



Mountaineer Kuntal Joisher  
(Scaled Mount Everest Twice)

# CLIMB YOUR OWN EVEREST



Excellence with Values

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

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PLACEMENT BROCHURE 2022

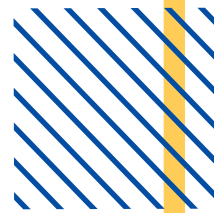


**Mr. Kuntal A. Joisher** is the world's first vegan to scale Mount Everest. Mr. Joisher shared his motivational thoughts with the faculty and students of BIMTECH on the topic "**Climb your own Everest**" on September 1, 2021 during the launch of LEAD course for the batch 2021-23.





“ **CLIMB YOUR OWN  
EVEREST** ”

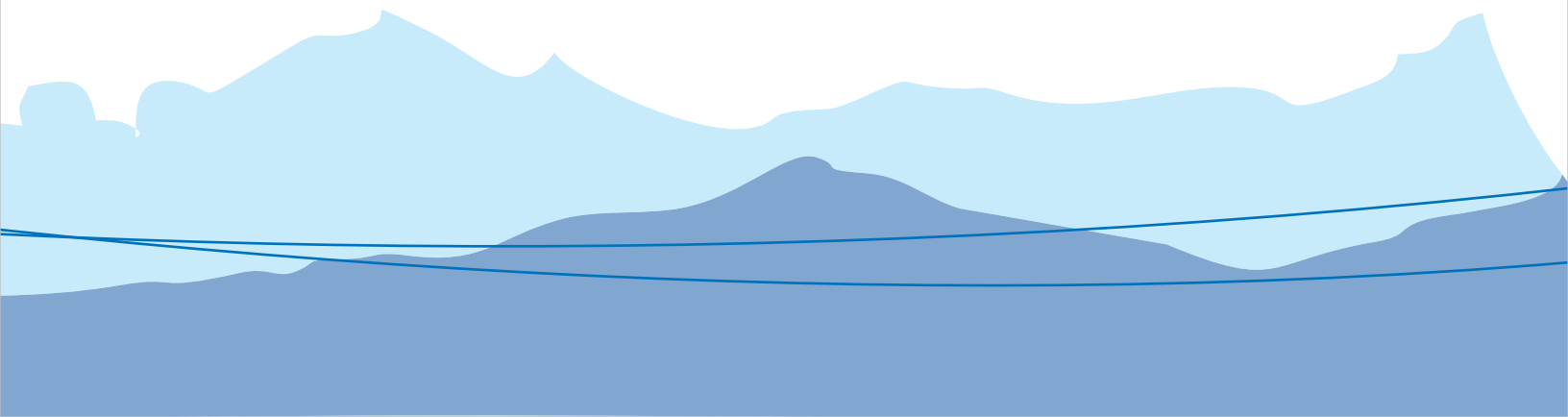


The rapid rate of change in the world of management continues to escalate. Today, we are living in an unprecedented time of disruptive technology and innovation that is part of the new order.

What can we do now that we couldn't do before, taking into account 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 answers.

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 there ideas into market success stories.





Late Basant Kumar Birla and Sarala Birla



## OUR VISION

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

# CLIMB YOUR OWN EVEREST

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## Mission of Team CCR

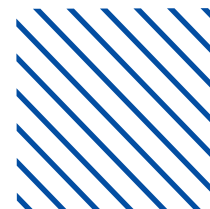
To ensure the best possible placement and training outcomes for BIMTECH students consistent with their preferences and choices...

### Visit us at:

<http://www.bimtech.ac.in/placement>

Please see inside back cover of this brochure for details about Campus Recruitment Programme and telephone numbers and particulars of placement officials.





Message from the

# Director Desk



## Dear Recruiter,

We have seen in a fissured and floundering times the past two years. The last two years of Covid times and post-Covid times have really swept our planet, throwing a spanner in the works of everyone's life. At this point, it would be impossible to predict the extinction of Covid 19 with any accuracy because it is not showing any signs of resurgence. However, as the adage goes, "investment in knowledge never goes to waste."

As part of our curriculum, BIMTECH teaches students how to overcome adversity. As a result, the necessary SOPs were quickly implemented, and extensive restructuring processes were undertaken after consulting with students, faculty, staff, thought leaders, experts, and others.

At the same time, the faculty and IT staff of BIMTECH have made the modernization of electronic facilities on campus by expanding bandwidth, Wi-Fi range, and installing large-format interactive LED smart boards, etc. in classrooms to facilitate smooth delivery of the online course. All faculty members have now also received intensive training on the subject of online teaching and assessment.

We are convinced that as an educational institution, we have climbed our own Everest, that now the professors and staff of BIMTECH have recovered very well from the difficult period of the pandemic invasion. We are now fully prepared to continue our extensive face-to-face student service. One thing is for sure, that the struggle against the crisis has made us more agile, flexible, and accomplished.

In retrospect, we believe we can live up to the following adage by thought leader and great designer Ryder Carroll who commented on such situations: "No matter how bleak or threatening a situation may appear, it is not enough for us. It cannot take from us the freedom to respond, our power to act".

**Dr. H. Chaturvedi**  
Director

We at BIMTECH strive to nurture and groom ethical leaders with entrepreneurial and global mind-set who can make a profound and positive impact on people, companies and society at large.

# Board of Governors



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

	<b>Shri A.K. Agarwala</b> Chairman, Business Review Council, Aditya Birla Management Corporation, Mumbai		<b>Dr. Ajit Ranade</b> Group Executive President & Chief Economist, Aditya Birla Group, Mumbai		<b>Shri G.N. Bajpai</b> Ex-Chairman, SEBI and LIC, Mumbai
	<b>Dr. Rajiv Kishore Dubey</b> Former CMD, Canara Bank		<b>Shri Sakate Khaitan</b> Senior Partner, Khaitan Legal Associates, Mumbai		<b>Shri Vikash Kandoi</b> Director, Royal Touch Fablon (P) Ltd., Kolkata
	<b>Dr. H. Chaturvedi</b> Director, BIMTECH		<b>Dr. Anupam Varma</b> Dy. Director & Dean (Academics) BIMTECH		<b>Shri Alok Gupta</b> Director, Pyramid Cyber Security & Forensic (P) Ltd., New Delhi
	<b>Dr. Manosi Chaudhuri</b> Professor, BIMTECH		<b>BOARD OF GOVERNORS</b>		



# 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. 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 2021-22. 63 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. Eight 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-of-the-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 business schools in India today!

**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).**





# OUR 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 becomes crystal clear.

## INSTITUTIONAL ACCREDITATION



A+ GRADE



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



National Accreditation by National Board of Accreditation



Chartered Insurance Institute  
Standards International Trust



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



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



BIMTECH Achieved the prestigious CATEGORY 1 Graded Autonomy Status by AICTE (only 2 Institutions achieved this recognition in the country)



## AMONG THE TOP PRIVATE BUSINESS SCHOOL RANKING



NHRDN - Shine.com  
B-School Ranking



Business Today –  
MDRA B-School  
Ranking



MBAUniverse  
Management  
Institute Ranking





DID  
YOU  
KNOW



**Governing Trust**

Birla Academy of Art and Culture,  
Kolkata, 1962

**Patrons of The School**

Late Dr. (Smt.) Sarala Birla Ji  
and Late Syt. B K Birla Ji  
(leading business family of India since 1902)

**Foundation Day & Year**

October 2, 1988





## BIMTECH's JOURNEY TOWARDS International Accreditation



### International Accreditation

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

To ensure the students get a quality education and, on the other hand, the society receives trained and ethical managers, BIMTECH started its AACSB journey in 2015. Incidentally, the acronym AACSB stands for Association to Advance Collegiate Schools of Business, one of the three independent international accrediting agencies located in the USA. AACSB mission is to foster engagement, accelerate innovation, and amplify impact in business education. 901 business institutions in 58 countries and territories that have earned AACSB Accreditation. In India, the association has accredited only 15 B-schools so far.

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

In line with BIMTECH commitment to offering high-quality management programmes, it was decided, in 2015, to go for AACSB accreditation. International accreditation is a rigorous and complex process; it takes 5 to 6 years for an institute to be accredited.

We are pleased to share that BIMTECH received an official confirmation from AACSB, International, on November 8, 2017, notifying the acceptance of the initial self-evaluation report. It indicates that BIMTECH had achieved the milestone in AACSB standards. The acceptance of the report is the beginning of a journey that helps us in achieving initial accreditation. BIMTECH makes a great effort in improving quality in intellectual contributions, assurance of learning, CSR and teaching effectiveness. In the meantime,



Atal Incubation Centre-BIMTECH has started its operation on 20th January 2018. The centre tries to gain some uniqueness by building an environment for students' learning and creativeness and entrepreneurship mindset.

NBA, the highest national accrediting agency, under the Ministry of HRD, is an autonomous body, tasked 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 recognised by AIU that makes the PGDM diploma equivalent to MBA awarded by universities. In addition, National Assessment & Accreditation (NAAC) has also accredited BIMTECH with the A+ grade.



On examining the last four years progress reports, 'Association to Advance Collegiate Schools of Business (AACSB International) has advised BIMTECH to start the process of preparing for a peer review team. The notification, on 23rd Dec. 2019, by AACSB is the piece of evidence that BIMTECH maintains high-quality management education and research in the area of social sciences consistently for the last four years. On 28th June 2021, the institute submitted the updated self-evaluation report for the academic year 2020-21 to the Peer Review Chair, Prof Nitham M. Hindi. Incidentally, the peer review visit to the campus could not take place in 2020 as a result of the unprecedented COVID-19 pandemic. We are hopeful that the last mile of the AACSB accreditation journey would be completed during the rescheduled visit of the AACSB Team in Oct 2021.



# WINNING

## INTERNATIONAL RECOGNITION

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 the ongoing 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 students need to have well-defined knowledge areas and the desired skill-sets in the global context. The students should acquire and develop communication skills; they should be able to work in a team setting ethically. They should have the ability to formulate a business problem and provide possible solutions etc. Students 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.









# ACADEMIC DEPARTMENTS & PROGRAMMES



### 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

In this era of globalization, the demand for trained professionals in international business is increasing dramatically, hence, for developing a competent cadre of business executive, 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, AICTE
- 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

