



BGU
BIRLA GLOBAL
UNIVERSITY

www.bgu.ac.in

SCHOOL OF MANAGEMENT
(Formerly BIMTECH, Bhubaneswar)

Birla Global University Campus View



EDUCATE.
INNOVATE.
INSPIRE.



FULL-TIME
RESIDENTIAL PROGRAMME

MBA

BGU BIRLA GLOBAL UNIVERSITY

A TRIBUTE



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

To be known for **developing** ethical **global** leaders and **entrepreneurs** striving for sustainability and inclusive growth



About Birla Global University

Birla Global University (BGU) is a self-financed private unitary University and has been established by the enactment of Birla Global University Odisha Act, 2015 with its main campus spread over an area of nearly 30 acres of land in Gothapatna village under Bhubaneswar city limits. As per the Act the management of the university is carried out by a Board of Governors headed by Smt. Jayshree Mohta, Chairperson, Birla Academy of Art & Culture being the main promoter of Birla Global University. However, Honorable Governor of Odisha is the Chancellor of the University.

Vision

The vision of the university is to disseminate knowledge based education, a leader in the field of research oriented activities and global leader in the high quality education providing excellence and values in the field of higher education.

Mission

The avowed mission of the university is to develop scholars committed to the high ideals and search for the knowledge achievement of success in their career. The university in the field of higher education would provide the knowledge to the students to excel in the fields of research, innovation and entrepreneurship development besides a steady career path.

The University has been established with a goal to be the best destination for aspiring new-gen managers. It is committed to redefine 'quality' in management education with state of the art facilities, best of the infrastructures and finest of faculty members. Presently, the University operates with four schools i.e.

1. School of Management offering MBA and BBA (Honours)
2. School of Communication offering MA in Journalism & Mass Communication (MAJMC) and BA in Journalism & Mass Communication (BAJMC)
3. School of Commerce offering M.Com & B.Com
4. School of Social Sciences & Humanities offering MA in Economics

The university plans to extend the scopes of the existing schools as well as to open new schools for Art & Culture, Literature, Sciences and research programmes. In fact, the core strength of the university is its commitment towards research and development. The university, this way, aims at catering to the need of the young mass of the country and to take Odisha to the global arena in the sphere of higher education.

EDUCATE.
INNOVATE.
INSPIRE.

About School of Management

Prior to establishment of BGU, Birla Institute of Management Technology (BIMTECH), Bhubaneswar was set up in the year 2013 by Birla Academy of Art & Culture as an off-shoot of its 29 year old top ranking B-School BIMTECH, Greater Noida in order to meet the felt need of an institute of international repute to create global learning environment in the eastern part of India. Within four years of its existence, BIMTECH, Bhubaneswar has made its presence felt and has earned a name for its value-driven quality education, successful placement of students and for creating an eco-friendly, highly disciplined and state-of-the-art campus. Now, it has become part of the Birla Global University with a new name of School of Management.



Birla Legacy

Mr. Basant Kumar Birla and Dr Sarala Devi Birla, successors of late Syt. G.D. Birla, are our Founders and Patrons who established Birla Academy of Art & Culture (BAAC) in Calcutta in 1964 to promote arts, culture, literature and education. The academy has been vital in establishing Birla Global University, formerly BIMTECH, Bhubaneswar.

Mr. B. K. Birla has been involved in management since he was 15. Apart from being associated with management of several companies like Birla Brothers Pvt. Ltd. and Kesoram Industries & Cotton Mills Ltd., he has established many new industries for producing cotton, paper, polyester and nylon yarns, cement, chemical, tea, coffee, and cardamom.

