

PGDM

Online

Post Graduate Diploma
in Management
July 2023 - June 2025

Approved by:



24
MONTHS
ONLINE
₹ 2,75,000/-



COOLS
CENTRE FOR
ONLINE STUDIES

Re skill-Up skill-New skill

Introduction



ABOUT BIMTECH

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 the industry.

University Rankings: Among the top private B-Schools in India (2021-22)



Among the top private
B-school in North India by
Business Today-India-2021



By
NHRDN-SHINE.com



By
MBAUNIVERSE.com



By
BUSINESSTODAY-MDRA

56th Among all (Government + Private) in the MHRD's National Institute of Ranking Framework (NIRF) Management Institutes / University Ranking 2021

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

ABOUT COOLS

BIMTECH, which is 33 years old premier B-school, endeavored to recreate the essence of the Post Graduate Diploma in Management through the Centre for Online Studies (COOLS). COOLS is BIMTECH'S footprint to promote online higher education in and outside India through collective apparatus of On-line Teaching, Learning, and Research. It also aims to impart the best theoretical Knowledge, Analytical & Technical Skills to produce better future professionals. BIMTECH'S PGDM online is the only program in the country that is AACSB accredited.

Vision

Developing ethical leaders with entrepreneurial and global mind-set striving for sustainability and inclusive growth

Mission

- To be the preferred choice for students, faculty, and recruiters.
- To create and disseminate knowledge in a global context.
- To imbibe entrepreneurial culture through curriculum, pedagogy, research & mentoring.
- To equip students for global business leadership.
- To develop faculty as global thought leaders.
- To ingrain ethics, sustainability, and inclusive growth in all its activities.

Values

- Ethics and Integrity
- Sustainability and Transparency
- Innovativeness and Entrepreneurship



From the Director's Desk



Dear Aspirants,

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 comfortable with volatility, uncertainty, complexity, and ambiguity and above all, 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.

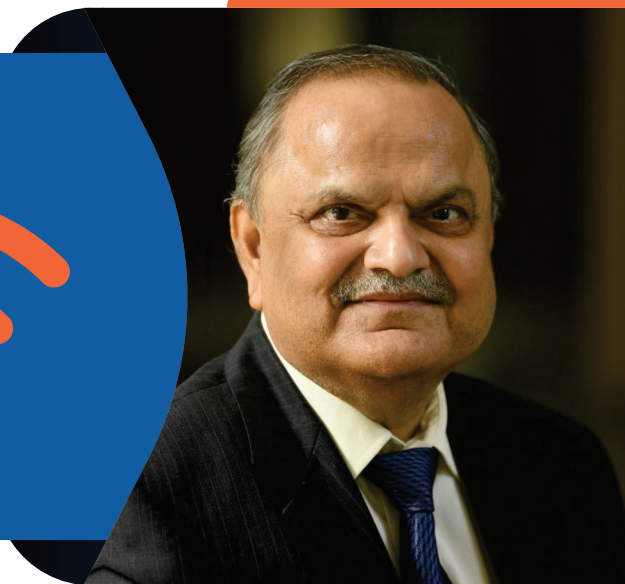
Once again, welcome to the BIMTECH family and welcome to our community of shared principles and values.

Dr. H Chaturvedi
Director, BIMTECH

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.



Message from Chairperson Desk



Dear Aspirants,

Greetings and a hearty welcome to the Birla Institute of Management Technology !

Centre for Online studies (COOLS) has been conceptualized to deliver quality education in the Management discipline using an online medium with similar rigour and effectiveness as in any face-to-face program. Using cutting-edge technology students can learn a wide variety of subjects and obtain diplomas and certificates at their places and pace. The post-pandemic world had shown the efficacy of online education and its potential to reach larger and remotely located students at an affordable cost. I welcome all my students to be part of this great online education revolution and supercharge their future at a very affordable cost without disturbing their current occupation and need to travel.

BIMTECH quality of education is well known and the same is being followed in all programs of COOLS center.

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

Wish you a happy, healthy, and fruitful two years ahead.

Best wishes!

Prof. S S Dubey
Chairperson,
Centre for Online Studies, BIMTECH

**“FIRST PGDM (ONLINE)
ACCREDITED BY
AACSB (USA),
INTERNATIONAL
QUALITY STANDARD”**

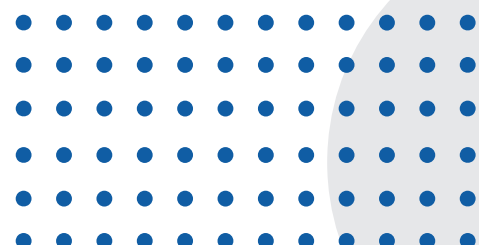
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Programme Highlight



-  In-depth coverage of all relevant Management topics
-  Industrial visits through metaverse for practical learning
-  Blended learning with hands-on project experience
-  Intensive Curriculum delivered in 24 months
-  2400 hours of learning with 80 credits as per AICTE
-  Career counselling and placement assistance
-  Workshops and Club Activities
-  Renowned Faculty
-  Alumni Status
-  E-Library Access
-  Campus Immersion



