



**BIRLA INSTITUTE**  
OF MANAGEMENT TECHNOLOGY  
GREATER NOIDA

# Placement Brochure 2010



excellence  
with  
values

excellence with values  
[www.bimtech.ac.in](http://www.bimtech.ac.in)



We strive to impart  
management education  
to prepare business leaders  
and entrepreneurs to stand  
up to global competition.



Dr. (Smt.) Sarala Birla & Syt. B.K. Birla

## From the Desk of Director

To say that the business environment has undergone a sea change since the last year will only be a truism. Industry and services have been grappling with unprecedented challenges triggered by the global downturn. Thankfully the Indian industry, business, regulators and government have weathered the storm much better than the corresponding stake holders elsewhere in the west. However, conditions on the ground are far from easy for the corporates and by extension, for the business schools.

The Birla Institute of Management Technology (BIMTECH) has read the crisis as an opportunity to further upscale the domain competence of its students. To this end, we have increased the strength of our permanent faculty by adding twenty new faculty members who have impressive academic track record and senior managerial experience of different industries. With this, our total permanent faculty strength has gone up to 60.

Among the special measures taken by us to upgrade students' domain knowledge have been the revamping of course curriculum in consultation with senior industry representatives in all the four PGDM courses offered by us. As a result of industry interaction, we have strengthened our courses on Business Ethics, Corporate Governance, CSR, Managing Body, Mind and Soul etc. We have also appointed six bright and young dedicated research fellows to work on industry related issues which would boost BIMTECH's research edge.

Our state - of - the art international data bases Ebsco, Emerald, Prowess, Proquest, Indiatat, and Emerging Market Services provide cutting edge opportunities to our students to be on the top of the learning curve. Besides, the frequent Thought Leaders - BIMTECH interface has been giving our students a ringside view on the current business and other topical issues. A strong entrepreneurial initiative, courtesy National Entrepreneurial Movement and NGOs SEWA, BCF, and other NGOs make our scholars well rounded potential managers, suitably equipped to face the challenges of tomorrow.

May I invite you to please visit our Campus and interact with our students to judge for yourself how well the human capital nurtured by BIMTECH measure up to your requirements and needs.



**Dr. H. Chaturvedi**  
Director

# 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 companies. 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 Birla Institute of Management Technology (BIMTECH) is located in the National Capital Region (NCR). Its ambience is predominantly green. It has an enviable infrastructure fully connected with Wimax facility.

Over 60 faculty members with brilliant academic and industry track record engage the students. Their efforts are supplemented by inputs from guest faculty serving the industry in senior positions working in manufacturing, trading, financials, operations etc. In addition, six bright, young research fellows are in carrying out research in industry relevant issues.

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

BIMTECH offers two year AICTE approved post-graduate courses in general management (PGDM), international business (PGDM-International Business), insurance business management (PGDM-Insurance Business) and retail management (PGDM-Retail ).

The Centre for Research Studies conducts doctoral and post-doctoral programmes 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 centre has influenced policy and structure of many organizations through its research output. The programme is offered in collaboration with University of Mysore, Mohan Lal Sukhadia University, Rajasthan and University of Assam, Silchar.

BIMTECH has been able to establish strong industry linkages through its MDPs, short term projects with industry, colloquiums etc organized with industry and research bodies.

BIMTECH is a mini-India in itself. It has students hailing from almost all the states of India, and also from a few foreign countries. It is this mix of nationalities, cultural backgrounds, academic and professional experiences, which makes BIMTECH one of the most exciting and enriching business schools in the country, today.

## Board of Governors

### Chairperson

**Ms. Jayashree Mohta**  
Vice-Chairperson  
Birla Academy of Art & Culture  
Kolkata

### Members

**Mr. A. K. Agarwala**  
Chairman  
Business Review Council  
Aditya Birla Management Corporation  
Mumbai

**Mr. D. N. Patodia**  
Former President  
FICCI & Ex. M. P.  
Gurgaon

**Mr. Ramesh Maheshwari**  
President  
Texmaco Ltd.  
Kolkata

**Mr. Vikash Kandoi**  
Director  
Royal Touch Fablon (P) Ltd.  
Kolkata

**Mr. R.K. Tandon**  
Birla Academy of Art & Culture  
New Delhi

**Dr. H. Chaturvedi**  
Director  
BIMTECH  
Greater Noida

## The Path of Excellence

**1988**

Year of Establishment

**1991**

Centre for Business Management

**2000**

Centre for Research

**2000**

Centre for Insurance & Risk Management

**2002**

Centre for Retail

**2005**

Centre for International Business & Policy

**2005**

Centre for Rural Management

**2008**

India Centre for Public Policy





# Our Presence and Prominence

	• Ranked 7th nationwide among Top 50 B schools, as per OPEN – C fore survey, 2009.
	• Ranked 15th among all B-Schools in India by the Nielsen- Business Today Survey of best B-Schools, 2008.
	• Ranked 6th among private B-Schools in India by the Nielsen- Business Today Survey of best B-Schools, 2008.
	• Received Five year's NBA accreditation for PGDM Programme, a quality mark given only to select B-Schools in India.
	• Pioneer in Insurance & Risk Management Full Time (FT) POST GRADUATE Programme in the country.
	• Life Office Management Association (LOMA), USA is BIMTECH's educational partner and BIMTECH is an approved centre for LOMA examination.
	• Insurance programme of BIMTECH recognized by Chartered Insurance Institute (UK).
	• The Two-year PGDM (Insurance Business) has been recognised as equivalent to the Associate Certification level of Insurance Institute of India, Mumbai.
	• Pioneer in Retailing & Merchandising Full Time (FT) POST GRADUATE Programme in the country.
	• One of the Indian B-schools producing leaders, BBC, 2003.
	• One of the few private Indian B-schools offering doctoral and post-doctoral programmes.



*Indian managers are globally recognized and acknowledged, if we have to keep up this image then the new student managers should have a global look out but with a respect for the local culture.*



**Dr. Kiran Karnik**  
Ex President, NASSCOM



# Academic Departments and Programmes

The Institute offers different programmes directed by some of the most experienced academics in the country with strong industry credentials.

## Centre for Business Management

It is the first and the oldest centre of the institute, established in 1988 to meet the needs of research and education in management areas. The centre offers programmes which have won acclaim from academia and industry. It conducts research and offers training and consultancy to industry and government bodies. Programme offered by the centre is:

- **Post Graduate Diploma in Management (PGDM)**  
Two-Year, Full Time (Approved by AICTE, MHRD, Govt. of India)  
Accredited by the National Board of Accreditation for Five Years

## Centre for International Business and Policy

In this era of globalization, the demand for trained professionals in international business is increasing dramatically. Hence, for developing a competent cadre of business executives BIMTECH offers a two year full-time course in International Business with strong industry linkages. This programme launched by BIMTECH 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-Year, Full Time (Approved by AICTE, MHRD, Govt. of India)





### Centre 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 centre 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. Programme offered by the Centre:

- **Post Graduate Diploma in Management - Insurance Business [PGDM (INS. BUS)]**  
Two-Year, Full Time (Approved by AICTE, MHRD, Govt. of India)

### Centre for Retail

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

- **Post Graduate Diploma in Management - Retail Management [ PGDM (Retail Mgt.)]**  
Two-Year, Full Time (Approved by AICTE, MHRD, Govt. of India)
- **Executive Programme in Retail Management (EPRM)**  
11 months Certificate Programme for Working Executives awarded by Philadelphia University and BIMTECH

### Centre for Research Studies

The centre conducting the doctoral and post-doctoral programmes and academic and industry researches. It has been one of the earliest centres of its kind in private business schools in the country. The centre has influenced policies and structure of many organisations through its researches assignments. The programme is offered in collaboration with University of Mysore, Mysore (Karnataka); Mohanlal Sukhadia University, Rajasthan and University of Assam, Silchar.

- **Pre-Ph.D. Programme**
- **Ph. D. Programme**







# Centre for Corporate Relations BIMTECH

In today's competitive world, human capital plays a key role in the development of an institution. Therefore organizations make continuous and focused endeavour to select suitable candidates who can lead them in future with a visionary outlook. Over the years, BIMTECH has emerged as one of the premier B-Schools of the country. The Institute is committed to inculcating the virtues of diligence, perseverance, strong academic learning with futuristic orientation and ethical values in its students so that they can render exceptional service to the corporates.

The Centre for Corporate Relations (CCR), a centralized wing is a one-window-service outlet which strives to build strong long term relations with the corporates. The faculty team guides the student committees and acts as a catalyst to build the industry - academia relationship. It is a round the-year activity touching MDPs, seminars, workshops etc.

We strongly believe in making corporates our partners who would instill good practices, process and execution skills in our students through internships, projects, workshops, guest lectures and seminars. Students also build their managerial skills by working on live projects which help them to relate class room teaching with industry practices. Various other activities like participation in Seminars, Summits, Workshops and Clubs are part of their in-house training.

As a result, at the end of their two year course in BIMTECH, students not only acquire a strong academic foundation, but also develop excellent understanding of the working of corporates and industry. Commendable placements after all are the natural outcome of such focused value addition to our students and vibrant interactive relations with the corporates and BIMTECH.







EBSCO Research Databases

Prowess

ProQuest  
Information and Learning



indiatat  
Revealing India... Statistically

# Infrastructure and Resources

- Fully residential, wired and centrally air conditioned campus with state-of-the-art infrastructure.
- Fully Wi-Fi enabled campus.
- U-shaped lecture theaters 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 100 Mbps LAN with round the clock internet connectivity.
- Two storey, circular library with a capacity to accommodate 200 readers at any given time.
- The library has over 20,000 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 videocassettes. The library subscribes to 14 newspapers and 147 national and international journals.
- Besides students have access to international and Indian databases EBSCO, Prowess, Proquest, Emerald, Indiatat, ICFAI online etc.
- Excellent residential facilities for all students, 30 faculty members, staff and guests with a mess facility and cafeteria offering multi cuisine food.
- Indoor and outdoor sports facilities and a modern, well equipped gymnasium.
- 24 hour healthcare centre to ensure total well being of all on the premises.

## Online Resources

- Member of DELNET which provides ready access to libraries of leading institutions of the national capital region.
- Member of EBSCO web-based electronic journals database, which allows access to over 4000 international journals of repute and other online resources.
- Specialised software for data related to industries and economics, available in the library, provides support and research material to faculty and students.

- Upgraded with the OPAC (Online Public Access Catalogue), which enables electronic transfer and search of available library resources.
- OLT software for online testing of various academic examinations.

## Publications

BIMTECH publishes four academic journals namely:

- Business Perspective
- Journal of Insurance and Risk Management Review
- Indian Retail Review
- South Asian Business Review

BIMTECH Newsletter, which captures the multifarious happenings in the campus is published quarterly.