He was the first Indian industrialist to set up a company abroad namely Indo-Ethiopian Textiles in 1959. For this, he was awarded with the medal of Maineik II, the highest Ethiopian award by the then emperor. Apart from heading his industrial ventures like Jay Shree Tea & Industries, Kesoram Industries Ltd., Century Enka Ltd., and Century Textiles Ltd., he has been making dynamic contributions to education sector of the country. While he is associated with Birla Institute of Technology & Sciences, Pilani, Birla Education Trust, Pilani and BITS, Biwani as trustee, he has been pivotal and keenly interested in educational institutions noted below:

1. Birla Global University (BGU), Bhubaneswar
2. Birla Institute of Management Technology, Greater Noida
3. Birla Vidya Vihar Trust, Calcutta
4. Birla Sanskriti Trust, Calcutta
5. Birla Vidya Mandir, Nainital
6. Birla Vidya Niketan, New Delhi
7. G.D Birla Memorial School, Ranikhet

About BIMTECH Greater Noida – Our Mentor

BIMTECH Greater Noida is the sister concern of Birla Global University and has always been a guide and philosopher in mentoring the University. Being one of the top Business Schools in the Country and globally recognized Management Institute, it has always been a guiding force for Birla Global University. The Objective of BIMTECH Greater Noida is to make Birla Global University (BGU) as a world class university in the field of higher education. School of Management of BGU also inherits the legacy of BIMTECH in providing value based management education in the country. The high standards being set by BIMTECH is well replicated by the School of Management.

Accreditations & Recognitions of BIMTECH Greater Noida



About the MBA Programme of Birla Global University

Master of Business Administration under School of Management of Birla Global University offers two years full time residential programme. Programme is designed in line with the best management program of different Universities/Institution of the Country. This programme has the advantage of using a rich knowledge capital, developed by our Mentor, BIMTECH Greater Noida over the last 28 years.

The MBA programme is divided into six trimesters and specialization in Marketing, Finance, Human Resources and Operations is offered from the third trimester. Students are also exposed to the corporate world through industry – academia interface, special guest lectures, workshops, summer internship and short term 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, jointly guided by the industry managers and faculty; develop students' understanding of modern business processes and practices. A two month summer internship (SIP) assignment with corporates is mandatory between the first and second year. In addition, students are also required complete 2 -3 short term projects.

Programme is to train high caliber professionals who devote themselves to effective management of an organization by achieving excellence with values. The main goal of the MBA programme is to provide learning environment to students to become leaders and entrepreneurs in the face of global competition. The programme enables the participants to understand current business challenges and prepares them with the aid of updated technologies and advanced pedagogy to successfully face global business demands.

Programme Objectives

- To impart quality management education to students and working executives in shaping their career to prepare them for the competitive and dynamic business environment.
- To offer expertise to the industry, academia, government organizations, and non-government organizations in the form of research, development programmes and consultancy.
- To equip participants with all skills required to face real life situations of the corporate world.
- To conduct primary and secondary researches and contribute to the pool of knowledge through publications.
- To publish journals, working papers, books and reports based on the quality research carried out by the faculty.
- To associate with leading institutions around the world for various academic purposes to support growth and pursue excellence.
- To provide knowledge sharing environment for discussions and other activities like conferences and seminars to contribute to academic development.
- To build a strong foundation for developing a value based understanding to handle corporate social responsibilities affecting all stakeholders.

The courses offered in this programme are meticulously drafted and are subsequently reviewed and revised at regular intervals by the industry and academia experts imbibing it with valuable inputs for learning contemporary management styles.

Special Features of the Programme

- Industry Employability Enhancement Programmes (IIEP) through special modules
- Teaching-Learning environment with modern Audio-visual facilities
- Regular Interaction with stalwarts from Industry and Academia from both India and abroad
- Opportunity for International Student Exchange Programme with partner Universities/ institutes
- Opportunity for on-the-job training through Industry Internship Programmes(IIPs) and Short Term Live Projects(STLPs)
- Activity Based Self Learning(ASL) Programmes
- Add-on opportunity to learn through compulsory Foreign Language Module
- Support for Industry Internship and Placements
- Involvement in Entrepreneurship Activities with support of the Centre for Innovation and Business Incubation (CIBI)
- Soft Skill training Programme
- Six Sigma Certification Course
- Capstone Certification Course
- Certification Programme on Business Analytics, Business Intelligence & Data Mining
- Certification Programme on Business Analysis by IIBA, Canada
- Personality Assessment/Personal Positive Impact by British Council and Oyster Life Projects, etc.

