ensures diversity in its student intake.

A strong alumni network comprising of alumni of IMI since 1981 provides us with a unique access to the corporate. We are proud to proclaim ourselves as a student-driven institution. Students are involved in management of various events, functions and committees which makes them day one ready to face any challenge in the corporate world. As an institution with a sense of responsibility towards the society, we facilitate the education of meritorious students through scholarships. Girl students are encouraged through a dedicated scholarship scheme. We have created a provision for admission of students belonging to economically and socially challenged sections in the PGDM programme. As a commitment to our armed forces, pre-admission scholarships are awarded to wards of defense and paramilitary personnel.

This effort has been amply noted and rewarded by the industry, academic fraternity and the students' community. EGADE Business School, Mexico; Sichuan Academy of Social Sciences (SASS), China; ESC Rennes International School of Business, France; and Manhattan Institute of Management, NY, USA have entered into an academic collaboration with IMI Bhubaneswar. IMI Bhubaneswar has signed an exclusive MOU with Vedanta Ltd. for Work Integrated Learning Programme for middle to senior level executives. Numerous B-School surveys have rated us as an emerging management institution of repute. The crowning glory in our short history has been attainment of 100% placement since inception.

I take this opportunity to invite you to be part of IMI Bhubaneswar's 14th batch PGDM (2024-2026).

Dr. Sourabh Sharma

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
Post-Graduate Diploma in Management
(PGDM 2024-2026)
Two-Year Full-Time Programme (AICTE approved)

The Programme

IMI Bhubaneswar, established in 2011, is a young institute that achieved the coveted position of 67th rank in the National Institutional Ranking Framework (NIRF) 2023 in management category conducted by the Ministry of Education, Govt. of India. IMI Bhubaneswar currently offers Post Graduate Diploma in Management (PGDM), PGDM (Online), and FPM (equivalent to Ph.D.) programmes which are approved by AICTE. The flagship PGDM program is accredited by AMBA (Association of MBAs); NBA (National Board of Accreditation); NAAC (National Assessment and Accreditation Council); and has received equivalence from AIU (Association of Indian Universities). IMI Bhubaneswar draws sustenance through creation, dissemination and application of knowledge which integrates seamlessly with each other to translate into research, teaching, and training for our stakeholders. Nested in an ecologically invigorating ambiance and sculpted by a renowned architect, IMI epitomizes a “gurukul”.

Programme Objectives

The programme has been offered with the following objectives:

- To build awareness about the socio-economic environment, both domestic and international, and its implications for businesses.
- To hone analytical and problem-solving skills using modern day managerial tools to enhance decision making capabilities.
- To impart state-of-art skills and knowledge in functional areas of management with the objective of preparing students for cross-functional positions in industry.
- To develop the students’ personality, integrated with strong values and positive attitude to be receptive to societal concerns and ethical conduct.

Eligibility and Admission Process

To be eligible for admission to the PGDM Programme, the participants must possess a bachelor’s degree or equivalent, with a minimum of 50% aggregate marks or equivalent in any discipline, recognized by the Association of Indian Universities (AIU) for admission to post-graduate programmes. The bachelor’s degree or equivalent qualification obtained by the candidate must entail a minimum of three years education after completing higher secondary schooling under the 10+2 system or equivalent. The applicants to the programme are selected based on IMI Selection Index score calculated based on the past academic performance in 10th, 12th, and graduation; CAT/XAT/GMAT/CMAT score; written test; essay writing; group discussion; extempore, and personal interview. Appropriate weightage is given to work experience of the applicants. Participants for the PGDM programme may be from any discipline such as Engineering, Humanities, Commerce, Economics, Medicine or any other branch of education. Fresh graduates as well as candidates with relevant work experience are welcome to apply.

Participants’ profile

Participants for the PGDM Programme may be from any discipline such as Engineering, Humanities, Commerce, Economics, Hotel Management, Medicine or any other branch of education. Fresh graduates as well as candidates with relevant work experience are welcome to apply.