# Our Resources : The Mentors

(Faculty and Academic Commitment)

At BIMTECH, you are always in a cognitive environment,  
Your endeavour to become successful business leader will be honed up by  
an able and benevolent guidance provided by our professors-as mentors...

At BIMTECH, you are always in a cognitive environment, Your endeavour to become successful business leader will be honed up by an able and benevolent guidance provided by our professors-as mentors , who are deeply engaged in research and consultancy .The experiential learning here brings their 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 system, is devoted to high quality academic learning.

The research and publication wing of the Institute regularly contributes to the academic and industry research, and faculty members share their research findings with industry to inspire them with new ideas.

For wider dissemination of knowledge among the business community and academia, the Institute publishes four journals, namely

- **Journal of Insurance and Risk Management**
- **Business Perspectives**
- **Indian Retail Review**
- **South Asian Business Review**

and a quarterly BIMTECH Newsletter.

It also publishes an annual national report for Insurance industry titled “India Insurance Report”.The interaction with industry experts gives learning and knowledge sharing opportunities to the young minds with the industry leaders.

The academic conferences, seminars, and workshops organised by the Institute present the academic and industry views upfront and help in experience sharing. These activities also provide a direction for further researches and studies.

## Core Faculty

**H Chaturvedi**

Director & Professor

**Anupam Varma**

Dy. Director & Professor

**A K Dey**

Professor

**R J Masilamani**

Professor

**Mukesh Chaturvedi**

ECE Chair Professor

**M L Pandit**

Professor

**Dhruva Chak**

Professor

**Sham Lal Gupta**

Associate Professor

**Ashok Kr. Malhotra**

Associate Professor

**P S Nagpal**

Associate Professor

**Meera Sharma**

Associate Professor

**Kuldeep Sharma**

Adjunct Faculty

**H S Shekhawat**

Associate Professor

**A N Bose**

Associate Professor

**L Ramani**

Assistant Professor

**Anshul Verma**

Assistant Professor

**Kartik Dave**

Assistant Professor

**Anuj Sharma**

Assistant Professor

**Girish Jain**

Assistant Professor

**Vineeta Dutta Roy**

Assistant Professor

**Navin Kr Shrivastava**

Assistant Professor

**Archana Shrivastava**

Assistant Professor

**Sangeeta A Shukla**

Adjunct Faculty

**Shalini Kalra**

Assistant Professor

**Himanshi Tiwari**

Sr. Lecturer

**Kapil Garg**

Sr. Lecturer

**Monika Mithal**

Lecturer

**Nimisha Singh**

Lecturer

**Shriprakash**

Dean - Research & Professor

**A K Biswas**

Professor

**Gokulananda Patel**

Professor

**Jagdish Shettigar**

Professor & Advisor

**Arvind Virendranath Shukla**

Professor

**K R Chari**

Professor

**K K Krishnan**

Associate Professor

**K C Arora**

Associate Professor & Registrar

**Pankaj Priya**

Associate Professor

**Ravi Agarwal**

Associate Professor

**N N Sharma**

Associate Professor

**M S Rawat**

Associate Professor

**Rahul Singh**

Assistant Professor

**Gagan Katiyar**

Assistant Professor

**Manosi Chaudhuri**

Assistant Professor

**Abha Rishi**

Assistant Professor

**Shylaja Iyengar**

Assistant Professor

**Harvinder Singh**

Assistant Professor

**Rajeev Sharma**

Assistant Professor

**Pooja Misra**

Assistant Professor

**Sourabh Bishnoi**

Assistant Professor

**George K G**

Assistant Professor

**Jaya Gupta**

Sr. Lecturer

**Varimna Singh**

Lecturer

**Chanchal Kushwaha**

Lecturer

**Ankita Batla**

Lecturer









# Academia Interface

**Dr. Roger R. Stough**  
George Mason University  
U.S.A.

**Dr. Pritam Singh**  
Prof. of Eminence  
Management Development Institute, Gurgaon

**Prof. Ram Yadav**  
Vice-Chancellor  
Purvanchal University, Nepal

**Prof. R. P. Sharma**  
Indian Institute of Foreign Trade  
New Delhi

**Prof. Louis G. Pol**  
Dean and Professor of Marketing  
University of Nebraska

**Dr. A. Sahay**  
Management Development Institute  
Gurgaon

**Prof. Suresh Bhargava**  
RMIT University  
Australia

**Shri. Shakti Sinha**  
Senior IAS and Public Policy Expert  
Government of India

**Dr. Abu Saleh**  
Senior Fellow, International  
Food Policy Research Institute, USA

**Prof. Stuart Fitzgerald,**  
University of Kingston  
UK

**Prof. M.C. Verma**  
Director  
International Trade and Law Institute

**Prof. Daniele Pederzoli**  
Rouen Business School  
France

**Prof. Shlomo**  
Tel Aviv University

**Dr. Arnaud Langlois- Meurin**  
Director General  
Groupe ESC Rouen

**Dr. Probal Sen**  
XLRI  
Jamshedpur

**Dr. Saumitra Dutta**  
INSEAD  
France

**Dr. D. K. Malhotra**  
Philadelphia University  
U.S.A.

**Prof. Priyanka Shah**  
Euromed Ecolede Management  
France

**Dr. Walter Zoller**  
Counsellor Labour and Social Affairs  
Germany Embassy

**Prof. Marie-Helene ABBO**  
ESC Pau  
France

**Dr. Abraham T Yohanan**  
Missouri State University  
USA

**Dr. Shailendra Pandit**  
University of Illinois  
Chicago, U.S.A

**Prof. Thijs Ten Raa**  
Tilburg University  
The Netherlands

**Prof. Martin Kusy**  
Brock University  
Canada

**Prof. Gerhard Apfelthaler**  
University of California  
U.S.A.

**Prof. Satyendra Singh**  
University of Winnipeg  
Canada

**Dr. Joel Basrich**  
M.D., LOMA International  
USA

**Prof. Claire Dray**  
Groupe ESC Lille  
France

**Dr. Steven C Dinero**  
School of General Studies  
Philadelphia University

**Prof. Steve Frumkin**  
School of Textiles and Materials Technology  
Philadelphia University

# Academics, Learning and Pedagogy

Learning starts with the study group formation of the students for the duration of their stay on the campus. The formation of the group is self-done on the basis of the chemistry of social life, culture, academic background and work experience. They share ideas, thoughts, culture, and personal experiences. This makes their stay enriching. Despite a tight schedule, they are able to manage their time to enjoy, go on adventure trips and develop life-long relationships.

BIMTECH gives high priority to inviting industry mentors for making business education more relevant. The class room guidance, with a combination of internal professors and external industry experts, prepares a candidate on the fundamentals and industry practices simultaneously.



## Pedagogy

- Teaching methodology is a combination of lecture and case-based method with high focus on self-learning and practice.
- Teaching of each subject is carried out as per detailed course plan designed in accordance with the syllabus.
- Each course comprises case studies, assignments, presentations, working exercises, and group discussions on current issues.
- The evaluation is based on continuous internal evaluation and end-term assessment.
- Some new teaching practices such as management games, role play and other teaching techniques are used in the classroom off and on for greater effectiveness.

## The Academic Rigour

Classroom Learning  
Case Studies  
Business Simulations  
Theater Technique  
Role Plays  
Management Games  
Assignments  
Presentations  
Industry Visits  
Guest Lectures  
Panel Discussions  
Research Projects  
Quizzing  
Team Work  
Meditation & Yoga  
Field Researches



# Eminent Speakers From the Industry and Academia

Interaction with the industry leaders and experts from India & abroad is a regular feature. The regular visits by them for interaction gives a continuous updation on economy, market leadership and practices.

**Dr. Sanrupt Mishra**  
Group Head, HR & Global  
Head, Carbon Black Business  
Aditya Birla Group

**Padma Shri Dr. Pritam Singh**  
Prof. of Eminence  
MDI, Gurgaon

**Dr. B.B. Bhattacharya**  
Vice-Chancellor  
JNU, Delhi

**Dr. L.K. Maheshwari**  
Vice-Chancellor  
BITS Pilani

**Mr. Shashi Shekhar**  
Editor-in-chief  
Hindustan

**Mr. Arun Maira**  
Former Chairman, BCG  
& Member, Planning Commission, New Delhi

**Dr. Y.V. Verma**  
Director, HR & MS  
LG Electronics India Pvt. Ltd.

**Dr. Rajiv Kumar**  
Director General,  
ICRIER, New Delhi

**Mr. Ajay Chaudhary**  
National Head (GBG)  
ICICI Bank

**Mr. Arjun Malhotra**  
CEO  
Headstrong, USA

**Mr. Pradeep Gupta**  
CMD  
Cyber Media

**Mr. S.Y. Siddiqui**  
Managing Executive Officer  
Administration (HR, Finance & IT)  
Maruti Suzuki Limited

**Mr. Santosh Desai**  
MD & CEO  
Future Brands

**Mr. T.S. Darbari**  
Director Corporate Strategy  
Hewlett-Packard India

**Ms. Bharti Sinha**  
VP  
Infotech Enterprises Ltd.

**Mr. Arvind Singhal**  
Chairman  
Technopark

**Mr. John B. Foreman**  
Foreman & Company

**Mr. Ashok Srivastava**  
Joint President  
Flex Industries Ltd.

**Mr. Hemango Gupta**  
Regional Manager  
Honeywell International Ltd.

**Mr. Joel Basarich**  
MD  
Loma International

**Mr. Hemnat Bhargava**  
CEO  
LIC Cards

**Mr. Shailesh Chaturvedi**  
CEO  
Tommy Hilfiger

**Mr. Suraj Mishra**  
COO  
IFFCO-TOKIO Insurance Services Ltd.

**Mr. Vikaram Bakshi**  
MD  
McDonalds India

**Mr. Pradeep Kashyap**  
CEO, Mart India

**Mr. Rajeev Karwal**  
CEO  
Milagrow



**Aditya Aggarwal**

Deputy General Manager  
Maruti Udyog Limited

**Alok Agarwal**

Chief Operating Officer  
Business Standard Limited

**Alok Gupta**

Visionary Entrepreneur and Managing Director  
Pyramid Cyber Security & Forensic

**Amit Sharma**

Manager- Consumer Insights Marketing  
Bharti Retail Pvt Ltd

**Anand Bhardwaj**

Zonal Head Sales- Credit Cards  
ICICI Bank

**Jaideep Sundriyal**

Business Manager  
HCL, UK

**Manish Gupta**

Director-Customer Insights  
Yahoo

**Mohit Chhabra**

Co Founder  
KNOLedge Consulting Services Private Limited

**Mohit Gupta**

Strategic Supply Manager  
McDonald's Australia Limited, Australia

**Monika Jain**

Group Director- Human Resources  
IMRB International

# Some of Our Distinguished Alumni

**Anil Verma**

Regional Head - North & East (SME clients)  
ABN AMRO

**Apratim Biswas**

Vice President - Investment Advisory Group  
Private Banking HSBC

**Ashish Masand**

Country Manager - India & SAARC  
Micro Focus

**Bhaskar Ballave**

Business Manager IT  
Benq Dubai

**Deepak Pandit**

Country Manager  
STMicroelectronics Group Inc

**Dinesh Bhatnagar**

Director- Daiichi HR Solutions  
Business Consultant- India Japan Korea & Asia Pacific

