

PGDM

Online

Post Graduate Diploma
in Management
Jan 2026 - Dec 2027

Approved by:



24

MONTHS
ONLINE

2,75,000/-

*(18 months No Cost EMI
option available)

Batch Start

January, 2026



COOLS
CENTRE FOR
ONLINE STUDIES

Re skill-Up skill-New skill

Introduction



The Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of art and Culture. Late Basant Kumar Birla, ex-chairperson of the Basant Kumar Birla Group of Companies and Late Sarala Birla, Ex chairperson of the Birla Academy of Art and culture were the founders of Bimtech.

The Institute is Governed by an Eminent board of Governors mostly drawn from the top echelons of the Industry. The institute is supported by the Basant Kumar Birla Group and Aditya Birla Group of Companies.



BIMTECH IS AACSB ACCREDITED

Accreditation by the US-based International Accrediting Body, i.e., Association to Advance Collegiate Schools of Business (AACSB), is considered to be the Gold Standard in Management Education. It is known worldwide as the longest-standing, most recognized form of specialized accreditation that an institution and its business programs can earn. AACSB Accreditation offers a framework of global standards by which business schools around the world evaluate the quality of their programmes. Less than 7 percent of the world's top b-schools have been accredited by AACSB so far.

B-School Rankings: Among the top private B-Schools in India



Ranked 10th Amongst private & 24th amongst all B-Schools by Business world



Ranked 17th Amongst top private B School in India - [Business today MDRA Best B-Schools Ranking 2023]



Ranked 64th in the Management Category in all India NIRF Ranking 2024 [NIRF National Institutional Ranking Framework]

ABOUT COOLS

BIMTECH, which is 35 years old premier B-school, endeavored to recreate the essence of the Post Graduate Diploma in Management through the Centre for Online Studies (COOLS). COOLS is BIMTECH'S footprint to promote online higher education in and outside India through collective apparatus of On-line Teaching, Learning, and Research. It also aims to impart the best theoretical Knowledge, Analytical & Technical Skills to produce better future professionals. BIMTECH'S PGDM online is the only program in the country that is AACSB accredited.



From the Director's Desk



It is with great pleasure and excitement that I extend my warm greetings to each member of the BIMTECH family. I am deeply honoured to lead such a distinguished institution that holds the accreditations awarded by the three most influential National and International accreditation bodies including AACSB, NBA, and NAAC. These accolades reflect a commitment to academic excellence that I am eager to build upon.

As a testament to our relentless quest for excellence, once again BIMTECH has maintained its position among the best Business Schools of India. According to the latest MBAUniverse.com B- school Rankings 2024, our institute has been ranked 4th among the Top Private B-Schools of North India.

On the programmes front, this year we have launched a path-breaking specialization in Gen AI. Additionally, our existing programs have undergone enhancements with the inclusion of contemporary electives that aptly reflect the dynamic essence and evolving requirements of corporate India.

Academic excellence and rigour in Teaching-Learning are the cornerstones of our institution's excellence. This year has been particularly noteworthy for our research endeavors, with faculty publishing 36 papers in high-quality, peer-reviewed A* and A category journals.

The commitment to diversity is not just a point of pride but a living reality here. I am excited to be a part of a community that welcomes students from around the world, fostering a truly global and inclusive environment.

As we embark on this journey together, my goal is to further elevate BIMTECH as a center of academic excellence, innovation, and inclusivity. I am eager to create an environment where every student can thrive and achieve their fullest potential.

I am deeply honored to be associated with BIMTECH, and I am genuinely excited about the promising opportunities that await us. Here's to a future marked by continuous growth, success, and significant achievements.

Best Regards,

Dr. Prabina Rajib



Message from Chairperson's Desk



Dear Aspirants,

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

I am privileged to lead a dynamic team dedicated to redefining education in the digital age. Our centre stands at the forefront of innovation, leveraging technology to enhance learning experiences and empower students globally. I am thrilled to present the youngest member of the Bimtech family; COOLS (Centre for Online Studies). The Bimtech PGDM Online program is the first online program in India which was AACSB accredited in 2022. This accreditation is the Gold standard worldwide. The PGDM program is offered in the hybrid mode with quality recorded content on the platform and live online classes on weekends.

At BIMTECH, we believe in democratizing education and making quality learning accessible to every aspiring mind irrespective of geographical boundaries. Our online programs are meticulously crafted to blend academic rigor with practical insights, preparing students for real-world challenges and opportunities. We foster a collaborative learning environment where faculty, industry experts, and students converge to exchange ideas, cultivate skills, and shape the future of their respective fields. Through state-of-the-art virtual classrooms, interactive simulations, and personalized mentoring, we ensure that each student receives the attention and resources they need to thrive. As we navigate the evolving landscape of digital education, our commitment remains unwavering: to uphold academic excellence, foster innovation, and empower a new generation of leaders. Together with our stakeholders, we continue to push boundaries, pioneer new methodologies, and set benchmarks in online education. Join us at the Centre of Online Studies in BIMTECH, where learning knows no bounds and possibilities are limitless.