International Students

International Management Institute (IMI) Bhubaneswar invites applications from students belonging to foreign countries desirous of pursuing two-year Post Graduate Diploma in Management (PGDM). The Programme equips students with strong conceptual skills to manage business in an integrated manner. The emphasis is on developing a holistic manager with a vision to take on the challenge of the future in a socially sensitive manner. The Programme is approved by All India Council for Technical Education (AICTE), the statutory body and a national-level council for technical education, under Department of Higher Education, Ministry of Human Resource Development, and Government of India. The Programme is also accredited by National Board of Accreditation (NBA) and recognized by Association of Indian Universities (AIU).

Scores Accepted

GMAT and TOEFL/IELTS

Language of Instruction

All courses across the Programme are taught in English

VISA information

- Foreign students need STUDENT VISA for studying in India. As per Govt. Of India rules, enrolment for academic programme without a STUDENT VISA is strictly prohibited.
- A letter from IMI Bhubaneswar will be sent to the shortlisted candidates inviting them to study in IMI B campus to facilitate the VISA application process

Accommodation (on campus)

All international students are provided with single occupancy furnished rooms with combined toilet and bath.

Admission Procedure

Application form

- IMI Admission Bulletin can be downloaded from our website www.imibh.edu.in
- Application form is available at the link <http://admission.imi.edu> and must be submitted online. IMI does not accept admission applications off-line.
- Applicants should complete the online application form and submit the same along with the admission application fee which is non-refundable.
- The admission application processing fee is as follows:
 - ✓ A candidate wishing to apply to the PGDM Programme at IMI Bhubaneswar only will be required to pay Rs. 1250 plus GST @ 18%. However, a candidate applying to PGDM Programme at IMI Bhubaneswar, IMI New Delhi and IMI Kolkata will be required to pay Rs. 2000 plus GST @ 18%.)
- The admission fee can be paid through Credit Card/Debit Card/Bank transfer through the designated payment gateway. No receipts are to be sent to IMI's Admission Office in such cases.
- Payment can also be made by Demand Draft, drawn in favor of International Management Institute, payable at New Delhi for all campuses, giving the IMI Application Form number,

Programme and campus reference on the reverse of the Demand Draft. In the absence of the above information the application will be treated as incomplete and liable to be rejected. All payments by Demand Draft are to be sent to IMI, Delhi, irrespective of the Campus applied to.

- Applications complete in all respects, including application fee. Incomplete forms are liable to be summarily rejected.

Admission Process

Admission test

CAT: Common Admission Test (CAT) conducted by the Indian Institute of Management.

XAT: Xavier Aptitude Test (XAT) conducted by XLRI

CMAT: Common Management Admission Test (CMAT) conducted by AICTE

GMAT: Foreign students, PIO and NRI sponsored candidates are also eligible and are required to take the Graduate Management Aptitude Test (GMAT) at a test center outside India. Indian residents can also submit GMAT scores. Candidates will be required to furnish their valid GMAT scores while applying and provide an attested copy of the GMAT score sheet to the Admission Office for verification. GMAT scores without the above document will not be accepted, and the application may be summarily rejected.

Selection Process

Shortlisting criteria

Candidates who have appeared for the CAT 2023/ XAT 2024/ CMAT 2024 examination or furnished valid GMAT score and have applied to IMI Bhubaneswar will be shortlisted based on information provided in the application form, CAT/XAT/CMAT (sectional and overall) or GMAT score, educational background, marks in 10th, 12th, Graduation and work experience. Only shortlisted candidates will be called for the final stage of the selection process. Applicants should note that mere fulfillment of minimum eligibility criteria may not ensure consideration for shortlisting by IMI Bhubaneswar. IMI Bhubaneswar will not entertain any correspondence on this subject and decisions of the IMI Bhubaneswar Admissions Committee will be final in all matters.

Selection criteria

IMI Selection Index consisting of CAT/XAT/CMAT/GMAT score, past academic performance in graduation, class XII and class X, Written Ability Test and Personal interview besides other parameters, will be considered for selection. The Admission Committee, IMI Bhubaneswar reserves the right to decide on these components. The overall objective is to identify and assess the candidate's potential for a managerial career.

Admission Offer

Admission offer will be based on IMI Selection Index after the assessment has been made during the various stages of the selection process defined above. The result will be announced on IMI's website. Applicants are advised to check the updates on the website at regular intervals. Offer letters will thereafter be shared via E-Mail. Applicants are advised to provide their complete postal address and active email ID which should be valid up to June 30, 2024 for receiving important communications. Successful candidates, who have been admitted, will be required to pay the 1st installment of fee within two weeks of the date of offer, failing which the offer shall stand lapsed and admission will be offered to the next candidate on the waiting list, without any further intimation. IMI will not accept

any responsibility for non- receipt of any communication which is sent to the candidate's address and mail ID provided in the Admission Application form.

Refund of Fees on Withdrawal as per the AICTE Guidelines

In the event of a student/candidate withdrawing before the commencement of the programme (as per AICTE Academic Calendar) the entire fee collected from the student after a deduction of the processing fee of Rs. 1000 (Rupees One thousand only) shall be refunded by the institution. If a student leaves after joining the course and if the vacated seat is consequently filled by another student by the last date of admission, the institution would refund the fee collected after a deduction of the processing fee of Rs. 1000 (Rupees One thousand only) and proportionate deductions of monthly fee and proportionate Hostel Fee. In case the vacated seat is not filled, the institution would refund the security deposit.

Curriculum

The course for the PGDM Programme is spread over six trimesters, each trimester being of 11-12 weeks. The first three trimesters are essentially devoted to foundation courses, across core areas of management. These are aimed at providing the student the conceptual understanding of the functional areas such as:

- a) Basic areas, e.g. Economics and Organizational Behavior
- b) Techniques, e.g. Statistics and Research Methods
- c) Functional areas, e.g. Marketing and Finance
- d) Integrative areas, e.g. Strategy and International Business
- e) Technology, e.g. Management Information Systems
- f) Emerging Areas, e.g. Business Analytics and Social Media Analytics

Core Courses

Business Analytics	Individual Dynamics
Business Communication Skills I & II	International Business
Business Mathematics	Legal Aspects in Business
Business Statistics	Management Information Systems
Cost & Management Accounting	Managerial Economics
Corporate Governance & Business Ethics	Macroeconomic Theory & Policy
Corporate Social Responsibility & Sustainable Development	Marketing Management I & II
Financial Accounting & Analysis	Organizational Design & Theory
Financial Management I & II	Operation Management I & II
Human Resource Management	Research Methods for Management
Information Technology for Decision Making	Strategic Management I & II
Entrepreneurship Theory and Practice	

Elective Courses

Courses in the 2nd year are designed to offer students an opportunity to pursue their interests in various functional areas. Students will thus have an opportunity to specialize in the functional area of their interest. A student can specialize in more than one area, the areas being Marketing, Finance, Organizational Behavior & Human Resource Management, Decision Sciences & Operations, Information Management & Analytics, and Strategy. A student also has an opportunity to pursue a Course of Independent Study (CIS) in lieu of an elective, to further his/her interest in the area, subject to meeting the conditions specified for the purpose and reviewed from time to time. An indicative list of elective courses offered during the 2nd year of study is given, which is subject to change.