**Gaurav Chhibber**

Client Services Director  
Ogilvy and Mather

**Gaurav Kataria**

Assistant General Manager  
Aditya Birla Minacs

**Gaurav Sharma**

Associate Vice President  
Tecnova India Pvt Ltd

**Harveen Singh Bedi**

Vice President  
Quadrangle / naukri.com / Info Edge

**Mukul Sharma**

Senior Consultant  
Wipro Technologies Limited

**Murty NSN**

Sales Director  
Mphasis

**Nikhil Talwar**

Vice President - Global Payments & Cash Management  
HSBC

**Prem Nagrath**

General Manager  
Mudra Communications

**Ravi Kunwar**

Head - Nokia Branded Retail

**Rupali Sharma**

Director-Commercial Cards  
Global Network Services Singapore

**Sandeep Sehgal**

Head - Marketing Clinic and SSE Management (Pan India)  
LG Electronics India Ltd.

**Vikas Sikand**

General Manager-Product Management  
Tata Communications Ltd.

**Vikram Krishnan**

Business Analyst  
Accenture, UK

**Vivek Khare**

Senior Vice President  
Jeevansathi.com



# International and National Alliances

BIMTECH has collaborations with some of the top B Schools of the world to provide international exposure to students and faculty members and also to partner in other academic activities. MINT B-school 2008 methodology ranks BIMTECH in the top 10 in India and 4th in private business schools in this area.

Realizing the globalization agenda in business education, BIMTECH's international office is involved in the following activities:

**PARTNERSHIP WITH INTERNATIONAL UNIVERSITIES AND ORGANIZATIONS, DEVELOPING MEMBERSHIPS WITH REPUTED ASSOCIATIONS, STUDENT EXCHANGE PROGRAMME, INTERNATIONAL INTERNSHIPS, FACULTY EXCHANGE PROGRAMME, RESEARCH FUNDING AND CONSULTING, RESEARCH SHARING AND COLLABORATION, NEW PROGRAMME / JOINT CERTIFICATE OFFERING, EMERGING MARKET PROGRAMME OFFERING, JOINT SEMINARS AND CONFERENCES.**

## Student Exchange

In 2008-09, 50 students of BIMTECH went abroad on exchange programme, business plan competition or international visits to Austria, Canada, France, Finland, Poland, Netherlands, Dubai, Thailand and USA. Similarly, 45 students joined BIMTECH for various academic purposes from USA, France, Austria, and China.

## Faculty Exchange

Faculty at BIMTECH keep visiting on their academic and research assignments across the globe. Professors have scheduled visits to France, Austria, Canada, China, various international institutions Netherlands, Australia, Brazil, USA, UK, Dubai, Thailand and many other countries in Asia and Europe. Their academic assignments have ranged from teaching, research, funded research projects, seminar presentations, international viva-voce etc.

Well known academics and international experts like Dr. C K Prahalad, Management Guru, Dr. Roger Stough, Vice President, George Mason University, Professor Michigan University; Dr. Jagdish Seth, Professor Emory University, Newton Alastair, MD, Nomura International; Dr. Saumitra Dutta, INSEAD, Prof. Arnaud Langlois-Meurinne, Dean, Rouen Business School, France and many more renowned experts participated in BIMTECH programmes and interacted with BIMTECH faculty and students.



## International Membership

- European Foundation of Management Development, EFMD, Brussels
- Association of Management Development Institutions in South Asia, AMDISA, India
- Academy of International Business, AIB, Michigan State University, USA
- Association to Advance Collegiate Schools of Business, USA
- Life Office Management Association (LOMA), USA
- Association of Asia Pacific Business Schools, Korea

## National Membership

- All India Management Association, New Delhi
- National HRD Network, New Delhi
- Education Promotion Society of India, New Delhi
- TIE National, New Delhi
- National Entrepreneurship Cell, New Delhi

## International Partners

Australia	Royal Melbourne Institute of Technology
Austria	FH Joanneum University of Applied Sciences
Bhutan	Royal Institute of management
Canada	Brock University
Finland	Jyvaskyla University of Applied Sciences
France	Bordeaux Ecole de Management
France	ESC Lille
France	Euromed Ecole de Management
France	Rouen Business School
Germany	University of Cologne
Hungary	Szent Istvan University
Japan	IAP Company Limited
Korea	Solbridge International School of Business
Morocco	ESCA School of Management
Nepal	Kantipur City College
Netherlands	Erasmus University
Netherlands	Inholland University
Poland	Kozmenski University
Russia	State University of Management
Spain	ETEA Faculty of Business and Economics
Tanzania	Institute of Accountancy Arusha
Tanzania	Tanzania Public Service College
UK	University of Bedfordshire
USA	Philadelphia University
USA	School of Public Policy, George Mason University
USA	University of Nebraska at Omaha

## Indian Partners

- Bombay Stock Exchange, Mumbai
- Multi Commodity Exchange of India, Mumbai
- Mysore University, Mysore
- HDFC Bank Ltd.
- Tata Consultancy Services
- Federation of Indian Chambers of Commerce, New Delhi
- Assam University, Silchar
- Self Employed Women's Association, Ahmedabad (SEWA)
- M. L. Sukhadiya University, Udaipur



Dr. H. Chaturvedi, being honoured at Szent Istvan University, Hungary



Dr. Anupam Varma, Dy. Director at the Hyundai Kia Plant while on a visit to South Korea





# Post Graduate Diploma In Management (PGDM)

PGDM has been the earliest programme initiated of the Institute. The programme was approved by the All India Council for Technical Education (AICTE) in 1993 and since then has carved its reputation in the corporate world. This course has also been granted NBA accreditation for five years with effect from 2008.

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

Being an autonomous programme, PGDM is run in the close association of the industry. Right from the admission of the students to the designing the curriculum and providing opportunities for summer internship and final placement, they are our partners. The rigorous programme inculcates in the participants, the ability to work under pressure, besides giving them a strong academic base. Shuttling through classes, guest lectures, presentations and assignments the students also learn to do time management which is an essential ingredient to be a successful manager in life.

The PGDM programme is divided into six trimesters with the prime focus on marketing, Finance HR and Operations offered as specialization.

The students are exposed to the real life corporate world through BIMTECH's industry-academia interface, summer internship and winter projects all of which are a part of the course design and has to be compulsorily taken up by the students. Live projects and industrial visits which are jointly guided by the industry managers and core faculty develop students' understanding of modern business processes.



### Trimester I

- Statistics for Business Analysis
- Business Environment, Policy & Law
- Business Communication I
- Marketing Management I
- Financial Accounting
- Organization Behaviour
- IT for Business

### Trimester II

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

### Trimester III

- Corporate Finance
- Operations Management
- Communication Lab
- Three Major Electives
- One Minor Elective

## SUMMER INTERNSHIP

### Trimester IV

- Strategic Management
- Management Tools in Business
- Designing & Managing Supply Chain
- Three Major Electives
- One Minor Electives

### Trimester V

- Innovation & Entrepreneurship
- Corporate Social Responsibility
- Two Major Electives
- Two Minor Electives

### Trimester VI

- Business Ethics & Corporate Governance
- Managing Self - Body, Soul and Mind
- Business Modeling and Simulation

# PGDM Course Structure

## Elective Courses for Specialization Streams

### Marketing

- Services Marketing
- Business- to - Business Marketing
- Product and Brand Management
- Consumer Behaviour
- Customer Relationship Management
- Internet Marketing
- Rural Marketing
- Retail Marketing
- Integrated Marketing Communication
- Sales & Distribution Management
- International Marketing
- Corporate Image Building

### Organisation Behaviour & HRM

- Organizational Development and Change
- Compensation Management
- Managing People and Performance in Organizations
- Inter Cultural Management
- Strategic HRM
- Training & Development
- Personal Growth & Stress Management
- HR Planning & Information Systems
- Industrial Relations and Labour Laws

### Accounting and Finance

- Management of Banks and Financial Institutions
- Financial Services & Financial Markets
- Derivatives and Risk Management
- Project & Infrastructure Finance
- International Finance & Trade
- Fixed Income Securities
- Investment Management
- Financial Report Analysis & Valuation
- Commodity Trading & Price Risk Management
- Mergers, Acquisitions & Corporate Restructuring
- Management Control Systems
- Treasury Management
- Insurance Business Management

### Supply Chain & Operations Management

- Business Improvement Processes
- Logistical Management
- Total Quality Management
- Service Operations Management
- Manufacturing Planning & Control
- Supply Chain Simulation & Modeling
- Operations Strategy
- Total Productivity Management
- Optimization Models
- Maintenance Management



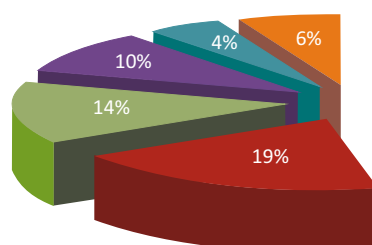
# PGDM Second Year (2008-10)

## Batch Profile for Final Placement

Total No. of Students: 115

### Educational Background

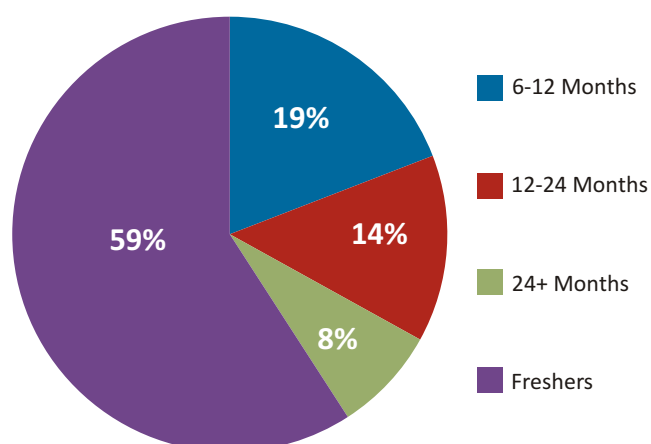
Streams	No. of Students
Arts	5
Commerce	22
Engineering	54
Management	11
Science	16
Others	7