Why Birla Global University – School of Management?

High Standards That Get Results

At BGU, you can be sure of the highest standard of teaching. You will find the lessons dynamic, enjoyable and results-focused. The faculty members of BGU, most of whom have wide industry experience, are consistently praised for their outstanding quality by current and former students.

Personalized Support and Skill Development

Throughout your stay at BGU, you can be sure of getting the personal attention you need. We believe in the continuous evaluation of our students through Quizzes, Graded Assignments, Case Studies, Presentations and Mid Term tests etc., to ensure that learning takes place in a stimulating environment.

Dynamic Learning Environment

At BGU, you would experience “learning in the lap of nature”. Our endeavour is to constantly update the learning pedagogy so as to be in line with today's changing environment. BGU students' success in all the facets of life due to perfect mix of dynamic learning environment, combining latest technology with modern teaching methods, experiential learning and self-management.

Superior Living Experience

BGU Bhubaneswar has made it possible which is known as “World Class” Infrastructure and indeed the quote is true i.e. “seeing is believing”. The learning, living and other facilities are truly beyond expectation. The Campus environment, in true sense, meets all the requirements of a world class B-School. BGU Bhubaneswar has adequate on campus facilities for boys and girls students and provides ultra-modern living environment. Rooms in hostels can be used on single or twin sharing basis. The hostels are designed to provide a proper mix of privacy and a unique social experience. Campus is also equipped with a Medical Centre along with Ambulance facility.

CAMPUS Facilities

This fully residential campus is blend of traditional Odia architecture with modern amenities and resources. The campus spread across 30 acres with nine blocks of buildings. The main administrative Block, flanked on both sides by two Academic buildings each with walls of yellow stone cladding, is inspired by the ancient Odia style of architecture. More than 50 % of the area is kept green in the campus with existing philosophy of learning in the lap of nature. BGU Bhubaneswar has taken all care to provide world class facilities in the campus such as the following:

- Classroom fully equipped with multimedia facilities
- State-of-the-art Library with access to world class on- line databases
- Library facilities access through Android mobile/Tab
- Fully Air- conditioned hostels (Separate for Boys and Girls)
- Fully Wi-Fi campus
- Health Center and round the clock medical facilities
- Multi Gym facilities
- Transportation facilities
- Cafeteria –B'Çafe
- ATM facility
- Tuck Shop
- Mechanized Laundry
- 24 Hours Security Service- Separate for Boys and Girls
- Fully Protected Campus



