BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY
Excellence with Values

COOLS
CENTRE FOR
ONLINE STUDIES
Re skill-Up skill-New skill

Powered by
upGrad

POST GRADUATE DIPLOMA IN MANAGEMENT (ONLINE)



ABOUT THE INSTITUTE

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.

University Rankings:

Among the top private B-Schools in India (2018-19)

6th	By NHRDN-SHINE.com
10th	By MBAUNIVERSE.com
13th	By BUSINESSTODAY-MDRA
47th	Among all (Government + Private) in the MHRD's National Institute of Ranking Framework (NIRF) Management Institutes/ University Ranking 2020

"BIMTECH has been granted Category 1 autonomy by AICTE. It is the 1st Indian B-school to be awarded with the EFMD Business School Impact System (BSIS) Label."

DEAR ASPIRANT,

I welcome you on behalf of the Birla Institute of Management Technology and thank you for showing your interest in us.

It is said that today's ideal manager is one who is comfortable with volatility, uncertainty, complexity and ambiguity and above all, who also has an entrepreneurial mindset. For years BIMTECH has been educating young men and women who entered its community and attained their transformation into responsible citizens and leaders of corporates. By joining BIMTECH, you are embarking on an education system that is meant to be transformative – academically, socially, and personally. “Excellence and Values” are our guiding principles which are reflected in every activity of the Institute. Our brochure clarifies those values and standards and we expect you to honour them in your conduct as a student.

Our mission at BIMTECH is to provide a safe, secure environment in which every student will acquire the skills and knowledge necessary to become accomplished, productive members of the ever-changing, global community. Our faculty is a very dedicated group of individuals who continue to focus on providing the best possible instruction for our students.

Once again, welcome to the BIMTECH family and welcome to our community of shared principles and values.



Dr. H. Chaturvedi

Director,
Birla Institute of Management Technology

ABOUT UPGRAD

upGrad is an online education provider that helps individuals develop their professional potential in the most engaging learning environment. In the corporate world, challenges faced by organisations are of a dynamic nature. There is a need to shift from the traditional pedagogy to skill-based education with a more practical and dynamic approach.

To become a successful business professional in today's world, you need to have an in-depth understanding of business problem solving. With upGrad, we promise to equip you with the perfect mix of business acumen and technical capabilities to help you achieve exactly the same. This **PG Diploma in Management** provides a holistic development of business skills through exposure to case studies, teaching, industry training, consultancy and research and interaction with industry leaders.

Our aim is simple:
We strive to create high-impact, hands-on experiences that prepare students for meaningful and productive careers."

Ronnie Screwvala
Co-founder & Executive Chairman
upGrad



CHAIRPERSON MESSAGE

Birla Institute of Management Technology has been conferred with the prestigious Category 1 Graded Autonomy Status by the AICTE in February 2020. BIMTECH acquiring this stamp of recognition further reinforces its commitment to foster an intellectually vibrant environment whereby Standalone Institutions transform into Institutions of Global excellence. There is a growing demand for a skilled workforce in the private sector. Many industries are forced to turn towards better-run institutes under the private sector to meet their requirements for a skilled workforce with advancement in technology, which could enable them to strive in the international market. BIMTECH further endeavors to recreate the essence of Post Graduate Diploma in Management through the online mode by the 'Centre of online studies' (COOLS).

COOLS is a part of BIMTECH to promote higher education in and outside India through the collective apparatus of On-line Teaching, Learning and Research. It also aims to impart best theoretical Knowledge, Analytical & Technical Skills to produce better future professionals.



PROF. S.S. DUBEY

CHAIRPERSON, COOLS

WHY CHOOSE THE PGDM (ONLINE) FROM BIMTECH?

- Study from one of the top private B-schools of India.
- Understand the foundations of business. Specialise in your preferred domain through various electives.
- Learn from the best faculty with decades of industry experience and academic excellence.
- Practice decision-making and problem-solving techniques to solve business complications like a professional.
- Become a certified management professional and upskill.
- Suitable for both freshers and working professionals.
- Paid internship/apprenticeship opportunities at the end of first year with leading companies.



WHY UPGRAD?

upGrad Buddy:

- Your **upGrad buddy** will help personalize your learning experience by periodically engaging with you to ensure you are on track with upcoming deadlines, offer guidance, resolve non-academic queries, and lend a helping hand wherever required.

Student Support Team

- In case you need to approach us, please contact our Student **Support Team available 24*7 a week**.
- You can drop an email at studentsupport@upgrad.com and expect a response within 24 hours. For any urgent queries, please click on the **Call Back button on the learning platform** and our team will reach out to you within **2 working hours**.