Arts
Commerce
Engineering
Management
Science
Others

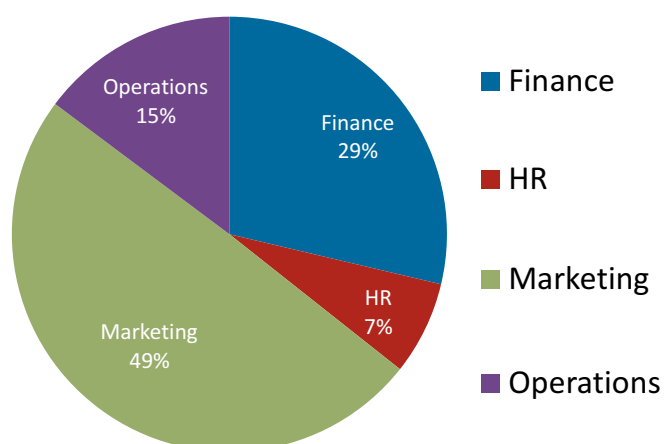
## PGDM

### Work Experience



Duration	No. of Students
6-12 Months	22
12-24 Months	16
24+ Months	9
Freshers	68

### Specialization



Specialization	No. of Students
Finance	33
HR	8
Marketing	57
Operations	17

(Six Sigma Green Belt Certified)



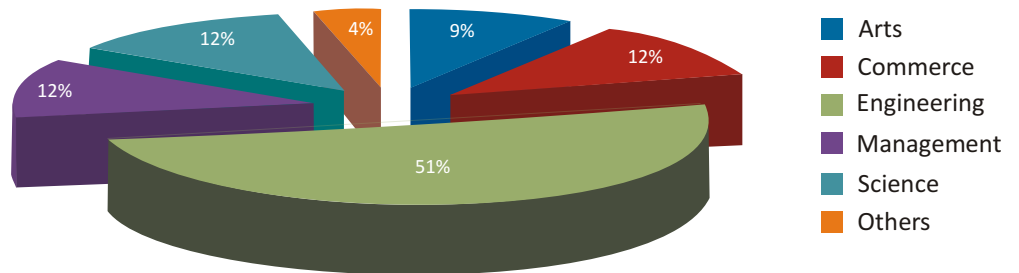
# PGDM First Year (2009-11)

## Batch Profile for Summer Placement

Total No. of Students: 169

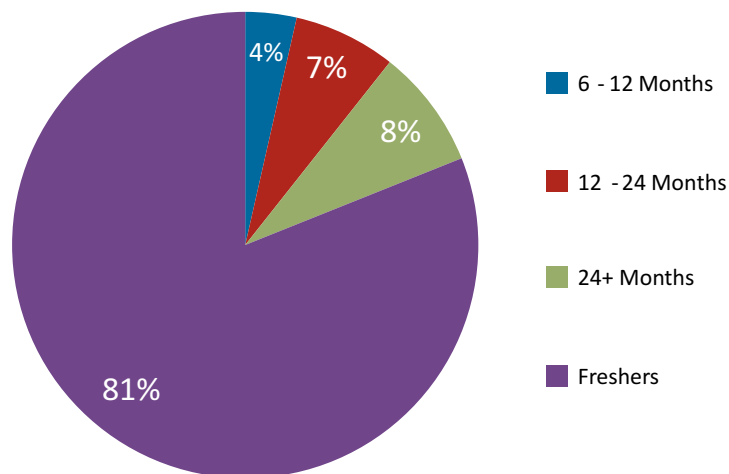
### Educational Background

Streams	No. of Students
Arts	15
Commerce	20
Engineering	87
Management	20
Science	21
Others	6



## PGDM

### Work Experience



Duration	No. of Students
6-12 Months	6
12-24 Months	12
24+ Months	14
Freshers	137



# Post Graduate Diploma In Management- International Business

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 new demands of the industry in leading their businesses towards this direction successfully.

The International Business Programme in BIMTECH strives to prepare the 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 as to help the 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 how to identify the existing opportunities in the area of international business and explore them.

The International Business Programme is spread over six terms to impart the ability and skill to communicate, analyze business situations and take decisions. The programme offers specialization in three areas: Marketing, Finance and Operations.



Students undertaking summer internship with SEWA, Ahemdabad

#### Term I

- Marketing Management-I
- Financial Accounting
- Organization Behavior
- International Trade Operations
- Statistics for Business Analysis
- Business Environment (to include macroeconomics)
- India's Foreign Trade
- Foreign Language
- IT for Business
- Business Communication – 1

#### Term II

- Global Business Environment
- Managerial Economics
- Business Research Methods
- Human Resource Management
- Legal aspects of Business (Indian and International)
- Managerial Accounting
- Marketing Management-II
- Production and Operations Management
- Foreign Language
- Business Communication-II

#### Term III

- International Marketing Management
- Foreign Language
- Operations Research
- Corporate Finance
- Supply Chain Management
- Plus 3 Electives**– Each three credit course Module
- Business Lab

## SUMMER INTERNSHIP

#### Term IV

- International Finance
- International Shipping Management
- International Marketing Research
- Plus 3 Electives**– Each three credit course

#### Term V

- International Strategic Management
- International Project Management
- International Entrepreneurship
- Plus 2 Electives** – Each three credit course

#### Term VI

- Leadership, Business Ethics, CSR

## PGDM - International Business

### Elective Courses for Specialization Streams

#### Marketing

- International Brand Management
- Global Sourcing and Business Development
- B to B Marketing
- International Retailing
- Advertising and Sales Promotion
- Sales and Distribution Management
- Service Marketing
- Consumer Behavior & Customer Relationship Management
- Cyber marketing
- International Commodity Management

#### Finance

- Management of Banks and Financial Institutions
- Financial Services & Financial Markets
- Derivatives and Risk Management
- Project & Infrastructure Finance
- International Finance & Trade
- Fixed Income Securities
- Investment Management
- Financial Report Analysis & Valuation
- Commodity Trading & Price Risk Management
- Mergers, Acquisitions & Corporate Restructuring
- Management Control Systems
- Treasury Management
- Insurance Business Management

#### Operations Management

- Business Improvement Processes
- Logistical Management
- Total Quality Management
- Service Operations Management
- Manufacturing Planning and Control
- Supply Chain Simulation & Modeling
- Operations Strategy
- Total Productivity management
- Optimization Models
- Maintenance Management



India stands at an inflection point. The last 15 years have given India the confidence that it can "play in the major league". India must put its development on a different trajectory. India @ 75 is an approach to this very desirable end. India can do this if we start with imagination, courage, passion, empathy for fellow Indians across the socio-economic spectrum and humility. Analysis of the past will not get us there. India has the opportunity to build a socially equitable, diverse culture that can be the beacon to the whole world. This is the opportunity.



**C.K. Prahalad**

*Paul & Ruth McCracken Distinguished University Professor  
Ross School of Business  
The University of Michigan*

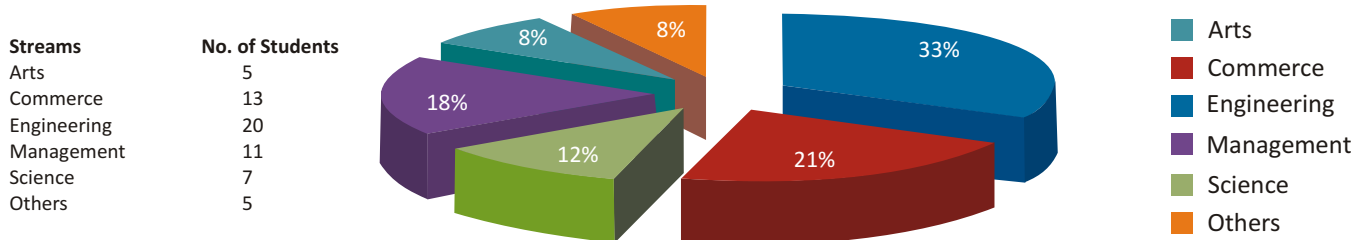


# PGDM (IB) Second Year (2008-10)

## Batch Profile for Final Placement

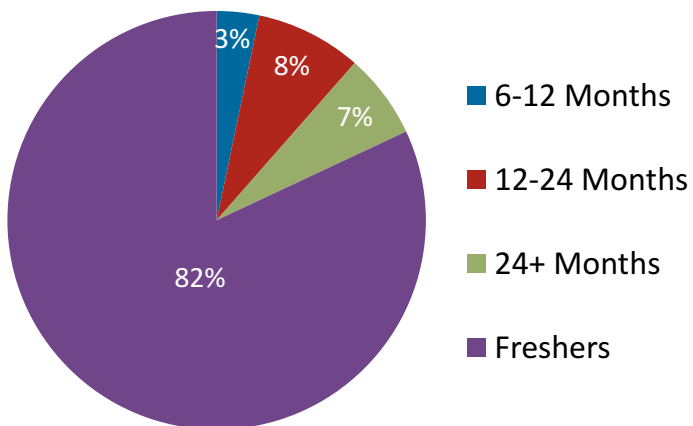
Total No. of Students: 61

### Educational Background



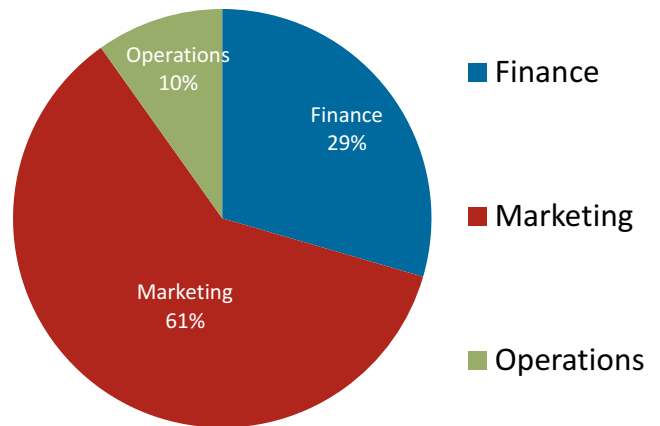
## PGDM - International Business

### Work Experience



Duration	No. of Students
6-12 Months	2
12-24 Months	5
24+ Months	4
Freshers	50

### Specialization



Specialization	No. of Students
Finance	18
Marketing	37
Operations	6

(Six Sigma Green Belt Certified)

# PGDM (IB) First Year (2009-11)

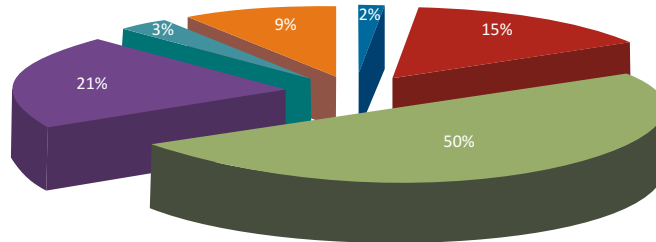
## Batch Profile for Summer Placement

Total No. of Students: 66

### Educational Background

**Streams**  
Arts  
Commerce  
Engineering  
Management  
Science  
Others

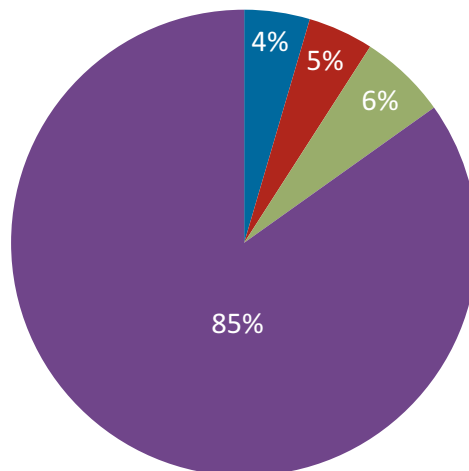
**No. of Students**  
1  
10  
33  
14  
6  
2



■ Arts  
■ Commerce  
■ Engineering  
■ Management  
■ Science  
■ Others

## PGDM - International Business

### Work Experience



■ 6 - 12 Months  
■ 12 - 24 Months  
■ 24+ Months  
■ Freshers

**Duration**  
6-12 Months  
12-24 Months  
24+ Months  
Freshers

**No. of Students**  
2  
1  
2  
61



# Post Graduate Diploma In Management- Insurance Business

The aim of the Centre for Risk Management and Insurance (CIRM) of BIMTECH is to turn out management executives who can, so to say, hit the track running.

To achieve this objective, we offer cutting edge curricula. Among the recently introduced changes, are the study of advanced risk management ( including enterprise risk management), micro finance, micro insurance and micro health insurance. This is, of course, besides the conventional insurance subjects both in life and non-life, as well as reinsurance.

Besides, students are taught elements of actuarial science marketing, finance, CRM and Personal Financial Planning.

Rounding off the personality traits of the students is accomplished by focused training in soft skills, industry visits and industry based projects.

The Centre has the following recognitions / tie ups :

- **Life Office Management Association (LOMA), USA is BIMTECH's educational partner and BIMTECH is an approved centre for LOMA examination.**

- **The Two-year PGDM (Insurance Business) has been recognised as equivalent to Associate level of the Insurance Institute of India, Mumbai.**
- **The Chartered Insurance Institute (CII), UK, has accorded recognition to our PGDM (Insurance Business) course.**

#### **Alliance with 3i Infotech Ltd.**

BIMTECH has entered into an alliance programme with 3i Infotech Ltd., for Premia software, a comprehensive computer software product for imparting insurance related education to selected students to enable them to work with similar systems in the business environment. Students trained in this product would add value to their employers.





Trimester I
<ul style="list-style-type: none"> <li>• Business Environment</li> <li>• Risk Management</li> <li>• Insurance Laws</li> <li>• Principles and Practice of Life Insurance</li> <li>• Principles and Practice of General Insurance</li> <li>• Business Communication-I (BEC)</li> <li>• Comprehensive Viva-voce</li> </ul>

Trimester II
<ul style="list-style-type: none"> <li>• Financial Management</li> <li>• Life Insurance Underwriting</li> <li>• Marketing Management</li> <li>• Pension and Retirement Insurance</li> <li>• Fire and Consequential Loss</li> <li>• Business Communication-II</li> <li>• Q.T. and Actuarial Science</li> <li>• Comprehensive Viva-voce</li> </ul>

Trimester III
<ul style="list-style-type: none"> <li>• Health and Personal Accident</li> <li>• Miscellaneous Insurance</li> <li>• Marketing Research</li> <li>• Sales and Channel Management</li> <li>• HRM and OB</li> <li>• Business Communication-III (Communication Lab)</li> <li>• Insurance Company Operations</li> <li>• Comprehensive Viva-voce</li> </ul>

# SUMMER INTERNSHIP

Trimester IV
<ul style="list-style-type: none"> <li>• Automobile Insurance</li> <li>• Life Insurance Claims</li> <li>• Personal Financial Planning</li> <li>• Liability Insurance</li> <li>• Financial Products &amp; Services</li> <li>• Engineering and Project Insurance</li> </ul>

Trimester V
<ul style="list-style-type: none"> <li>• Group &amp; Social Insurance</li> <li>• Services Management &amp; CRM</li> <li>• Strategic Management</li> <li>• Marine Insurance</li> <li>• Reinsurance</li> <li>• MIS and IT Applications</li> </ul>

Trimester VI
<ul style="list-style-type: none"> <li>• Enterprise Risk Management</li> <li>• Micro Finance &amp; Micro Insurance</li> <li>• Life Insurance Products</li> <li>• Retail Banking</li> <li>• Business Ethics and Corporate Governance</li> </ul>

**Note :** All subjects compulsory; no electives.

# PGDM - Insurance Business

## BIMTECH INSURANCE ACADEMIC ADVISORY COMMITTEE

BIMTECH's Centre for Insurance and Risk Management is guided on academic matters by the following Committee:

**Mr. N.N. Joshi**, Chief Representative ING Vysya Insurance;  
**Mr. S. B. Mathur**, Secretary General, Life Insurance Council of India;  
**Mr. Ashok Goenka**, Ex-Chairman G.I.C.;  
**Mr. S.J. Gidwani**, General Secretary, Insurance Institute of India;  
**Mr. A.K. Singhal**, Sr. Vice-President (HR), General Insurers (Public Sector), Association of India (GIPSA);  
**Mr. Sagar Sanyal**, Regional Manager, Royal Sundaram Alliance Insurance Co. Ltd.



BIMTECH-LOMA Collaboration



“ I can attest personally to the high level of intellectual endowment of the faculty and the students of BIMTECH, as LOMA had done a very challenging joint project with BIMTECH in association with USAID and Bearing Point. Our association with BIMTECH is an ongoing one. ”

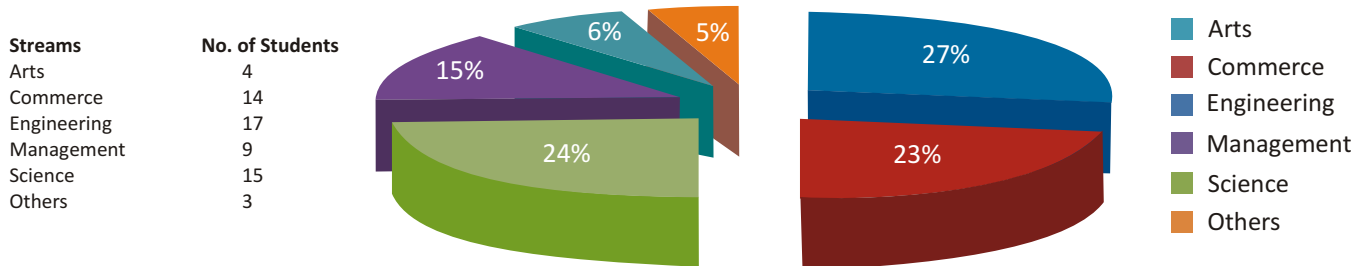
**Dr. Joel Basarich**  
*Managing Director, Life Office Management Association, USA*

# PGDM (Ins. Bus.) Second Year (2008-10)

## Batch Profile for Final Placement

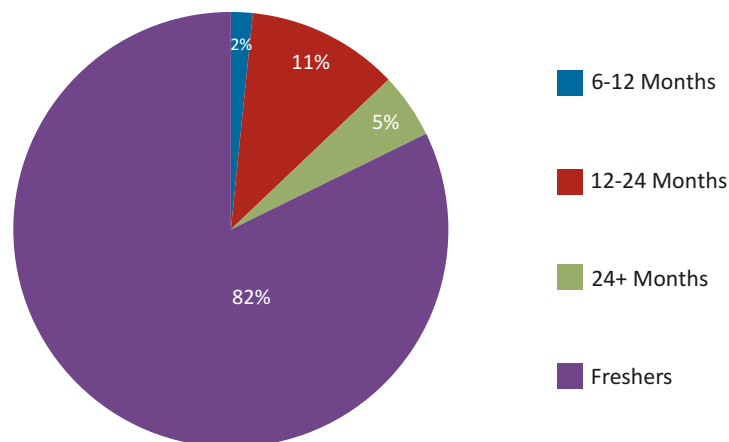
Total No. of Students: 62

### Educational Background



## PGDM - Insurance Business

### Work Experience



Duration	No. of Students
6-12 Months	1
12-24 Months	7
24+ Months	3
Freshers	51

# PGDM (Ins. Bus.) First Year (2009-11)

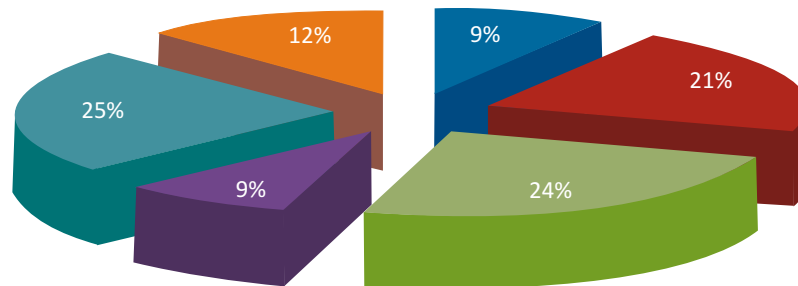
## Batch Profile for Summer Placement

Total No. of Students: 57

### Educational Background

**Streams**  
Arts  
Commerce  
Engineering  
Management  
Science  
Others

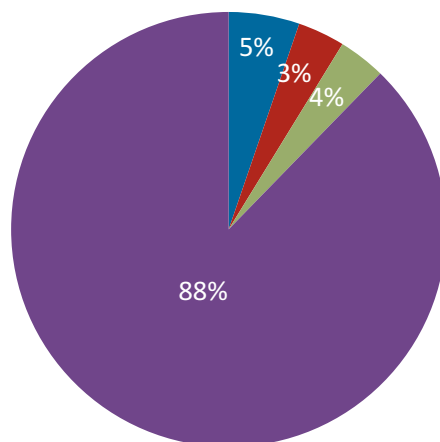
**No. of Students**  
5  
12  
14  
5  
14  
7



■ Arts  
■ Commerce  
■ Engineering  
■ Management  
■ Science  
■ Others

## PGDM - Insurance Business

### Work Experience



■ 6 - 12 Months  
■ 12 - 24 Months  
■ 24+ Months  
■ Freshers

Duration	No. of Students
6-12 Months	1
12-24 Months	-
24+ Months	1
Freshers	55





# Post Graduate Diploma In Management- Retail Management

The Centre for Retail is an initiative to educate students 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.