Our Mentors

Core Faculty



Prof. (Dr.) Parameswar Nayak



Prof. (Dr.) B. K. Das



Dr. Bimal C. Mishra



Prof. Lalatendu Sahoo



Prof. Shiv Shankar Das



Prof. Swagat Mishra



Dr. Archana Choudhary



Dr. Sujit Kumar Patra



Dr. Anubha Ray



Dr. Sandeep Kr. Mohanty



Prof. Somnath Dutta



Prof. Manidatta Ray



Dr. Manas Kumar Pal



Prof. Amit Neogi



Prof. Satyakama Mishra



Prof. Saswati Tripathy



Dr. Sadanand Meher



Dr. Pradipta Kr. Sanyal



Prof. Bala Subramanian R

Visiting Faculty - Greater Noida



Dr. A Sahay



Dr. K C Arora



R J Masilamani



Dr. A K Dey



Dr. Gokulananda Patel



Dr. Jagdish Shettigar



Arvind Shukla



K R Chari



Dhruva Chak



Ashok Kr Malhotra



K K Krishnan



Kishore K Sinha



Dr. Sunil Sangra



Akhil Pandey



Kamal Kalra



Dr. Pankaj Priya



Nagendra Nath Sharma



M S Rawat



A Bose



Dr. Rahul Singh



Dr. L Ramani



Dr. Manosi Chaudhuri



Dr. Abha Rishi



Dr. Girish Jain



Dr. Anuj Sharma



Dr. Vineeta Dutta Roy



Manoj K Pandey



Manoj Pant



Krishna Akalamkam



Somonjoy Ghosh



Dr. Meena Bhatia



Dr. Amit Sharma



Dr. Sangeeta A Shukla



BGU Campus



Campus Life



Convocation



Budding Managers





Beyond Academics



STUDENTS CLUB



Finance, Marketing and HR related activities are being staged by the students of the respective specialization under the following clubs

"FINANZAS" – The Finance Club

The Club is meant to provide a platform for the students specialising in finance and reaching beyond the books. It's a platform provided to support all such activities which facilitates the students to reach out for the knowledge in the area of finance and is well supported by the faculties.

"MARCOB" – The Marketing Club

The club is conceptualized to spread the essence of marketing and for nurturing in every individual a zest for "hitting the road running". Events are being organized on regular basis to facilitate the students to learn the day to day development in the field of marketing.

"AIKARTHYA" – The HR Club

This Club has been envisaged to enable the students specialising in Human Resources an exposure beyond the lectures of the Human Resources Management, under the continuous guidance of the faculty members. It provides an opportunity to implement the conceptual framework of HR in real-time situations, encouraging a first-hand practical learning. "Aikarthya" as the name suggests describes the unity of ideas which very significantly represents collectivism.

Programme Structure

The two-year full time MBA programme is structured very carefully in order to create an academic, experiential and transformational learning environment through 6 - trimester system with six to eight weeks internship project at the end of the first year.

Programme Structure MBA, Birla Global University (2017-19)

Subject & Code

Immersion Course

Elementary Mathematics and Statistics
Principles of Management
Speaking Skills Culminating in Public Speaking
Excel
Basic Financial Accounting
Economics

Trimester

Trimester – I

Accounting for Decision Making - I
Managerial Economics
Marketing Management- I
Organizational Behaviour
Statistics for Management
Communication Plus
Excel for Managers
Activity Based Self-Learning - I
Total Credit Trimester – I

Trimester – II

Human Resource Management
Accounting for Decision Making -II
Macroeconomics for Business Decision Making
Financial Management
Marketing Management - II
Operations Research
Business Communication – I
Activity Based Self-Learning – II
Total Credit Trimester – II

Trimester – III

Research Methodology
Business Environment
Management Information Systems
Operations Management
Business Communication -II
Elective – I
Elective – II
Elective – III
Activity Based Self-Learning - III
SUMMER INTERNSHIP PROJECT (SIP)
Total Credit Trimester – III

Trimester – IV

Strategic Management –I
Business Law
Communication for Corporate Preparedness
Elective – IV
Elective – V
Elective – VI
Elective – VII
Activity Based Self-Learning - IV
Total Credit Trimester – IV

Trimester – V

Strategic Management – II
International Trade Operations
CAPSTONE Business Simulation
Elective – VIII
Elective – IX
Elective – X
Activity Based Self-Learning - V
Total Credit Trimester – V

Trimester – VI

Business Ethics, Corporate Governance and CSR
Industrial Visits
Business Seminars
Academic Dissertation
Activity Based Self-Learning - VI
Knowledge Enhancement Course (Select One)
- Element of Basic Econometric
- Knowledge Management
- Entrepreneurship & Competing through Business Models
- Digital Marketing
- Social Marketing
- Corporate Taxation
Total Credit Trimester – VI

