

Placement Brochure

**Design Thinking** 

# Industry 4.0

**Cloud Computing** 

# Incubation 3D Printing

**Internet of Things** 

**Smart Sensors** 

Entrepreneurship

**Customer Experience** 

Research St Quality Control

Supply Chain Manage

### MASTERING CHANGE

The rapid rate of change in the world of management continues to escalate. Today, we are living in an unprecedented time of disruptive technology and innovation that is part of the new order.

What can we do now that we couldn't do before, thanks to changes in technology and user behaviour? In a time of significant disruption, that's the critical question every BIMTECH student is trained to ask, and find the answers.

**Machine Learning** 

Artificial Intelligence
Data Analytics



In today's fast paced world, it is easy for leaders to become consumed by the challenges they face. We prepare our students to face these, fight complacency and set the stage for continuous success in a manner that engages them professionally and personally. At the same time emphasizing both the economic and social responsibilities of managing business.

The emphasis at BIMTECH is on developing an entrepreneurial mindset that would greatly enhance the student's ability to discover new insights, spot unexploited opportunities, and generate novel business ideas and then turn their ideas into market success stories.





### Late Sarala Birla and Late B.K. Birla

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



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#### Dear Recruiters,

It is said that today's ideal manager is one who is comfortable with volatility, uncertainty, complexity and ambiguity and above all, who also has an entrepreneurial mindset. As the economy is being primed for a double digit growth, there will be a huge demand for resources of every kind.

As an institution of higher learning of more than three decades standing, BIMTECH has always been a step ahead of the curve in as much as we impart skills of Industry 4.0 after giving our students a thorough grounding of fundamentals in all the vectors of management such as marketing, finance, HR, etc. We are greatly helped in this task by our Industry Academia Advisory Council of faculty and leading industry veterans who guide us each year as to what is relevant and current in the industry. This activity is supplemented by our intense campus connect outreach where leading industry personnel interact with our students in the class room via guest lectures, workshops, and seminars.

Our students have also been readied for the subtle shifts occurring in trade, commerce and industry where, progressively, the customer has the final word and all processes are built around his/her preferences through the use of technological tools giving rise to the concept of CX, or Customer Experience.

The synergy that we derive from the symbiotic role is seen in our own Atal Incubation Centre (AIC). This is a value addition for our students in that they can see for themselves what an entrepreneurial mindset can do to solve business problems.

Our students who have just completed their three months summer internship and short term projects are earnestly looking forward to offer their services to the corporates.

I have great pleasure in inviting industry's talent acquisition doyens to interact with our students in the campus, for strengthening and energizing their teams, at an early date.

Dr. H. Chaturvedi Director

# BOARD OF GOVERNORS



**Smt. Jayashree Mohta** Chairperson Birla Academy of Art & Culture, Kolkata

# Members



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



**Dr. Ajit Ranade** Chief Economist Aditya Birla Group Mumbai



**Shri G.N. Bajpai** Ex-Chairman, LIC, SEB Mumbai



Prof. Rajiv Kishore Dubey
Former CMD,
Capara Bank



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



**Mr. Sakate Khaitan**Senior Partner
Khaitan Legal Associates
Mumbai



**Dr. H. Chaturvedi**Director
BIMTECH



**Dr. Anupam Varma**Dy Director



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



Dr. Manosi Chaudhuri
Professor
RIMTECH

# NSTITUTE

BIMTECH offers two years AICTE approved Post Graduate courses in General Management (PGDM), International Business (PGDM International Business), Insurance Business (PGDM Insurance Business Management) and Retail Management (PGDM Retail Management).



The Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture. The Institute is supported by the B. K. Birla Group of institutions. Late Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy and Syt. B K Birla, Chairperson of the B K Birla Group of companies are the founders of our business school. The Institute is governed by an eminent Board of Governors mostly drawn from the top echelons of industry. The fully residential campus of the Birla Institute of Management Technology (BIMTECH) is located in Greater Noida, in the National Capital Region (NCR). Its ambience is predominantly green. It has an enviable infrastructure fully connected with Wi-Fi facility.

The student strength in the first year is 420 and in the final year 420 for the academic year 2019-20. 66 faculty members with brilliant academic and industry track record are engaging the students. Their efforts are supplemented by inputs from guest faculty serving the industry in senior positions working in manufacturing, trading, financials, operations and more. Five bright young research fellows are active in carrying out vital research on industry relevant issues, while assisting in teaching.

The academic pursuits of students are fully supported by a modern, well stocked library and fourteen state-ofthe-art databases. BIMTECH has international academic tie ups with several leading European, American and management education, Asian centres of under which there is a regular exchange of students and faculty.

The Centre for Research Studies conducts doctoral programs and academic and industry focused researches. It has been one of the earliest centres of its kind in private business schools in the country.

The Birla Institute of Management Technology also offers an AICTE approved Fellow Programme in Management (FPM) and Executive Fellow Programme in Management (EFPM) with the objective of grooming talented young researchers into innovative thinkers and real world solution providers, seeking opportunities in academics or industry. This programme is both academically rigorous as well as highly relevant to the need of today's globalized business.

BIMTECH has been able to establish strong industry linkages through its MDPs, Short Term & Live Projects including industry, Round Tables, Colloquiums and more organized with industry and trade bodies.

The campus is a mini-India in itself. It has students and faculty hailing from almost all the states and also from a few foreign countries. It is this mix of nationalities, cultural backgrounds, academic and professional experiences, which make BIMTECH one of the most exciting and happening buisness schools in India today!

# PRESENCE & PROMINENCE

It has always been our privilege to come up to the expectations of our various stakeholders.

Those who acquire talents from us have a right to be reassured about the quality and calibre of BIMTECH students on whom they are bestowing their confidence by recruiting them.

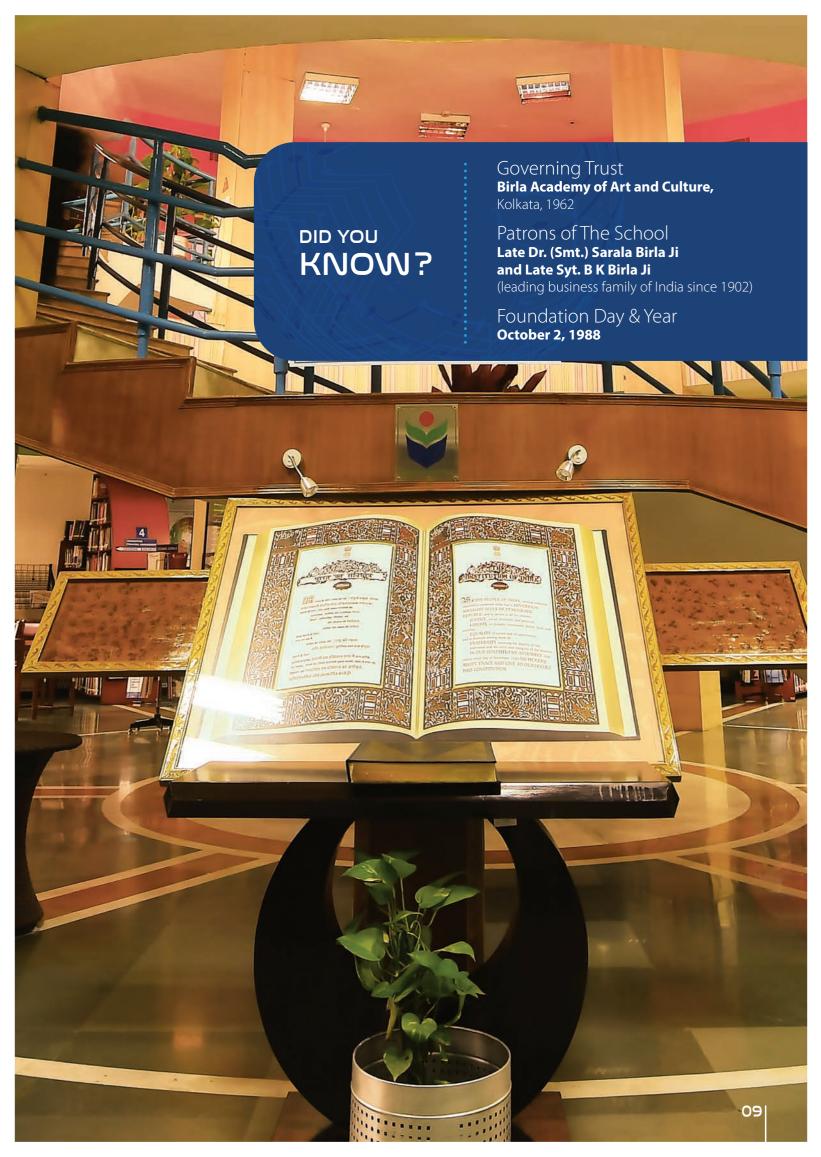
From the following listing of our overall rating position across the years, our presence and prominence vis-à-vis the other contemporary management institutes in the country will become crystal clear.

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# BIMTECH'S JOURNEY TOWNRDS INTERNATIONAL ACCREDITATION

For ensuring the students right in getting quality education and also for ensuring that the society gets trained and ethical managers, BIMTECH started AACSB journey in Year 2015. Incidentally, the acronym AACSB stands for Association to Advance Collegiate Schools of Business. This is one of the three independent

international accrediting agencies located in the USA. AACSB's mission is to foster engagement, accelerate innovation, and amplify impact in business education. AACSB has accredited so far 800 of the world's best business schools across 100 countries and territories. In India they have accredited only 7 B-schools so far.

NBA, a highest national accrediting agency, under the Ministry of HRD, is an autonomous body, with the objective of Assurance of Quality and Relevance of Education, through the mechanism of accreditation of programs offered by the

institutions. The process, parameters and criteria for accreditation are in line with the best international practices and oriented to assess the outcomes of the programme. NAAC is an autonomous body established by the University Grants Commission (UGC) of India to assess and accredit institutions of higher education in the country. All the four PG programmes of the institute are accredited till 2022 by NBA. The programmes are also recognized by AlU that makes the PGDM diploma equivalent to MBA awarded by universities. In addition, National Assessment & Accreditation (NAAC) has also accredited BIMTECH with A+ grade.

In line with BIMTECH's commitment to offer high

quality management programmes, it was decided, in the 2015, to go for AACSB accreditation. International accreditation is a rigorous and complex process; it takes 4 to 5 years for an institute to be accredited. As a part of the accreditation process, AACSB has appointed renowned Dean of Sun Yat-sen Business School,

Guangzhou, China as our mentor.

BIMTECH is aspiring for several international recognition

The institute is preferred by the recruiters and corporates in general

The faculty members get opportunity to take up international research projects

Students get high quality of learning environment

We are pleased to share that on November 8. 2017, BIMTECH received an official confirmation from International, that the institute revised initial self-evaluation report was accepted. indicates confirmation BIMTECH that had achieved mile stone in AACSB standards. The acceptance of the initial self-evaluation report is the beginning of a process that helps us in achieving initial accreditation. BIMTECH makes a great effort to

improve quality in intellectual contributions, assurance of learning, CSR and teaching effectiveness. In the meantime, Atal Incubation Centre-BIMTECH has started its operation from 20th January, 2018. The centre tries to gain some uniqueness by building an environment for students' learning and creativeness and entrepreneurship mindset.

The incremental benefits are visible while charting the AACSB accreditation journey. BIMTECH feels pleased and satisfied by NAAC accreditation with A+ grade for the institute and NBA accreditation of our four Post Graduate programmes. BIMTECH is driving direct or indirect benefits of its accreditation endeavours.



BIMTECH is also pleased to state that EFMD Global Network and FNEGE bestowed on BIMTECH the Business School Impact System (BSIS) Label for successful completion of the BSIS Impact process and for on-going commitment to creating and increasing the impact on 6th June 2019.



As per AACSB, curriculum management and Assurance Of Learning (AOL) are one of the important aspects of accreditation. Upon qualifying the programmes, the students need to have well defined knowledge areas and the desired skill-sets under global context. The students should acquire and develop communication skills; they should be able to work in team setting in an ethical manner. They should have ability to formulate business problem and provide possible solutions etc. Student should know what is expected out of them from a particular course and the programme. Students are assessed in a very transparent manner for the courses covered under AOL.

BIMTECH is accredited by **National Board of Accreditation (NBA)** as well as **National Assessment & Accreditation Council (NAAC)**; both are the highest domestic accrediting bodies. We have also covered number of stages in international accreditation for the institute with **AACSB**, **International**, **USA**.





### Programmes offered



### **Programme for Business Management**

It is the first and the oldest centre of the institute, established in 1991 to meet the needs of research and education in management areas. The centre offers programmes which have won acclaim from academia and industry.

### Post Graduate Diploma in Management (PGDM)

- Two Years, Full-Time (Approved by AICTE, MHRD, Govt. of India)
- Accredited by the National Board of Accreditation, AICTE
- Recognized by the Association of Indian Universities (AIU) as equivalent to MBA
- Recognized by the Association of Commonwealth Universities (ACU)
- Students provided with an opportunity to acquire certificate qualification from the International Institute of Business Analysis (IIBA), Canada

# Programme for International Business and Policy

In this era of globalization, the demand for trained professionals in international business is increasing dramatically. Hence, for developing a competent cadre of business executives, BIMTECH offers a two years full-time course in International Business with strong industry linkages. This programme is receiving recognition from the industry as one of the well-designed courses in International Business on offer.

## Post Graduate Diploma in Management-International Business (PGDM-IB)

- Two Years, Full-Time (Approved by AICTE, MHRD, Govt. of India)
- Accredited by the National Board of Accreditation, AICTF
- Recognized by the Association of Indian Universities (AIU) as equivalent to MBA
- Students provided with an opportunity to acquire certificate qualification from the International Institute of Business Analysis (IIBA), Canada.

## Programme for Insurance and Risk Management

This programme was the first to offer full-time professional insurance education in the country and executive training in insurance and risk management. The programme prepares young professionals for managerial positions in insurance and risk management industry. The programme has been developed in consultation with industry leaders and is constantly reviewed in the context of the present and future needs of the insurance industry. LOMA (Life Office Management Association), USA is an educational partner of BIMTECH in the life insurance programmes.

### Post Graduate Diploma in Management

Insurance Business Management (PGDM-IBM) [With Technical Support from Swiss Re]

- Two Years, Full-Time (Approved by AICTE, MHRD, Govt. of India)
- Recognized by the Association of Indian Universities (AIU) as equivalent to MBA
- Strategic partnership inputs from Swiss Re
- Dual qualification PG Diploma in Insurance from the Chartered Insurance Institute, UK (CII)
- Recognized by the Indian Insurance Institute as equivalent to the Associate of Insurance Institutes of India (III)
- g Significant support from LOMA, USA, CII (Chartered Insurance Institute), UK
- Students provided with opportunity to acquire certificate qualification from International Institute of Business Analysis (IIBA), Canada

### **Programme for Retail Management**

The Centre offers full-time programme in Retail Management. It also conducts research projects and provides consultancy to new set-ups. The Centre is a pioneer in publishing the first research journal of the country-Indian Retail Review, devoted to retail researches.

### Post Graduate Diploma in Management - Retail Management (PGDM-RM)

- Two Years, Full-Time (Approved by AICTE, MHRD, Govt. of India)
- Recognized by the Association of Indian Universities (AIU) as equivalent to MBA
- Students provided with opportunity to acquire certificate qualification from International Institute of Business Analysis (IIBA), Canada



### **Centre for Research Studies**

Birla Institute of Management Technology (BIMTECH), offers AICTE approved Fellow Programme in Management (FPM) and Executive Fellow Programme in Management (EFPM), which is implemented through the Centre for Research Studies. These are doctoral programs for doing consequential research at the institute in different areas of business and management. The centre has been one of the earliest centers of its kind among private business schools in the country. The objective is to groom talented young researchers to become original thinkers and come up with new/innovative findings/solutions that can address real world problems. While this prepares them for future academics or industry, their findings, being latest research, also find way into the quality teaching that is provided to our Post Graduate students – the talent force we are continuously nurturing and grooming for reputed companies such as yours. Because the doctoral programme is academically rigorous as well as relevant to the need of today's organizations, the resultant research environment in the institute encourages innovative thinking on management and oganizational issues. Till date, 40+ scholars have acquired their doctoral qualifications through this center, many also in collaboration with University of Mysore, Karnataka, and Mohanlal Sukhadia University, Udaipur, Rajasthan.

### Centre for Public Policy (CPP)

The India Centre for Public Policy (CPP), acting as academic centre and think tank, aims to create advocacy and workforce leading to public policy, sustainable development and inclusive growth in the country. One of its objectives is to conduct action research in the areas and provide policy inputs to national and international policy institutions and governments, public and private sector organizations, donor agencies, international and national NGOs.

# Centre for Innovation and Entrepreneurship Development (CIED)

CIED BIMTECH has been established to promote entrepreneurship. It also guides the students' body "Entrepreneurship Cell (E- Cell). The overall objective of CIED is to develop an entrepreneurial ecosystem to nurture students, alumni, faculty and the surrounding community. It helps students, entrepreneurs and aspiring entrepreneurs on ideation, feasibility analysis, business modeling and mentoring.

## Centre for Management Development & Consultancy (CMDC)

Centre for Management Development and Consultancy aims to create a training base which engages in management advocacy for general management and human resource development. It aligns itself with the human resource practices, through training and capability enhancement. One of the prime objectives of Centre for Management Development at BIMTECH is to conduct training in various functional areas of management to provide quality inputs to national and international conglomerates, government, public and private sector organizations, donor agencies, international and national NGOs.



## Centre for Management Case Development (CMCD)

BIMTECH realizes the need to create knowledge in various domains of management and business. In fulfilment of objectives as enshrined in its Mission, in its quest for continued excellence and research orientation in management education, and in its endeavour to be a partner in spread of knowledge, BIMTECH has established, Centre for Management Case Development (CMCD). One of the objectives of the Centre for Management Cases Development is to promote development of high quality teaching cases as instrument of facilitate teaching for academics, and to add to practical knowledge of consultants, practitioners and management developers.

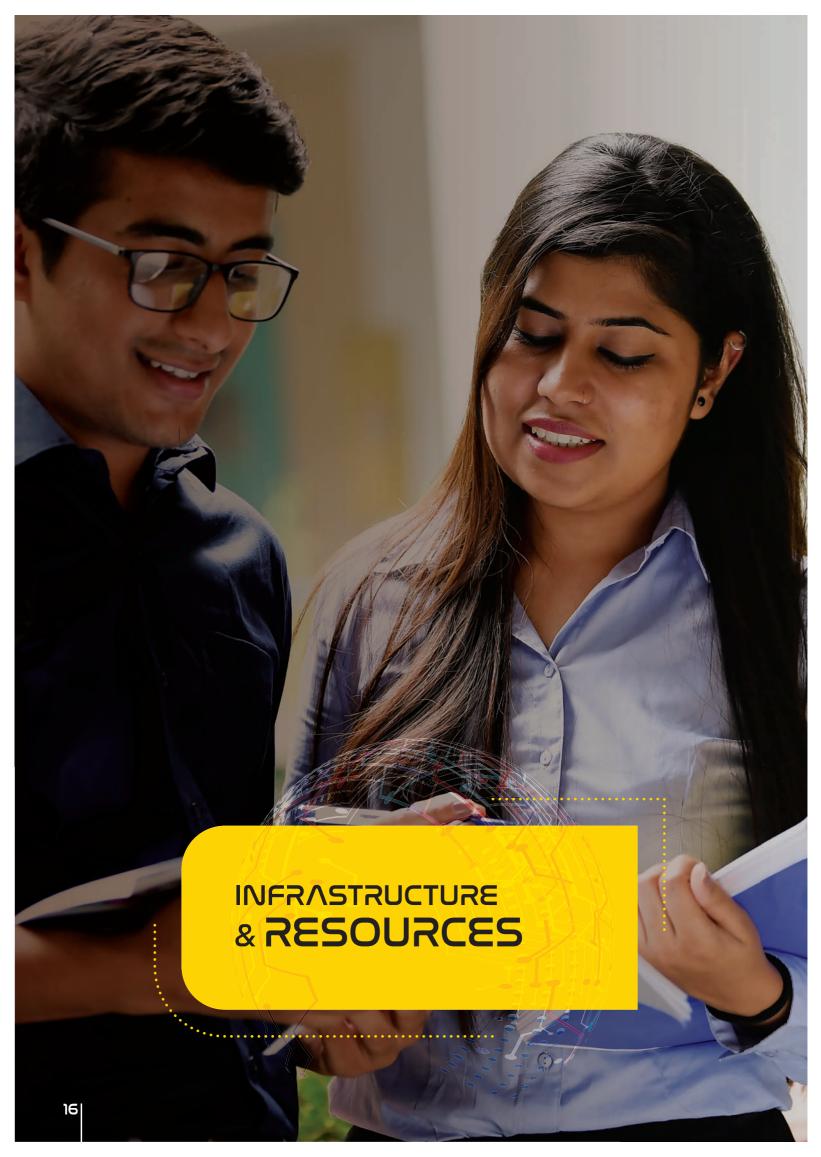
### **Centre for Corporate Relations**

A dedicated team of Chairperson, two managers and one assistant manager are engaged in augmenting opportunities for students in targeting and achieving preferred career choices and challenging final placements and summer internship projects (SIP).

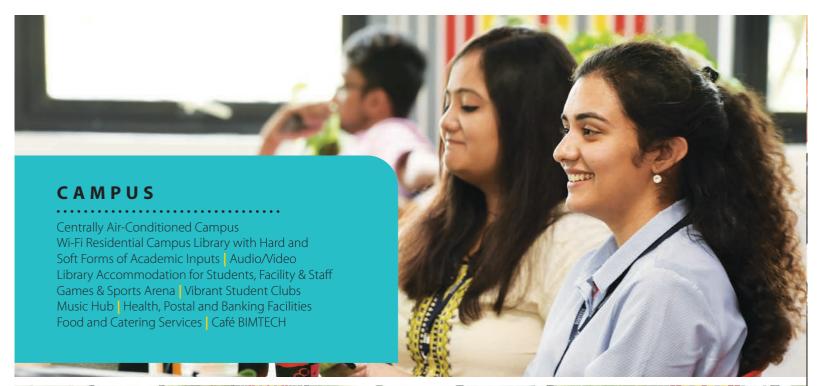
These efforts are supplemented by faculty team of 11 and student team of 22 who focus on maintaining long term relationship with corporates in India and abroad. Providing one window service outlet striving to build close mutually beneficial relations with corporates for promoting industry - academia interface.

Working in tandem with corporates and students to ensure value added summer internship and short team projects. Arranges training facilities in the area of soft skills, arranging workshops, seminars, colloquiums, competitions etc. to enhance the experiential ambience of industry to students. Promotes extra-certifications acquisition by students through Coursera, edX, KPMG Six Sigma Lean Green Belt, IIBA (Canada) Certificate etc.









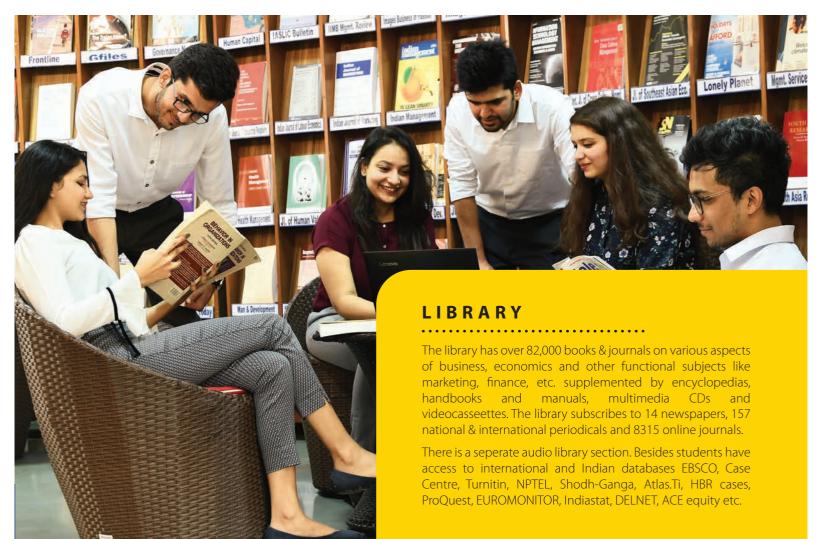


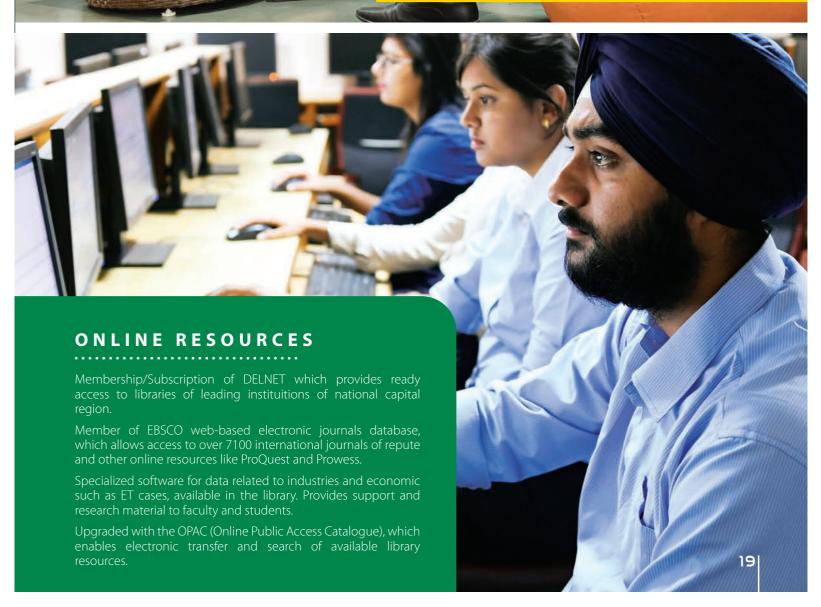
### **AMENITIES**

Fully residential, wired and centrally air conditioned campus with sate-of-the-art-infrastructure.

Fully Wi-Fi enabled campus Video-Conferencing facility U-shaped lecture theatres well equipped with audio-visual aids to facilitate interaction between the faculty member and the young managers Two computer labs with 100 terminals connected through 100Mbps LAN with round the clock internet connectivity Two Storey, circular library with a capacity to accomodate 200 scholars at any given time









Dr. H. Chaturvedi Director & Professor



Dr. Anupam Varma Dy. Director, Dean Academics & Professor



Dr. A. Sahay Professor & Dean Research



Dr. K.C. Arora Professor & Registrar



Prof. Kishore K Sinha Professor & Dean Executive Education

# OUR MENTORS

Faculty is the beacon light of any educational institution. We feel gratified that BIMTECH students are being enlightened and guided by the best brains in the business across all streams. The Gurus of BIMTECH are a fine blend of industry experience stretching into decades and possess proven academic excellence.

At BIMTECH, you are always in a cognitive environment; your endeavour to become successful business leader will be honed well under the able and benevolent guidance provided by our professors as mentors, who are deeply engaged in research and consultancy. The experiential learning here brings their industry and research experience into the classroom. Every faculty acts as an entrepreneur for the academic and non-academic activities. The team of faculty members at BIMTECH with experience in Indian and international educational and industry systems, is devoted to high quality academic learning. The academic conferences, seminars, workshops and colloquiums organized by the Institute present the academic and industry views upfront and help in experience sharing. These activities also provide a direction for further research and study. The faculty also act as mentors of various student clubs promoting quizzing, public speaking, gaming etc. besides academic clubs attached to insurance, marketing, finance etc.



Prof. R. J. Masilamani Professor



Dr. Gokulananda Patel Professor



Dr. Jagdish Shettigar Professor & Advisor



Dr. A.K. Dey Professor



Prof. Dhruva Chak Professor



Prof. A.K. Malhotra Professor



Prof. K. K. Krishnan Professor



Dr. A.V. Shukla Professor



Prof. Sunil Sangra Professor



Prof. Akhil Pandey Professor



Prof. S. S. Dubey Professor



Prof. K. R. Chari Professor



Dr. A. Bose Professor



Dr. Manosi Chaudhuri Professor



Prof. N. N. Sharma Assoc. Professor



Dr. Abha Rishi Assoc. Professor



Dr. Vineeta Dutta Roy Assoc. Professor



Dr. Meena Bhatia Assoc. Professor

**Dr. H. Chaturvedi**Director & Professor

**Dr. Anupam Varma** Professor, 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. A.K. Malhotra** Professor

**Prof. Kishore K. Sinha** Professor

**Prof. Sunil Sangra**Professor

**Prof. Akhil Pandey** Professor

**Prof. Sanjiva S. Dubey** Professor

**Dr. Abhijit K. Chattoraj** Professor

**Prof. K.R. Chari**Professor

**Dr. Pankaj Priya** Professor

**Dr. A. Bose**Professor

**Dr. Rahul Singh** Professor

Dr. L. Ramani

Professor

**Dr. Manosi Chaudhuri** 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** Asst. Professor

**Prof. Rajeev Sharma** Asst. Professor

**Dr. Navin K. Shrivastava** Asst. Professor

**Dr. Kapil Garg** Asst. Professor

**Prof. Monika Mittal**Asst. Professor

**Prof. Chanchal Kushwaha**Asst. Professor

**Dr. Nimisha Singh** Asst. Professor

**Dr. Archana Singh** Asst. Professor

Dr. Arindam Banerjee

Asst. Professor **Prof. Saloni Sinha** 

**Dr. Itilekha Dash** Asst. Professor

Asst. Professor

Dr. Ruchi Mishra

Asst. Professor

**Dr. Amrendra Pandey** 

Asst. Professor

Dr. Veenu Sharma

Asst. Professor

Prof. Ankur Kulshrestha

Asst. Professor

Dr. Annushree Tandon

Asst. Professor

Dr. Subhanjan Sengupta

Asst. Professor

Dr. Khanindra Ch. Das

Asst. Professor

**Dr. Monika Jain**Asst. Professor

Dr. Shalini Singh

Consultant

Dr. Mohd. Akbar Ansari

Advisor

### Research Associates/Fellows

Dr. Shreya Mishra

Research Associate

Ms. Aditi Mudgal Research Fellow

Mr. Saurabh Pradhan

Research Fellow

Ms. Surbhi Cheema

Research Fellow

Ms. Shailee Singh

Research Fellow

Mr. R. Satya Krishna Sharma

Research Fellow

Ms. Shradha Kabra

Research Associate

Ms. Pooja Malik Research Associate

Mr. Jitender Kumar

Research Associate

Mr. Kuldeep Lamba

Research Associate

Ms. Reeti Kulshrestha

Research Fellow

Ms. Daitri Tiwari

Research Fellow



### **Prof. Agnes Nairn**

Faculty International Director Management and Marketing, University of Bristol

### **Dr. Amandeep Dhir**

Professor University of Helsinki, Finland; University of Bergen, Norway; NTUST Taiwan

### Dr. Anol Bhattacherjee

Professor of ISDS, University of South Florida, USA.

### **Dr. Asha Chand Associate**

Dean International Western Sydney University, Sydney

### Dr. Avinandan Mukherjee

Dean of Lewis College of Business and Professor of Marketing, Marshall University

### **Dr. Beverley Orr-Ewing**

Deputy Director International and Head of Global Opportunities University of Bristol

### Dr. C.S. Lalwani

Professor University of Hull

### **Prof. Hanna Lehtimaki**

Professor University of Eastern Finland

### Dr. Imanueli Mnzava

Dy-Director IFM

### **Dr. Kirsten Cater**

Academic Director-Centre for Innovation, University of Bristol

### Dr. Rado Bohinc

Professor of Corporate, Securities and EU Law University of Ljubljana

### Dr. Rassule Hadidi

Professor and Head MIS Department, UIS

### **Prof. Rebecca Chandy**

Deputy Head Business School Liverpool Hope University.

### Dr. S.P. Sharma

Chief Economist PHD Chamber of Commerce and Industry

### **Prof. Stefan Zammit**

Head of International Office, Programme Director of MSc General Management, PFH Private Hochschule Göttingen



### **Prof. Stefanie Chen**

Professor FHVorarlberg

#### **Dr. Sunil Mithas**

Professor Robert H. Smith School of Business, University of Maryland

### **Prof. Thadeo Satta**

Director IFM

### **Prof. Wilfried Manhart**

Professor FH Vorarlberg

### Dr. D.K. Malhotra

Professor of Finance Philadelphia University

### Dr. Dorota Dobija

Programme Director, Department of Accountancy, Chair, Kozminski University

### **Prof. Justin Paul**

Professor Rollins College – Florida & University of Puerto Rico

### Dr. Lukasz Zamecki

Professor at the Faculty of Political Science and International Studies, University of Warsaw

### Dr. P.C. Pandey

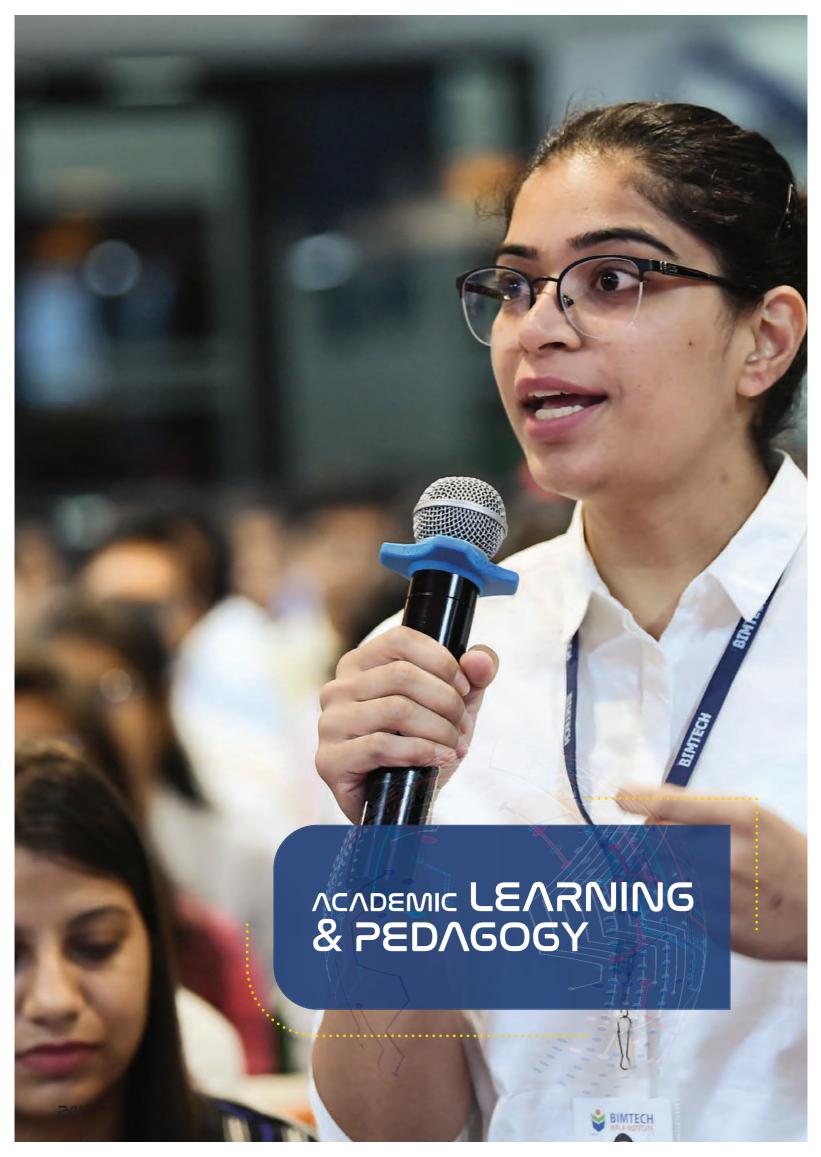
Board Member of DOC Research Think Tank Germany

### **Dr. Pradeep Taneja**

Professor University of Melbourne, Australia

### Dr. Venkata Krishna Kumar Yanamandram

Professor Sydney Business School, University of Wollongong



Learning starts with the study group formation of the students for the duration of their stay in the campus. The formation of group is self-done on the basis of chemistry between students regarding their social life, culture, academic background and work experience. The student committee is drawn from all parts of India and some foreign countries as well. They share ideas, thoughts, culture, and personal experience. This makes their stay enriching.

BIMTECH gives high priority to inviting industry mentors to the campus for making business education more hands on and relevant. The classroom guidance, with the combination of direction from tenured professors, external industry experts and project experience prepares a candidate on the fundamentals as well as industry practices simultaneously.

### **Pedagogy**

Teaching methodology is a combination of case based method and lectures with high focus on collaborative & self-learning and hands on industry practice.

Teaching of each subject is carried out as per the detailed course plan designed in accordance with the syllabus and well defined course & programme objectives.

Each course comprises case studies, assignments, presentations, working exercises, quizzes and group discussion on current issues.

The evaluation is based on continuous internal assessment and end-term examination.

Simulation, management games, role play and other teaching techniques are used in the classroom for greater effectiveness.

### Current affairs, general awareness and ethical practices are embedded in all modules.

Live Online Projects | Team Work | Industry Visits | Summer Internship | Management Games Presentations | Research Projects | Business Simulation | Short Term Projects | Simulation Exercises | Field Researches | Quizzing







Sr.VP DLF

Mr. Binayak Mishra

VP and Regional Head-North Edelweiss General Ins. Co. Ltd.

**Dr. G.P. Rao**Founder & Managing
Partner GPR HR Consulting LLP

**Mr. Harpreet Singh Chhabra**Sr. VP-Leasing
The Grand Venice Mall (Bhasin Group)

**Mr. Jaspinder Vohra**Director South Asia Exports business
Kellogg & Pringles

**Mr. Lokesh Mishra** India Business Head ALDO **Mr. Pankaj Judge** Founder Chai Thela

**Mr. Pearlraj P. Cannivady** Vice President, Marketing SPAR Hypermarket, Landmark Group

**Mr. Rahul Chaurasia**Associate Vice President and Head North
Bajaj Allianz Life Insurance Co. Ltd.

**Ms. Ritika Taneja**Assistant Vice President,
B2C ShopClues

Mr. Sanjay Datta Chief Underwriting, Claims & Reinsurance ICICI Lombard General Insurance Co. Ltd. **Mr. Vishal Mahajan**Chief Operating Officer
Jubilant Consumer

**Dr. Y.V. Verma**Management Consultant

**Dr. Bhabatosh Mishra** COO, Medical Underwriting Apollo Munich Health Insurance Co. Ltd.

**Dr. Arun Malhotra**Former Managing Director
Nissan Motors

**Mr. Samir Singh Jaini** CEO Digital Fifth



# SOME OF OUR DISTINGUISHED ALUMNI

### Mr. Abhishek Bhartiya

Director - Digital Marketing & Analytics Velvetcase.com

### Mr. Ajay Deshmukh

Executive Director J P Morgan Chase & Co

### Ms. Akshita Sharma

AVP-Strategy Apollo Tyres Ltd

### Mr. Alok Gupta

Founder & CEO, Pyramid Cyber Security and Forensic Pvt. Ltd.

### Mr. Amit Malik

Sr. Director – FAO Sutherland Global Services Confidential SSC

### Mr. Arindam Lahiri

GM-HR Samsung

### Ms. Arjun Sharma

Vice President - Sports & Events Marsh India Insurance Brokers

### Mr. Dinesh Bhatnagar

Sr. Human Resources Professional, India & Asia Pacific Daiichi HR Solutions Pvt Ltd

### Ms. Garima Chandak Periwal

Associate Vice President-Underwriting & Operations ICICI Lombard General Insurance Co. Ltd.

### Mr. Hardik Badgujar

Director Amalgo Healthcare Pvt, Ltd.

### Mr. Harveen Bedi

Life, Career & Business Coach answerwhatnext.com

### Mr. Hemanth Thanmal

Director Varidh Business Solutions Private Limited

### Mr. Homa Mistry

**CEO** 

Trail Blazer Tours India Pvt Ltd

### Mr. Jaideep Sundriyal

Experienced IT Services Sales Professional HCL Technologies London, United Kingdom

### Mr. Jugal Kishore Vashist

Head-Railway Ultra Tech Cement

### Ms. Koyalgeet Kaur

MD Arrowhead Consulting Inc

#### Mr. Maneesh Jasoria

Head – Renewals Max Bupa

### Mr. Manvendra K Singh

AVP

HDFC Bank, Mumbai

### Mr. Mohit Chhabra

Co-Founder KNOLedge Corporate Services

### Ms. Monika Jain

Director - Human Resources University of Petroleum and Energy Studies

### Mr. Munish Seth

Country Director, Android Partnerships, Google India

### Mr. Naveen Kaushika

Founder Job Skills & Training

### Mr. Navin Agarwal

Sr. VP-Chief of Staff Chairman & Group MD's Office, Welspun Group Corporate Center

### Mr. Raj Kumar Kanjhlia

Regional Sales Director HCL Technologies, Greater Atlanta Area

### Mr. Rajat Kotra Global

Leader - New Products & Strategic Asset Management Concentrix (formerly IBM GPS) Concentrix

### Mr. Rajeev Mehra

Director Shivam Products Pvt. Ltd

### Mr. Rajnish Sendil

Co-Founder & Director VCROP Tech Pvt. Ltd

### Ms. Rashi Agarwal

Deputy Director – HR Damodar Valley Corporation

### Mr. Ravi Kunwar

Head of Business Operations HMD Global

**Mr. Sandeep Sehgal**Business Chief-India & SAARC (Imaging Business Group) Panasonic India

Mr. Sanjay Jain

Founder & Director TFS Business Advisors

Mr. Satyendra Yadav

AVP-Corporate UIB Insurance Brokers Pvt. Ltd.

Mr. Shomi Agarwal

VP WNS Global Services

Ms. Sona Saha Das

Project Program Management – Global IP DELL Dell B.V. Singapore

**Mr. Sujit Chakrabarty**Founder & COO Prakrit OP Seeds

Mr. Sunil Kalra

Senior Director and Head HR Dr. Reddy's Laboratories Ltd.

Mr. Suresh Goyal Zonal

Manager North - Personal Products Division IndusInd Bank

Mr. V. Varun

Zonal Head Magma HDI General Insurance Company Ltd.

Mr. Vikas Gera

Founder & CEO Thought At Work

Mr. Vikas Kapur

Regional Director-South East Asia Valvoline

Mr. Deepak Karanwal

BI Architect. Dartmouth College, USA

Mr. Gaurav Chhibber

Chief Soulworker Soulworks

Mr. Gauray Sharma

Assistant Vice President-Operational Risk Management Edelweiss Financial Services Ltd

Mr. Lokesh Kumar Gupta

Global Insurance Brokers Pvt. Ltd

Mr. Mriganki Tyagi

AVP Nykaa.com

Mr. N S N Murty

Executive Director & Leader Smart Cities, PwC India

Mr. Pankaj Sharma

Head-Alliances Nexgen FMPL

Mr. Pankaj Tomar

Chief Underwriting Officer Axa France-India Reinsurance Branch

**Mr. Pradeep Wadhwa**Founder and Principal
Kritical Edge Consulting Pvt. Ltd.

Mr. Rachit Sarin AVP – Commercial Kotak General Insurance

Mr. Rajiv Bakshi

Chief Marketing Officer Intex Technologies

Mr. Ranjeev Vij

Digital Futurist, Innovation Strategist, Communications and Brand Architect Zeno Group

Mr. Shailender Singh Chhabra

Vice President and Head of PAN India Operations Telco Systems

Mr. Sumit Jha

Vice President Unitus Capital

Mr. Vikas Sikand

CFO

DAVS Priya Food Creation Pvt. Ltd.

Mr. Vivek Garg

Director

TOM Technology Services Pvt. Ltd. (UAE Exchange Group Company)

Mr. Yogesh Bellani

CFO

Field Fresh Foods Private Limited



# INTERNATIONAL & NATIONAL **ALLIANCES**

In the current globalization era pedagogy has transformed from the traditional way of classroom teaching to experiential learning. Keeping in line with BIMTECH's vision to develop leaders with global mindset, International office at BIMTECH gives an opportunity to its students and faculty members to travel abroad for study & research, and collaborate with counterparts for productive tie-ups across the globe. BIMTECH through International office gives opportunities for Student Exchange, Faculty Exchange, Joint Research Collaborations & Publications, India Study Programme, hosting/participation in International Conferences and Seminars, Emerging India Program etc. leading to a creation of global leaders and ever growing Intellectual capital.

### **STUDENTS MOBILITY 2018-19**

It has been a very sucessfull academic year for the student mobility. There was mobility of 131 students across geographical boundaries. International students showed interest in BIMTECH's Student Exchange Programme. There were total 35 international students who came to BIMTECH to complete their single/double Trimester and participate in Dual Degree Programme.

Students from BIMTECH also actively participated in the exchange programme. There were 54 students who went to Austria, Australia, France, Finland, and Poland.

10 students and faculty members from Sydney Business School, University of Wollongong, Australia came to BIMTECH under Study Abroad programme.

MBA Students from F.H. Vorarlberg, University, AUSTRIA were on a 10 day visit at BIMTECH under the India Study programme. There were 18 participants including 2 faculty members at BIMTECH. The students were from different countries Austria, Germany, Hungary, Indonesia, and The Netherlands.

Business management students from Stillman School of Business, Seton Hall University, USA visited BIMTECH under the . . . . . . . . . India Study Programme. There were 14 students including one faculty member.

### **International Grants and Scholarships**

**ERASMUS+ Mobility Grant:** Dorota Dobija, Professor of Accountancy, Kozminski University, Poland at BIMTECH.

Student Mobility 2019: FH Joanneum, Austria: -Abhishek Dargah, PGDM (IB) 2018-20

**ERASMUS+ KEY ACTION AREA 2:** Capacity Building in the Field Of Higher Education Realizing Aspirations, Interests and Brilliance of Young Women (RAINROW) Brilliance of Young Women (RAINBOW)

### **International Assignments of Bimtech Faculty 2018-19**

AUSTRIA: Prof. Himanshi Tiwari, FH Joanneum, attended Project Meeting for EU Project Rainbow

AUSTRIA: Dr. Rahul Singh, FH Joanneum, attended Project Meeting for EU Project Rainbow

**FRANCE:** Dr. Rahul Singh attended International Conference at KEDGE Business School.

**CANADA:** Prof. Sunil Sangra was invited to Bensadoun School of Retail Management, McGill University, Canada.

### **Online Collaborative Project - Year Long Engagement:**

In 2019 BIMTECH students participated in X Cultural projects, BIMTECH-WFU International Case Competition, Virtual Business Projects (VBP).

BIMTECH students are given abundant opportunities to

participate and work on virtual projects. The participatory teams are from different universities across different geographies. The students work on various projects product launches, marketing plans, research projects, product innovations etc.

They learn to work in a multi-market mechanism, understand complexities to work in different time zones, collaborate with virtual teams with different cultural orientations.

### **NEW MoUs SIGNED:**

Oxford Brookes University, UK

YUNUS Centre, Bangladesh, build under the vision and leadership of Muhammad Yunus (Nobel Peace Prize for founding the Grameen Bank)

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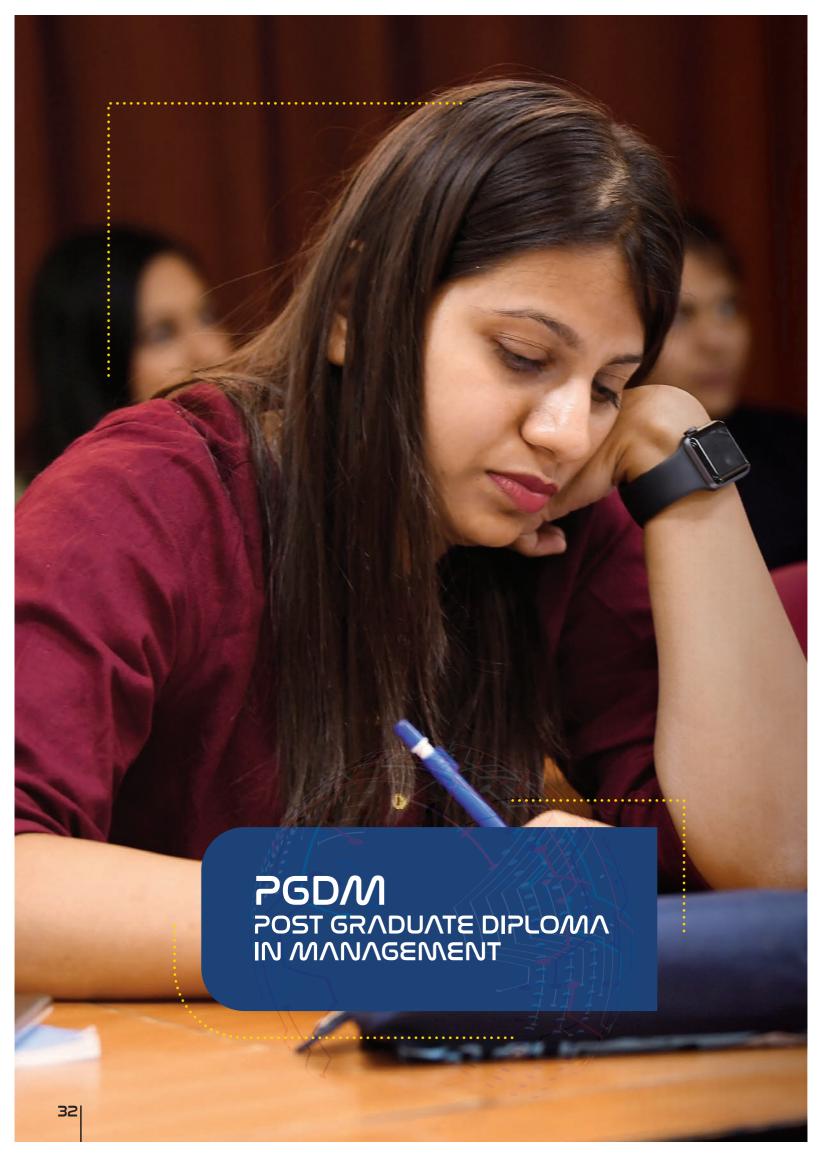


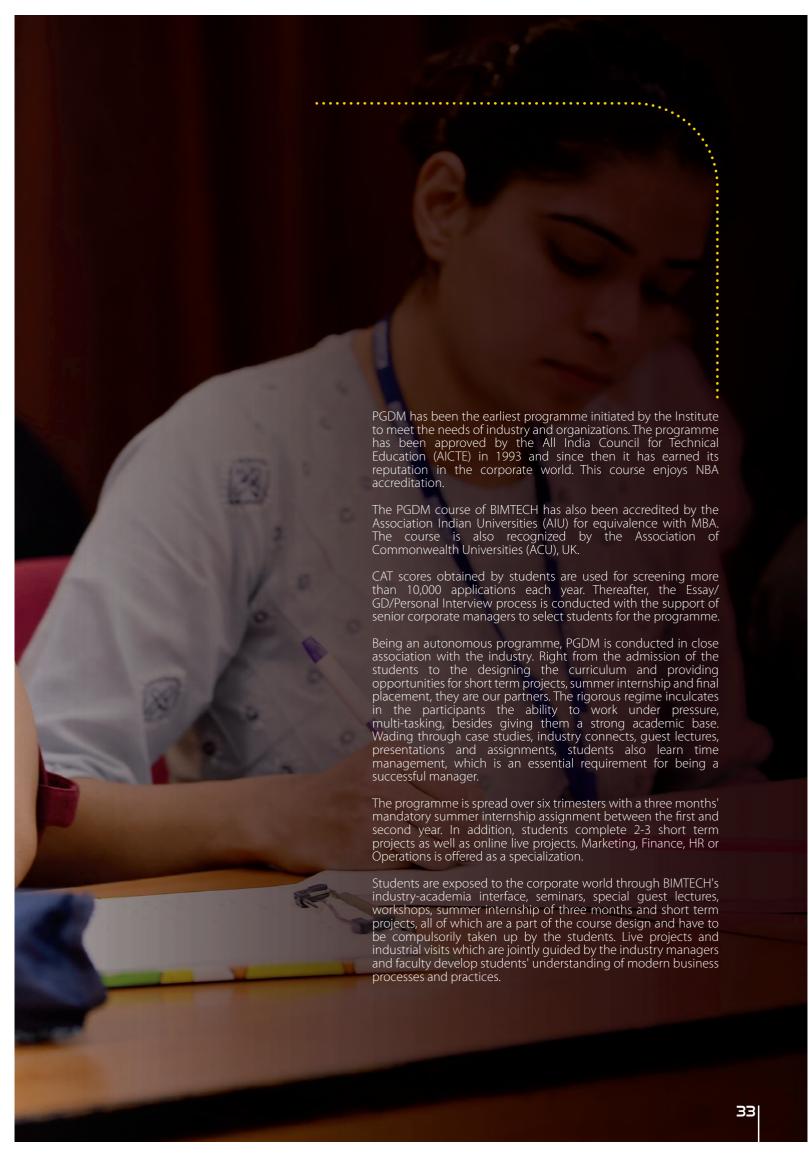




# **International Alliances**

Argentina	Universidad Nacional del Sur	Singapore	Singapore Management University
Australia	Royal Melbourne Institute of Technology University of Wollongong (Sydney Business School)	South Africa	University of Stellenbosch Business School
Austria Campus 02 UNIVERSITY OF APPLIED 9	Campus 02 UNIVERSITY OF APPLIED SCIENCES	South Koria	Hansung University & KIBC Solbridge International School of Business
	FH Joanneum University of Applied Sciences Fachhochschule Vorarlberg GmbH (University of Applied Sciences Vorarlberg GmbH)	Spain	ETEA Faculty of Business and Economics University of Nebrija
Bangladesh	International Development Enterprises Yunus Centre	Tanzania	Institute of Accountancy Arusha Institute of Finance Management
Bhutan	Royal Institute of Management	Thailand	Asian Institute of Technology
Brazil	Universidade Estadual de Campinas (UNICAMP)	UK	Manchester Metropolitan University
Canada	Goodman School of Business, Brock University	University of Hull Oxford Brookes University	
China	ABRBS- Alliance of Belt and Road Business Schools	USA Emporia State University School of Public Policy, George Mason University Kent State University (Ohio, USA) Missouri State University Philadelphia University Santa Clara University University of Nebraska at Omaha	
Colombia	University of Externado Universidad ICESI		
Finland	Jyvaskyla University of Applied Sciences The University of Eastern Finland		
France	Leonard De Vinci La Rochelle Business School ESSCA Ecole de Management IESEG School of Management Institute Superieur De Gestion (ISG) KEDGE Business School, (Bordeaux, Marseille) NEOMA Business School		
Georgia	International Black Se University, LLC (IBSU)	A2V Info solutions Pvt. Ltd Business and Community Foundation (BCF) Cognizant Technology Solutions India Pvt. Ltd. Federation of Indian Chambers of Commerce & Industry (FICCI) FT Knowledge Management Co. Ltd. India School of Business (ISB) Indian Institute of Corporate Affairs IPE, Osmania University Kaziranga University, Assam MART Milagrow Business and Knowledge Solutions (P) Ltd. Mysore University Nabakrushna Choudhury Centre for Development Studies National Institute of Personnel Management (NIPM) NBCC Limited NTPC Ltd. (NTPC) O. P. Jindal Global University Power Grid Corporation of India Ltd. Reliance Exchangenext Ltd. (Rnext) Reliance Webstore Limited (RWSL) S K A Pandit Consultants and Actuaries	
Germany	The PFH Private University of Applied Sciences		
Hungary	Szent Istvan University		
IreInd	Galway-Mayo Institute of Technology (GMIT)		
Kenya	The Management University of Africa		
Lebanon	École Supérieure des Affaires (ESA Business School)		
Malta	University of Malta		
Mexico	Tecnologico de Monterrey campus Chihuahua (ITESM) Universidad Regiomontana		
Morocco	ESCA School of Management		
Nepal	Global College of Management Group /Global College International (GCI) Purbanchal University		
Netherlands	Inholland University		
Poland	Kozmenski University European University of Business University of Warsaw		
Russia	State University of Management Voronezh State University	SAGE India SEWA (Self Employed Women's Association) TATA AIG Insurance	
Senegal	Institut Superieur de Management (ISM Dakar)	The Steel Authority of India Ltd. (SAIL)	







### COURSE CURRICULUM

### TRIMESTER-I

Design Thinking
Financial Accounting
Information Systems Management for Business
Managerial Economics
Marketing Management-I
Organizational Behaviors
Responsible Business
Statistics for Business Analysis

### **Experiential Courses**

Experiential Leaning I Elab -I LEAD -I

### TRIMESTER-II

Business Communication - I Human Resource Management Macroeconomics Management Science Managerial Accounting Marketing Management II Operations Management

### **Experiential Courses**

Experiential Learning-II Elab-II LEAD-II

### TRIMESTER-III

Corporate Finance Global Business Environment Research Methodology

### **Experiential Courses**

Experiential Learning-III Specialization (To select 3 Subject) Elab-III LEAD-III Strategic Management-I



# SUMMER INTERNSHIP

### TRIMESTER-IV

Business Communication – Il Strategic Management I

### **Experiential Courses**

Experiential Leaning IV LEAD-IV Leadership Lab Specialization (To select 4 Subject)

### **TRIMESTER-V**

Strategic Management II

### **Experiential Courses**

Capstone Business Simulation Science of Happiness Specialization (To select 3 Subject)

### TRIMESTER-VI

One course to be selected by students from the Bouquet of Courses

# **ELECTIVES**

### **Finance**

Advanced 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

### Marketing

Digital Marketing

Sales and Distribution Management

Services Marketing

Consumer Behavior

International Marketing

Luxury Marketing

Marketing Analytics

Rural Marketing

Product and Brand Management

Advance Marketing Analytics

Business- to-Business Marketing

Customer Relationship Management

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

# **BOUQUET**

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

Legal Aspects of Business

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

Financial Inclusion

Business sustainability

Internationational Business Strategy

IPR Management

# PGD/M •

### 2nd year, 2018-20

Batch Profile for Final Placement

Total no. of students 239

# Academic Background









Commerce

Engineering

Management

Science

,,,,,



Arts



Others

# Work Experience









6 to 12 months

12 to 24 months

24 to 36 months

More than 36 months



Freshers

# Specialization









Marketing

Finance

Operations

HR





Female

# PGDM

### 1st year, 2019-21

Batch Profile for Summer Internship

Total no. of students 240

# Academic Background



Engineering



Commerce



Management



Science



Arts



Others

## Work Experience



6 to 12 months



12 to 24 months



24 to 36 months



More than 36 months



Freshers



Male



Female







# COURSE CURRICULUM

#### 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

### Module

Inter-cultural Business Communication Experiential Learning Export Cluster Project

### TRIMESTER-II

Operations Management
Managerial Accounting
Marketing Management-II (including 10 hrs of Markstat)
International Trade Operations
Foreign Language II (Chinese/ French/German)
Information Systems Management For Business
Responsible Business
Global Business Environment

### Module

Advance Excel for Managers Experiential Learning Doing Business with Middle East/Asia Pacific Countries /BRICs / Africa Project – Project Work

### TRIMESTER-III

International Marketing Business Research Methods Corporate Finance Management Science International Supply Chain & Logistics Management

### **Modules**

Communication Lab International Marketing Research Elective Courses (Three of 3 credit each)

# SUMMER INTERNSHIP

### TRIMESTER-IV

International Strategic Management Geopolitics & Global Risk Analysis Capstone for Business Simulation

### Module

International Financial Management Experiential Learning Leadership Experience and Attitude Development: (LEAD) Elective Courses (Four of 3 credits each)

### TRIMESTER-V

International Business Laws/International Commodity Management (Any 1) Design Thinking

### Module

International Shipping Experiential Learning X-Culture Project Elective Courses (Three of 3 credits each)

### **TRIMESTER-VI**

### Module

Intellectual Property Rights
Optional Core Course (Any 1)
Business Innovation & Growth Strategy
Introduction to ERP
Emerging Technologies in Management
Introduction to Consulting Management
Value of Information



# **ELECTIVES**

### **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
Entrepreneurial Marketing

### **Finance**

Advance Financial Statement Analysis Financial Services, Products and Markets Investment Management Management of Commercial Banks Retail Banking 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**

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

# PGDM IB •

### 2nd year, 2018-20

Batch profile for Final Placement Total no. of students 59

# Academic Background









Commerce

Engineering

Management

Science





Arts

Others

# Work Experience









6 to 12 months

12 to 24 months

24 to 36 months

More than 36 months



Freshers

# Specialization





Finance

25%

Operations





Male

Female

# PGDM IB

## 1st year, 2019-21

Batch profile for Summer Internship Total no. of students 60

# Academic Background









Engineering

Commerce

Management

Science







Others

## Work Experience









6 to 12 months

12 to 24 months

24 to 36 months

More than 36 months



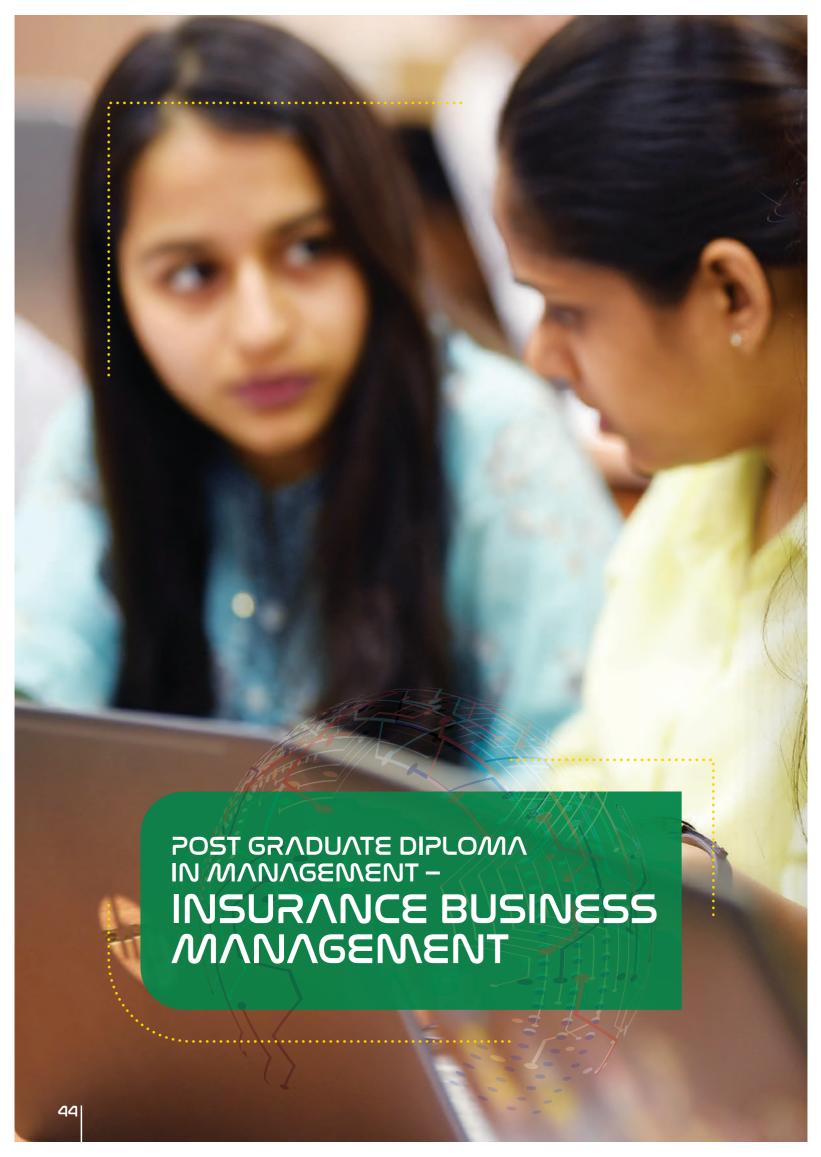
Freshers

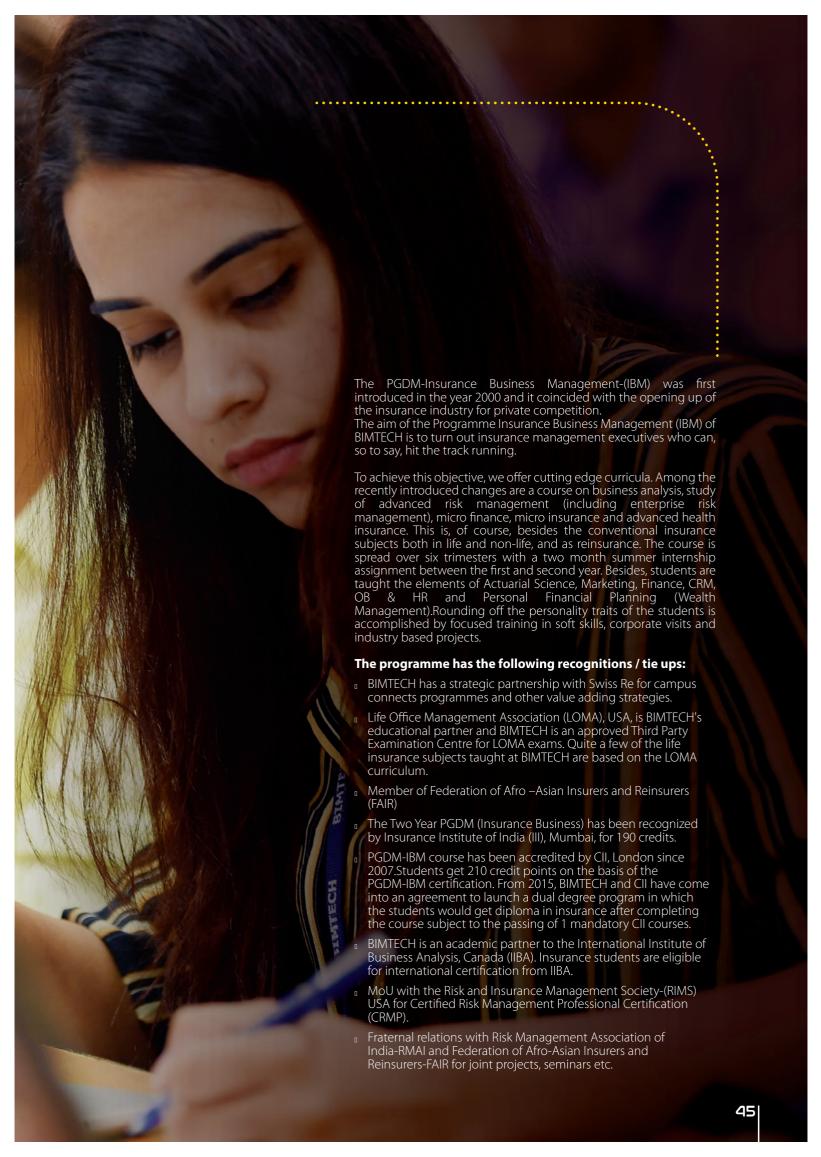


Male



431





# **COURSE CURRICULUM**

### TRIMESTER-I

- **Business Environment**
- Insurance Laws
- Marketing Management

- Organizational Behaviour & Human Resource Management
- Statistics for Managers

### TRIMESTER-II

- Life and Health Insurance Underwriting
- Risk Management Property-I (Fire & Consequential Loss) Channel Management

- Elements of Actuarial Science
- Products and Practices of Life Insurance

### TRIMESTER-III

- Property-II (Construction & Engineering Insurance)

- Services Marketing & CRM Motor Insurance-I (Own Damage)



# SUMMER INTERNSHIP

### TRIMESTER-IV

- New Product Development Liability Insurance-I

- Advanced Health Insurance (Elective) Advanced Risk Management (Elective) Advanced Actuarial Science (Elective)
- Advanced Insurance Laws (Elective) Marine Cargo & Hull Insurance

- Leadership-Lab

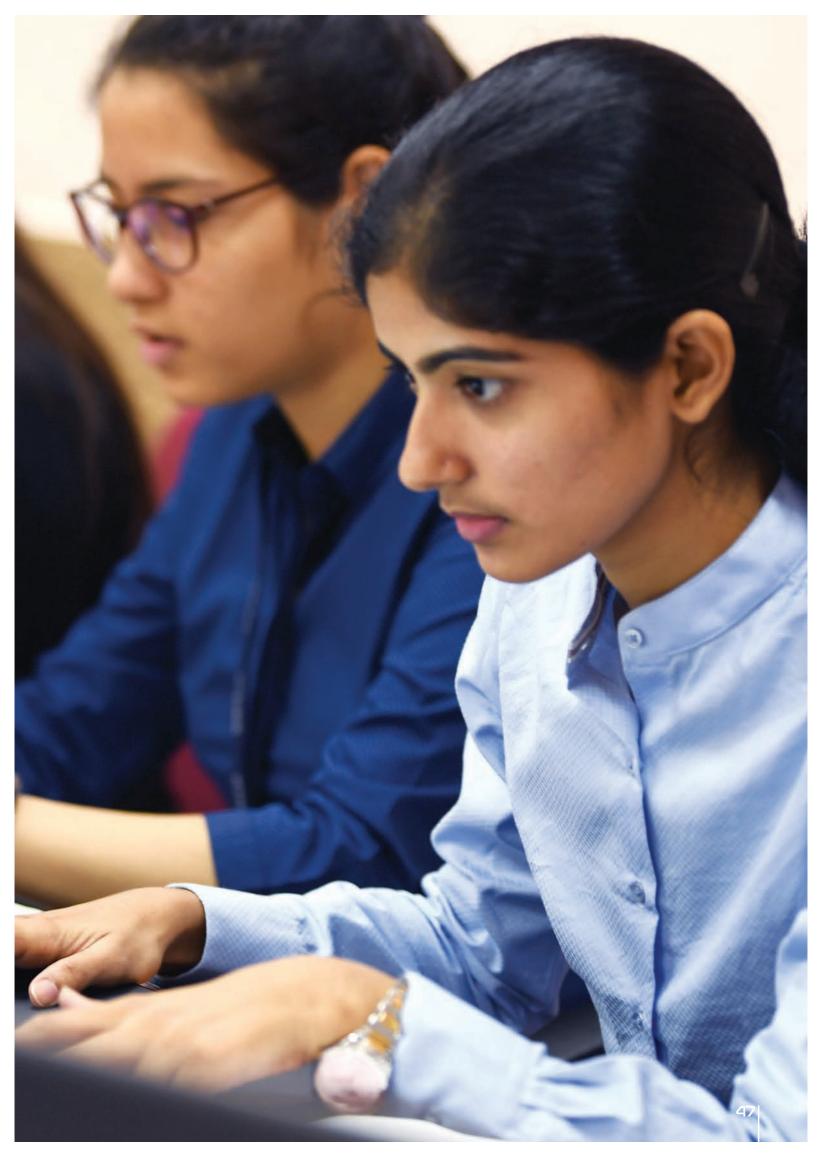
### TRIMESTER-V

- Global Perspectives in Insurance Basics of Entrepreneurship
- Liability Insurance-Il Managing Funds

- of Insurance Companies Motor Insurance-II (Third Party)

### TRIMESTER-VI

- Financial Services & Personal Financial Planning
- Responsible Business



# PGD/M IB/M •

### 2nd year, 2018-20

Batch profile for Final Placement Total no. of students 57

# Academic Background









Engineering

Commerce

Management

Science





Arts

Others

# Work Experience



11%



3%

6 to 12 months

12 to 24 months

24 to 36 months

More than 36 months



Freshers

# Male & Female



Male



Female

# PGDM IBM •

## 1st year, 2019-21

Batch profile for Summer Internship Total no. of students 60

# Academic Background











Engineering

Commerce

Management

Science







Others

### Work Experience







12 to 24 months



24 to 36 months



More than 36 months



Freshers

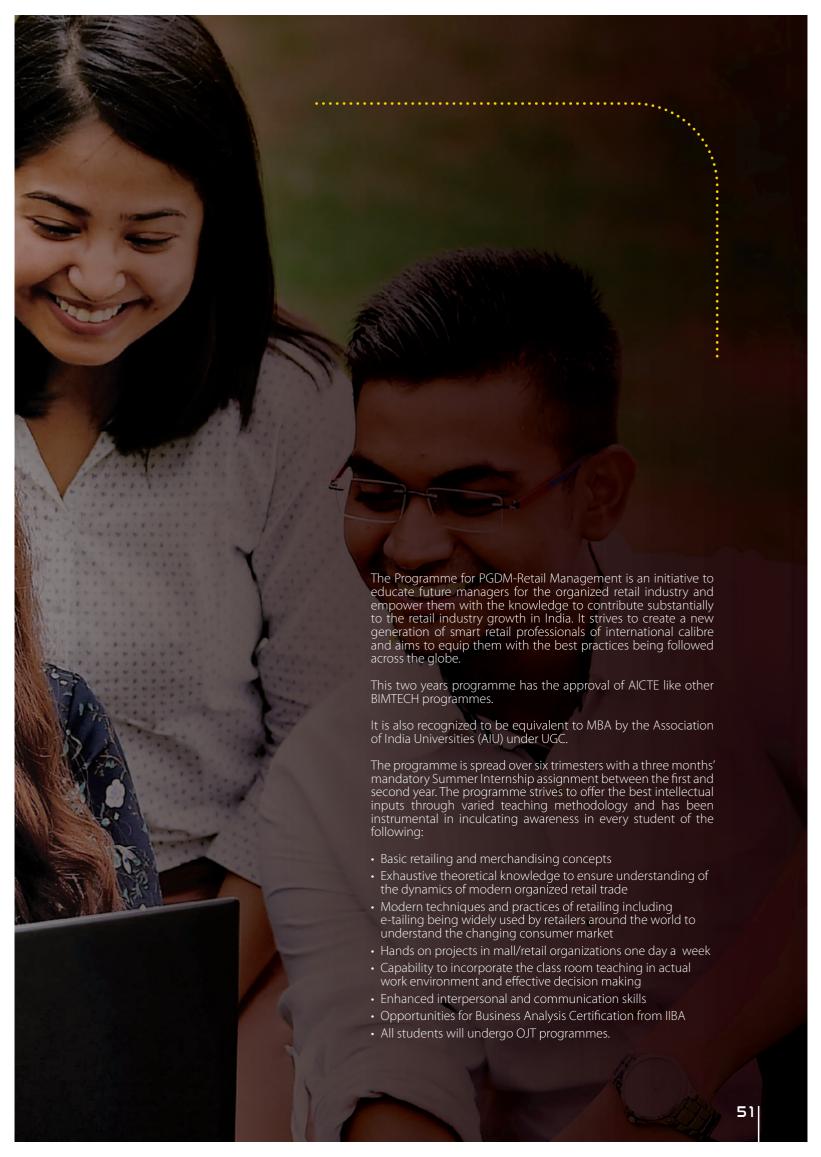


Male



Female





# COURSE CURRICULUM

### TRIMESTER-I

- Retail Concepts & EnvironmentMarketing Management-l

- Statistics for Business Analysis
  Business Communication I
  Financial & Managerial Accounting

- MIS & Advance Excel
  Supply Chain Management
  Organizational Behaviour & HRM

### TRIMESTER-II

- Corporate FinanceMarketing Management-IIVisual Merchandising

- Responsible Business

### TRIMESTER-III

- Retail Consumer BehaviourSales & Distribution ManagementMacroeconomics for Retailers
- Macroeconomics for Retailers
  Business Communication II
  Design Thinking
  Research Methodology
  Inventory & Logistics Mgmt.
  Services Marketing
  Mall Management

# SUMMER INTERNSHIP

### **TRIMESTER-IV**

- Global Retailing
  Buying & Merchandising Management
  Category Management & Private Labels
  Integrated Marketing Communication

- E-Commerce

### **Electives:**

- Retail LuxuryRural Retailing

### **TRIMESTER-V**

- Legal Framework for Retail BusinessStrategic Management-IIERP for Retail Manager

### **Electives:**

- Product Brand Management

### TRIMESTER-VI







# PGDM-RM •

2nd year, 2018-20

Batch profile for Final Placement

Total no. of students 57

# Academic Background









Engineering

Commerce

Management

Science ,,,,,





3%

Others

# **Work Experience**









6 to 12 months

12 to 24 months

24 to 36 months

More than 36 months



Freshers







Female

# PGDM-RM

## 1st year, 2019-21

Batch profile for Summer Internship Total no. of students 60

# Academic Background









Engineering

Commerce

Science

Management







# Work Experience









6 to 12 months

12 to 24 months

24 to 36 months

More than 36 months



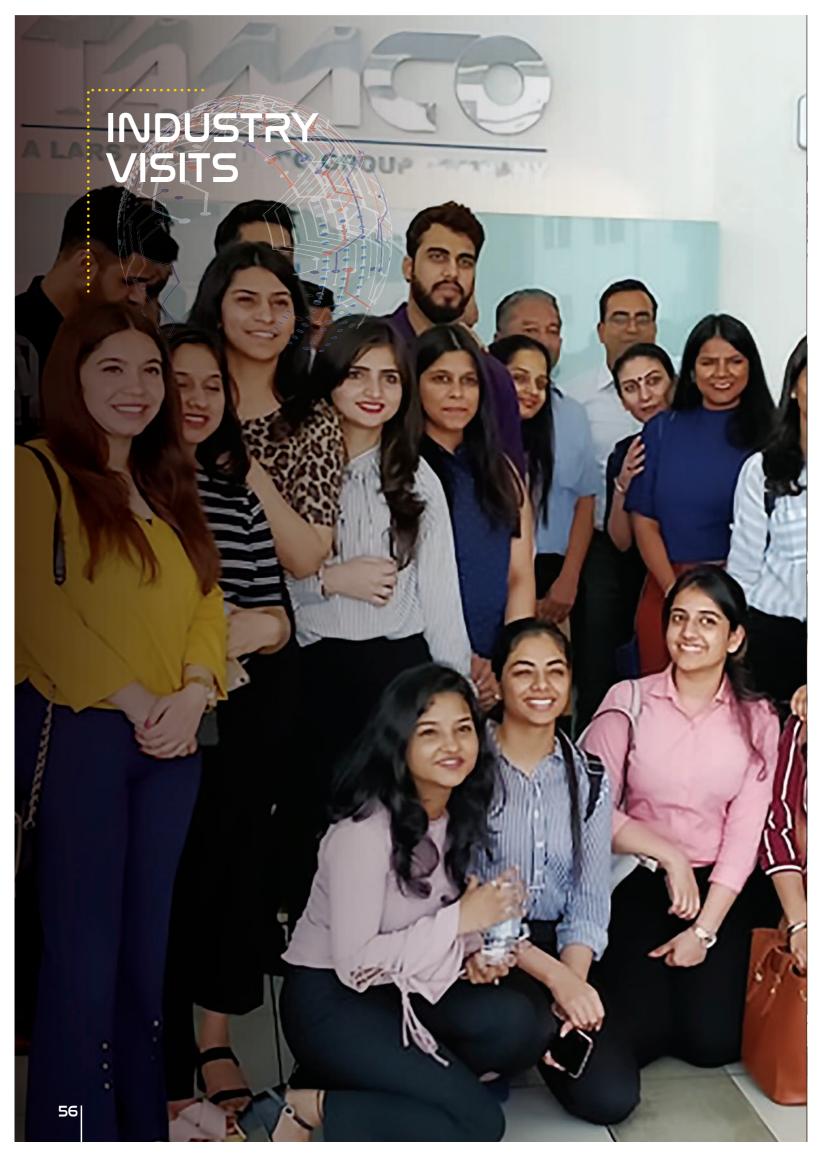
Freshers



Male



Female









### **PGDM**

PGDM Students had the opportunity to learn from companies, Air International TTR, Alamoda Overseas Pvt. Ltd., Ambuja Cements, Arin Tea Pvt. Ltd., Ashok Leyland, Ashoka Dyeing & Printing Mills, Ashtech Industries Pvt. Ltd. (Ready Mix Concrete-RMC), DFM Foods, Ducom Instruments Pvt. Ltd., Durgapur Steel Plant DSP, Hero Motocorp, Himachal Futuristic Communication Ltd., Hindustan Newsprint Ltd., HLL Lifecare Ltd., Honda Cars India Ltd., Jakson Engineers Ltd., Jebel Ali Port, Jumax Foam Pvt. Ltd., Kohinoor Rice Mill, Kota Super Thermal Power Station, Matsya Organics, McNroe Consumer Products, Mother Dairy, Naturelle LLC Dabur, Rashtriya Chemicals and Fertilizers Ltd., Reiz Electrocontrols Pvt. Ltd., SAARP Electricals Pvt. Ltd., Satmola Pvt. Ltd., Scan Steel, Sharjha Freezone, Sheela Foam Ltd., Shriram Pistons & Rings Ltd., Stalwart, Tamco Swich Gear, Tata Bluescope Steel Ltd, Today Footwear, Toyoink, Transsion Pvt. Ltd., Travancore Titanium Products Ltd., TRF Ltd., Verka Milk Plant Ludhiana, Visakhapatnam, West Ports, Whirlpool, Wipro Technologies etc.

### **INTERNATIONAL BUSINESS**

The students of PGDM (International Business) visited companies, Escorts Ltd., ICD Tuglakabad, Ashok Leyland UAE LLC (RAK, UAE), Dabur India Ltd. (RAK, UAE), Jebel Ali Port (Dubai, UAE), Saif Zone-Sharjah Airport International Free Zone (Sharjah), Kingston Holdings FZC (Sharjah), Tamco Switchgear (Malaysia) SDN BHD, Westports, Port Klang (Malaysia), etc.

### **INSURANCE BUSINESS MANAGEMENT**

The students of PGDM (Insurance Business Management) visited companies, Tamco Switchgear (Malaysia) SDN BHD, (Malaysia), Toyo Ink Pvt. Ltd etc.

### **RETAIL MANAGEMENT**

The students of PGDM (Retail Management) visited companies, Safexpress, Reliance Retail DC and Chanchali Village etc.



Birla Institute of Management Technology (BIMTECH) continues to organize HR Round Tables consecutively for the 8th year. So far BIMTECH has delivered 29 HR Round Tables till date in past eight years. In 2018-19, following three HR Round Tables were held in New Delhi, Mumbai and Bangalore on the theme 'The Rise of the Social Enterprise.

#### 1.HR ROUND TABLE, NEW DELHI

Birla Institute of Management Technology (BIMTECH) organized the 27th HR Round Table on July 27, 2018, at Hotel The Leela Ambience, Gurugram in association with National HRD Network and Deloitte (Knowledge Partner). The Theme of the Round Table was "The Rise of the Social Enterprise" with the Sub-Theme "The Workforce Ecosystem: Managing Beyond the Enterprise". Mr. Gaurav Lahiri, Partner and Leader for Human Capital Consulting, Deloitte India, further presented the findings of Deloitte's Survey.

The Panel consisted of Dr. Ashok Balyan, CEO, Oil & Gas, Reliance ADAG; Mr. Atul Srivastava, Director Personnel, SAIL; Ms. Meenakshi Davar, Director (HR), Power System Operation Corporation Ltd.; Mr. Saptarshi Roy, Director (HR), NTPC Ltd.; and Mr. S.Y. Siddiqui, Chief Mentor, Maruti Suzuki India Ltd.

#### 2.HR ROUND TABLE, MUMBAI

The 28th HR Round Table was held on 12 October, 2018, at ITC Grand Central, Parel, Mumbai in association with National HRD Network and Deloitte (Knowledge Partner). The Theme of the Round Table was "The Rise of the Social Enterprise" with the Sub-Theme "From Careers to Experiences: New Pathways". The panel discussion was deftly moderated by Mr. Kamlesh Vyas, from Deloitte. The distinguished panelists were Ms. Anjali Byce, Director (HR), SKF India, Dr. Jayant Kumar, CHRO, Tata Power, Dr. Keith D'Souza, Professor of OB & HR, SPJIMR, Dr. Rajan Saxena, Vice Chancellor & Distinguished Professor of Marketing, NMIMS, and Mr. Rajeev Dubey, Group President (HR & Corporate Services) & CEO (After Market Sector), Mahindra & Mahindra Ltd.

### **3.HR ROUND TABLE, BANGALORE**

The 29th HR Round Table was held on 14th December, 2018, at Hotel the Lalit Ashok, Bangalore in association with National HRD Network and Deloitte (Knowledge Partner). The Theme of the Round Table was "The Rise of the Social Enterprise" with the Sub-Theme "AI, Robotics, and Automation: Put Humans in the Loop". Mr. S. V. Nathan,

Partner and Chief Talent Officer, Deloitte India, moderated the session. The panel consisted of the Leaders like Mr. Akilur Rahman, Chief Technology Officer, ABB India, Mr. Bartanu Kumar Das, Head - HR, Larsen & Toubro, Mr. B.R. Suresh, Sr. Vice President & Country Head - HR, Bosch India, Mr. Chaitanya N Sreenivas, Vice President & Head - HR, IBM India and South Asia, Mr. Rajesh Sahai, Global Head - HR & Communication, Wipro Consumer Care and Lighting and Mr. Vijay Sinha, Sr. Vice President - HR, JSW Steel.

Approximately 400 participants which also included senior HR leaders from organizations like NTPC, Maruti Suzuki, TCS, Amazon, IBM, Reliance, L&T, Wipro, HCL, Hitachi, Tata Power, IFFCO, Hero Motocorp, Nissan Motors, JK Organization, Escorts, IL&FS Energy, Dabur, Adani, Suzuki Motorcycles, Cox & Kings, HDFC, HDIL, SBI General Insurance, Oracle, Sun Group, Moser Baer, Daikin, Lumax, Federal Mogul, GMR, Toyota Kirloskar, IIM (Bangalore), MSG Global, ABB and BIMTECH alumni etc. have attended the three HR Round Tables

#### NATIONAL HR SUMMIT FOR ENERGY SECTOR

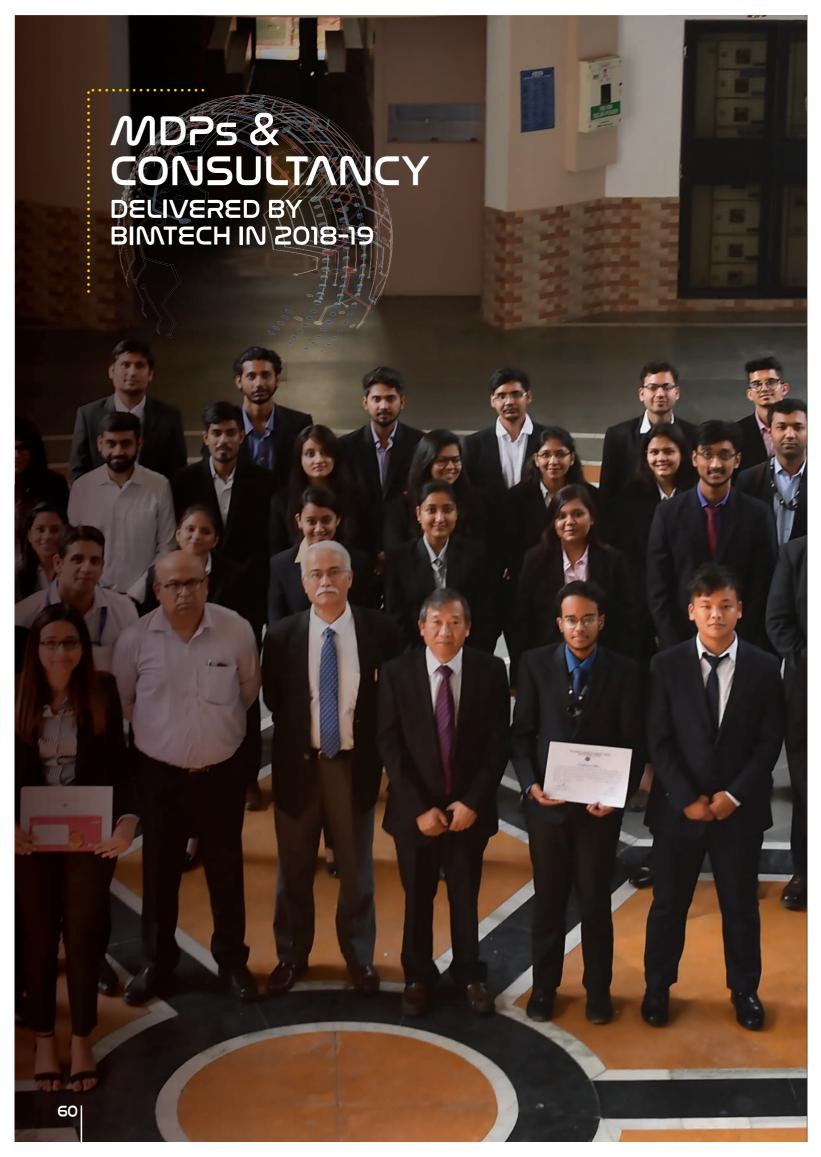
The third version of National HR Summit on Energy sector – Emerging HR Challenges, 2019 jointly organised by Birla Institute of Management Technology and NHRDN on 14th and 15th February 2019, in association with Power HR forum, Deloitte and UN Global Compact Network witnessed rare presence of industry stalwarts, bureaucrats and academia. During the inaugural session, Dr. H. Chaturvedi, Director, BIMTECH welcomed the audience including dignitaries like Dr. Ajay Kumar Bhalla, Secretary, Ministry of Power, Gol, Mr. R.V. Shahi, Chairman, Energy Infratech Pvt. Ltd. and Former Secretary, Ministry of Power, GOl and Dr. Pritam Singh, Padma Shri, Chairman LEAD Centre and Former Director, IIM (L), MDI, Director General, IMI.

Various sessions planned for one and a half day long Summit, revolved around the themes like, "Emerging Energy Sector Landscape: The Unfolding HR Challenges and Opportunities", "Building Leadership Pipeline", "Transforming and Nurturing Talent", "Employee Relationship and Engagement - The New Imperative" and "Future Strategy for Innovation - Role of HR".

The esteemed panelists enlightened 160+ audience present with their rich experience and knowledge.













BIMTECH consistently endeavours to offer platforms for experiential knowledge sharing and knowledge creation for senior executives of corporates, both in public and private sectors. In year 2018-19 BIMTECH delivered 33 MDPs and Consultancy programmes to various public and private sector organizations. In these programmes around 2050 participants took part. The programme covers all areas of management science. Several in house and off campus customised programmes are offered as MDPs across a plethora of functional areas of the organizations.

### **DIVERSITY**

BIMTECH offers session vast range of topics for example:
Business Communication
Banking & Finance
General Management
Human Resource Management
Strategic Management
Information Technology
Insurance Management
International Business
Entrepreneurship
Operations & Decision Sciences

# CMDC has organized MDPs and Consultancy Programmes for the following companies:

NTPC; Power Grid; Aditya Birla Group; NHPC; GAlL; NSPCL; ONGC; Indian Oil; NLC India; NALCO; IFFCO; PEC; BHEL; PFC; JSPL; SAIL; Reliance; THDC; JSW; SJVN; NBCC; Ministry of Micro Small & Medium Enterprises (MSME); ACC Cement; TATA Power; Adani Transmission; Coal India; DVC; Orient Insurance; FIEO; Jayshree Tea; Noida Power Corporation; STC; Yokohama; LG Electronics; UCO Bank; BSES; EIL; JK Cement; OBC; OPGC; Vizag Steel; UJVN; Jindal Shadeed Oman; BFIN Nepal; SEWA, UAE, etc.



# 8th International Conference on Management Cases (ICMC – 2018)

On November 29, 2018, Birla Institute of Management Technology, Greater Noida (NCR), India, in collaboration with University of Eastern Finland, inaugurated the two day International Conference of Management Cases (ICMC). This was the eighth year that ICMC has been organized at BIMTECH.

This year, 63 cases collectively written by 106 authors were presented over a period of two days (29th and 30th November, 2018). The conference was attended by 39 delegates from 12 foreign countries. Largest contingent of 18 delegates participated from Finland. Over all 76 delegates attended the two days conference.

The Keynote speakers , Dr. Paivi Eriksson, Professor Innovation Management at the University of Eastern Finland, and Dr. Jianping Liang, Director and Principle Investigator of CHAN Sui-Kau Asian-Pacific Case Development and Research Center at the Business School, Sun Yat-sen University.

### **LYCEUM MASTER CLASS 2018**

BIMTECH organized its annual flagship event LYCEUM- Master Class in 2018, spread across two levels of competition on the theme "The India and Bharat conundrum: Challenges and Opportunities". Competing student teams had to take up this theme and present their own research, continuously mentored by a pool of faculty in BIMTECH. The different sectors addressed by the teams in their presentations were IT/ITeS, Telecom and communication, Banking and Financial Services, FMCG, Manufacturing, Consulting, International Business, Infrastructure, Insurance and Retail.

The esteemed jury for the Mega Competition comprised industry veterans such as Mr. Kamal Singh, ED-UNGCNI, Mr. Sumesh Mahendra, VP-IFFCO Tokyo, Mr. Neeraj Narang, Director-Oracle India, Mr. Shailender Jindal, Associate Director (Finance/Taxation)- Goodyear, Mr. Ashok Pandey, Ex MD and Member-Board of Governors, DFCCIL, and Mr. Navneet Trikha, Head – HR, Godfrey Philips India.

### **COGNICIOUN - 2019**

Cognicioun' 19, the iconic business quiz conducted at Birla Institute of Management Technology's Greater Noida Campus on February 9, 2019. The 8th annual edition saw participation of more than 150 teams of which 72 teams from corporates and colleges competed in the quiz and an additional 30 quizzing teams from BIMTECH participated. The winners of the

Cognicioun'19 were B Naveen Kumar and R. Jayakanthan from TCS and Sai Mitra Constructions respectively. The 1st Runners Up were Venkatesh S and Hrishikesh Varma from Nexus Consulting. The 2nd Runners Up were Ayush Awasthi and Teo Thomas from EY (Ernst & Young).

Panel Discussion on "The Dynamic Face of Retail-Trends and Challenges" February 16, 2019

BIMTECH organized a panel discussion on the topic "The Dynamic face of Retail- Trends and challenges" where the panellists were eminent personalities from various Industries.

The panelists were Dr. Dwarika Prasad Uniyal, Professor and Dean, FLAME University; Mr. Pearlraj P. Cannivady, Vice President, Marketing at SPAR Hypermarket, Landmark Group; Ms. Neeti Sharma, Sales Academy Lead India & Emerging Market, Adidas Group; Mr. Venugopal Konchada, VP, Retail operations, V-Mart; Mr. Mayank Mohan, Director, Mohanlal sons and Mr. Lokesh Mishra, India Business Head, ALDO.

### **Sustainable Development Goals Summit 2018**

2nd Sustainable Development Goals Summit 2018 organized by UNGCNI in academic partnership of BIMTECH, was held on December 12, 2018 at Hotel Sahara Star, Mumbai. The programme was inaugurated by renowned scientist Padma Bhushan Dr. R.A. Mashelkar.

Dr. H. Chaturvedi, Director, BIMTECH was the Summit Director, and he delivered the theme address providing an overview of the Summit.

# International Dialogue and Conference- India and Sustainability Standards

Prof. N.N. Sharma, Chairperson, Centre for Sustainability & CSR, BIMTECH was invited to address the participants during the 5th Annual Conference of Centre for Responsible Business (CRB) titled "Collaboration a key to SDGs: Leveraging CSR & Voluntary Sustainability Standards" organized from 14-16 November, 2018.

### **AYUSHMAN BHARAT ROUND TABLE**

The Birla Institute of Management Technology (BIMTECH) organized a round table discussion on Ayushman Bharat-National Health Protection Mission-Opportunities & Challenges. The round table was organized at the India Habitat Centre, Delhi, on September 22, 2018.





# List of Leading Recruiters Final Placement

















































































































































































# List of Leading Recruiters Summer Internship



































Deloitte.

































































































































































































BIMTECH is immensely grateful to corporates and institutions for the faith reposed in us by them through the years and warmly welcome them for the process in the year 2019-20.

Pre-Placement Briefing October, 2019 onwards

Summer Internship Process October, 2019 onwards

Placement Process November, 2019 onwards

### **Contact Details of Placement Team**

### Prof. Rajeev Sharma

Chairperson, Centre for Corporate Relations 0120-6843000 to 0120-6843010 Ext.355/9355024501 to 9355024510 Toll Free Number-1800 5723 999 Mob: 09891647223 rajeev.sharma@bimtech.ac.in chairperson.placement@bimtech.ac.in www.bimtech.ac.in / placement http://www.facebook.com/bimtech.ccr http://twitter.com/bimtechnoida

### Mr. Amit Saxena

Sr. Manager, Centre for Corporate Relations 0120- 6843000 to 0120-6843010 Ext.326/ 9355024501 to 9355024510 Toll Free Number- 1800 5723 999 Mob: 09350073838 amit.saxena@bimtech.ac.in placement@bimtech.ac.in

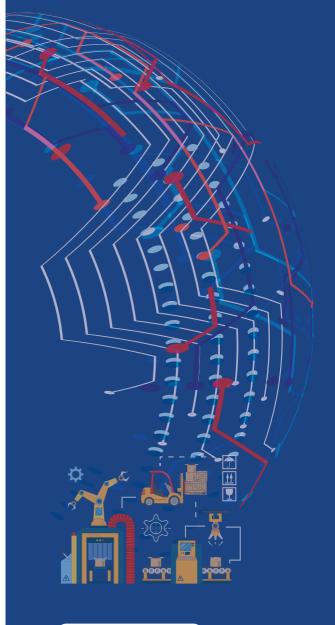
### Ms. Gurpreet Kaur

Sr. Manager, Centre for Corporate Relations 0120- 6843000 to 0120-6843010 Ext.328/ 9355024501 to 9355024510 Toll Free Number- 1800 5723 999 Mob: 09990136111 gurpreet.kaur@bimtech.ac.in placement@bimtech.ac.in

### Mr. Jai Singh

Asst. Manager, Centre for Corporate Relations 0120-6843000 to 0120-6843010 Ext.327/9355024501 to 9355024510 Toll Free Number- 1800 5723 999 Mob: 09958941333 jaisingh@bimtech.ac.in placement@bimtech







### **BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY**

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

EPABX Landline Numbers 0120-6843000 to 6840010, Ext. No. 355/326/327/328

Idea Mobile Numbers: 9355024501 to 9355024510

placement@bimtech.ac.in Toll Free Number: 1800 5723 999

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