ELEMENTS OF CAREER SERVICES

Jobs on Career Centre

Career Centre offering upGrad jobs across experience levels and CTC ranges.

- Easy apply feature for upGrad hiring partner vacancies
- Create resume at profile builder and with one click to apply for various jobs

upGrad Career Fairs

- Recruitment Drive to connect you with the best talent admirers in the industry
- Get access to a wide range of opportunities and find the perfect job
- Participate in group projects and challenges with exciting rewards
- Apply your learnings to real industry problems

Interview Preparation

Pre-recorded content on topics such as:

- Profile building, communications etc
- Problem solving approach
- Approaching guesstimates
- Domain specific interview question bank

and much more...

Profile Builder (AI-Powered)

An easy to use Resume, LinkedIn and Cover letter preparation tool

- Resume Score: AI-Driven Resume Score
- Realtime recommendations to improve
- Match your resume to the JD and check fitment
- LinkedIn Profile Review
- Cover Letter creation

Just-In-Time Interview Prep (JIT)

For upcoming job interviews JITs are conducted within 48 hours for eligible programs.

- Tailored to job role and target domain
- Real time feedback and tips for improvement

High Performance Coaching

Dedicated coaches working with you to identify best suited career opportunities.

- Help you define your value proposition
- Lay out a Career Path and help you adhere to your timelines and goals
- Help you with interview preparations, finding jobs in the market, salary negotiations and other preparation as required

Networking Events & Job Fairs

Attend Offline Networking Events and Job Fairs every few months. Meet top companies and other MBA & PGDM (Online) program learners.

- Attend these Offine events to be held in 2-3 key cities every few months
- Attend multiple events in a year to maximize your chances of a career transition

Career Mentorship Sessions

Get personalised career advice through 1-1 sessions with industry experts.

- Goal setting for better employment results

Disclaimer: Career services are subject to change. Please refer to the website or speak to our Admission Counsellor for updated details.

LEARNER'S TESTIMONIALS



Prashant Nair

I joined this course via upgrad in the month of January 2021 and it's really worth it and they have maintained the value. Classes are well organised with deadline to complete modules, weekly live classes. The course is well designed and executed for working professional and the person who has a passion can easily pursue this course. Placement assistance will be there it's the commitment provided by upgrad and Bimtech and till now they are successful in fulfilling all the commitments made. So if you are interested kindly go ahead it's worth it.



Suhanaa Uchil

I am pursuing PGDM (Online) from BIMTECH in collaboration with upGrad. Looking into the way the course works, I truly don't feel that I belong to the first batch. The admission process was online with Upgrad via upgrad website and followed a very smooth procedure. Towards the start of the course we are assigned a student mentor who addreses each and every issue we face ranging from course details to the exams. The UI of the learning upgrad platform is so beautiful and the support executives are well trained and friendly. The app also has a discussion forum to interact with peers and experts based on the topics or miscellaneous.



Mamik Das

This is not just a certification course where you give exam and getting certified in this course you will be having one to one interaction with faculty, the method is same as many people hear about in PGDM (Online) colleges this a totally a educational experience which u can experience in college but just virtually main contribution goes to student mentor who are really very responsive and helpful any genuine need is there they are up to help not even that they always try to get the best out of you and help you with any problems lastly i would like to add the program is worth it.

BIMTECH
COMPANIES AND PARTNERS

amazon

HDFC BANK

accenture

RELIANCE Capital

BAJAJ FINSERV

and many more

https://www.bimtech.ac.in/placements/our-recruiters/

ALUMNI NOTABLE



Mr. Annu Grover

Green Evangelist &
MD, Nurturing Green



Ms. Pallavi Singh

Marketing Director,
BMW, India



Mr. Bipin Kumar

Regional Business Head,
Apps Daily Solution Pvt Ltd.



Mr. Rajiv Bakshi

CEO- Reliance Big Synergy;
VP/Head Marketing & Products ,
Discovery Networks India.
Discovery Networks Mumbai



Mr. Munish Seth

Country Director
Android Partnerships,
Google India

and many more

https://www.bimtech.ac.in/alumni/distinguished-alumni/

POST UPGRAD OPPORTUNITIES

upGrad has a network of over **300+ companies** who look to recruit graduates from our programs. Some of these well-known companies include:

Kotak Mahindra Prime	ICICI Lombard	IDFC Lombard
Microsoft	Amazon	Accenture
HSBC	J.P.Morgan	Capgemini
TCS	Tech Mahindra	Reliance Mutual Fund
Lenskart	Swiggy	Infosys
Myntra	Radio Mirchi	Quantzig
American Express	Jio	

₹1.23 CR
Highest Salary

433%
Highest Hike

50%
Average Salary Hike

300+
Hiring Partners

79%
Learners Mention Meaningful Career Changes*

BIMTECH (ONLINE) EXPERIENCE



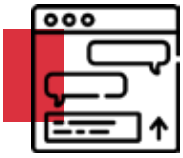
Industry-relevant curriculum

Designed and taught by best in class industry experts and faculty of BIMTECH.



Blended learning

Learn with the ease and flexibility of recorded sessions as well as live sessions, designed to ensure a wholesome learning experience.



Discussion Forums

Learn from your peers and teaching assistants, and for timely doubt resolution.



Alumni Status

Post completion of the course Alumni status by Birla Institute of Management and Technology

PGDM LEARNING



Well structured learning format

Practical learning of concepts with Harvard Business Publication simulations and 15+ hands on industry projects.



Live Weekend Classes

Interact with the excellent BIMTECH faculty



Re-learn the concepts

Get program access for up to 3 years to refresh your concepts.

Curriculum

COURSES	CREDITS
Management Information Systems	3
Financial and Managerial Accounting	3
Information System Strategy	3
Corporate Finance	3
Emerging Technologies	3

COURSES	CREDITS
Organisational Behaviour	3
Quantitative Techniques	3
Human Resource Management	3
Data Analytics	3
Marketing Management - I	3

COURSES	CREDITS
Business Economics	3
Operations Management	3
Strategic Management	3
Foundations of AI and Generative Models	3
Soft Skills	1

COURSES	CREDITS
Enterprise Risk Management	3
Sales and Distribution	3
Digital Transformation	3
CSR	2
Entrepreneurship	2

Note: Subject to approval from the academic committee

SPECIALIZATION 1: MARKETING

COURSES	CREDITS
Consumer Behaviour	3
Digital Marketing	3
Marketing Management II	3

OR SPECIALIZATION 1: OPERATIONS & SUPPLY CHAIN

COURSES	CREDITS
Project Management	3
Supply Chain Management	3
Supply Chain Analytics	3

OR SPECIALIZATION 1: FINANCE

COURSES	CREDITS
Managing Fintech Ecosystems	3
Financial Markets	3
Finance Analytics	3

OR SPECIALIZATION 1: Human Resource

COURSES	CREDITS
Workforce Planning and Management	3
Learning and Development	3
Talent Acquisition/Performance and Rewards Management	3

OR SPECIALIZATION 1: GENERAL MANAGEMENT

	CREDITS
Any course can be opted from the above specialization, however in the chronological order.	9

Note: Subject to approval from the academic committee

SPECIALIZATION 2: ANALYTICS

COURSES	CREDITS
Decision Sciences for Managers	3
Analytics for Business	3
Machine Learning	3

OR SPECIALIZATION 2: BFSI

COURSES	CREDITS
Principles of Insurance	3
Commercial Banking	3
Principles and Regulations of Banking	3

OR SPECIALIZATION 2: IT

COURSES	CREDITS
IT Consultancy	3
IT Services	3
Compliance and Cybersecurity	3

OR SPECIALIZATION 2: GENERAL MANAGEMENT

COURSES	CREDITS
Please select any three courses in the chronological order.	9

Note: Subject to approval from the academic committee

COURSES	CREDITS
Research Methodology	3
Dissertation	4



Note: Subject to approval from the academic committee

Disclaimer: Program curriculum is subject to change basis inputs from the institute and experts. Please refer to the website for update details, or speak to our Admission Counsellors.

PROGRAM DETAILS & ADMISSION PROCESS

PROGRAM DURATION

2 years

PROGRAM FEE

Please refer to the program website for details

ELIGIBILITY CRITERIA

- Valid bachelor's degree with 50% (for General Category) and 45% (SC/ST) in graduation
- No prior work experience required

SELECTION PROCESS



STEP 1

Complete Application

Fill the application at www.upgrad.com

STEP 2

Shortlisting

Take the entrance test of 30 minutes duration

STEP 3

Block Your Seat

On meeting the eligibility requirement and clearing the entrance test, receive the admissions o er letter and pay the block amount to secure your seat!

FOR FURTHER DETAILS, CONTACT

pgdm_bimtech@upgrad.co

m 1800 210 2020

We are available 24*7

Disclaimer: Program fee and payment options are subject to change. Please refer to the website for updated details or speak to our admission counsellor.