The programme strives to give 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 being widely used by retailers around the world to understand the fast changing general consumer market
- On hand projects in mall/retail organizations.
- Capability to incorporate the class room teachings in actual work environment and effective decision making
- Enhanced interpersonal and communication skills

## Academic Advisory Committee

The consumer profile is an ever changing one and to cope up with the dynamic market conditions, retailing in India is also fast changing. In order to keep the students of retail management updated on the changing retailing environment and the retailing practises, an Academic Advisory Board has been constituted that gives suggestions to the Institute on the syllabus and pedagogy of the Centre for Retail.



### Trimester I

- Retail Concepts and Environment
- Marketing Management-I
- Merchandising Management
- B E C
- Quantitative Techniques and Statistics
- Managerial Economics
- Organisation Behaviour -I
- Financial Accounting

### Trimester II

- Supply Chain Management
- HRM
- Management Information Systems
- Managerial Accounting
- Retail Store Management
- Marketing Management - II
- Consumer Behaviour
- Research Methodology
- Business Environment
- Business Communication-I

### Trimester III

- Operations Research
- Rural Retailing
- Sales and Distribution Management
- Services Marketing
- Visual Merchandising
- Inventory and Logistics Management
- Mall Management
- Business Communication-II
- Financial Management

## SUMMER INTERNSHIP

### Trimester IV

- E-tailing and non-store Retailing
- Franchising and Global Retailing
- Retail Branding
- Integrated Marketing Communications
- Category Management and Private Labels
- Q C & Retail Benchmarking

### Trimester V

- Customer Relationship Management
- Store Profitability and Retail Economics
- Retail Strategy & Negotiation
- Retail Risk

### Trimester VI

- Leadership & Ethics
- Consumer Law and Taxation
- Retail Credit

**Note :** All subjects compulsory; no electives.

## PGDM - Retail Management

The Academic Advisory Committee of the Centre for Retail comprises of some of the eminent personalities of the retailing industry as well as academia.

- Mr. Amir Ullah Khan, Director, India Development Foundation (IDF)
- Mr. Hemant Trivedi, Head, Retail Academic Area, Mudra Institute of Communications (MICA)
- Mr. Kripesh Hariharan, General Manager-HR, Pantaloon Retail (India) Ltd.
- Mr. Jagdeesh Bhatia, Managing Director, Kendriya Bhandar, Delhi
- Mr. Lalit Kumar, Chief Executive Officer (CEO), Ebony Retail Holdings Ltd.
- Prof. P.S. Tripathi, Professor, Management Studies Banaras Hindu University
- Prof. Prabhakar Rao, Professor, Management Studies, Andhara University
- Prof. Sanjay K. Jain, Dean & Head, Delhi School of Economics



Fantastic Infrastructure. See a lot of energy in students as well as in faculty. Keep up the high level of motivation and focus.

Good Luck!



**Pradeep Kashyap**  
**CEO, MART &**  
**Eminent Management Thinker**

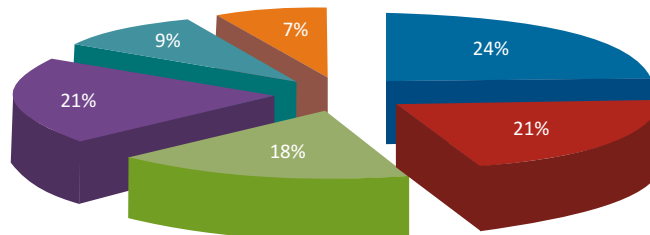
# PGDM (RM) Second Year (2008-10)

## Batch Profile for Final Placement

Total No. of Students: 87

### Educational Background

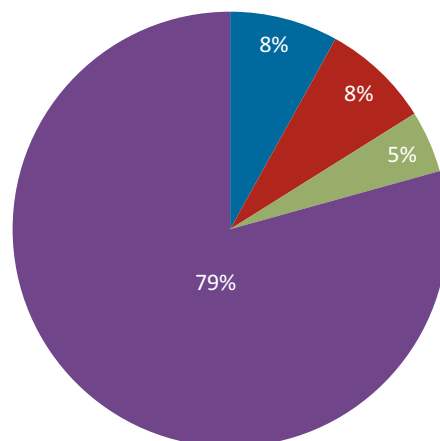
Streams	No. of Students
Arts	8
Commerce	18
Engineering	21
Management	18
Science	16
Others	6



Arts
Commerce
Engineering
Management
Science
Others

## PGDM - Retail Management

### Work Experience



6-12 Months
12-24 Months
24+ Months
Freshers

Duration	No. of Students
6-12 Months	7
12-24 Months	7
24+ Months	4
Freshers	69



# PGDM (RM) First Year (2009-11)

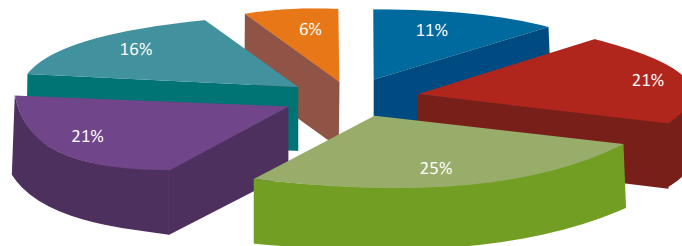
## Batch Profile for Summer Internship

Total No. of Students: 91

### Educational Background

**Streams**  
Arts  
Commerce  
Engineering  
Management  
Science  
Others

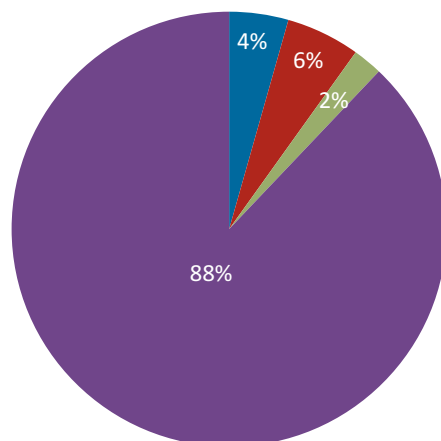
**No. of Students**  
10  
19  
23  
19  
15  
5



■ Arts  
■ Commerce  
■ Engineering  
■ Management  
■ Science  
■ Others

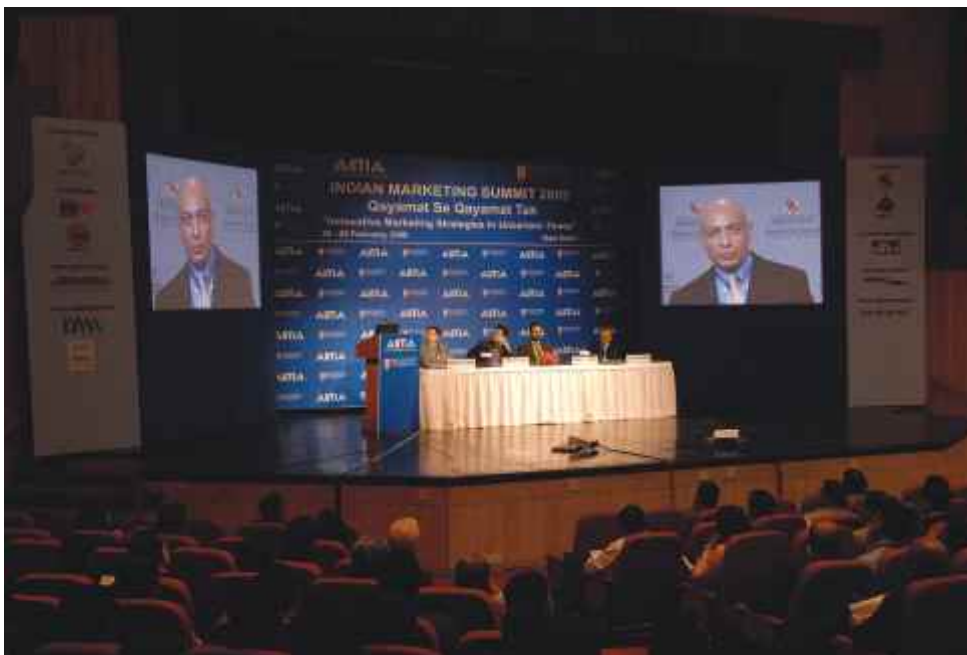
## PGDM - Retail Management

### Work Experience



■ 6-12 Months  
■ 12-24 Months  
■ 24+ Months  
■ Freshers

Duration	No. of Students
6-12 Months	0
12-24 Months	1
24+ Months	1
Freshers	89



◀ INDIAN MARKETING SUMMIT 2009

Birla Institute of Management Technology organized a two-day “Indian Marketing Summit 2009” in association with the All India Management Association (AIMA) on 25th and 26th February. The theme of the summit was 'Innovative Marketing Strategies in Uncertain Times'. Over 300 marketing professionals from industry and academia participated in the event that took place at the India Habitat Centre. Dr. Darlie Koshy, Director General, Apparel Export Promotion Council; Mr. Ranjan malik, Partner Consultant, EREHWON Innovation Consulting Pvt. Ltd.; Mr. Pradeep Shrivastava, Chief Marketing Officer, Idea Cellular Ltd and Mr. Ishan Raina, Director and COO, Out-of-Home Media (India) Pvt. Ltd. were among the participants.

## Corporate Interface Conferences & Seminars

BIMTECH INSURANCE SUMMIT 2008 ➤



On the 26th and 27th September 2008, BIMTECH organized an all – India Insurance Summit on the theme “Fast Forwarding the Other Half of Financial Inclusion: Accessible Insurance Services for All”. The aim of the summit was to create greater awareness about the role of micro insurance in achieving financial inclusion. By taking on board, on the same platform, issues of micro life, non-life, health, housing, pension, etc. the BIMTECH Insurance Summit 2008 was on a quest to evolve a consensus on actionable ideas in the field.

Dr. R Kannan, Member, IRDA; Dr. J P Steinmann, International micro health insurance expert; Mr. Ed Balbin, bearing Pint expert on insurance reforms; Mr. S B Mathur, Secretary General, Life Insurance council, IRDA; Dr. Somil Nagpal, IRDA; Dr. R Vaidyanathan, Professor in Finance, IIM Bangalore; Mr. Mathew Titus, Executive Director, Sa-Dhan; Mr. Ashok Jha, of USAID and Dr. Nishant Jain participated in the Summit.



◀ THE INDIA HR SUMIT – II

#### INDIA HR SUMMIT – II at The FICCI Federation Hall, New Delhi

Prof. T.V. Rao, Chairman, T.V. Rao Learning Systems Pvt. Ltd. was the Chief Guest and Mr. S Y Siddiqui, Managing Executive Officer Administration (HR, Finance and IT), Maruti Suzuki India Ltd, and President of the Delhi Chapter of the National HRD Network was the Summit Director were among the participants.

## Corporate Interface Conferences & Seminars

INDIAN FINANCE SUMMIT – 2009 ➤



#### INDIAN FINANCE SUMMIT – 2009 at Gulmohar, India Habitat Centre, New Delhi

The Indian Finance Summit, organized by Birla Institute of Management Technology and Bombay Stock Exchange (BSE), was held on January 16 at India Habitat Centre. Mr. R.P.S Sinha, CMD-MTNL; Mr. P N Vijay, MD, P N Vijay Financial Services; Mr. S.K. Goel, CMD, UCO Bank; Dr. G.C. Nath, Sr. VP, CCIL; Mr. Pawan K Vijay, Former President, ICSI; Mr. Kavee Kumar, CEO, onlymultiplex.com; Mr. Rajeev Bajaj, CFO, Panasonic; Mr. Chetan Sharma, Consulting Editor, Zee Network; Mr. Ved Jain, President, Institute of Chartered Accountants of India (ICAI) were among the participants.



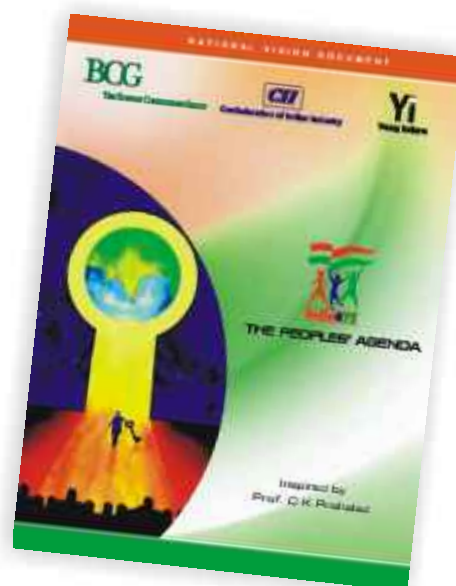
◀ **AIMA-BIMTECH BUSINESS RESPONSIBILITY SUMMIT, 2008**

The All India Management Association (AIMA) in association with BIMTECH organized a two-day 'Business Responsibility Summit' on July 18-19, 2008 in New Delhi with the theme 'Death of CSR and Birth of Responsible Business'. Preeminent Management thinker, Dr. C K Prahalad, delivered the Keynote Address at the summit while Mr. Arun Maira, Senior Advisor, Boston consulting Group, acted as the Summit Director.

Some of the high profile speakers at the summit included Dr. R Gopalakrishnan, Tata Sons; Mr. Baharat Wakhlu from Tata's; Prof. P D Jose, Indian Institute of Management, Bangalore; Dr. Neelamegham, NIILM; Dr. A K Ghose, Jubilant Organosys; Ms. Amitav V. Joseph, BCF; Mr. Uddesh Kohli, Global Compact and Swami Sukhbodhanand, a spiritual guru.

## Corporate Interface Conferences & Seminars

**CII INVITATION TO DEVELOP  
STATE VISION 2022** ➤



BIMTECH was invited by the Confederation of Indian Industry for preparing the STATE VISION 2002 document for states of India, Rajasthan and Punjab, which were incorporated in THE PEOPLE AGENDA. The initiative is led by Young Indians, a CII body and Boston Consulting Group is the knowledge partner. The Report acknowledges the contribution from BIMTECH faculty.



# Corporate Interface

## MDPs and Training Programmes

### Management Development Programme

#### GREEN BUSINESS

The Birla Institute of Management Technology organized a two-day Management Development Programme entitled 'Green Business' on the 24th and 25th of April, 2009 at India Habitat Centre, New Delhi. The programme was supported by Emergent Ventures India., a leading carbon advisory firm in the field of Climate Change Mitigation in India.

The MDP was an innovative approach to promote Green Business in India in an organized manner.

The programme delved into and discussed contemporary issues like climate change, carbon credit and its expanding opportunities in India, relevance of clean technologies including renewable energy source, energy efficiency and implementation of green technology beyond the surfeit of CSR, etc.

Some of the experts and renowned speakers at the programme included Mr. Mark Runaceres, former British Deputy High Commissioner and Honorary Fellow at Teri; Dr. V Raghuraman, Senior Energy Adviser, CII; Dr. V Subramaniam, former Secretary, MNRE; Mr. Shirish Sinha, Head, Climate Change and Energy Programme, WWF Carbon Disclosure Project; Mr. Ajit Gupta, former Chief Scientific Adviser, MNRE and Mr. Niranjana Khatri, Environmental Initiative Director, ITC.

### Management Development Programme in STC

The Centre for International Business and Policy of BIMTECH recently had a series of five two-day management development programmes in International Trade at the State Trading Corporation (STC Office) in January, February and March 2009. The MDPs were held for supplementing the needs of professional management in International Business. About 150 participants from the STC took part in the programme. All participants were of the Assistant Manager or Deputy Manager level as the training programme was on the basics of International trade.

### Marketing and Sales Training for Wholesale Distributors of Gujarat Cooperative Milk Marketing Federation (GCMMF – Amul)

The marketing and sales training programme for wholesale distributors of GCMMF, popularly known for its brand name Amul, was launched in 2007 with an objective of improving their marketing skills, which is an ongoing project.

The two day training programme at different centres across India conducted by BIMTECH faculty, attempts at inculcating a 'marketing manager' mindset to the otherwise 'trade-only' mindset of the traditional Amul distributor.

As of now, the programme has successfully trained more than 1000 distributors. The training is taking place all over India where the GCMMF depots are present. There are 40 depots of Amul in various states in India.



# Corporate Interface

## Workshops and Industry Visits

### Workshops

- Workshop on Stress Management by Dr. Seema Sharma, Clinical Psychologist for Second year students on November 6 & 7, 2008.
- A workshop on 'Brain Empowerment for Stress Management' arranged for the PGDM-IB students on 7th December, 2008. The session held by Dr Anil Singhal and Dr Achala Singhal.
- Workshop on Presentation Redux by Mr. Mohit Chandra for IIInd Year students held on Feb. 12, 2009.
- Summer internship workshop from 26-27 March, 2009.
- Role Play / Workshop by IB 1st Year Students (2009-11 batch) on International Trade Processes and Sequencing held on 21st August 2009
- A Workshop on soft skills and corporate etiquettes was conducted by Dr. Mukesh Chaturvedi and Prof. Shylaja Iyengar in the second week of August 2009, for the students selected for corporate visits, along with the Faculty members.

### Industry Visits

- Indira Gandhi International Airport
- Escorts Ltd.
- Port visit to Goa
- Port visit to Jebel Ali, Dubai
- Karnal Dairy
- Ranbaxy Factory
- Bhakra Nagal
- Russian Exhibition at Expo Mart, Greater Noida
- Exhibition organized by an Insurance Company at Pragati Maidan
- Yamaha, Greater Noida
- Mother Dairy
- Hasangarh Warehouse of Future Group
- Harvard PAIAR Conference in Malaysia
- ICD Visit to Associated Container Terminals (ACTL), Faridabad



# Students' Initiatives

Student driven clubs in BIMTECH afford full opportunities for the young managers to learn the art of managing their favourite hobbies-cum-interests. Some of the clubs are:

## **QUIZ CRAZY BIMTECHIANS (QCB)**

The objective of the club is to develop the quizzing culture at BIMTECH, to spread business awareness at the campus and to keep the whole student community updated about the happenings in business world. After its creation QCB has achieved great success. It has more than 150 active members who interact on a regular basis. QCB Maestro, QCB Bizantra and special quizzes based on particular themes like 'Discovery of India' were organised for the purpose of building awareness amongst students. Dr. Bharat Ahuja and Nivesh Mathur won NTPC electron Regional Rounds twice in the year 2006 and 2007. Amrendra Pandey and Udai Bhan Singh were the regional finalist from North region in ALL INDIA AIMA QUIZ held in New Delhi on 30th March 2008. They also bagged the runner up position in All India AIMA Quiz held at BIMTECH on 27 Feb. 2009. QCB has an active online presence.



## **MAJLIS - Debating Society, BIMTECH**

MAJLIS, the debating society of BIMTECH, is a forum made for the students to stand up and speak out. It gives them the platform to raise their voice on some of the burning issues of the times. Keeping up with its tradition of providing Bimtechians with an opportunity to express their opinions, hone their oratorical skills and build up their confidence, Majlis is a hit among the seniors as well as the first year students

## **PROPELLERS**

The HR Club in BIMTECH known by the name Propellers, is a very active group comprising of IInd and Ist year students. The club works for varied activities related to the domain of HR, the major one being conducting the HR Summit. The India HR Summit II was conducted on November 15th, 2008 with 'Epitomizing Performance' being the talk of the day.



## **ENTREPRENEUR CELL (E-Cell)**

The entrepreneur cell of BIMTECH is a result of collaborative efforts of BIMTECH and the National Entrepreneur Network (NEN) This club is known as "Entrepioneer". This club strives for creating not only entrepreneurs but future business leaders. Since its inception in 2007, it has won 'Roll of Honour' for two consecutive years for its commencement of 'E-week' instituted by NEN.

## **INSURANCE MOVERS AND SHAKERS (INMOS)**

INMOS stands for "Insurance Movers and Shakers" and it works to develop 'people de extraordinaire' (people with unparalleled skills). Since its inception, the club has been constantly and proactively organising various activities like, quizzes, extempore, group discussions and several other activities to give a comprehensive edge in the era of cut throat competition for the insurance students. INMOS has been successful in providing a platform for the practice of varied talents of the insurance students.



## **FINWIZ (FINANCE CLUB)**

The Finance Club of BIMTECH has been active in organising events and seminars for bringing out diverse perspectives in the field of finance. In the month of January, the Finance Club organised the India Finance Summit, which saw the presence of dignitaries from the industry and academia. The event, held at the India Habitat Centre, drew attention of media and was a huge success. The members of the club have won several prizes in national-level competitions conducted by the ICFAI, in Delhi and Bangalore.

## **Club Ex Liber**

Club Ex Liber is one of the recent additions in the gamut of clubs that keep the co-curricular life of BIMTECH abuzz with exciting activities. The Club is meant to cultivate the tradition of creative literature activities among students. The main activities of the club includes bringing out book reviews, book reading sessions, poetry reading sessions, workshops, discussions and a host of books related activities.