Program Duration



PROGRAM DURATION

2 years with Maximum

PROGRAM FEE

INR 2.75 lakhs (flexible EMI options Available)

ELIGIBILITY CRITERIA

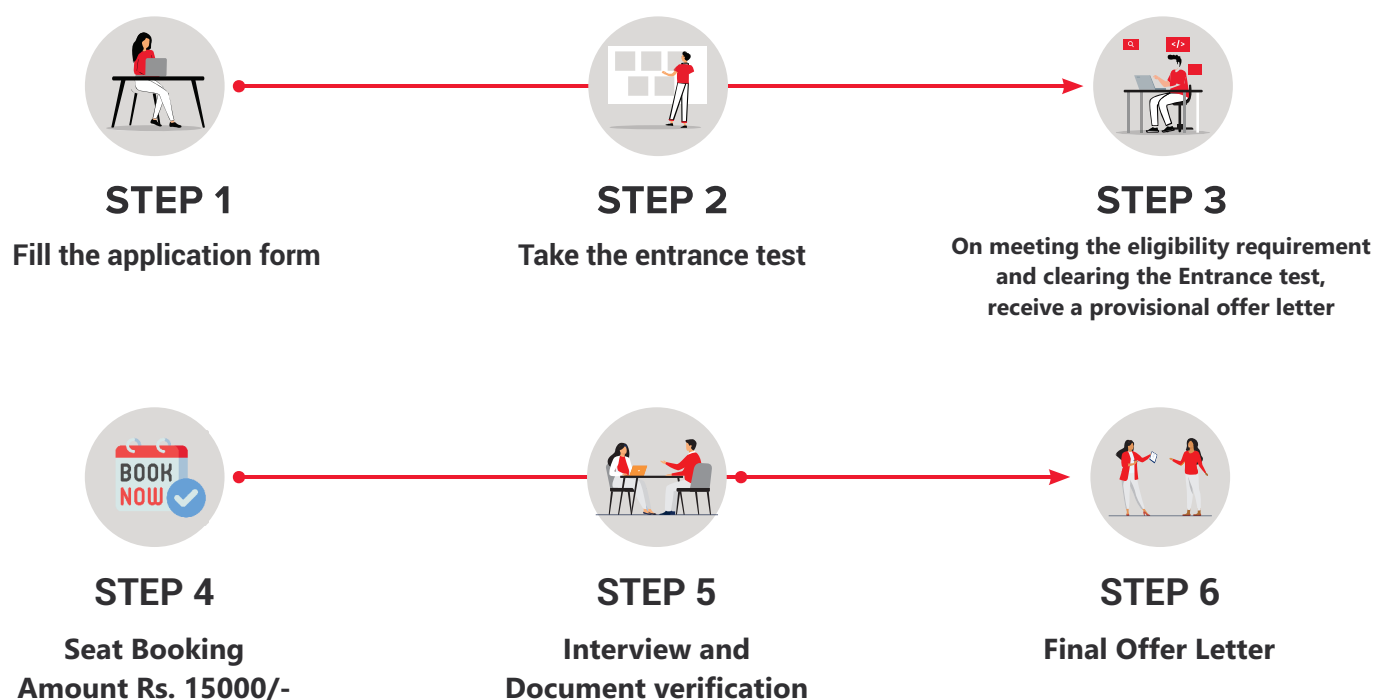
Valid Bachelor's degree

Valid Bachelor's Degree with 50% marks for general Category and 45% for SC/ST.

ADMISSION PROCESS: Proctored Online written test (150 Marks), Interview (30 Marks); Minimum score for Qualifying Proctored Online Written Test: 60 marks; Minimum score for Interview: 20 Marks.

* Suitable weightage will be given for appropriate work experience and foreign learners.

SELECTION PROCESS

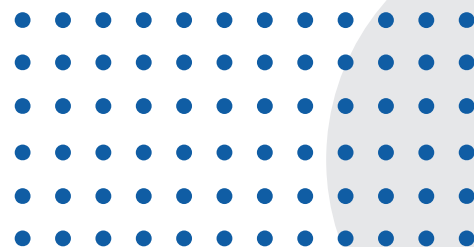


Curriculum



1ST YEAR - PGDM ONLINE

Common for all Technical Partners



Trimester 1 15 credits

1. Management Information Systems
2. Marketing Management - I
3. Organisational Behaviour
4. Quantitative Techniques
5. Business Economics

Trimester 2 15 credits

1. Financial and Managerial Accounting
2. Data Analytics
3. Human Resource Management
4. Information System Strategy
5. Operations Management

Trimester 3 16 credits

1. Emerging Technologies
2. Corporate Finance
3. Global Business Environment
4. Strategic Management
5. Enterprise Risk Management
6. Soft Skills



Curriculum



2ND YEAR - DUAL SPECIALIZATION

TRIMESTER 4 (15 credits)

(Choose any one specialization)

Marketing

1. Consumer Behaviour
2. Digital Marketing
3. Marketing Management II
4. Sales and Distribution
5. Digital Transformation