Prof. Manoj Kumar Pant
Chairperson, Centre for Online
Studies, BIMTECH

**"WE BELIEVE IN DEMOCRATIZING
EDUCATION AND MAKING QUALITY
LEARNING ACCESSIBLE TO EVERY
ASPIRING MIND IRRESPECTIVE OF
GEOGRAPHICAL BOUNDARIES. OUR
ONLINE PROGRAMS ARE METICULOUSLY
CRAFTED TO BLEND ACADEMIC RIGOR
WITH PRACTICAL INSIGHTS,
PREPARING STUDENTS FOR
REAL-WORLD CHALLENGES AND
OPPORTUNITIES"**

Programme Highlight



In-depth coverage of relevant Management topics



Industrial visits



Blended learning with hands-on project experience



Intensive Curriculum delivered in 24 months



2400 hours of learning with minimum 80 credits as per AICTE



Career counselling and placement assistance



Online Workshops and Webinars



Renowned Faculty & Industry SME



BIMTECH Alumni Status



E-Library Access



Two Campus Immersion (Optional)



Online Club Activities



Collaborative Learning



Value Added Courses



LMS System (Consisting of Synchronous and Asynchronous Material)



Program Duration



PROGRAM DURATION

2 years

PROGRAM FEE

INR 2,75,000 (Zero cost EMI Available)

ELIGIBILITY CRITERIA

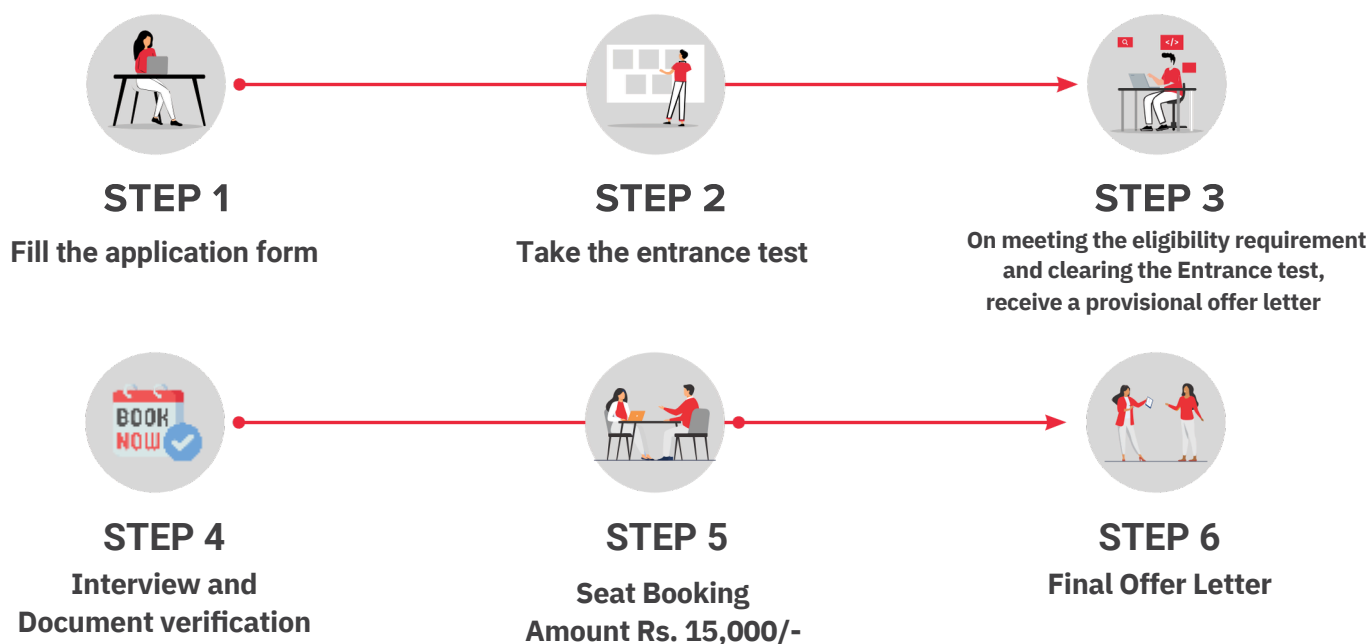
Bachelor Degree with 50% for General Candidates and 45% for SC/ST Candidates.

The admission evaluation criteria are:

Criteria	Weightage
Admission Test Post	30%
Academic Performance	15%
Personal Interview Work	30%
Experience Gender	10%
Diversity Extempore	5%
Discussion	10%

*Admission score weightage for work experience.

SELECTION PROCESS



Curriculum



1ST YEAR - PGDM ONLINE (COMMON FOR ALL SPECIALIZATIONS)

TRIMESTER - I	18 credits
• Financial & Managerial Accounting	3
• Artificial Intelligence and Machine Learning	3
• Information Systems Management	3
• Marketing Management	3
• Quantitative Techniques	3
• Business Economics	3
TRIMESTER - II	17 credits
• Corporate Finance	3
• Strategic Human Resource Management	3
• Fundamentals of Data Analytics with Python	3
• Strategic Management	3
• Spreadsheet Modelling	3
• Organizational Communication	2
TRIMESTER - III	15 credits
• Artificial Intelligence and Machine Learning	3
• Supply Chain Management	3
• Marketing Research	3
• Legal aspect of Business	3
• Global Economic Analysis	3

2ND YEAR - PGDM ONLINE

(DUAL SPECIALIZATION)

TRIMESTER - IV (Specialization I)

17 credits

FINANCE	OR	MARKETING
• Business Valuation & Financial Modelling		• Consumer Behaviour
• Financial Planning & Wealth Management		• Sales & Distribution Management
• Fintech & Digital Finance		• Digital Marketing
• International Finance		• B2B Marketing
• ERM		• Marketing Analytics
• Derivatives and Risk Management		• Customer Relationship Management
• Mergers & Acquisition		• Integrated Marketing Commercials
• Behavioural Finance		• Product & Brand Management
• Financial Investments		• Advance Marketing Management

GENERAL MANAGEMENT	OR	HRM *
• Choose 5 electives from multiple domains to suit your interests		• Performance Management
		• Talent Acquisition & Competency Mapping
		• Labour Laws & Industrial Relations
		• Learning & Development
		• HR Analytics
		• Strategic Reward Management
		• Diversity Equity & Inclusiveness at Work Place
		• