



Excellence with Values

**BIMTECH**  
**BIRLA INSTITUTE**  
OF MANAGEMENT TECHNOLOGY

# PGDM (EXECUTIVE)

15 Months Full-Time  
AICTE Approved, Ministry of HRD

REIMAGINING FUTURE IN THE NEW AGE ECONOMY







**ASPIRE  
TRANSFORM  
LEAD**



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# BIMTECH FIRSTS

BIMTECH is a leader in management education in the country. Visit a sample of the few firsts of the institute.

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**1986**

First Business School of  
Birla Group of Companies

**1988**

PGDM Executive  
Programme

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**2000** First Masters in Insurance Business

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**2002**

First Masters in  
Retail Management

**2010**

First Masters in  
Sustainable Development Practices

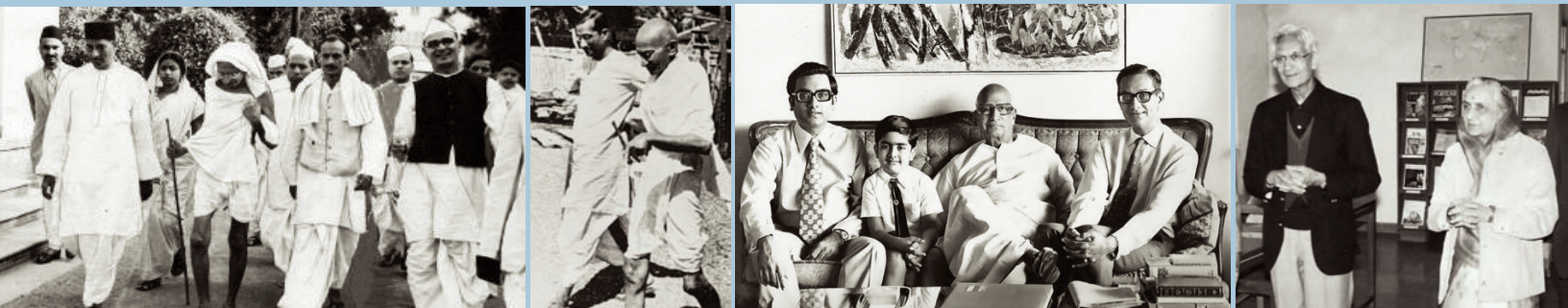
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# OUR VISION

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DEVELOPING ETHICAL LEADERS  
WITH ENTREPRENEURIAL AND  
GLOBAL MINDSET STRIVING FOR  
SUSTAINABILITY AND  
INCLUSIVE GROWTH.





# INSTITUTIONAL ACCREDITATION



BIMTECH has been granted A+ Grade Accreditation by the National Assessment and Accreditation Council (NAAC) for 5 years up to May 1, 2022.



Certification Accreditation by Chartered Insurance Institute (CII)-UK, Life Office Management Association (LOMA)-USA and International Institute of Business Analysis (IIBA)-Canada



AACSB, USA which is best in the world is in final stage



Equivalence of all PGDM programmes with MBA degree by Association of Indian Universities (AIU)

# PRIVATE BUSINESS SCHOOL RANKING

## 5th

NHRDN & HT MEDIA  
B-School Ranking

## 13th

Business Today - MDRA  
B-School Ranking

## 10th

 MBAUniverse Management Institute Ranking



**Mrs Jayshree Mohta**  
Chairperson, Board of Governors

We live in interesting times.

There is an air of expectancy and optimism today among the young professionals of the country. For they see infinite possibilities unfolding before them whether it be as entrepreneurs or as corporate movers and shakers. BIMTECH is playing a significant role in converting this positive feeling of many bright women and men into transformative learning, not only in the domain of management but also in life skills.

For the last 30 years, BIMTECH has played its role in imparting cutting edge management education to generations who have risen to the highest positions, either as entrepreneurs or as corporate leaders.

BIMTECH's success can be attributed to its iconic and committed professors, its ability to quickly convert trends into actionable learning, its global network for students' opportunity and research, and finally and most critical is support of alumni in career advancement.

The professional approach of institution has been recognised as a place for high diversity, interaction and learning.

I welcome you warmly to the portals of BIMTECH!



Shri A K Agarwala



Shri GN Bajpai



Dr. Ajit Ranade



Shri Vikash Kandoi



Shri Sakate Khaitan



Dr H Chaturvedi



Dr Anupam Varma



Shri Alok Gupta



Dr Manosi Chaudhuri

**BOARD OF  
GOVERNORS**





## Dr. H. Chaturvedi

Director

The economy and leadership is gearing up for new age. With the new globalisation in place and digital interventions to local and global marketplaces, future leaders need to manage local and global challenges in a distinctly personal way. This will be an indispensable prerequisite to prosper with your organization and reinforce your new career development.

When we imagine management education for executives, the business and leadership matrix changes to meet the needs of local giants becoming global multinationals, digital age companies emerging as new business statements, and global companies exploring to be more local. The knowledge, skill set and methods of managing and doing business is different, and we need to cognitively learn the differences along with hard knowledge and skills of the game.

Our school prepares one for resilient times, puts in global network and presents to global experts in the domain. The experiences of participants when discussed in an animated class setting with best of the professors and experts, aims to deliver a new age economy.

BIMTECH's PGDM (Executive) or as popularly known as GGPX is aimed at transforming today's professionals into a responsible leaders. Their mentoring and grooming is in the capable hands of very experienced faculty.

Our alumni are the biggest achievement of the school, and our industry and international partners are the biggest value. The team of faculty welcomes you in class to make a great class with you.



**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



**Dr. Rajiv Ranjan Thakur**  
Dean  
Development

**LEADERSHIP  
TEAM**

# ABOUT THE INSTITUTE

The Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture. Syt. B. K. Birla, Chairperson of the B. K. Birla Group of Companies and Late Dr. (Smt.) Sarala Birla, are 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 B. K. Birla Group and the Aditya Birla Group of Companies.

The fully residential campus of the Birla Institute of Management Technology (BIMTECH) is located in the National Capital Region, Delhi (NCR). It has an enviable infrastructure fully connected with Wi-Fi. Its ambience is predominantly green.

An industry rich and strong research oriented team of 60 plus faculty members engage and mentor the students in their degree journey. The best practices and in-industry growth are supplemented by industry professionals who are in senior positions in companies engaged in manufacturing, trading, financial services, and operations etc. in different industry sectors.

BIMTECH has establish strong industry linkages through its MDPs, Consultancy, Research Projects, Short Term Projects, Colloquiums, Round Tables, Seminars, Conferences, Workshops and Panel Discussions etc. that support the corporate

relations office to reach to companies for internship and employment opportunities to students. We invite around 120 companies every year for final employment opportunities.

Alumni base of more than 6000 professionals in the world is one of the biggest asset, and we are proud of it. Alumni has self-standing presence in 16 locations in the world including USA, France, UK, Singapore, Middle East, and East Africa.

Highest rated accreditations by the regulator AICTE and NAAC accreditation helps BIMTECH to be known as double STAR Indian accredited institution. International accreditation, AACSB, award will give the best of the world to be in 1 percent club.

The cultural diversity of BIMTECH makes it an exciting location. Students and faculty from almost all states of India and few foreign countries makes it an enriching experience in the class and beyond classroom. Everyone has opportunity to make a global network which transforms to a professional opportunity in years to come.





**ASPIRE**  
**TRANSFORM**  
**LEAD**

# **PGDM**

## **(EXECUTIVE)**

15 Months Full-Time  
AICTE Approved, Ministry of HRD

# INDUSTRY

# 4.0



The Executive Programme brings smart professionals in one cohort who bring amazing perspectives to this extraordinary group.

An ecosystem and unique environment of learning enables them to discover their true capacity, unlock their real potential and then prepares them at an incredible pace of change to deal with complexities in the world of business today. They emerge as a new person and professional with his or her own vision and ability to contribute to organizations and society.

The Executive Programme not only gives rigor on fundamentals of management but also prepares for transformational leadership, which is induced through few signature touch-points. World-class mentors and professors, industry network and more than 400 CXOs, alumni make the complete experience of a 'Professional in Making'. While the destination is worthy, the journey itself is enriching.

### **RAHUL SINGH**

Chairperson, PGDM (Executive) and  
Professor of Strategy and Globalization



Society and the workplace today is largely volatile, ambiguous, complex and uncertain (VUCA). The problem is not of dearth but a deluge of information and choices.

You are at a point in your career, when the next opportunity is in all probability not obvious and the path to success no longer visible. At this point, strong functional skillset and solid specialist experience is no longer sufficient to move up the career graph.

Success today and in the near future will be defined by your ability to stay relevant, operate and lead in a VUCA world where business models are constantly getting disrupted; industry 4.0 is a reality, reverse globalization, automation, data science are no longer catch words or futuristic and AI is slowly getting all-pervasive, across industry sectors, domains and skills.

What is obvious to you by now is what got you here, won't get you to your next success. Success will be your ability to see what others do not, prepare for what is yet to come. At this point, to meet these needs, you must redirect yourself if necessary, equip, expose and experience working as a leader for tomorrow.

The PGDM (Executive) Programme is designed to help you achieve exactly that.

**ASPIRE. TRANSFORM. LEAD.**

## POST GRADUATE DIPLOMA IN MANAGEMENT (EXECUTIVE)

The Birla Institute Post Graduate Diploma in Management (PGDM) Executive is developed to prepare industry potential workforce into actors and leaders. It is designed to meet the industry needs of mid management space who develop to the industry lead in future. Designed with personalized coaching, interpersonal skills and effective communication on one hand and fundamental ability to think and design the knowledge on another, will transform the hardworking professional into a potential leader.

The programme aims to cultivate a professional with ability to work in team, plan a job to be achieved, and capable of being an independent thinker. Programme positioning is based on the industry need assessment which direct to

- Business Fundamentals
- Strategic Capabilities
- Integrating Business Functions
- Emerging Market BIG Picture Exposure
- Communication and Solution Focus

Our focus on core and fundamentals, communication management, strategic analytics and leadership development provides a commanding underpinning for applying course work that accentuates management principles in a competitive and highly progressive economy. The program design and curriculum emphasizes fundamentals in initial phase and key industry and functional areas in phase two.

WORK AND COMMUNICATE  
IN DIVERSE TEAMS

TEACHING, MENTORING  
AND COACHING

PRACTICUM OF FUNDAMENTAL  
AND EXPERIENTIAL  
LEARNING

ENGAGING IN INTERNATIONAL  
MARKET IN ASIA  
AND AFRICA

# ASPIRE

## CORE INDUSTRY VERTICALS

Participants choose their academic vertical from marketing, finance, human resource, operations management, technology management and develop a specific focus in the verticals

- Marketing and Strategy
- BFSI and Services Operations
- Digital Business and Technology

## PROGRAMME CANOPY

The programme aim is achieved through learning and training in the courses of fundamental strength, exposure to real time communications and conflicts management, real business problems, global and national level exposure through modules and interaction, practicum and real advisory projects.

- Fundamental Courses
- Core and Domain Courses
- Experiential and Leadership Courses
- Practicum and Simulation Workshops
- International Market Exposure and Learning
- Exposure Modules with Global Brands
- Industry and Consulting Project



## COURSE STRUCTURE

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The bouquet method of course selection offers flexibility to a participant to make own MBA. There need to be a right size of the course candidates. The verticals and domains present the courses in design to meet the programme aims.

### ORGANISATION AND 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 RESOURCE AND COMMUNICATION

- 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

## EXPERIENTIAL LEARNING

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The practicum and exposure is planned through the simulation, real time team working and decision making in a context and by interactions with the industry experts and global faculty through the projects and Atal Incubation Centre . Projects and consulting offers an opportunity to work with the new-age companies to design for oneself a future with proven capabilities.

### SIMULATION

- Communication Simulation
- Marketing Simulation
- Negotiation Lab
- Business Simulation

### PRATICUM & CONSULTING

- Project and Consulting Report Writing
- Industry Consulting Report
- CXO Mentoring & Coaching Report

### GLOBAL EXPOSURE

- Module at Global University Partner
- Visit to Selected Global Firms
- Module at Global Rank Indian School

# ADMISSION CRITERIA, FEE AND PROCESS

No. of Seats	Eligibility & Selection Criteria	Programme Tuition Fee
60	Graduation with Min. 50%, Valid CAT (2017-19); XAT (2017-19); GMAT (2016-19)	INR 12,50,000 (MERIT FEES)
	Graduation with Min. 50%	INR 15,50,000 (SPONSORED CATEGORY)
	Graduation with Min. 50% GMAT (2016-19)	INR 15,50,000 (FOREIGN PARTICIPANTS)

S. No.	Selection Process	Weightage
1	Application – Essay/Questions and Recommendations	25%
2	Admission test score of CAT/ XAT/ GMAT or other national tests	25%
3	Personal Interview	50%

## PAPERS FOR APPLICATION PROCESSING

- Filled application and admission fees
- Essay / Questions form
- Recommendation
- Work experience certificate
- Mark sheet for master (if any) / graduation
- Certificate of merit (if any)
- One personal identification (Passport copy / Aadhar copy / PAN card copy)
- Passport details and Local Personal ID (for foreign students)



Choosing 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 and transparency”, we have put our best to provide all information which would possibly be required by parents and aspirants to make an informed decision. All the best!

**Prof. Pratik Priyadarshi**  
Associate Professor and  
PGPX Programme Coordinator

## IMPORTANT NOTES

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- 15 percent seats are categorized for sponsored and foreign students. Foreign participants' recruitment is subject to approval of regulator.
- The fees above is only Tuition Fees. It is highly subsidized by the institute for first two batches. The review of increase and revision of the tuition fees will take place on annual basis. If it is not communicated, the existing, last approved, Admission Policy will remain effective.
- International Visits and ONE Module in India are being borne in the present Tuition Fees by the institute. There is no additional fees except for visa application and personal expenses on travel.
- Residential Fee which includes lodging and food and other costs is separate and will be charged at INR 1,92,000 (including GST) for single occupancy room for ONE YEAR. There is no double occupancy room offered for PGDM (Executive) participants.
- Scholarships and Financial Aid will be on case to case basis. Institute also has provisions to facilitate Study Loan from BIMTECH partner banks.







**Incubation and Innovation  
Center @ BIMTECH**



**ASPIRE**  
**TRANSFORM**  
**LEAD**

**MENTORS AND FACULTY**  
**GLOBAL EXPOSURE**  
**NETWORKING**  
**CAREER OPPORTUNITIES**

# ADVISORY BOARD, MENTORS AND FACULTY

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Our multi-faceted advisory board provides strategic vision and direction to the programme. Under their mentorship the programme aims to deliver holistic learning and development.

Faculty the 'key resource' of BIMTECH boasts of great industry rich and research positive experience, benefiting the class with fundamentals and practices. A collective, inspired 60 plus full time faculty and 20 plus strong visiting industry and international faculty make the class enriching and practical.

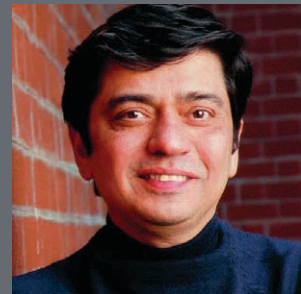
PGDM (Executive) has higher degree of both fundamental and practice in the class for the real C-suite training. We expect senior industry professionals, consulting giants, entrepreneurs, global faculty in particular domains and the tools and techniques leaders to deliver mentoring, classes and experiences with the PGDM (Executive) batch.



**OM SWAMI**  
Spiritual Leader and Author



**SUNIL MITHAS**  
World Class Scholar and Professor  
at the South Florida University  
and University of Maryland



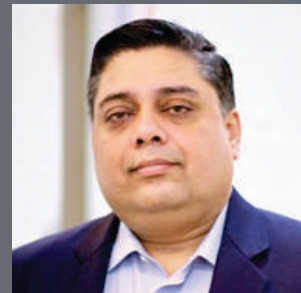
**SANTOSH DESAI**  
Managing Director & CEO,  
Future Brands Ltd.,  
Author, Columnist, Social Commentator



**SANJAY BEHL**  
CEO,  
Raymond Limited



**SAKATE KHAITAN**  
Sr Partner, Khaitan Legal Associates  
and M&A and Restructuring Expert



**MANOJ KUMAR**  
Senior Advisor, Tata Trusts,  
India and Social Business Global Leads



**VIVEK SINGH**  
CEO, Innovant International  
Technology and Innovation Expert



**SHEKHAR SANYAL**  
Director and Country Head, The IET  
Digital Economy and Strategy Expert



**D K MALHOTRA**  
Professor of Finance at  
Thomas Jefferson University, USA





**DR RISHI BHATNAGAR**

President, Aeris Communications and  
Chairman, IoT India Congress



**SAMEER DHANRAJANI**

Chief Strategy Officer at  
Fractal Analytics, Global Expert  
on Artificial Intelligence



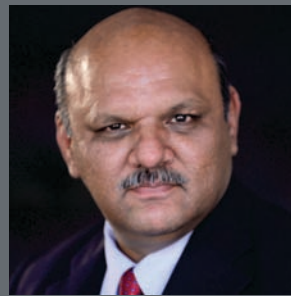
**MUNISH SETH**

Country Director-Android  
Google



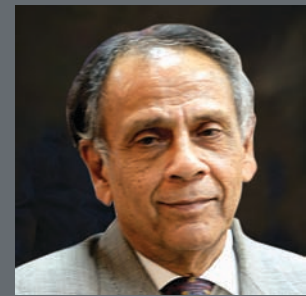
**AJIT SHAH**

Managing Director, Asia Pacific  
ACTICO, Singapore and  
FINTECH Expert



**SUNIL SANGRA**

Professor in Strategy and  
International Business and  
Global Expert on Design Thinking



**RJ MASILAMANI**

Professor in Strategy and  
former Managing Director of Timex



**K K SINHA**

Professor of Human Resources and  
Dean of Executive Education and  
India fame HR Professional



**DHRUVA CHAK**

Professor in Marketing and  
Communications,  
Former CEO of Gati Ltd.



**ASHOK MALHOTRA**

Professor in Accounting and  
Finance and former Board of  
Directors of STG Group



**S S DUBEY**

Professor and  
Head of IT Area



**RAJEEV SHARMA**

Assistant Professor in  
Supply Chain &  
Operations Management



**ABHA RISHI**

Associate Professor in Entrepreneurship  
and Innovation and CEO  
of Atal Incubation Centre

## OUR INTERNATIONAL PARTNERS

Fulfilling the aspirations of the programme and students, BIMTECH has global partners to deliver the programme, present student exchange opportunities and other global exposure facilitations to students. This is also a unique opportunity to become a global alumni of partner institutions. With about 65 international partners, we provide transformational experience to our students. Some of our partners are;

South Korea	Solbridge International School of Business
France	KEDGE Business School
France	IESEG School of Management
Canada	Goodman School of Business, Brock University
South Africa	University of Stellenbosch Business School
Poland	Kozmenski University
Spain	Universidad Autónoma de Madrid (UAM)
Thailand	Asian Institute of Technology
UK	University of Hull
Singapore	Singapore Management University
USA	University of Nebraska at Omaha
USA	University of South Florida

**65**  **INTERNATIONAL PARTNERS**







Students from Exchange Programme @ BIMTECH Campus

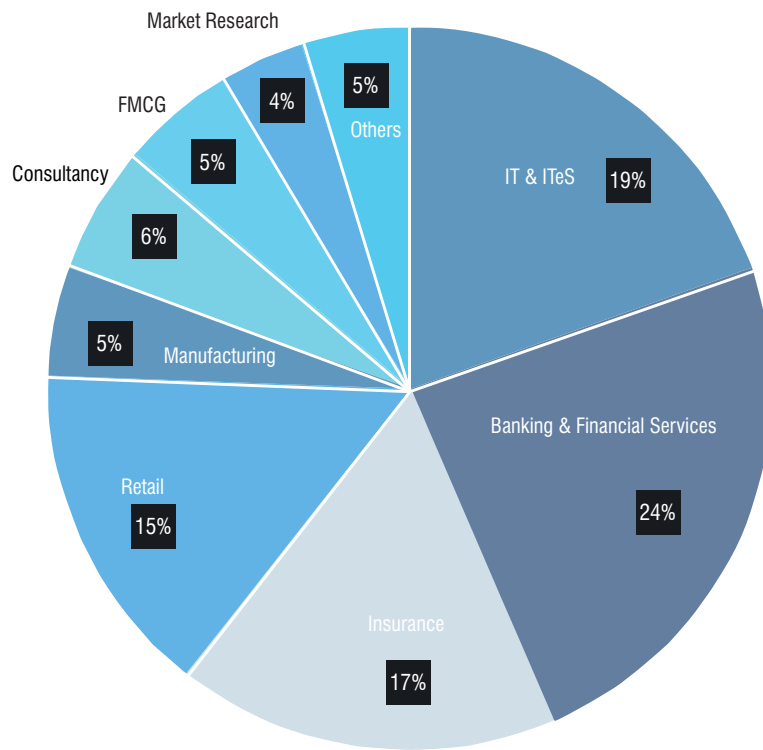




## OUR PLACEMENTS

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The applied face of the programme is led by the Centre for Corporate Relations. This presents the passing out batch to the industry for final employment. The centre supports in reaching out to companies for placement and project consulting or internship, offering continuous career advancement guidance, and strengthening student's networking with corporates. The centre helps in guidance on resume writing skills, soft skills workshops, arranging special lectures by leading recruiters, pre-placement talks, and sharing audio or video material to enhance student competencies.



## CAMPUS RECRUITERS



# CAMPUS FACILITIES

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**Programmes at BIMTECH are residential (optional) so it offers hostel facilities to all students. BIMTECH has adequate on and off campus hostel facilities. Both hostels provide at-par ultra-modern living environs. Rooms in hostels can be used on single or twin sharing basis, depending on the charges. The hostels are designed to provide a proper mix of privacy and a unique social experience.**

## 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 students with the world through lightning fast, 200 MBPS internet.

Students of all programmes are always encouraged to bring their laptops for uninterrupted utilisation of the facility. The campus is fully wired and provides 100 terminals to connect at various locations. INTRANET usage is encouraged in students, for online discussions and interaction as well as material sharing.

## KNOWLEDGE CENTRE

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

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

## COLLECTIONS

- Books: 81,045 (as on 31/07/18)
- Magazines/Journals (Print): 157
- Online Journals (Full Text): 8,315
- Non-books materials: 3

## ON-LINE DATABASES & RESOURCES

- Harvard Business School Material
- The Case Centre
- ACE EQUITY
- Indiastat
- Euromonitor Passport GMID
- EBSCO host
- Proquest
- Emerald
- Thomson Reuters-ELKON
- BLoC (Business Line on Campus)
- Turnitin-Anti Plagiarism Software
- DELNET
- National Digital Library
- NPTEL
- Atlas.ti

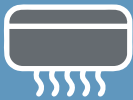






**Wi-Fi enabled  
Campus**

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**Fully  
air-conditioned  
Campus**

## CAMPUS, COMMUNITY AND LIFE @ BIMTECH

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BIMTECH is located on a composite, fully air-conditioned, Wi-Fi enabled, residential campus in Greater Noida, in the National Capital Region, a few kilometers from the capital of India. The campus environment is highly conducive to academic learning.

A residential programme in itself accords an unparalleled opportunity of experiential learning in the skills of relationship management. The self-contained compact campus that BIMTECH offers only enhances the learning opportunities and experiences.

**BIMTECH provides comfortable living with facilities such as:**

- Dining hall and Multi-cuisine cafeteria
- Modern gym & sports facility
- A serene meditation centre
- Salon & beauty parlour
- Tuck shop
- Bus transport facility to Noida
- Communication & reprographic facilities
- Bank ATM on campus
- Medical center and support
- Modern laundry services
- Lifts in the academic block/hostels
- Café Coffee Day outlet in the academic block







# PGDM (EXECUTIVE)

15 Months Full-Time  
AICTE Approved, Ministry of HRD



## Birla Institute of Management Technology

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

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**M:** +91- 8287534144

**Email:** [pgpx@bimtech.ac.in](mailto:pgpx@bimtech.ac.in)

**Toll Free Number: 1800 5723 999**

**[www.pgpx.bimtech.ac.in](http://www.pgpx.bimtech.ac.in)**

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**p** <https://www.pinterest.com/BimtechGNoida/>

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**G+** <https://plus.google.com/+BirlaInstituteofManagementTechnologyGreaterNoida/posts>