Marketing	Finance	DS&OM	IMA	HRM
Consumer Behaviour	Financial Modelling using Excel	Logistics & Supply Chain Management	Data Management using SQL	Advances in HRM
Sales and Distribution Management	Finance and Risk Analytics	Project Management	E-Business: Model and Analytics	Diversity Management
Product and Brand Management	Security Analysis and Portfolio Management	Quality Management & Six Sigma	Data Visualization and Dashboard	Recruitment and Selection
Marketing Research	Financial Derivatives and Risk Management	Machine Learning in Supply Chain	Decision Modelling using Excel and VBA	Business Negotiation Skills
Marketing of Services	Fixed Income Securities	E-Commerce Supply Chain Management	Block Chain and Cyber Security	Performance and Compensation Management
Business to Business Marketing	Behavioural Finance	Operations Strategy	Marketing Analytics	Employee Relations and Labour Laws
Advertising and Integrated Marketing	Hedge Fund and Alternative Investment	Service Operations Management	Digital Marketing	Team Building
Marketing to the Bottom of the Pyramid (Poor Urbanite & Rural) with Rural Immersion	Financial Econometrics	Agile Project Management	Enterprise Resource Planning	The Science of Happiness
Business Forecasting	Quantitative Trading and Investments	Production Planning and Control	Customer Relationship Management	Training and Development
Retail Marketing	Strategic Financial Management	Managing Sustainable Operations	HR Analytics	
Pricing Policy	Business Valuation	Lean Management		
International Marketing	Sustainable Finance	Digital Operations Management		
Strategy Analytics	International Finance	Supply Chain Analytics		
Design Thinking & Innovation	Management of Banks and Financial Services	Qualitative Research		
	Wealth Management and Personal Finance			
	Fintech and Firm Profitability			
	Investment Banking			
	Financial Reporting Analysis and Forensic Accounting			

Summer Internship

On completion of the first year, the students gain hands-on experience in the application of core concepts and functional skills through a Summer Project with leading Corporate Firms. This practice

of 'Learning by Doing' helps the students to relate the rigor of theory to the world of business. They work on projects as per the specifications of the company. At the end of 8-10 weeks of a closely guided project under the supervision of a company executive, the students submit a report to the company. Our students have also received Pre-Placement Offers (PPOs) for their exemplary work during their internship.

Pedagogy

Faculty at IMI Bhubaneswar enjoys academic freedom to adopt appropriate pedagogy for imparting education. Pedagogy would be a combination of lectures, case discussions, presentations, assignments and project work. The primary emphasis would be on interactive and participative methods of learning. Faculty for the Programme comprises of the core faculty at Bhubaneswar campus as well as faculty from IMI New Delhi and Adjunct or Visiting faculty. Guest lectures from industry practitioners are also organized to expose students to the current business environment and practices.

Schedule of classes

Classes for the PGDM Programme are held every day starting at 8.30 am and can extend up to late evening hours, including weekends, to suit the requirements of the Programme. Each class is of 60 minutes duration. Attendance in all classes is compulsory. Classes shall tentatively begin, from the 2nd/3rd week of June 2024.

Evaluation

Emphasis is laid on continuous evaluation of a students' performance through the six trimesters, culminating in a Cumulative Grade Point Average (CGPA) score, over a 10-point scale being awarded.

IMI Bhubaneswar PGDM Fee Structure

The fee structure for Self-Sponsored candidates for PGDM Programme is given in the following table:

	Due Date	Tuition Fee	Text/ Reading Material	Student Welfare	Library & Database	IT & Online Resource	Alumni Life Membership	Total	Refundable Security Deposit*
1st instalment	With Acceptance of Admission Offer	156000	28000	8000	14000	12000	3500	2,21500	21000
2nd instalment	01.09.23	156000	28000	8000	14000	12000	3500	2,21500	
3rd instalment	07.12.23	156000	28000	8000	14000	12000	3500	2,21500	
4th instalment	06.04.24	156000	28000	8000	14000	12000	3500	2,21500	
5th instalment	31.08.24	156000	28000	8000	14000	12000	3500	2,21500	
6th instalment	07.12.24	156000	28000	8000	14000	12000	3500	2,21500	
Total		936000	168000	48000	84000	72000	21000	1329000	1350000

Note 1*: Security deposit is refundable subject to obtaining clearance against all dues and damages, if any, to institute's properties/assets.

Note 2: Each candidate needs to adhere to the payment schedule. Late fee payments are accepted only in exceptional cases (with prior approval), with a daily penalty of Rs. 1000/ day from the scheduled date.

Note 3: In case, the candidate is unable to clear his/her dues within ten days of scheduled payment with penalty, he/she may be asked to leave the campus.

Hostel Fees (Boys Hostel)

Academic Year	Category	Amount (in Rupees) for 1 Academic year	Category	Amount (in Rupees) for 1 Academic year	Amount Due On
2024-2026	Double Occupancy (Non-AC)	75,000	Double Occupancy (AC)	1,30,000	11 th May 2024
	Triple Occupancy (Non-AC)	65,000	Triple Occupancy (AC)	1,15,000	
	Quadruple Occupancy (Non-AC)	60,000	Quadruple Occupancy (AC)	105,000	

Hostel Fees (Girls Hostel)

Academic Year	Amount (in Rupees) for One Academic year	Amount Due on
2024-25	1,35,000/- for shared AC room (2 persons) (This is for Lodging only)	11 th May 2024
	80,000/- for shared Non-AC room (2 person) (This is for Lodging only)	

Mess: Vegetarian/Non-Vegetarian: 7000/- per month*
Mess Charges are payable for half year in advance.

*Hostel and Mess charges are indicative and subject to change. Delayed hostel fee payment will be accepted with a daily penalty of Rs. 1000/ day. GST extra as applicable.

COURSE FEE (International Students)

- The course fee for foreign/PIO/OCI students is US \$ 15500/-
- The course fee for foreign students belonging to the SAARC countries is US \$ 14000/-
- The course fee for NRI students is US \$ 22500/-
- Fees to be paid in six equal instalments. Due date will be same as for the Indian students

Boarding and Lodging Charges

Year and Due Date	Amount
June 11, 2024	US \$ 7650
June 11, 2025	US \$ 7650
Total	US \$ 15300

<https://www.studyinindia.gov.in/InstituteSearch>

Mode of Payment

The fee can be paid through demand draft/pay order drawn in favor of "International Management Institute" payable at Bhubaneswar.

Tuition Fee Waiver

All students whose total family income is less than Rs. 8 lakhs per annum shall be eligible for Scholarship under Economically Weaker Section. Applications for Tuition Fee Waiver under Economically Weaker Section shall be invited from the students after they have been admitted into the programmes. Any student joining PGDM 2024-2026 batch who is desirous of claiming the tuition waiver should apply to admissions office (admissions@imibh.edu.in) before due date as will be

intimated by the institute, with a copy of the income tax returns, PAN number, Certificate issued by competent authority appointed by appropriate government. Requests received after due date shall not be processed. Please note that all Applications for Tuition fee waiver (under economically weaker section) shall be collected and processed at one time for all such applicants. Scholarships for Economically Weaker Section shall be offered up to 5% seats of the total intake of the institute.

Scholarship and Rewards*

The institute has the provision for awarding the following scholarship and rewards to the deserving performers.

- Pre-Admission Scholarships*
 - Merit Scholarship: Up to Rs. 1 lakh for applicants having a first-class career and securing at least 80 percentile in CAT/XAT/CMAT and at least 80 percent in GMAT.
 - Merit scholarship for women candidates: 20 percent additional merit scholarship for female applicant fulfilling the above-mentioned criteria.
 - Defense personnel: Wards of defense personnel are eligible for a scholarship of Rs. 50,000.
 - Wards of Martyr's are eligible for a scholarship of Rs. 1,00,000.

*Only one of the above-mentioned pre-admission scholarships can be availed. 50 % of the scholarship availed will be disbursed at the end of the first year and next 50 % at the end of the second year. A candidate can avail either tuition fee waiver or pre-admission scholarship. Scholarship Committee's decision is final and binding on all applicants.