SPECIALISATIONS

MARKETING

- Sales and Distribution Management
- Service Marketing
- Customer Relationship Management
- Integrated Marketing Communication
- Product and Brand Management
- Retail Management
- Rural Marketing
- Consumer Behaviour and Marketing Research

FINANCE

- Financial Product, Services & Financial Markets
- Management of Banks & Financial Institutions
- Investment Management
- Financial Report Analysis & Valuation
- Retail Banking & Operations
- Derivatives and Risk Management
- International Financial Management & Project Finance
- Financial Econometrics & Engineering

HUMAN RESOURCE

- Training & Development
- Industrial Relations and Labour Laws
- Managing People and Performance in Organizations
- Organization Development and Leadership
- Acquisition, Retention & Engagement
- HR Analytics
- Strategic HRM and Organizational Structure and Design
- Compensation Management and HR Metrics

OPERATIONS

- Strategic Operations Management
- Service Operations Management
- Total Quality Management
- Supply Chain and Logistics Management
- Material and Maintenance Management
- Project Management
- Technology and Innovation Management
- Environment and Safety Management

Important Note

The programme structure has been designed to conform to high standards of academic rigor and meet industry needs. It may be modified depending upon the reviews and suggestions given by the Academic Council and industry requirements.

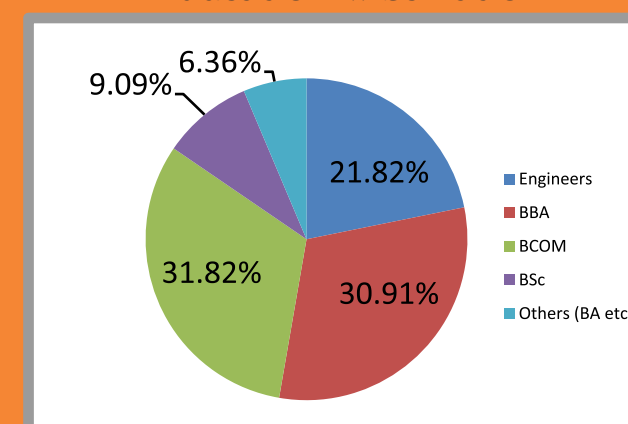


MBA Batch 2016-18

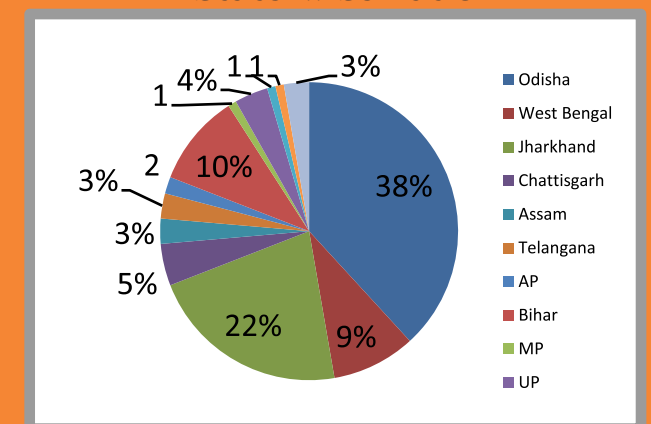


MBA Batch Profile (2016-18)