## **COMMITTEES OF BIMTECH**

- Cultural Committee
- Corporate Interface Committee
- Placement Committee
- Alumni Network Committee
- Media Committee
- Hospitality Committee
- Discipline Committee
- Sports Committee



# Our Recruiters

- Aon Global Insurance Services Pvt. Ltd.
- Aviva Life Insurance Co.India Ltd.
- Bajaj Allianz General Insurance Co. Ltd.
- Bajaj Allianz Life Insurance Co. Ltd.
- Bank of Baroda
- Bharti Axa General Insurance Co. Ltd.
- Capital IQ
- Cholamandalam DBS Finance Ltd.
- Cholamandalam MS General Insurance Co. Ltd.
- Cogent Corpor Pathfinders Ltd.
- Computer Sciences Corporation
- Deloitte
- DLF Universal Ltd.
- ECE Industries Ltd.
- Evalueserve.com Pvt. Ltd.
- Flex Industries Ltd.
- Genpact
- Godrej Agrovet Ltd.
- Guardian Lifecare Pvt. Ltd.
- Hariyali Kisaan Bazaar (DSCL)
- HCL Technologies Ltd.
- HDFC Bank Ltd.
- HDFC General Insurance Co. Ltd.
- Hewlett-Packard India Sales Pvt. Ltd.
- Hyper City Retail (India) Ltd.
- Hyundai Corporation Ltd.
- Hyundai Motors India Ltd.
- ICICI Bank Limited
- ICICI Lombard General Insurance Co. Ltd.
- IDEA Cellular Ltd.
- IFFCO-Tokio General Insurance Co. Ltd.
- IMRB International
- India Yamaha Motor Pvt. Ltd.
- Indiabulls Securities Ltd.
- IndusInd Bank Limited
- Infosys Technologies Ltd.
- Kansai Nerolac Paints Ltd.
- LG Electronics India Pvt. Ltd.
- Madura Garment
- Maruti Udyog Limited
- Matrix Cellular (International) Services Pvt. Ltd
- Max New York Life Insurance Co. Ltd.
- Mphasis BFL Ltd
- Naukri.com
- Nielsen India
- Oracle India Pvt. Limited
- Oxford University Press India
- Ozone Pharmaceuticals Ltd.
- Pantaloon Retail (India) Ltd.
- Redington (India) Ltd.
- Reliance Capital Ltd.
- Reliance General Insurance Co. Ltd.
- Reliance Life Insurance Co. Ltd.
- Religare Insurance Broking Ltd.
- Royal Sundaram Alliance Insurance Co. Ltd.
- RPG Retail (Spencer's Retail Limited)
- SBI Life Insurance Co. Ltd.
- SIDBI Bank
- Spencer's Retail Ltd.
- Tata AIG Life Insurance Co. Ltd.
- TATA Chemicals Limited
- Tata Consultancy Services Ltd.
- Team Lease Services (P) Ltd.
- Tecpro Systems Ltd.
- TNT India
- United Finance Company
- Vimlesh Industries Pvt. Ltd.
- VIP Industries Limited
- Virgin Mobile India
- Wipro
- Zee-Turner Ltd.





# Summer Internship Recruiters

- Adidas India Company Pvt. Ltd.
- Axis Bank
- Bajaj Allianz Life Insurance Co. Ltd.
- Balmer Lawrie & Co. Ltd.
- BGS Smartcard Systems Pvt. Ltd.
- Bharti Airtel Ltd.
- Big Bazaar (Future Group)
- BJP
- Britannia Industries Ltd.
- Cadbury India Ltd.
- Canon India Pvt. Ltd.
- Catmoss
- Devyani Food Ind. Pvt. Ltd. (Cream Bell)
- Ernst & Young Pvt. Ltd.
- Escorts Ltd.
- Future Logistics Solution Ltd.
- Godfrey Phillips India Ltd.
- Godrej Interio
- Goodyear India Ltd.
- Hanung Retail Ltd.
- HCL Technologies Ltd
- HDFC Bank Ltd.
- HDFC ERGO General Insurance Co Ltd.
- HDFC Standard Life Insurance Co Ltd.
- Hero Motors Ltd.
- Hindalco Industries Ltd.
- Hindustan Unilever Ltd.
- Honda Motor India Pvt. Ltd.
- HT Media Ltd.
- Hypercity Retail (India) Ltd.
- ICICI Bank
- ICICI Lombard General Insurance Co. Ltd.
- Idea Cellular Ltd.
- IL&FS Infrastructure Development Corp. Ltd.
- India Infoline
- India Oil Corporation Ltd.
- India Yamaha Motors Pvt. Ltd.
- IndusInd Bank
- IRECTC
- ITC Ltd
- Jubilant Retail (A Division of Enpro Oil Pvt. Ltd.)
- Karvy Stock Broking Ltd.
- Lifestyle International (P) Ltd.
- Madura Garments
- Mahindra Navistar Automotives Ltd.
- Maruti Suzuki India Ltd.
- MMTC Ltd.
- Motilal Oswal Securities Ltd.
- Onida
- Panacea Biotech Ltd.
- Pantaloon Retail (I) Ltd.
- Pepsi Co India Holding Pvt. Ltd.
- Phillips Carbon Block Ltd.
- Priya Gold (Surya food & agro ltd.)
- Punjab & Sind Bank
- Rashtriya Ispat Nigam Ltd.
- Reliance Communications Ltd.
- Reliance Fresh Store
- Reliance Life Insurance Co Ltd
- Reliance Retail Ltd.
- Reserve Bank of India (RBI)
- Ritu Wears
- SBI Life Insurance Co Ltd.
- SBI Mutual Fund
- Sewa Bharat
- Shoppers Stop
- Shree Cement Ltd.
- Sony Bravia
- Spicejet Ltd.
- State Bank of Patiala
- Surya Food & Agro Ltd (Priyagold)
- Tata Steel Ltd.
- Tata Teleservices Ltd.
- TCNS Clothing Pvt Ltd.- W
- United Spirits Ltd.
- Videojet Technology Pvt. Ltd.
- Vishal Retail Ltd.
- Wal-Mart Tech. & Consulting Services Pvt Ltd.
- Xerox India Ltd.
- Zee-Turner Ltd.



# Campus Recruitment Programme

The campus recruitment of 2008-10 batch for final placement and summer internship for 2009-11 batch is managed by a team of experienced faculty and students under the aegis of the Centre for Corporate Relations (CCR) of the Institute. The itinerary of our campus recruitment programme is mentioned below for the facilitation of prospective recruiters.

	Summer Internship Process	November 9-14, 2009
	Pre-Placement Briefing	November 15 onwards
	Placement Week	December 1st -10th 2009

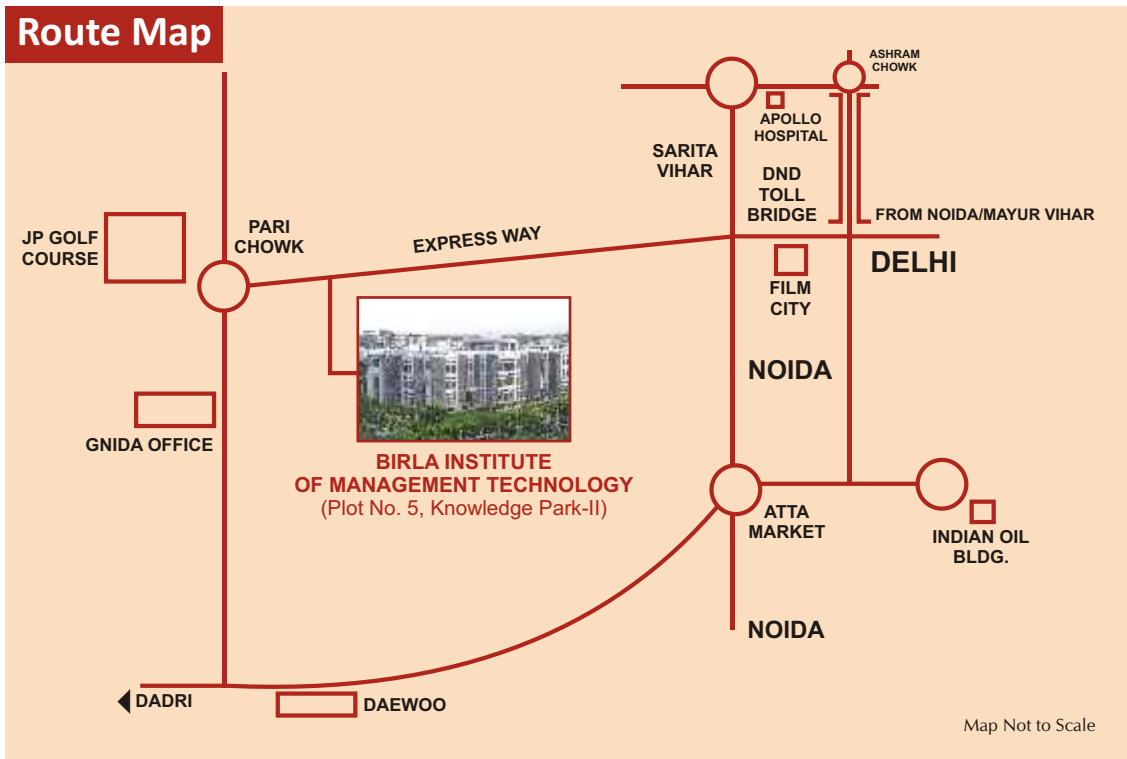
## Contact details for Placements:

### Prof. K. K. Krishnan

*Chairperson, Centre for Corporate Relations*  
Office No: 0120- 2323001-10 Extn- 326  
Mob: 09811361460  
[placement@bimtech.ac.in](mailto:placement@bimtech.ac.in)

### Mr. Amit Saxena

*Manager, Placement*  
Office No: 0120- 2323001-10 Extn.- 326  
Mob: 09350073838  
[placement@bimtech.ac.in](mailto:placement@bimtech.ac.in)





**BIRLA INSTITUTE**  
OF MANAGEMENT TECHNOLOGY  
GREATER NOIDA

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

Tel: +91-120-2323001-10 (Ext. 326, 327)  
Fax: +91-120-2323012 / 22 / 25

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

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

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BIMTECH provides a transformational experience to its students who are expected to maintain the highest standard of personal integrity, professional commitment and business ethics. Life at the campus of the institute is a fantastic social experience which develops a sense of belongingness to the community among students and makes cross-cultural interaction easier in their future lives. It is a community that continues to grow the bond even when the days of campus life are over.

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