Operations & Supply Chain

1. Project Management
2. Supply Chain Management
3. Supply Chain Analytics
4. Sales and Distribution
5. Digital Transformation

Finance

1. Managing Fintech Ecosystems
2. Financial Markets
3. Finance Analytics
4. Sales and Distribution
5. Digital Transformation

General Management

1. Project Management
2. Choose any one subject
(Digital Marketing, Supply Chain Management, Financial Markets)
3. Leadership for Managers
4. Sales and Distribution
5. Digital Transformation

Curriculum



2nd YEAR - Dual Specialization

TRIMESTER 5 (12 credits)

(Choose any one specialization)

Analytics

1. Decision Sciences for Managers
2. Analytics for Business
3. Machine Learning
4. Research Methodology

BIFS

1. Principles of Insurance
2. Commercial Banking
3. Principles and Regulations of Banking
4. Research Methodology

IT

1. IT Consultancy
2. IT Services
3. Compliance and Cybersecurity
4. Research Methodology

General Management

1. Integrated Marketing Communications
2. Choose any one subject
(Analytics for Business, Commercial Banking, IT Services)
3. Industry 4.0
4. Research Methodology

TRIMESTER 6 (7 credits)

1. Dissertation
2. Corporate Social Responsibility
3. Entrepreneurship

Curriculum



2ND YEAR

Fintech

Trimester 4 15 credits

1. Financial Markets-1
2. Financial Markets-2
3. Introduction to FinTech
4. FinTech in Banking & Finance
5. Blockchain and Application

Trimester 5 12 credits

1. Crypto Currencies
2. Cloud Computing
3. Robotic Process Automation
4. Machine Learning in English

Trimester 6 7 credits

1. Dissertation
2. Corporate Social Responsibility
3. Entrepreneurship

Artificial Intelligence and Data Analytics

Trimester 4 15 credits

1. Introduction to Big Data
2. Solutions to Big Data
3. Big Data Processing and Tools
4. Introduction to Business Analytics
5. Data Analytics using Excel

Trimester 5 12 credits

1. Statistics for Data science
2. Data Science with Python
3. Business Decision Making
4. Data Visualization with Power BI

Trimester 6 7 credits

1. Dissertation
2. Corporate Social Responsibility
3. Entrepreneurship

Curriculum



2ND YEAR - LOGISTICS & SUPPLY CHAIN MANAGEMENT

Trimester 4

15 credits

1. Supply Chain Planning
2. E-Commerce Fundamentals
3. Logistics Management & Documentation
4. Distribution facility Management
5. Management of Retail Operations

Trimester 6

7 credits

1. Dissertation
2. Corporate Social Responsibility
3. Entrepreneurship

Trimester 5

12 credits

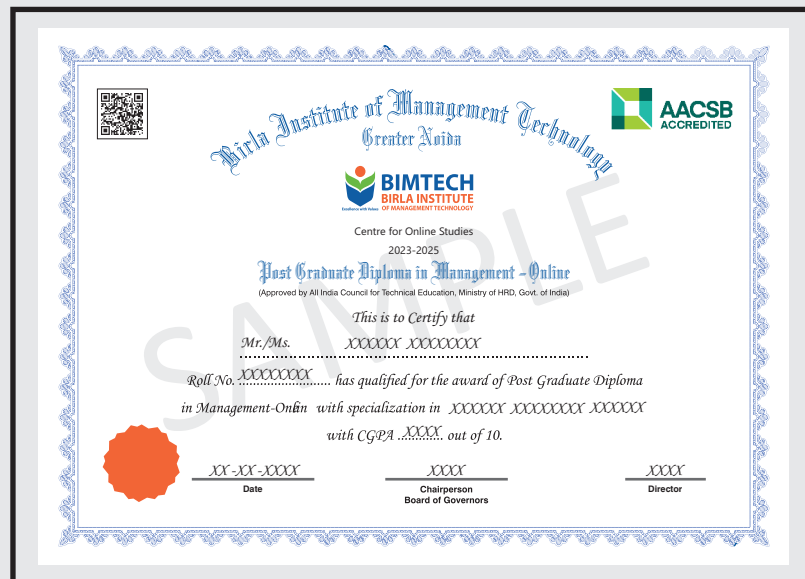
1. Procurement and Vendor - Management
2. Enterprises Digital Business - Application
3. Supply Chain Analytics
4. Research Methodology

BOUQUET COURSES:

Choose any Bouquet course
& take 3 credits:

- (i) ChatGpt/ LLM for business
- (ii) Metaverse application for business
- (iii) Sales certificate
- (iv) CIS





OUR TECHNICAL PARTNERS



CENTRE FOR ONLINE STUDIES

VIKRAMSHILA

Plot Number 5, Knowledge Park 2, NCR,
Greater Noida, Uttar Pradesh 201306

Tel: +91-120-6843000-10,
Mob: +91 8287534144, 8287077647
Toll free No. 1800 5723 999
E-mail: ols@bimtech.ac.in
www.onlineclasses.bimtech.ac.in