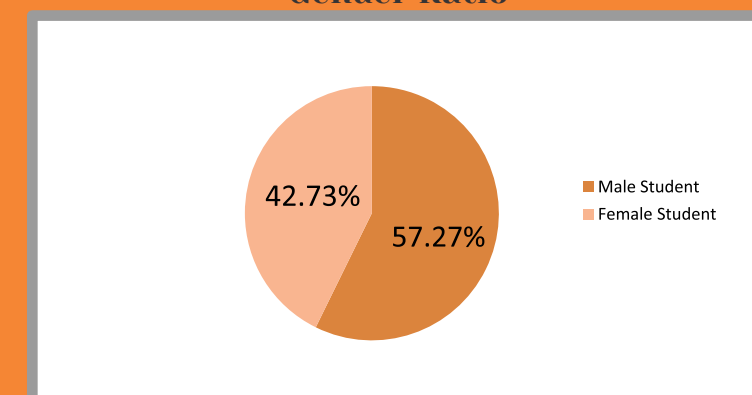
Education-wise Ratio



State-wise Ratio



Gender Ratio



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Placement @ BGU

Summer Placement

- 2Coms Consulting
- Aachi Masala
- Allahabad Bank
- Ambuja Neotia Group
- Andhra Bank
- Axis Bank
- Birla Sun Life Mutual Fund
- Britannia
- Canara bank
- Carlsberg
- CII
- Coca-Cola
- Columbia Asia Hospitals
- DS GROUP
- DC Design
- Edupristine
- Emami Agro-Tech
- Emami
- Ernst & Young (EY)
- Fine Switch Gears
- Future Group
- Haldia Petrochemicals
- Hindalco (Aditya Birla Group)
- Hiranandani Retail
- Hitechplast
- Idea Notebooks
- IMRB International
- Indian oil
- Indusnet
- Jindal Steel And Power
- Jusco
- Kavya Stock Broking
- Kotak Mutual Fund
- L & T
- Lex Mantra
- Mafoi Analytics
- Maidan Power
- Maruti Suzuki
- MCL
- Y Mendwall
- Mobizz
- Mother Dairy
- Nalco
- ONGC
- Outlook Group
- Pidilite Industries
- Prayag Consulting
- Privi Organic
- Punjab National Bank
- Randstad
- Reliance Jio Infocomm
- Reliance Securities
- Rohats Dairy Project
- SAIL
- Shriram Transport Finance
- SMC Global Securities
- Southern Health Foods
- SREI Infrastructure Finance
- Sudha Dairy
- Sundaram Business Services
- Tata Motors
- Tata Power
- Tata Steel
- Tatwa Technologies
- Textnook Online Books
- The Calcutta Stock Exchange
- TRF
- Trident Hotel
- TVS
- UCO Bank
- Ultratech Ceme

Final Placement Status of 2014-16

- 40 Companies conducted recruitment drive.
- 4 students got double offer.
- 586 opportunities created for Final Placement.
- Zee entertainment & Bajaj Allianz recruited the highest number of students from BIMTECH in Management Trainee Profile with 7 Lacs CTC across Odisha.
- Colgate Palmolive & Berger Paints selected the highest number of students from BIMTECH during their recruitment process in Odisha.
- BIMTECH could catch hold of reputed MNC's presence for the recruitment drive even in the last slot of placement process.



Zee Entrainment Recruitment Team along with Dr. Bibhu Panda, Head-Placement and Shortlisted Students.



Bajaj Allianz Recruitment Team along with selected students and CCR Team.



ESSPL Recruitment Team with Dr. Bibhu Panda, Head-Placement.



Kent Ro Recruitment Team during the recruitment process.



Industrial Visit to Moon Beverages Limited



Students attending the Workshop on Business Etiquette by Ms. Gurmeet Kaur

Placement 2014-16 An Over View



Ajay Kumar
Kent Ro



Ajay Radhakrishnan
Colgate Palmolive



Akshat Garg
Bajaj Allianz



Amar Kumar Pahi
DABUR



Ankit Jain
ICICI SECURITIES



Cibi Mohan
Tech Mahindra



Gurkirat
Axis Bank



Gyana Ranjan Das
Mahindra Finance



Harshini Raguram
ZEE



Harshini Thota
Redington



Ipsita Mahapatra
Karvy



Karan Singh
Ceasefire



Prabhjot Kaur
DELOITTE



Prerak Bhalla
Tech Mahindra



Roshen Charles Philips
TVSundram Iyengar & Sons



Abhishek Kumar Thakur
Spanda Spoorty



Armaan Kishore Swain
HR MANTRA



Gopal Krushna Panda
DABUR



Puja Pandey
Allegis



Renuka Ulhas Hood
Jubilant Group

Admission Details

Minimum Eligibility for MBA Programme Under School of Management, Birla Global University, Bhubaneswar:

1. Candidate should have good academic record and scored minimum 50 percent marks his/her Graduation. Candidates appearing for their final year graduation examination must submit their mark sheet immediately on the receipt of the same.
2. For admission into MBA programme of BGU Bhubaneswar applicant must have valid CAT 2016/ XAT 2016/CMAT 2017 or MAT (Sept 2016/ December 2016/Feb 2017/ May 2017) score card.

Final Selection Criteria:

Parameters and weightages for Merit (General) Category

S.No.	Selection Criteria	Weightages-2017
1	PI	20%
2	GD	10%
3	Write-up	10%
4	CAT/XAT/MAT/CMAT/GMAT percentile	20%
5	Graduation Marks %	10%
6	10+2/Higher Secondary Marks %	10%
7	10th Marks %	5%
8	Misc.*	15%

*Suitable weightages for Work Experience, Academic & Regional Background, and Professional Qualification etc. are also given.

Selection Procedure for MBA Programme

Steps in selection for admission at School of Management of BGU include:

STEP I

Availability of Application Forms: Application form is available on University Website www.bgu.ac.in

STEP II

For applying online: Application form can be filled online through payment of Rs. 1150/-by Debit/ Credit Card / Net Banking.

Step III

Call for Group Discussion and Personal Interview:

Call letter will be issued to shortlisted applicants for appearing for GD and PI Process at Various Locations.

Tentative Venue for GD and PI

Bhubaneswar, Kolkata, Ranchi, Patna, Jamshedpur, Chennai, Bengaluru, Hyderabad, Mumbai and Greater Noida (More GDPI centers may be added based on no of candidates)

Step IV

Declaration of Final Selection List: Final Selection list would be declared on finalization of selection list.

Step V

Fee Submission:

Time of fifteen days would be given to the selected candidates from the day of declaration of final selection list to submit first installment of tuition fee as specified.

Fee for MBA Programme under School of Management - Session 2017

Programme	No. of Seats	Selection Procedure	Broad Eligibility Criteria	Programme Tuition Fee (for full course)
MBA- 2 Year, Full Time	120 + 60	CAT-2016/XAT-2017/ MAT (Sep/ Dec 2016 or Feb/May 2017)/ CMAT Sep 2016, Feb 2017/ GMAT (2016-17) score	Graduation with min. 50% marks (10+2+3 pattern)	Rs. 7,50,000 (for 2 years)

*Excluding hostel, mess, laundry and other facilities.

**Program fee includes tuition fee, Books, study materials, Examinations fees, Workshops, Guest Lectures, Soft Skill training, Industrial tour etc.

Places of Tourist Interest Near Bhubaneswar



Some of the Places of Tourist Interest near Bhubaneswar

Puri | Konark | Chilika Lake | Gopalpur | Chandipur | Brahmagiri | Taptapani

Train and Flight Connectivity

Bhubaneswar



New Delhi | Mumbai | Kolkata | Chennai | Bengaluru | Hyderabad | Ahmedabad | Cochin | Trivandrum | Guwahati | Chandigarh

Admission Team @ BGU



Mr. Pranab Das
Senior Manager, Admission
Birla Global University, Bhubaneswar.



Ms. Karishma Kumari Raju
Admission Promotion Officer
Birla Global University, Bhubaneswar.



Ms. Aiswarya Nandani Praharaj
Admission Counsellor
Birla Global University, Bhubaneswar



Mr. Jagadish Chandra Padhy
Admission Officer
Birla Global University, Bhubaneswar



Debasis Patnaik
Web Administrator
Birla Global University, Bhubaneswar