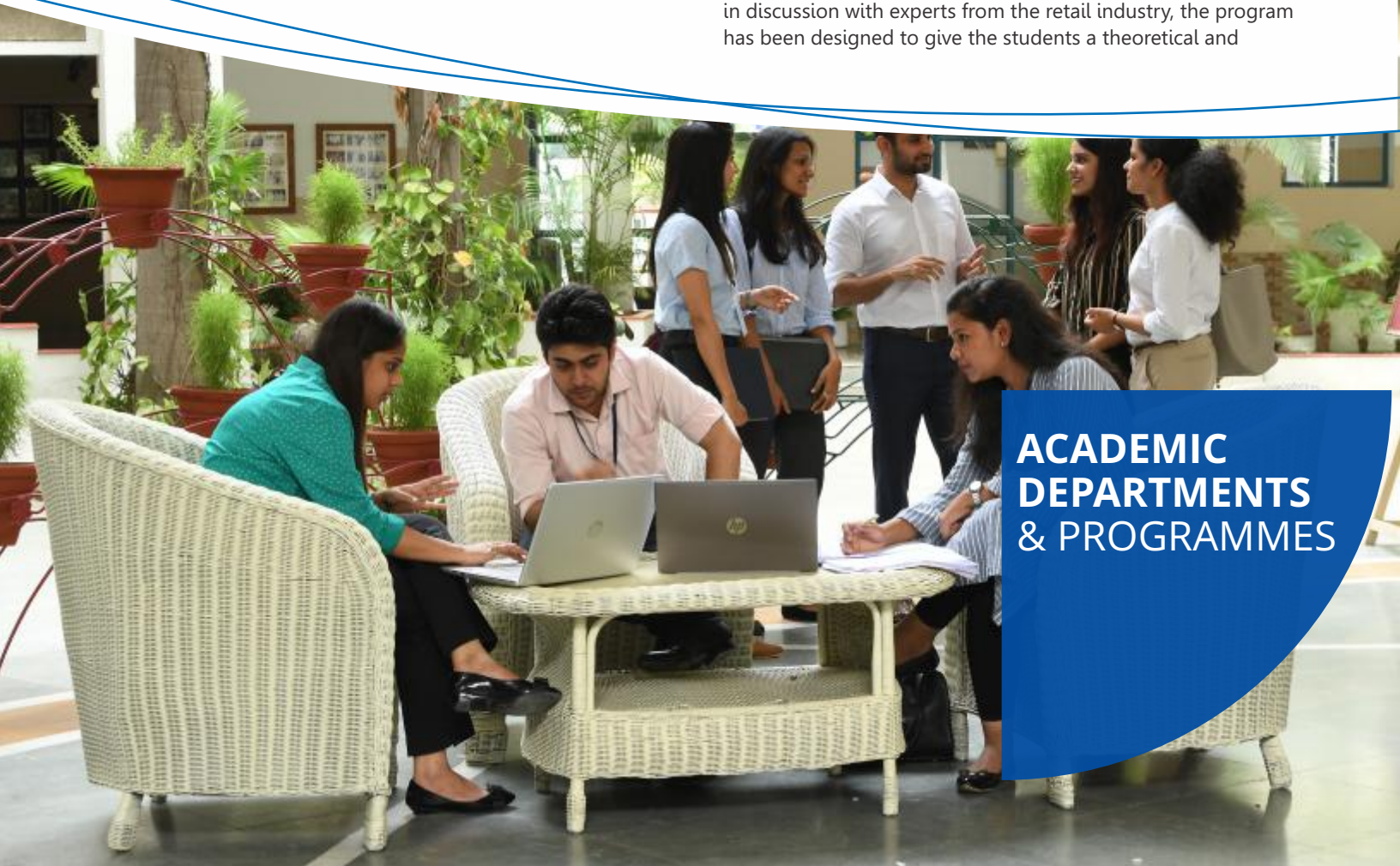
This programme was the first to offer full-time professional insurance education in the country and executive training in insurance and risk management. The programme prepares young professionals for managerial positions in insurance and risk management industry. The programme has been developed in consultation 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)

- 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 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)
- Significant support from LOMA, RIMS, USA
- Students provided with opportunity to acquire certificate qualification from International Institute of Business Analysis (IIBA), Canada

### Programme for Retail Management

PGDM –RM is a two-year full-time AICTE approved programme that explores the most contemporary and cutting edge approaches and concepts in Retailing Management. Developed in discussion with experts from the retail industry, the program has been designed to give the students a theoretical and



**ACADEMIC  
DEPARTMENTS  
& PROGRAMMES**

practical basis as career preparation in the retailing profession. The prime objective is to give students a thorough specialized academic formation to support their professional competence in retail management to succeed in competitive work environments and assist them in the advancement of their careers.

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

- 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
- 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 findings on real world issues. 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 organizational issues. Till date, 70+ 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 (CCR)**

A dedicated team of Chairperson, 2sr. managers and 1 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 12 and student team of 18 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 term 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.





# INFRASTRUCTURE & RESOURCES

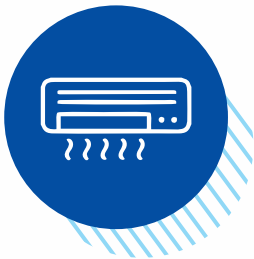




**WI-FI RESIDENTIAL  
CAMPUS**



**IT INFRASTRUCTURE TO  
FACILITATE DIGITAL LEARNING**



**CENTRALLY AIR  
CONDITIONED CAMPUS**







## LIBRARY

The library has over 84883 books & journals on various aspects of business, economics and other functional subjects like marketing, finance, etc. supplemented by encyclopedias, handbooks and manuals, multimedia CDs and video cassettes. The library subscribes to 14 newspapers, 152 national & international periodicals and 9470 online journals.

There is a separate audio library section. Besides students have access to international and Indian databases Standard Site License for Harvard Business School Content, The Case Centre (Membership), SCOPUS ACE Equity, Indiastat, Passport GMID (Euromonitor), CMIE-Industry outlook, CMIE prowessIQ, EBSCOhost, Proquest, Atlas.ti, TickerPlant, Turnitin-Anti plagiarism software, DELNET (Institutional Membership), National Digital library (Institutional Membership), Shodhganga, NPTEL etc.

## PUBLICATIONS

BIMTECH publishes an academic journal/newsletter South Asian Journal of Business and Management Cases. BIMTECH Business Perspectives, BIMTECH Shodhganga, VRITANT-BIMTECH Newsletter, which captures the multifarious happenings in the campus, is quarterly published.



## AMENITIES

Fully residential, wired and centrally air conditioned campus with state-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 accommodate 180 scholars at any given time.







## CAMPUS

Centrally Air-Conditioned Campus | Wi-Fi Residential Campus | Library with Hard and Soft Forms of Academic Inputs Audio/Video | Accommodation for Students, Faculty & Staff | Games & Sports Arena | Vibrant Student Clubs | Music Hub | Health, Postal and Banking Facilities | Food and Catering Services | Café BIMTECH



## AMENITIES

### ONLINE RESOURCES

BIMTECH library is enriched with the e-Library platform, which is easy to use and highly relevant for BIMTECH users. It helps to access thousands of subscribed and open access e-Resources from anywhere, anytime. Digital platform allows its members to stay connected to knowledge even while staying away from the campus.

**Few of rich e-resources subscribed by BIMTECH are:**

- Standard site License for Harvard Business School Content
- Turnitin-Anti Plagiarism software
- DELNET (Institutional Membership)
- National Digital Library (Institutional Membership)
- NPTEL (The National Programme on Technology Enhanced Learning)
- The Case centre
- CMIE- ProwessIQ
- Emerald-e Journal Collection
- EBSCOhost
- TickerPlant
- Scopus
- ACE Equity
- Passport GMID( Euromonitor)
- Proquest
- Shodhganga
- SMIE- Industry Outlook
- Indiatat
- Atlas.ti



## ONLINE RESOURCES



# OUR MENTORS

Faculty is the beacon 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, the students are always in a cognitive environment; their 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.





**Dr. Harivansh Chaturvedi**  
Director

**Dr. Anupam Varma**  
Dy. Director & Dean Academics

**Dr. A. Sahay**  
Professor

**Dr. K. C. Arora**  
Registrar

**Dr. A. K. Dey**  
Professor

**Prof. R. J. Masilamani**  
Professor (Adjunct)

**Dr. Gokulananda Patel**  
Professor

**Dr. A. V. Shukla**  
Professor

**Prof. Dhruva Chak**  
Professor

**Prof. Kishore K. Sinha**  
Professor

**Prof. Sunil Sangra**  
Professor (Adjunct)

**Prof. Sanjiva S. Dubey**  
Professor (Adjunct)

**Dr. Abhijit K. Chatteraj**  
Professor

**Dr. M. Akbar Ansari**  
Advisor

**Dr. Pankaj Priya**  
Professor

**Dr. A. Bose**  
Professor

**Dr. Rahul Singh**  
Professor

**Dr. L. Ramani**  
Professor

**Dr. Manosi Chaudhuri**  
Professor

**Prof. Ashok Kumar Malhotra**  
Advisor (Professor)

**Dr. Jagdish Shettigar**  
Advisor (Professor Emeritus)

**Dr. K. K. Upadhyaya**  
Professor (Adjunct)

**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 (Adjunct)

**Dr. Meena Bhatia**  
Assoc. Professor

**Dr. 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

**Dr. Shalini Singh**  
Adjunct Faculty (Assoc. Professor)

**Dr. Himanshi Tiwari**  
Asstt. Professor

**Prof. Rajeev Sharma**  
Asstt. Professor

**Dr. Navin K. Shrivastava**  
Asstt. Professor

**Dr. Kapil Garg**  
Asstt. Professor

**Prof. Monika Mittal**  
Asstt. Professor

**Prof. Chanchal Kushwaha**  
Asstt. Professor

**Prof. Nimisha Singh**  
Asstt. Professor

**Dr. Archana Singh**  
Asstt. Professor

**Prof. Saloni Sinha**  
Asstt. Professor

**Dr. Itilekha Dash**  
Asstt. Professor

**Prof. Amrendra Pandey**  
Asstt. Professor

**Prof. Veenu Sharma**  
Asstt. Professor

**Prof. Ankur Kulshrestha**  
Asstt. Professor (Adjunct)

**Dr. Khanindra Ch. Das**  
Asstt. Professor

**Dr. Monika Jain**  
Asstt. Professor

**Dr. Pooja Malik**  
Asstt. Professor

**Dr. Shradha Kabra**  
Asstt. Professor

**Dr. Manoj Pareek**  
Asstt. Professor

**Dr. Aseem Kumar Mishra**  
Asstt. Professor

**Dr. Shraddha Mishra**  
Asstt. Professor

**Dr. Praveen Kumar**  
Asstt. Professor

**Dr. S. M. Fatah Uddin**  
Asstt. Professor

**Prof. Shreya Mishra**  
Asstt. Professor

### Academic Associates/Research Scholars

**Meera Kapoor**  
Academic Associate

**Inderjeet Kaur**  
Academic Associate

**Pratibha Singh**  
Academic Associate

**Surbhi Cheema**  
Research Scholar

**Shailee Singh**  
Research Scholar

**R. Satya Krishna**  
Research Scholar

**Reeti Kulshrestha**  
Research Scholar

**Daitri Chatterjee**  
Research Scholar

**Nivedita Jha**  
Research Scholar

**Maya Vimal Pandey**  
Research Scholar

**Suman**  
Research Scholar

**Abhay Agrawal**  
Research Scholar

**Riya Bindra**  
Research Scholar

**Sheetal Gupta**  
Research Scholar

**Sachin Tyagi**  
Research Scholar



# Academia Interface



## The following thought leaders and academicians interacted with students in campus:

### **Prof. Agnes Nairn**

Faculty International Director  
Management and Marketing,  
University of Bristol

### **Dr. Ajit Mishra**

Economist, IEG

### **Dr. Amandeep Dhir**

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

### **Dr. Anol Bhattacharjee**

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

### **Dr. Christain Haas**

Information Systems and  
Quantitative Analysis  
Asst. Professor,  
University of Nebraska Omaha NE

### **Dr. Christoph Stückelberger**

President  
Globethics.net

### **Dr. D K Malhotra**

Professor of Finance  
Philadelphia-  
Thomas Jefferson University

### **Dr. Deepak Khazanchi**

Professor  
University of Nebraska at Omaha

### **Dr. Dorota Dobija**

Programme Director,  
Department of Accountancy,  
Chair, Kozminski University

### **Prof. Hanna Lehtimäki**

Professor University  
of Eastern Finland

### **Dr. Imanueli Mnzava**

Dy-Director, IFM

### **Dr. J N Misra**

CEO  
Indian Institute of Banking & Finance

### **Prof. Justin Paul**

Professor  
Rollins College – Florida & University  
of Puerto Rico

### **Dr. Kirsten Cater**

Academic Director-  
Centre for Innovation,  
University of Bristol

### **Dr. Lukasz Zamecki**

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

### **Mr. M K Venu**

Economist  
Journalist

### **Dr. N N Sengupta**

Dy. Director  
Indian Institute of  
Chartered Accounting

### **Dr. N R Bhanumurthy**

Economist  
NIPFP

### **Dr. P.C. Pandey**

Board Member of DOC Research  
Think Tank Germany

### **Dr. Pradeep Taneja**

Professor  
University of Melbourne,  
Australia

### **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

### **Dr. Sandra Seno-Alday**

Director  
University of Sydney

### **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

### **Prof. Vivek Wadhwa**

Distinguished Fellow and Professor at Carnegie Mellon  
University's College of Engineering and a Distinguished Fellow  
at Harvard Law School's Labor and Work life Program

### **Dr. Venkata Krishna Kumar**

Yanamandram  
Professor  
Sydney Business School,  
University of Wollongong

**"CLIMB YOUR OWN  
EVEREST"**

# ACADEMIC LEARNING & PEDAGOGY

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 which is shaped by 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.