- Post-Admission Scholarships
 - Merit scholarships are awarded for outstanding cumulative academic performance.
 - Summer internship scholarship is awarded to emphasize the seriousness of summer internships and encourage the students to put in their maximum effort.

International Linkages

To provide global exposure to our students, IMI Bhubaneswar continuously strives to facilitate professional interactions with top Business Schools across the globe. EGADE Business School, Mexico; Sichuan Academy of Social Sciences (SASS), China; ESC Rennes International School of Business, France; and Manhattan Institute of Management, NY, USA are some of the institutions that have entered into an academic collaboration with IMI Bhubaneswar.

Grievance Redressal Committee

Prof. Sangram Keshari Jena	Prof. Rajesh Katiya
Mr. Argha Chatterjee	

Ombudsman:

Prof. T.N. Kapoor, Ex. PVC- Punjab University, Chandigarh

List of Faculty - IMI Bhubaneswar

Behl, Ramesh Professor & Director Area: Information Management & Analytics	
Baid, Devesh Ph.D. (IIT Bombay) CMA, CA(Inter), M. Com Area: Finance & Accounting Associate Professor	Banerjee, Pratyush PhD, PGDM, B. Tech Area: Communication, OB & HR Associate Professor
Bharadwaja, Manaswita PhD. (IIT Guwahati) Area: Communication, OB & HR Assistant Professor	Chhabra, Bindu Ph.D. (Guru Nanak Dev University, Amritsar) Area: Organizational Behavior & HR Professor & Dean - Academic Programme & International Relations
Choudhury Gupta, Rahul Ph.D. (Alliance University), CII Fellowship, PGDM (IIM Lucknow), B.E Area: Marketing Associate Professor	Das, Santanu Ph.D.(BIT Mesra), MBA Area: Finance & Economics Associate Professor
Ganguli, Shirshendu PhD - ICFAI University, P.G.D.T.M., B.E. (Prod.) Area: Marketing, Strategy and General Management Associate Professor	Ghatak, Ranjit Roy Ph.D. (M.J.P. Rohilkhand University) Area: Operation Management and Quantitative Associate Professor
Jena, Sangram Keshari Ph.D. (IIM, Raipur) Area: Economics Associate Professor	Katiyar, Rajesh Ph.D. (IIT, Roorkee), M. Tech. M.Sc Area: Operation Management & Quantitative Techniques Assistant Professor
Kumar, Rohit Vishal Doctor of Philosophy (Ph.D.), University of Kolkata Area: Marketing Associate Professor	Mishra, Manit Ph.D. (Utkal University, Bhubaneswar) Area: Marketing and Quantitative Techniques Professor & Dean - Research & Strategic Initiatives
Mishra, Supriti Ph.D. (IIT Kharagpur), Post-doctorate (Leonard N. Stern School of Business) New York University Area: Strategy and General Management Professor	Pan, Aritra Ph.D. (IIT Kharagpur), M.Tech. Area: Information Management & Analytics Assistant Professor
Panigrahi, Ramakrushna Ph.D. (ISEC Bangalore), M.Phil., M.A. Area: Economics Professor	Parhi, Shreyanshu PhD; NITIE, Mumbai Area: Operations Management and Quantitative Techniques Assistant Professor
Pattnaik, Debidutta PhD; Malaviya National Institute of Technology Area: Finance & Economics Assistant Professor	Ray, Sougata PhD; School of Business, Amrita Vishwa Area: Economics Assistant Professor
Sahu, Pritish K PhD- (JNU- New Delhi), M.Phil, M.A Area: Finance & Economics Associate Professor	Sharma, Sourabh Ph.D. (Jiwaji University, Gwalior) Area: Information Management & Analytics Professor & Dean - Business Development
Shrivastava, Amit Ph.D. - IIT(ISM), Dhanbad Area: Marketing, Strategy and General Management Assistant Professor	Singh, Anupama FPM (Ph.D): NITIE, Mumbai Area: Communication, OB & HR Assistant Professor