LIVE ONLINE PROJECTS  
TEAM WORK  
INDUSTRY VISITS  
SUMMER INTERNSHIPS  
MANAGEMENT GAMES PRESENTATIONS  
RESEARCH PROJECTS  
BUSINESS SIMULATION  
SHORT TERM PROJECTS  
SIMULATION EXERCISES  
FIELD RESEARCHES  
QUIZZING

LIVE ONLINE PROJECTS  
TEAM WORK  
INDUSTRY VISITS  
SUMMER INTERNSHIPS  
MANAGEMENT GAMES PRESENTATIONS  
RESEARCH PROJECTS  
BUSINESS SIMULATION  
SHORT TERM PROJECTS  
SIMULATION EXERCISES  
FIELD RESEARCHES  
QUIZZING



## CLIMB YOUR OWN EVEREST



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 based on blended learning, a mix of classroom delivery and online presence, 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 INTERSHIPS  
MANAGEMENT GAMES PRESENTATIONS  
RESEARCH PROJECTS  
BUSINESS SIMULATION  
SHORT TERM PROJECTS  
SIMULATION EXERCISES  
FIELD RESEARCHES  
QUIZZING

**Mr. Akash Srivastava**  
Director - Store Development  
Chaayos

**Mr. Amit Kalra**  
Managing Director,  
Head Swiss Re Bangalore

**Mr. Amitabh Singh Jolly**  
Managing Director  
CoGlobe Trading Ltd.

**Mr. Anoop Chaturvedi**  
Country Manager  
Hewlett Packard Enterprise

**Mr. Ashutosh Burnwal**  
Co-Founder  
Buddy4Study

**Mr. Ashish Pruthi**  
General Manager (Head) – Marketing  
Walmart

**Mr. Ashish Tiwari**  
Head of Digital Marketing  
Hero Cycles

**Dr. Christoph Stückelberger**  
President  
Globethics.net

**Mr. Dharmender Matai**  
CEO  
J Mart (Alisha Retail Pvt. Ltd.)

**Mr. Digvijay Singh**  
COO  
Indian Angel Network

**Mr. Gaurav Katiyar**  
Head HR  
Honda Cars India Ltd

**Mr. Gopal Mandol**  
CFO  
IDFC Foundation

**Mr. Kumar Bivudh**  
Division Head Project Management  
Strategic Project in the Asia Pacific  
Apollo Tyres

**Mr. Lalit Sharma**  
Head Emerging tech. and Innovation.  
Yamaha Motor Solutions India

**Mr. Leela Hara Krishna**  
AVP, Space Planning & Merchandising  
Reliance Trends

**Mr. Maciej Wilk**  
COO  
Polish Airlines LOT

**Mr. N.K.V Roop Kumar**  
Chief Risk Officer,  
SBI Life Insurance & Head RIMS (India)

**Mr. Narender Pratap Singh**  
Director (Retail Expansion & New Projects )  
Samosinite South Asia Pvt. Ltd

**Mr. Phani Raja**  
Head HR – Brands Business  
Arvind Fashions Limited

**Mr. Praveen Paranjape**  
Director (HR)  
Honda Cars India

**Mr. Rajeev Bhadauria**  
Director  
Jindal Steel & Power Ltd

**Mr. Rajesh Pathak**  
HR Head  
Newgen India

**Mr. Rajiv Wahi**  
Chief Executive International  
Business Escort

**Mr. Ram Gopal**  
Chief Executive Officer  
Barclays Bank India Ltd

**Dr. Rupinder Kaur**  
Asst. Director, Firmwide Learning  
EY

**Ms. Ritika Taneja**  
AVP,  
B2C ShopClues

**Mr. Ramesh Kaushik**  
VP-Brand Experience  
Blackberry

**Mr. Ravindra Pandey**  
VP  
Gopaljee Dairy

**Mr. S Y Siddiqui**  
Chief Mentor  
Maruti Suzuki

**Mr. Samit Ghosh**  
CEO & Managing Director,  
Ujjivan Financial Services Pvt. Ltd.

**Mr. Satyajeet Singh**  
South Asia Head- Strategy  
Facebook

**Ms Shweta Goela**  
Corporate Strategy  
Safexpress

**Ms. Shraddha Pant**  
Global Director,  
Schneider

**Mr. Sivarama Krishnan**  
Cyber Security  
PwC

**Mr. Subhamay Chatterjee**  
VP HR  
Anmol Industries Ltd

**Mr. Sunil Goyal**  
COO  
Sopra Steria, India

**Mr. Vineet Haralalka**  
Head of Ecommerce &  
Large Format Retail  
ITC Limited

**Mr. Vivek Gerard Mendons**  
Marketing Director  
Lawrence & Mayo

**Mr. Vivek Tripathi**  
Chief Human Resource Officer  
Biba Apparels Pvt. Ltd.



**EMINENT  
PRACTITIONERS  
FROM INDUSTRY**



## SOME OF OUR DISTINGUISHED ALUMNI

**Mr. Abhishek Bhartiya**  
Director – Digital Marketing & Analysis  
Velvetcase.com

**Mr. Ajay Deshmukh**  
Executive Director  
J. P. Morgan Chase & Co.

**Mr. Alok Gupta**  
Founder & CEO  
Pyramid Cyber Security and Forensic Pvt. Ltd.

**Mr. Amit Malik**  
Centre Head and Sr. Director  
Sutherland Global Services

**Mr. Anirvan Jha**  
Manager, KPMG

**Mr. Anoop Chaturvedi**  
Country Manager  
Hewlett Packard Enterprise

**Ms. Anushree Sah**  
APAC Telco Partnerships  
Google

**Mr. Arjun Sharma**  
Executive Vice President  
Sports & Events  
Marsh India Insurance Brokers

**Mr. Arindam Lahiri**  
General Manager-HR  
Samsung India Electronics

**Ms. Arushi K Babbar**  
Deputy Manager –  
Campaign Management  
Vivo

**Dr. Bandana Kedia**  
HR Director  
Envecon Global Solutions

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

**Ms. Deepali Malhotra**  
Senior Business Consultant –  
Consulting and Service Integration  
Tata Consultancy Services

**Mr. Dinesh Bhatnagar**  
Director  
Daiichi HR Solutions Pvt Ltd.

**Ms. Garima Chandak Periwal**  
Deputy VP-Motor Underwriting  
System Operations  
TATA AIG General Insurance Company Ltd.

**Ms. Garima Chhabra**  
HR-Organization Development  
Hindustan Petroleum Corporation Limited

**Ms. Geetanjali Pramod**  
Strategy Analyst  
Barclaycard

**Mr. Hardik Badgujar**  
Director  
Amalgo Healthcares Pvt. Ltd.

**Mr. Harveen Bedi**  
Life, Career & Business Coach  
answerwhatnext.com

**Ms. Hansveen Kaur**  
Business Head  
Momspresso

**Ms. Himani Paul**  
CEO  
Kataria Healthcare, New Delhi

**Mr. Homa Mistry**  
CEO, Trail Blazer Tours India Pvt. Ltd.

**Mr. Jaideep Sundriyal**  
Vice President  
HCL Technologies  
London, United Kingdom

**Ms. Jeena Peter**  
Senior Director HR  
ACS Solutions

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

**Mr. Mohit Chhabra**  
Co-Founder  
KNOLedge Corporate Services

**Ms. Monika Jain**  
Chief HR Officer  
BIBA Apparels

**Ms. Monica Virbhan**  
Sr. Operations Manager  
Societe Generale Global Solution Centre

**Ms. Mriganki Tyagi**  
Vice President-Ecommerce  
Nykaa.com

**Mr. Munish Seth**  
Country Director  
Android Partnerships  
Google India

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

**Mr. Naveen Kaushik**  
Senior SAP  
Canadian National Railways

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

**Mr. Neeraj Kohli**  
Area Product Manager  
HDFC Bank

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

**Ms. Pallavi Singh**  
Senior Business Advisor  
Pallavi On A Break

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

**Mr. Pankaj Tomar**  
India Head-AXA Climate  
Axa S.A.

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

**Ms. Priyanka Shukla**  
Associate Director  
Kotak Wealth Management

**Ms. Priyanka Kaushik**  
Human Resources Business Partner  
Sterlite Power

**Ms. Punika Chaturvedi**  
Founder, Purple Sketch Digital

**Ms. Rashi Agarwal**  
Deputy Manager-HR  
Damodar Valley Corporation

**Mr. Rachit Sarin**  
AVP-Agency and Alternate  
Kotak General Insurance

**Ms. Ruchita Dudani**  
Program Manager  
Google

**Mr. Rajiv Bakshi**  
COO – Revenue  
Zee Entertainment Enterprises Limited

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

**Ms. Rachna Chandra**  
Human Resource Manager  
Government e Marketplace (GeM)

**Ms. Richa Mehta**  
Director  
Fashion Lifestyle Magazine

**Mr. Shahrulk Ibrahim**  
CEO, Zain Telecommunications  
Dubai, UAE

**Mr. Shomi Agarwal**  
VP/Lead Consultant  
WNS Global Services

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

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

**Ms. Shivani Raina Ghoah**  
VP-Ad Sales  
Viacom 18 Media Private Limited

**Dr. Smita Kashiramka**  
Associate Professor  
IIT Delhi

**Ms. Sowmya Krishnamoorthy**  
Financial Analyst  
Collabera Inc.

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

**Mr. Vikas Kapur**  
Director  
Rest of Asia, Valvoline

**Mr. Vivek Garg**  
Associate Director-Product Strategy and Innovation  
Times of Money (Remit2India)

**Mr. Vishal Arora**  
HR-Manager, Gofleet

**Mr. Vikram Kumeria**  
Founder & CEO  
Dus Green Ventures Limited

**Mr. Yogesh Bellani**  
CEO, FieldFresh Foods  
Private Limited

# INTERNATIONAL & NATIONAL ALLIANCES

Centre for International Affairs Extraordinary times call for extraordinary teams, and potentially, extraordinary leadership. BIMTECH prepares its students for life time. We know there is uncertainty lurking all around us in different forms, and to manage it efficiently and effectively is the key to our success. Internalisation at BIMTECH is planned at the strategic level. There is lot of thrust on experiential learning which helps in industry readiness and acceptance of BIMTECH students by the industry. The current pandemic has pushed the limits enabling new avenues for learning like the ONLINE Exchange Program.

BIMTECH has a well-established International Affairs office, offering opportunities like Student Exchange Program, Virtual Projects, Faculty Exchange program, Collaborative Research, India Study Program, Study Abroad Program, and Organising International Conferences, participating in events as speakers or participants on international platforms like EFMD, AACSB, THE (Times Higher Education) etc.

The faculty members are engaged in international teaching assignments, and contributing articles in international magazines like EFMD -Global Focus, AACSB International- BizEd etc.

## Online Student Mobility 2020/21 - A New Milestone

There is a famous quote - Great things happen to those who don't stop believing, trying, learning, and being grateful. The pandemic pushed the limits of learning, BIMTECH designed the Student Exchange Program. The first batch of ONLINE Exchange Program was executed successfully and seamlessly.

The students from NEOMA Business School, FRANCE participated in the ONLINE Exchange Program. They chose from a plethora of courses offered to them similar to their Indian counterparts. They participated in the ONLINE Cultural activities as they were assisted by buddies (BIMTECH's student members).

The exchange students dealt effectively with "time difference", as India is 3 hours and 30 min ahead of France, and settled down smoothly in the ONLINE mode of exchange trimester. All the Exchange Students apparently want to come to India and see the campus, some of them have shown their interest in doing another Exchange Trimester at BIMTECH.

## International Grants

ERASMUS+ International Credit Mobility Grant with Kozminski University, Poland. Dr. Nimisha Singh received the grant to teach at Kozminski University when COVID situation improves.

## Online Teaching At Partner Institutes

The Faculty Exchange program is well entrenched in the Internalisation policy of BIMTECH, it helps in providing a global perspective to the students. Many faculty members of BIMTECH are closely engaged with the partner universities around the world, collaborating in teaching and research work in the new world order.

Three faculty members taught at De Vinci B- School FRANCE in March 2021.

- **Dr. Anuj Sharma, Faculty- Marketing**
- **Dr. Nimisha Singh, Faculty- Information Technology**
- **Dr. Veenu Sharma, Faculty- Marketing**

## Collaboration For Experiential Learning: Virtual Projects

BIMTECH is invariably open to innovative ways of engaging, enriching and enhancing the learning experience for the students. The students have always been at the focal point of BIMTECH's internalisation policy. They are given many opportunities in ONLINE projects.

While deeply involved in virtual projects, the students understand and learn the various complexities of different markets, experience how to work in teams with different cultural orientation. They gain experience in time management when working in different time zones and also adapt to work dynamics based on the availability of their team members.

## Thomas Jefferson University, USA

Around 52 students from Jefferson University, USA and BIMTECH worked together for 3 months and submitted an operational Business Plan to the panel members appointed by Jefferson University, USA.

There were total 6 teams including 27 students selected from various programs at BIMTECH. These teams were mentored by faculty from both the institutions. The winning team has been awarded a certificate and a prize money.

## University Of Maryland, USA

Five students from BIMTECH participated in the "Ace the Case Global Business Challenge 2021". It is a prestigious business competition challenge for the MBA students studying in prestigious business schools in the United States, like Maryland Smith, Foster School of Business-





University of Washington, Florida International University and others. This academic year 153 students participated in the online projects- X Culture projects and Virtual business Projects.

### Online Education Fair

Virtual Study Overseas Fair: The Centre for International Affairs office along with the student members actively participated in the 'Virtual Study Overseas Fair', organised by Sydney Business School, University of Wollongong AUSTRALIA. The students made a video to showcase BIMTECH at the Virtual Study Overseas Fair.

2020 Online Study Abroad Fair: The student participated in the Leonard De Vinci University's School of Business, initiated edition, 2020 ONLINE STUDY ABROAD FAIR.

There were many partners from Europe and non – European countries, and BIMTECH was the only representation from India.

### Invitation From Embassy of France, India

BIMTECH students from all the Business Management programs were invited to attend the first ever webinar "Virtual Choose France Tour 2021", hosted by Embassy of France, India together with Campus France.

The students had the opportunity to meet online the French representatives, who were there to help them to gain insight into the curriculum, and share information of all scholarship opportunities in France.

This event offered the students and their parents the opportunity to e-meet various French Institutions- including the leading Business Schools of France.

### NEW MOUs SIGNED

**AUSTRIA** : F H Vorarlberg University of Applied Sciences

**GEORGIA** : Caucasus University

**HUNGARY** : John von Neumann University

**POLAND** : University of Warsaw

**SOUTH KOREA** : School of Business, Yonsei University

**SOUTH KOREA** : Sol Bridge University

**USA** : The Washington Centre

### Faculty Exchange

#### Virtual Participation In Conferences & Webinars By Bimtech Faculty:

BIMTECH leadership and faculty members have been contributing to the Higher Education in India, and are broadly representing in international conferences and seminars.

- The Director attended 2021 EFMD Conference for Deans and Directors as a panellist for the session "Societal Impact During COVID-19"
- The Director was invited as a speaker for AACSB ICAM conference for the session "Redesigning Experiential Education"

#### Conferences attended by faculty

- Times Higher Education Indian Universities Forum 2021
- 12th Global Peter Drucker Forum
- 2020 Online EFMD Annual Conference
- The World Economic Summit
- 2021 AP and EMEA Accreditation Conference AACSB

#### Guest Lecture - by International Faculty

International faculty at BIMTECH is a big academic value addition for the Institute. To pursue academic excellence BIMTECH engages with academic experts from partner institutes and universities across the globe, to augment the learning experience of the students.

The idea behind is to bring global perspective in classroom teaching and getting a deeper understanding of the various courses.

#### Virtual seminars organized in the academic year 2020-21

- **LITHUANIA:** Dr. Aiste Ptakauske, Award-winning Content Creator and Educator, Ethnic Kitchens. Took a session for Business Communication
- **USA:** Dr. D K Malhotra from Jefferson University. Taught a module of International Finance
- **USA:** Dr. Deepak Khazanchi- Took session on ethics in information systems



### LIST OF INTERNATIONAL PARTNERS

#### COUNTRY

Argentina  
Australia

Australia  
Austria  
Austria  
Austria  
Bangladesh  
Bhutan  
Brazil

Canada

Colombia  
Colombia

Finland  
Finland

France

France

France

France

France

Georgia

Georgia

Germany

Hungary

Hungary

Ireland

Kenya

Lebanon

Malta

Mexico

Mexico

Morocco

Nepal

Nepal

Nepal

#### Collaborating Institutes/Universities

Universidad Nacional del Sur  
Sydney Business School, University of Wollongong  
Royal Melbourne Institute of Technology  
Campus 02 University Of Applied Sciences  
FH Joanneum University of Applied Sciences  
FH Voralberg, University of Applied Sciences  
Yunus Social Business Center  
Royal Institute of Management  
Universidade Estadual de Campinas (UNICAMP)  
Goodman School of Business, Brock University  
Universidad ICESI  
University of Externado  
The University of Eastern Finland  
JAMK University of Applied Sciences  
Leonard De Vinci  
Institute Supérieur De Gestion (ISG)  
KEDGE Business School, (Bordeaux, Marseille)  
La Rochelle Business School  
NEOMA Business School  
ESSCA Ecole de Management  
International Black Se University, LLC (IBSU)  
Caucasus University  
The PFH Private University of Applied Sciences  
Szent Istvan University  
John von Neumann University  
Galway-Mayo Institute of Technology (GMIT)  
The Management University of Africa  
École Supérieure des Affaires (ESA Business School)  
University of Malta  
Tecnologico de Monterrey campus Chihuahua (ITESM)  
Universidad Regiomontana  
ESCA School of Management  
Global College of Management Group  
/Global College International (GCI)  
Purvanchal University  
Trivhuvan University

Netherlands

Poland

Poland

Poland

Russia

Russia

Senegal

Singapore

Slovenia

Sout Korea

South Africa

South Korea

South Korea

Spain

Spain

Switzerland

Tanzania

Tanzania

Thailand

Thailand

UK

UK

UK

USA

USA

USA

USA

USA

USA

USA

USA

USA

FRANCE

USA

USA

Inholland University  
European University of Business  
University of Warsaw  
Kozmenski University  
Voronezh State University  
State University of Management  
Institute Supérieur de Management (ISM Dakar)  
Singapore Management University  
University of Ljubljana  
School of Business Yonsei University  
University of Stellenbosch Business School  
Solbridge International School of Business  
Hansung University & KIBC  
University of Nebrija  
ETEA Faculty of Business and Economics  
Globethics.net Foundation  
Institute of Accountancy Arusha  
Institute of Finance Management  
Asian Institute of Technology  
Rajamangala University of Technology  
Phranakhon, Bangkok  
Manchester Metropolitan University  
Oxford Brookes University  
University of Hull  
University of Nebraska at Omaha  
Missouri State University  
Santa Clara University  
School of Public Policy, George Mason University  
Kent State University (Ohio, USA)  
Emporia State University  
Philadelphia University  
The Washington Centre

#### INTERNATIONAL MEMBERSHIPS:

BELGIUM

FRANCE

USA

USA

European Foundation of Management Development (EFMD)  
International Association of Universities (IAU)  
Principles for Responsible Management Education (PRME)  
Association of Collegiate Schools of Business (AACSB)





Universidad  
Nebrija

NEOMA  
BUSINESS SCHOOL

UAF  
UNIVERSIDAD AUTÓNOMA  
FRANCISCO DE VITORIA

KEDGE  
BUSINESS SCHOOL  
INTEGRATING INNOVATION IN MANAGEMENT

BSIS  
BUSINESS SCHOOL  
IMPACT  
SYSTEM

# INTERNATIONAL

# PGDM

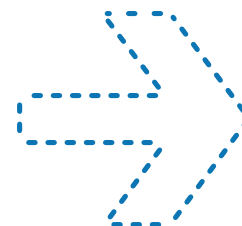
POST GRADUATE  
DIPLOMA IN  
MANAGEMENT





# PGDM

## POST GRADUATE DIPLOMA IN MANAGEMENT



**ACCREDITED BY AIU  
FOR EQUIVALENCE  
WITH MBA**

**COURSE  
RECOGNIZED  
BY ACU, UK**

**10,000  
APPLICATIONS  
FOR THIS  
COURSE**

PGDM has been the earliest programme initiated by the Institute in 1988 to meet the needs of industry and organizations. The programme has been approved by the All India Council for Technical Education (AICTE) in 1993 and since then it has earned its reputation in the corporate world. This course enjoys NBA accreditation.

The PGDM course of BIMTECH has also been accredited by the Association Indian Universities (AIU) for equivalence with MBA. The course is also recognized by the Association of Commonwealth Universities (ACU), UK.

CAT scores obtained by students are used for screening more than 10,000 applications each year. Thereafter, the Essay/ GD/Personal Interview process is conducted with the support of senior corporate managers to select students for the programme.

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

The programme is spread over six trimesters with a two months' mandatory summer internship assignment between the first and second year. In addition, students complete 2-3 short term projects as well as online live projects. Marketing, Finance, HR or Operations is offered as a specialization.

Students are exposed to the corporate world through BIMTECH's industry-academia interface, seminars, special guest lectures, workshops, summer internship of two months and short term projects, all of which are a part of the course design and have to be compulsorily taken up by the students. Live projects and industrial visits which are jointly guided by the industry managers and faculty develop students' understanding of modern business processes and practices.

## COURSE CURRICULUM

### ◉ TRIMESTER-I

- Design Thinking
- Financial Accounting
- Information Systems Management for Business
- Managerial Economics
- Marketing Management-I
- Organizational Behaviour
- Statistics For Business Analysis
- Business Communication

#### **Experiential Courses**

- Experiential Learning I
- Leadership Exp. and Attitude Development-II

### ◉ TRIMESTER-II

- Human Resource Management
- Macro Economics
- Managerial Accounting
- Marketing Management II
- Operations Management
- Research Methodology

#### **Experiential Courses**

- Enterprise Lab and Business Models
- Experiential Learning I
- Leadership Exp. and Attitude Development-II
- Business Communication- II

### ◉ TRIMESTER-III

- Corporate Finance
- Global Business Environment
- Strategic Management

#### **Experiential Courses**

- Enterprise Lab and Business Models
- Experiential Learning III
- Leadership Exp. and Attitude Development-III

#### **Functional Elective to choose one from**

#### **Marketing / Finance / HR / Operations and Decision Science**

- Elective 1
- Elective 2
- Elective 3

#### **Business Vertical Specialisation to choose one from BFSI / IT-ITES / Analytics**

- Elective 1
- Elective 2

## SUMMER INTERNSHIP

### ◉ TRIMESTER-IV

- Happiness at Work Place
- Responsible Business
- Capstone Business Simulation

#### **Experiential Courses**

- Experiential Learning IV
- Leadership Exp. and Attitude Development-IV

#### **Functional Elective to choose one from Marketing / Finance / HR / Operations and Decision Science**

- Elective 4
- Elective 5
- Elective 6

#### **Business Vertical Specialisation (BVS) to choose one from BFSI / IT-ITES / Analytics**

- Elective 3
- Elective 4
- Elective 5

### ◉ TRIMESTER-V

- Innovation for Business 4.0
- Legal Aspects of Business

#### **Functional Elective to choose one from Marketing / Finance / HR / Operations and Decision Science**

- Elective 7
- Elective 8

#### **Business Vertical Specialisation (BVS) to choose one from BFSI / IT-ITES / Analytics**

- Elective 6
- Elective 7

2 Bouquet Courses Optional

### ◉ TRIMESTER-VI

- Business Vertical Specialisation (BVS) to choose one from BFSI / IT-ITES / Analytics

- Elective 8

2 Bouquet Courses Optional





## ELECTIVES

### Finance

- 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
- Bootstrap Marketing
- Integrated Marketing Communication
- Retail Marketing
- Social Marketing
- Advanced Markstrat Simulation

### Human Resource

- Talent Acquisition, Retention & Engagement
- HR Metrics & HR Analytics
- Human Resource Planning
- Management of Industrial Relations
- Managing People and Performance in Organizations
- Compensation Management
- Labour Legislations
- 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
- Bootstrap Marketing
- Integrated Marketing Communication
- Retail Marketing
- Social Marketing
- Advanced Markstrat Simulation

### Operations & Decision Science

- Supply Chain Management
- 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



### Business Vertical:

#### IT/ITES

- Digital Technology Consultancy and Business Development ( DTCBD)
- Business Analysis and Requirement Management (BARM )
- Emerging Technology, Platform, and Services (EPS )
- Cyber Security, Ethics and Privacy (CSEP)
- IT Project Management
- Product Management and Digital Transformation
- Applied Artificial Intelligence for Business
- Enterprise Systems (SAP )
- Digital Transformation of Business (DTB)
- IoT , Industry 4.0, and Blockchain (IOTB)
- Emerging technology Project and Product Management (ETPP)
- Big Data Management and Analytics (BDMA)
- Robotics Process Automation & UI Path(RPA) (ETPP)

#### BFSI

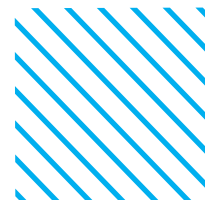
- Retail Banking- Liability Products and Other Related Services
- Insurance & Risk Management
- Retail Banking- Asset Products and Other Related Services
- Managing Customer Wealth
- Digital Insurance
- Advanced Digital Banking
- Fintech I
- Fintech II
- Banking Technology Management

#### Data Analytics

- Statistics for Decision Making in Python
- Data Visualization using Power BI/Tableau/SQL
- Machine Learning
- Artificial Intelligence
- Time Series Forecasting
- Advanced Machine Learning
- Natural Language Processing
- Consumer Analytics
- Financial Risk Analytics

### Bouquet Elective:

- State of Indian Economy and Business
- Elements of Basic Econometrics
- Emerging Economies
- Doing Business in India
- Social Media and Text Analytics
- ERP for Managers
- Value information
- Introduction to Artificial Intelligence
- Natural language Processing (AI)
- Artificial Intelligence implications in society
- International HRM
- Leadership, Influence and Power
- Negotiation and Influencing Skills
- Advanced Markstrat Simulation
- Advance Business Writing I
- Advance Business Writing II
- Corporate Effectiveness through Theatre Techniques
- Business Innovation and Growth Strategy
- Digital Economy and New Business Models
- Applied Theory in Strategy and Competition
- Social Innovation and Entrepreneurship
- International Business Strategy
- Business Sustainability
- Financial Inclusion
- Sustainability Reporting
- Sustainable Development Goals and Corporate Social Responsibility
- Climate Change
- Circular Economy
- Management of Business Turnaround
- Technology Management and IPR



# PGDM

## 2nd Year, 20-22

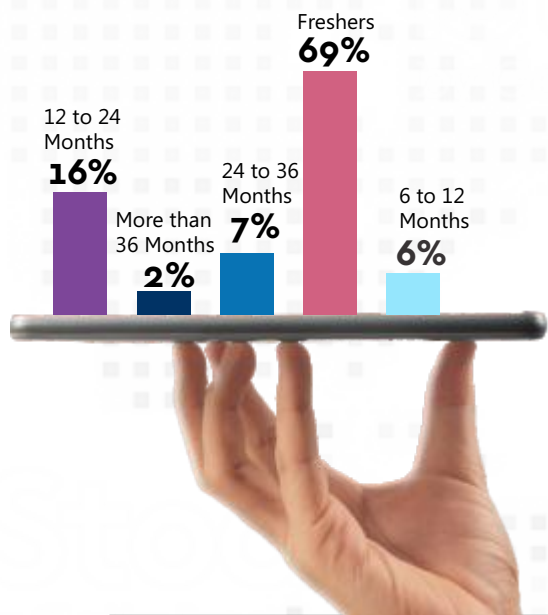
Batch Profile for  
Final Placement  
Total no. of students - 261



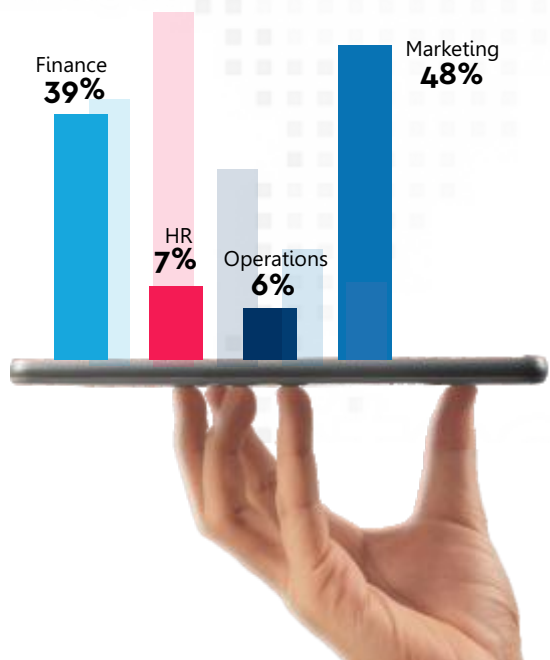
### ACADEMIC BACKGROUND



### WORK EXPERIENCE



### SPECIALIZATION







# PGDM





# PGDM

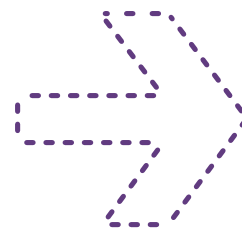
POST GRADUATE DIPLOMA  
IN MANAGEMENT -  
INTERNATIONAL BUSINESS





# PGDM

## POST GRADUATE DIPLOMA IN MANAGEMENT - INTERNATIONAL BUSINESS



**ACCREDITED BY AIU  
FOR EQUIVALENCE  
WITH MBA**

**STUDY VISITS  
TO NATIONAL/  
INTERNATIONAL  
PORTS/AIRPORTS**

**ONLINE  
LIVE  
PROJECTS**

In an era where all businesses are global, the gradual integration of Indian economy with the global economy is now an irreversible process. This calls for professionals who are well equipped to handle the demands of industry in leading their businesses towards this direction successfully.

The PGDM (IB) programme has been approved by the All India Council for Technical Education (AICTE). It has been granted NBA accreditation and has also been accredited by the Association Indian Universities (AIU) for equivalence with MBA.

The International Business Programme in BIMTECH strives to prepare students for a successful and rewarding career in the field of international business and groom them so that they eventually develop into credible international business professionals.

The course content and the activities have been so designed so as to help students understand the complexities of international business operations and equip them with the knowledge base to deal with these complexities. Students are also trained on identifying opportunities in the area of international business and explore them. Mandatory study visits to national/international ports/airports is an integral part of the course.

The International Business Programme is spread over six trimesters to impart the ability and skill to communicate, analyze business situations and take decisions. The course has a mandatory three months summer internship assignment between the first and second year. In addition, students complete 2-3 short term projects as well as online live projects.

## 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

#### **Experiential Learning**

- E Lab and Business Models 1
- Export Cluster Project
- Leadership Experience and Attitude Development - 1

### ◎ TRIMESTER-II

- Business Analytics
- 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
- Leadership Experience and Attitude Development - 2

### ◎ TRIMESTER-III

- International Marketing
- Business Research Methods
- Corporate Finance
- Operations Management
- International Strategic Management Modules
- Communication Lab
- International Marketing Research
- Leadership Experience and Attitude Development - 3

## SUMMER INTERNSHIP

### ◎ TRIMESTER-IV

- International Supply Chain & Logistics Management
- Geopolitics & Global Risk Analysis
- Capstone for Business Simulation
- Emerging Technologies in Management Module
- International Financial Management

#### **Experiential Learning**

- Leadership Experience and Attitude Development: (LEAD) – 4

### ◎ TRIMESTER-V

- International Business Laws
- International Commodity Management
- Design Thinking Module
- International Shipping

#### **Experiential Learning**

- X-Culture Project

### ◎ TRIMESTER-VI

#### Module

- Intellectual Property Rights

#### **Optional Core Course (Any One)**

- Business Innovation & Growth Strategy
- Introduction to ERP
- Introduction to Consulting Management
- Value of Information





## ELECTIVES

### Finance

- Advance Financial Statement Analysis
- Financial Services, Products and Markets
- Investment Management
- Management of Commercial Banks
- 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



### 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

### Operations & Decision Science

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

### Banking, Financial Services and Insurance (BFSI)

- Advanced Digital Banking
- Banking Technology Management
- Digital Insurance
- Digital Finance And Fintech I
- Digital Finance And Fintech II
- Insurance & Risk Management
- Managing Customer Wealth
- Retail Banking- Liability Products And Other Related Services
- Retail Banking- Asset Products And Other Related Services

### IT/ITES Business Specialization

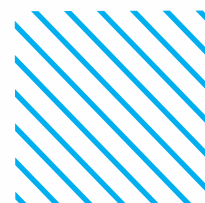
- Emerging Technology, Platform, and services (EPS)
- Artificial Intelligence. and Machine Learning (AIML)
- Enterprise Systems (SAP)
- Digital Technology Consultancy and Business Development (DTCBD)
- Business Analysis and Requirement Management (BARM)
- Digital Transformation of Business (DTB)
- Cyber Security, Ethics and Privacy (CSEP)
- IoT, Industry 4.0, and Blockchain (IOTB)
- Emerging technology Project and Product Management (ETPP)
- Big Data Management and Analytics (BDMA)
- Robotics Process Automation & UI Path(RPA) (ETPP)

### Business Analytics

- Python for Analytics
- Statistics for Decision Making in Python
- Data Visualization using Power BI/Tableau/SQL
- Machine Learning
- Advanced Machine Learning
- Natural Language Processing
- Time Series Forecasting
- Marketing Analytics and Consumer Insights
- Digital Marketing
- Financial Risk Analytics

### General Bouquet Papers

- Advanced Writing for Business Effectiveness
- Leadership, Influence and Power
- Negotiation and Influencing Skills
- Element of Basic Econometrics
- Emerging Economies
- State Of Indian Economy and Business
- Social Media and Text Analytics
- Retail Banking
- Advanced Markstrat simulation
- Digital Economy and New Business Models
- Knowledge Management
- Applied Theory In Strategy And Competition
- Social Innovation and Entrepreneurship
- Business Sustainability
- Financial Inclusion
- Sustainability Reporting
- Sustainable Development Goals and Corporate Social Responsibility
- Climate Change
- Circular Economy
- Insolvency and Bankruptcy



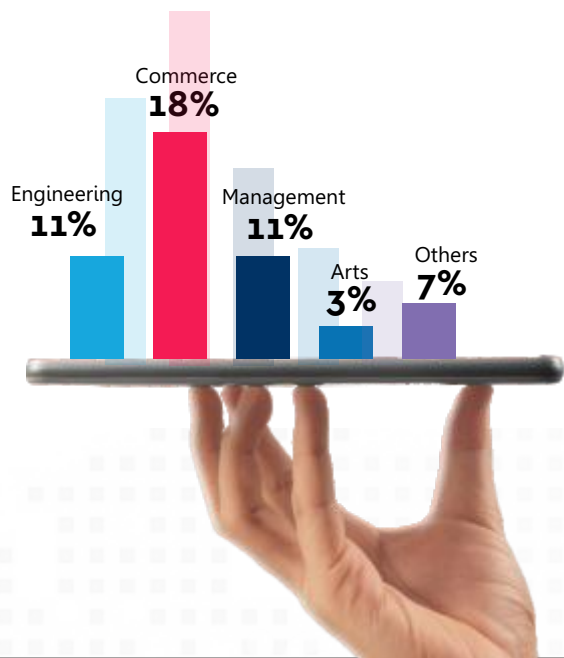
# PGDM-IB

## 2nd Year, 20-22

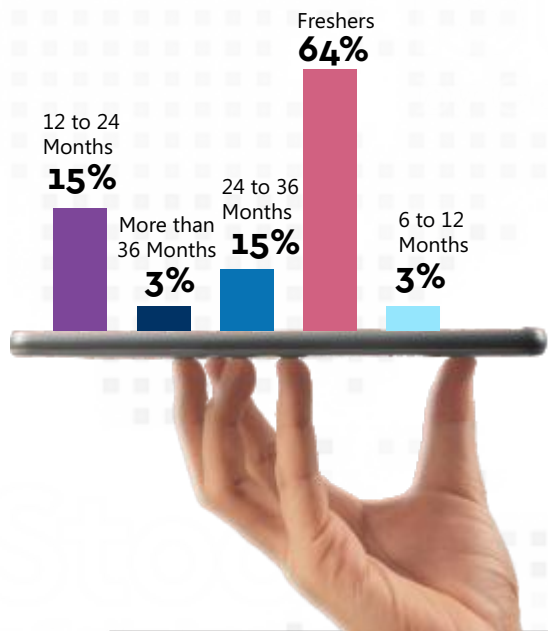
Batch Profile for  
Final Placement  
Total no. of students - 60



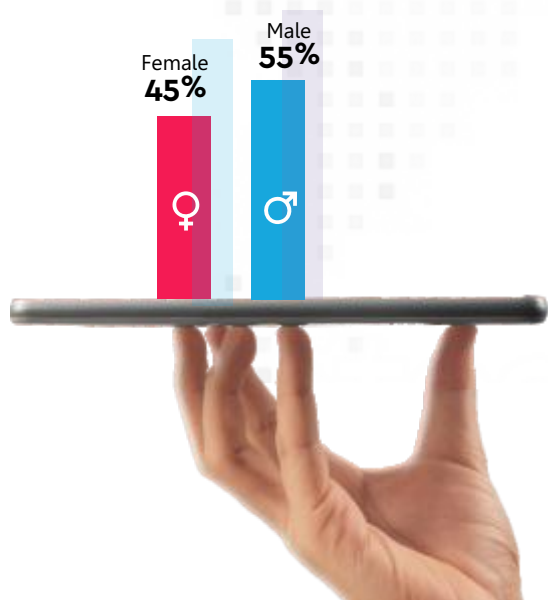
### ACADEMIC BACKGROUND



### WORK EXPERIENCE



### MALE FEMALE







# PGDM-IB





# PGDM

POST GRADUATE DIPLOMA  
IN MANAGEMENT -  
INTERNATIONAL BUSINESS

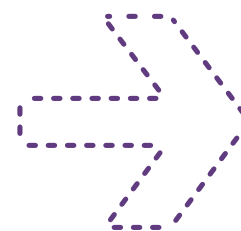




# PGDM

## POST GRADUATE DIPLOMA IN MANAGEMENT -

## INSURANCE BUSINESS MANAGEMENT



LOMA, USA  
IS AN EDUCATIONAL  
PARTNER

MOU  
WITH  
RIMS

ONLINE  
LIVE  
PROJECTS

**PGDM-IBM offers two-year full-time residential Post Graduate Diploma in Management in Insurance Business Management, It's a 128-credit degree Program. The PGDM-Insurance Business Management-(IBM) was first introduced in the year 2000 and it coincided with the opening up of the insurance industry for private competition. The aim of the Program Insurance Business Management (IBM) of BIMTECH is to turn out insurance management executives who are industry ready.**

To achieve this objective, we offer cutting edge curricula. Among the recently introduced changes, are courses on, advanced risk management (including enterprise risk management), advanced health insurance, insurtech& insurance analytics. This is, of course, besides the conventional insurance subjects both in life, non-life, and reinsurance. The course is spread over six trimesters with a two-month Summer Internship assignment between the first and second year. Besides, students are taught the elements of Actuarial Science, Marketing, Finance, CRM, OB & HR and Personal Financial Planning (Wealth Management). Rounding off the personality traits of students is accomplished by focused training in soft skills, corporate visits and industry-based projects. The Program also has two joint certifications with Global education providers--Certificate in Reinsurance with Swiss Re and Certificate in Risk Management with Risk Insurance Management Society-USA.

### **The Program has the following recognitions/tie ups:**

- BIMTECH has a strategic partnership with Swiss Re for campus connect Programs and other value-adding strategies.
- LIMRA / Life Office Management Association (LOMA), USA, is an educational partner and BIMTECH is an approved Third-Party Examination Centre for LOMA exams. Quite a few of the Life Insurance subjects taught at BIMTECH are based on the LOMA Curriculum.
- PGDM (Insurance Business) program has got Credit for Prior Learning / Accreditation by the Insurance Institute of India (III), Mumbai. Our students are to clear just two mandatory papers to get Associateship level recognition from Insurance Institute of India.
- Similar kind of credit for prior learning recognition is also in place with Chartered Insurance Institute – UK. Our students get the eligibility of Diploma in Insurance status from CII-UK after completing the course, subject to having passed one mandatory "Insurance Law" course of CII-UK.
- BIMTECH is an academic partner to the International Institute of Business Analysis, Canada (IIBA). Many of the Insurance students use this existing arrangement & get international certification from IIBA. There exists a MoU with the Risk and Insurance Management Society (RIMS), USA for Certified Risk Management Professional Certification (CRMP).
- With the mission of creating & dissemination knowledge in Global context in mind, BIMTECH has also taken up the institutional member of fraternal organisations such as Asia Pacific Risk & Insurance Association (APRIA), Federation of Afro Asian Insurers & Reinsurer (FAIR) & Risk Management Association of India (FAIR)

## COURSE CURRICULUM

### ◉ TRIMESTER-I

- Business Environment
- Insurance Laws and Regulations
- Principles of Insurance
- Marketing Management
- Business Communication-I
- Organisational Behaviour & Human Resource Management
- Statistics for Managers
- Leadership Experience and Attitude Development-Lead

### ◉ TRIMESTER-II

- Risk Management
- Property-I (Fire & Consequential Loss)
- Channel Management
- Health Insurance
- Elements of Actuarial Science
- Products and Practice of Life Insurance
- Marketing Research
- Leadership Experience and Attitude Development-Lead

### ◉ TRIMESTER-III

- Property-II (Construction & Engineering Insurance)
- Corporate Finance & Insurance Accounting
- Life and Health Insurance Underwriting
- Services Marketing & CRM
- Motor Insurance (Own Damage +TP)
- Business Communication-II
- Quantitative Methods for Business Analytics
- InsureTech (Emerging Technology)
- Strategic Management
- Summer Internship VIVA
- Industry Visit
- Leadership Experience and Attitude Development-Lead (Crisis Management)
- Excel Workshop (20 Hours Workshop)

## SUMMER INTERNSHIP

### ◉ TRIMESTER-IV

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

### ◉ TRIMESTER-V

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

### ◉ TRIMESTER-VI

- Financial Services & Personal Financial Planning
- Casualty Insurance
- Responsible Business



Chartered  
Insurance  
Institute







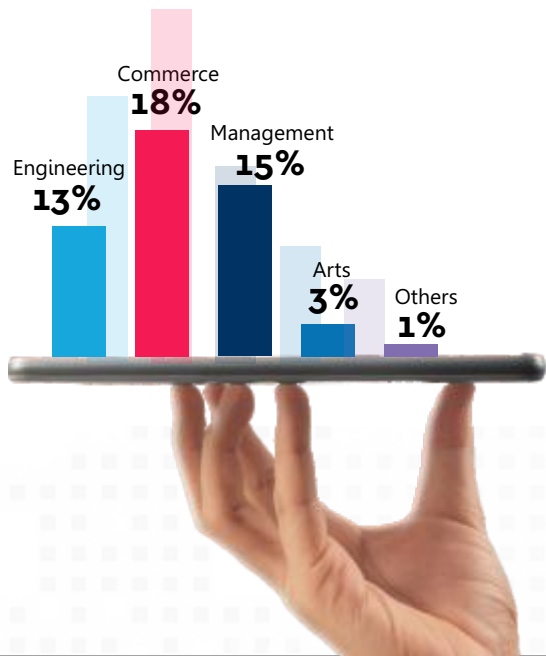
# PGDM-IBM

2nd Year, 20-22

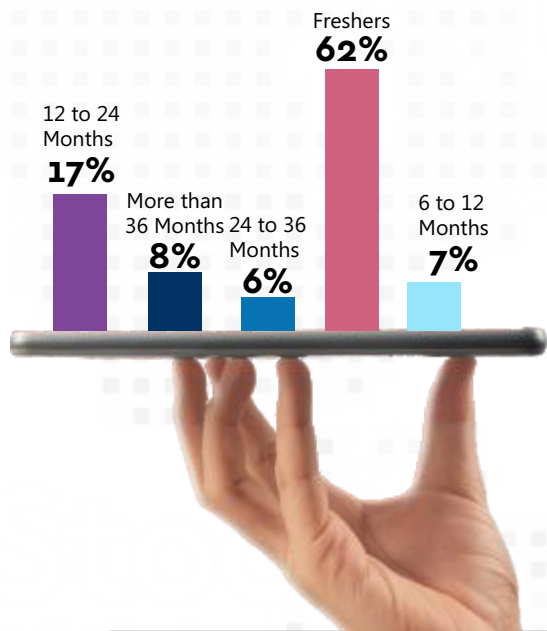
Batch Profile for  
Final Placement  
Total no. of students - 53



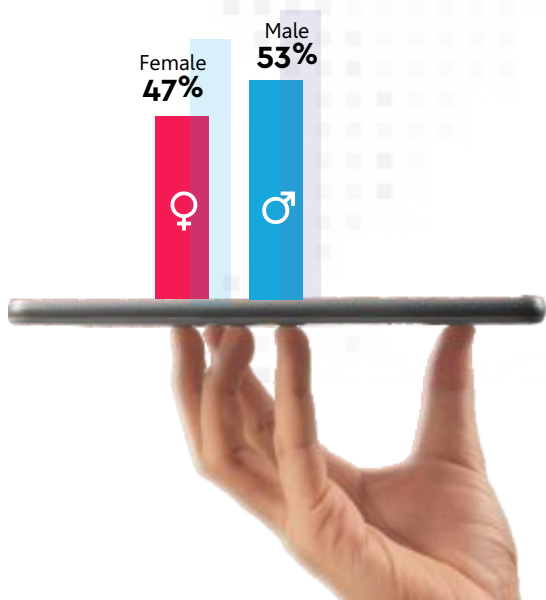
## ACADEMIC BACKGROUND



## WORK EXPERIENCE



## MALE FEMALE







# PGDM-IBM



# PGDM

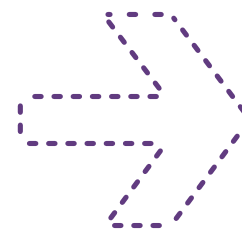
POST GRADUATE DIPLOMA  
IN MANAGEMENT -  
RETAIL MANAGEMENT





# PGDM

## POST GRADUATE DIPLOMA IN MANAGEMENT - RETAIL MANAGEMENT



**ACCREDITED BY AIU  
FOR EQUIVALENCE  
WITH MBA**

**BUSINESS  
ANALYSIS  
CERTIFICATION  
FROM IIBA**

**ONLINE  
LIVE  
PROJECTS**

**The Programme for PGDM-Retail Management is an initiative to educate and train future managers for the organized retail industry and empower them with the knowledge to contribute substantially to the retail industry growth in India. It strives to create a new generation of smart retail professionals of international calibre and aims to equip them with the best practices being followed across the globe.**

This two years programme has the approval of AICTE like other BIMTECH programmes.

It is also recognized to be equivalent to MBA by the Association of Indian Universities (AIU) under UGC.

The programme is spread over six trimesters with a three months' mandatory Summer Internship assignment between the first and second year. The programme strives to offer the best intellectual inputs through varied teaching methodology and has been instrumental in inculcating awareness in every student of the following:

- Basic retailing and merchandising concepts
- Exhaustive theoretical knowledge to ensure understanding of the dynamics of modern organized retail trade
- Modern techniques and practices of retailing including e-tailing being widely used by retailers around the world to understand the changing consumer market
- Hands on projects in mall/retail organizations one day a week
- Capability to incorporate the class room teaching in actual work environment and effective decision making
- Enhanced interpersonal and communication skills
- Opportunities for Business Analysis Certification from IIBA
- All students will undergo On-Job Training programmes.

Retail Management programme is a specialized two year programme, aimed at developing professionals who can adapt to the fast changing word of retail. It furnishes knowledge, practical exposure and tools that make the student industry ready for managing large and fast growing modern retail business.

## COURSE CURRICULUM

### ◉ TRIMESTER-I

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

### ◉ TRIMESTER-II

- Corporate Finance
- Marketing Research
- Marketing Management-II
- MIS & Advance Excel
- Responsible Business
- Retail Store Management
- Services Marketing
- Batch Profile Final Placement -

### ◉ TRIMESTER-III

- Business Communication – II
- Inventory & Logistics Mgmt.
- Mall Management
- Retail Consumer Behaviour
- Sales & Distribution Management
- Visual Merchandising
- Legal Framework for Retail Business
- Batch Profile Summer Internship -

## SUMMER INTERNSHIP

### ◉ TRIMESTER-IV

- Buying & Merchandising Management
- Digital Marketing
- Franchising Management
- Strategic Management

#### **Electives:**

- Customer Relationship Management
- Retail Analytics
- Retail Banking
- Retail Luxury

### ◉ TRIMESTER-V

- Category Mgmt. & Private Labels
- ERP for Retail Manager
- Design Thinking
- Global Retailing

#### **Electives:**

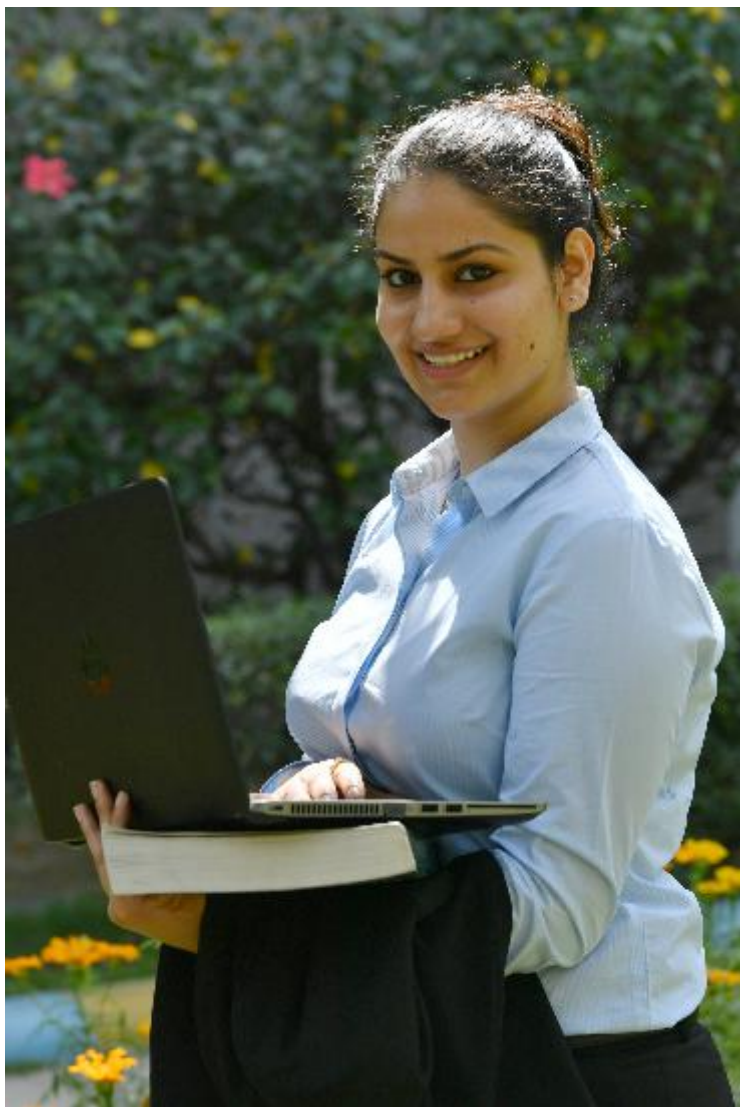
- Product Brand Management
- Integrated Marketing Communication
- Rural Retailing
- Emerging Technologies in Retail

### ◉ TRIMESTER-VI

- Entrepreneurship Mindset







# PGDM-RM

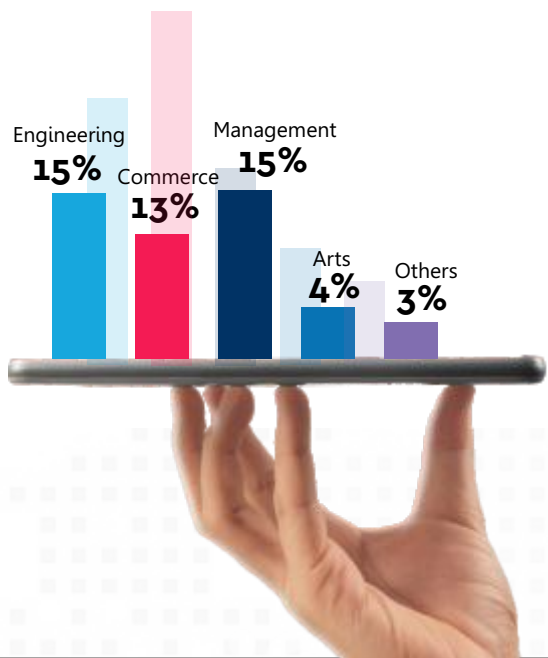
2nd Year, 20-22

Batch Profile for  
Final Placement

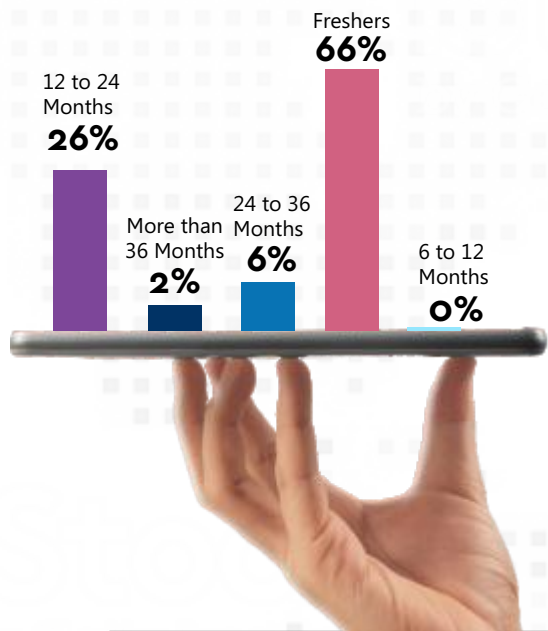
Total no. of students - 47



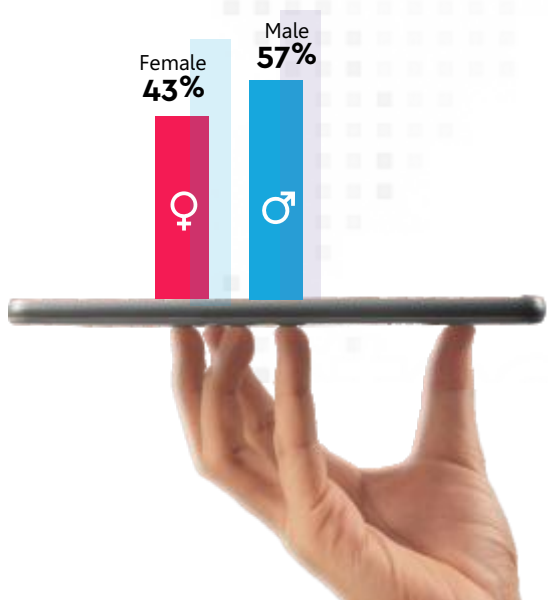
## ACADEMIC BACKGROUND



## WORK EXPERIENCE



## MALE FEMALE







# PGDM-RM

# INDUSTRY VISITS



AIR INTERNATIONAL TTR, **ALAMODA OVERSEAS PVT. LTD.**, AMBUJA CEMENTS,  
**ARIN TEA PVT. LTD.**, ASHOK LEYLAND, **ASHTech INDUSTRIES PVT. LTD.**, ESCORTS LTD.,  
INLAND CONTAINER DEPOT, DADRI, JAWAHARLAL NEHRU PORT TRUST,  
**MULTI COMMODITY EXCHANGE OF INDIA LTD.**, SAFEXPRESS, **BEST PRICE**,  
WALMART, **AZADPUR SABJI MANDI**, PASWARA MILL, **MEERUT**, IDEAL LAMINATES,  
**CENTRAL WAREHOUSE CORPORATION**,







## INDUSTRY VISITS



# HR ROUND TABLE SERIES



BIMTECH has been organizing HR Round Tables on contemporary HR issues across various metros, in association with National HRD Network and Deloitte India as Knowledge Partner. This was prompted by the vision of BIMTECH “Developing ethical leaders with entrepreneurial and global mind-set striving for sustainability and inclusive growth”. The theme and sub-theme therefore, are based on current developments as well as the future direction that the human resource function is taking. In the course of the last 9 years, 33 such HR Round Tables have been organized, in which more than 150 HR Leaders from corporates, as well as academics, have contributed as Panelists, reaching and benefitting more than 4500 HR professionals. Taking this prestigious Round Table series forward to the 10th year, BIMTECH organised three HR Round Tables in the year 2020-21. Considering the challenges of the COVID-19 pandemic, it was decided to organise the HR Round Tables in Webinar mode on the very appropriate Theme of “Making HR effective in the Pandemic world”.

10  
YEARS OF  
HR ROUND  
TABLE

33  
HR Round  
Table

150  
HR LEADERS

## 34th HR Round Table on the Sub-theme “Criticality of Employee Engagement in dealing with the crisis”

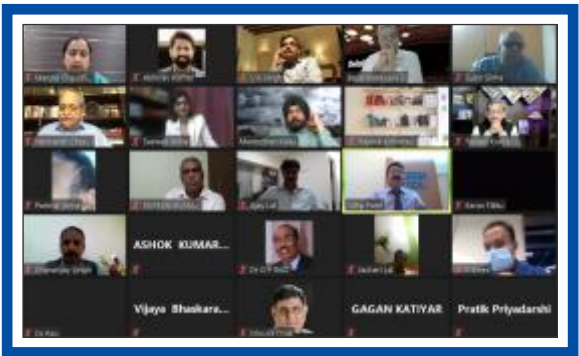
In view of the health crisis, Business is facing several HR and work-related problems. It is also a great opportunity to transform. HR needs to explore this not as a threat, but as an opportunity, coming from the global health crisis for business and wake up to the fact when people now feel safe, supported and emotionally secured, while they do their job. This is obviously a business transformation disguised as a pandemic. There will be a need to identify top issues on the employees’ mind during the course of this transformation. These issues will have to be dealt with proactively and aggressively by HR, resulting in employee well-being, personal productivity, personal resilience and deep engagement.

This Round Table was moderated by Ms. Poornima Damodaran, Sr. Director – Consulting from Deloitte and had the following Panelists:

- Mr. Judhajit Das, CHRO, ICICI Prudential Life Insurance Co. Ltd.
- Mr. K S Bakshi, Group Head – HR, InterGlobe Enterprises
- Prof. Mala Sinha, Professor, FMS, University of Delhi
- Ms. MeenakshiDavar, Director (HR), POSOCO
- Mr. Tirthankar Ray Chaudhury, VP HR, Bennett Coleman and Co. Ltd. (Times Group)

## 35th HR Round Table on the Sub-theme “Strategies for Learning & Development to meet the training needs in the changing times post Covid-19”

Corporate learning has been doing a lot in the changing times and people are going to learn in several new ways necessitated





by this crisis. Most of the Companies have gone through new programs, focused on Working from Home, staying healthy and dealing with high levels of anxiety and stress. These are vital and as we know, work at home is far more complicated than it has been thought. There are a whole range of areas associated with remote work.

HR and Learning & Development has to look at demand due to right skilling, upskilling, reskilling to bring people in the flow of new work styles. Some Companies have taken their on boarding programs and converted it into Covid-19 response library over the weekend. Several others have added videos, documents into their response program. There is a need for 'gig workers' who are generally freshers at the bottom of the pyramid and need extensive training to match new work requirements. HR shall have to reorient their Learning and Development program appropriately to meet this challenge.

This Round Table was moderated by Mr. Pratik Mehta, Partner - Human capital Advisory Practice from Deloitte and had the following Panelists:

- Mr. AlokS heopurkar, Executive Vice President & Head – HR, HDFC Asset Management Co. Ltd.
- Mr., DharmRakshit, Head HR, Hero MotoCorp Ltd.
- Mr. Sanjay Kumar, CHRO, APAR Industries Ltd.
- Mr. Vinod Chaturvedi, CHRO- Mineral Resources & Mining, Head- Noble Ferro Alloys Business, Group Head - Employee Relations, Aditya Birla Group.

### 36th HR Round Table on the Sub-theme "Ethics and the future of work: From 'could we' to 'how should we'."

As the future of work rapidly evolves and organizations integrate people, technology, alternative workforces, and new ways of working, leaders are wrestling with an increasing range of ethical challenges. These challenges are especially pronounced at the intersection between humans and technology. In the face of increasing ethical challenges, organizations should make intentional and bold choices. Those choices need to be framed by a change in perspective: a shift from asking only "could we"

to also ask "how should we" when approaching new ethical questions.

The attributes of purpose, potential, and perspective are admittedly complex. Organizations have tended to view the conflicts within each as trade-offs: belonging or individuality, security or reinvention, boldness or uncertainty. But part of embracing the seeming paradox of fusing the technological with the human is to look beyond trade-offs to find ways to integrate these seemingly opposed pairs. The power of the social enterprise lies in its ability to bring a human focus to everything it touches, empowering people to work productively with technology to create lasting value for themselves, their organizations, and society at large.

This Round Table was moderated by Dr. Badarinarayana, Director – Organization Development and strategic projects from Deloitte and had the following Panelists:

- Mr. Dillip Kumar Patel, Director (HR), NTPC Ltd.
- Mr. Manmohan Kalsy, Advisor HR, UB Group
- Mr. Ranjan Kumar Mohapatra, Director (HR), Indian Oil Corporation
- Ms. Saswati Sinha, Sr. VP and Head HR & Legal, Cheil India (Samsung Group Company)
- Mr. Suresh Sivanandam, Group HR Head, TVS Group
- Mr. V.K. Singh, Director (Personnel), Power Grid Corporation

Each of these Round Tables were attended by around 150 Professionals, including BIMTECH alumni, faculty members, senior and middle-level HR professionals from leading organizations in industry and academia.

All the above three Round Tables commenced with the Welcome address by Dr. H. Chaturvedi, Director, BIMTECH and concluded with a Vote of Thanks from MrDhananjay Singh, Director General, NHRDN. Every panel discussion was followed by the Q&A session, in which many remarkable questions were raised by the audience and precisely addressed by the Panelists.



# MDPS Delivered by BIMTECH In 2020-21

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 the year 2020-21, due to COVID-19 pandemic, BIMTECH could only able to deliver 21 MDPs and Consultancy programmes online which includes open and company specific programmes, to various public and private sector organizations. Around 3000 participants had participated in these programmes.

The programme covers all areas of management science like Business Communication, Banking & Finance, Human Resource Management, Strategic Management etc.

**12**  
MDP  
DELIVERED

**350**  
PARTICIPANTS  
TRAINED

## In the year 2020 – 21 the following programs were conducted by BIMTECH:

- Design Thinking and Innovation
- Strategic Thinking and Execution
- People Analytics
- How to Increase Emotional Quotient, Master Emotions, and Boost Social Skills
- Strategic Execution & Change
- Linking HR with Business Strategy
- Workshop on Communication Skills
- Executive Development Program
- The Power of Design Thinking
- The Effective Communicator
- Exponential Innovation
- Financial Fitness: During and Post COVID-19 Pandemic
- Enhancing Personal Creativity
- Financial Statement Analysis: Key Stakeholders Perspective
- Effective Virtual Communication in the New Normal
- Stress Management through Emotional Intelligence for managing today and tomorrow
- Creativity & Innovation with a special focus on HR Policies and Practices

## Some of the prestigious public and private sector organisations for which BIMTECH has been organising training programmes are:

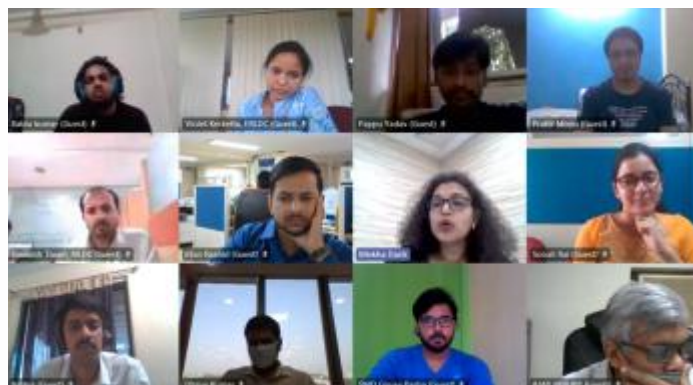
NTPC; **Power Grid**; Aditya Birla Group; **NHPC**; GAIL; **NSPCL**; ONGC; **Indian Oil**; NLC India; **NALCO**; IFFCO; **PEC**; BHEL; **PFC**; JSPL; **SAIL**; Reliance; **THDC**; JSW; **SJVN**; NBCC; **Ministry Of Micro Small & Medium Enterprises (MSME)**; ACC Cement; **Tata Power**; Adani Transmission; **Coal India**; DVC; **Orient Insurance**; FIEO; **Jayshree Tea**; Noida Power Corporation; STC; **Yokohama**; LG Electronics; **UCO Bank**; BSES; **ELL**; JK Cement; **OBC**; OPGC; **NEEPCO**; Vizag Steel; **UJVN**; Hindustan Hindi, **RPG Haldia Energy**, New India Assurance; **Family Health Plan Insurance**; Global Insurance Brokers; **Chartered Life Insurance Company**, Bangladesh; **Guardian Life Insurance Bangladesh**; Jindal Shadeed Oman; **BFIN Nepal**; SEWA, UAE, etc.



## Leadership Development Program (LDP):

LDP (A transformative 5 days) is BIMTECH's prestigious Open Training Programme for senior level executives. This most sought-after Training program for developing leaders was conceptualised by Prof. K K Sinha, Dean – Executive Education, BIMTECH, as Co-Program Director with Late Dr Pritam Singh, as Program Director. Such programmes provide opportunity to the participants to also interact with participants of other organizations to gain cross cultural and cross functional learning.

Stalwarts like Late Dr Pritam Singh, Padma Shri, former Director, IIM (L), MDI and IMI, had deliberated on Managing Unconscious Conspiracy, Level 7 Leadership and Journey to Self-Growth. Prof. Sunil Sangra, Professor of Strategy and Innovation, Design Thinking Evangelist from BIMTECH discussed on Strategic Thinking & Innovation and Design Thinking Leadership. Prof. Ashok Malhotra, Professor of Finance, deliberated on Wealth Creating Mind-set. This program also includes Industry visit on "Leadership: An Experiential Learning Journey" to manufacturing plants. BIMTECH delivered two such LDPs in 2019 – 20 at Puducherry and Jaipur on 8 – 11 June and 20 – 24 January 2020 respectively.



# CORPORATE INTERFACE




## 10th International Conference on Management Cases (ICMC-2020)

Every year BIMTECH along with academic participation of other reputed institutes, organize the International Conference on Management Cases (ICMC) at BIMTECH Campus. ICMC is running successfully for the last 10 years which aims at international relevance and encourages authors from all over the world to participate and share their experiences on a platform created for academicians, practitioners, consultants, research scholars, and students of management studies.

This year will be the tenth edition of ICMC which is going to happen Virtually from 4th Dec to 6th Dec, 2020 and 3 Case Master Development Workshop from 11th Dec to 13th Dec 2020. On 4th Dec, 2020 we will be having the Inaugural Session which will be followed by Forum for Collective Wisdom on 5th Dec, 2020 and Technical Sessions on 6th Dec, 2020.

## LYCEUM MASTER CLASS 2020

We are organizing our annual mega event "Lyceum" on October 21 & 28, 2020 at our campus. This event is aimed to create a platform for students to interact with some of the best industry leaders like you. With a view to enhancing students' competencies, we conduct Lyceum Master Class on different domain areas such as Retail & SCM, Automobiles, Banking, and Financial Services, Insurance, IT-ITES, EduTech / AgriTech / FinTech/ Startup.

Lyceum is reminiscent of ancient Greece's debating forum. The overarching theme of this year's Lyceum Masterclass presentations is "Managing the New Normal – Way Forward for Indian Industries,". It is our pleasure to invite you as an expert in our most prestigious annual event "Lyceum" (ON LINE) on Saturday, November 28, 2020.

## COGNICIOUN 2021

QCB- the quiz club of Birla Institute of Management Technology, Greater Noida (BIMTECH) organized the 10th edition of their annual national level open business quiz 'Cognicioun' on the 20th of March, 2021. Owing to the COVID-19 pandemic, the event was conducted virtually for the first time with the help of modern-day apps and tools.







### **Sustainable Development Goals: PIONEERING SOLUTIONS FOR INDIA**

The 14th Annual Convention of UN Global Compact Network of India was held successfully at Hotel Hyatt, Mumbai on the 31st of May 2019. It was attended by more than 500 delegates and addressed by over 50 speakers.

The theme of the convention was "Pioneering Solutions for SDGs in India. It was inaugurated by NitiAyog member DrBibekDebroy. UNDP, India Chief, Dr Rajiv Dubey, Group HR Chief, Mahindra & Mahindra Group, MrVishveshPrabhakara, MD, Accenture Consulting, DrUddeshKohli and UNGCNI Director General Shri Kamal Singh were amongst the important speakers at the convention.

Dr. H. Chaturvedi Director-BIMTECH participated in the UNDP Roundtable on Business Responsibility and spoke in the plenary session "Technology and Innovation at the Heart of SDG Implementation".

### **Hermes Dialogues 2.0**

COSMOPOLITAN, an initiative of International Business Program, organized the second edition of their flagship event "HERMES DIALOUGES 2.0" on 26th November 2019 from 10:00 AM to 1:00 PM in the Academic block. The agenda of the event was "Should Member Countries Sign RCEP? 10 teams were chosen and assigned different FTA and ASEAN countries. The team had to express their country's concern on the

much talked about multi-lateral trade agreement RCEP and if they should sign it. They were mentored by Institute's faculty members. The esteemed Jury members for the event were: Shri Rajeev Kher (Former Commerce Secretary, Distinguished Fellow, RIS) and Shri Pranav Kumar (Head- International trade Policy, CII). MrAmanpreet Singh (Co-founder and Director, F13 Technologies) also solicited the event as an industry mentor with his presence.

### **Annual Marketing And Branding Congress**

BIMTECH &Dr. H Chaturvedi, Director, BIMTECH were felicitated by Dr Rashid Alleem, Chairman, Sharjah Electricity & Water Authority (SEWA) during a three-day Conference of Alleem Business Congress 2019th at Sharjah held between 7-9 Oct 2019 for partnership with them. A MoUwas also signed for promoting Research & Development between the organizations. The event was attended by Prof. N.N. Sharma, Prof Rajeev Sharma &MsRupali Singh.





## SOME OF OUR LEADING CORPORATES OFFERING FINAL PLACEMENT




## SOME OF OUR LEADING RECRUITERS OFFERING SUMMER INTERNSHIP











## CAMPUS Recruitment

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 2021-22.

- **Pre-Placement Briefing**  
September & October 2021
- **Summer Internship Process**  
January, 2022 onwards
- **Placement Process**  
November, 2021 onwards

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**"CLIMB YOUR OWN  
EVEREST"**





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EVEREST** ”



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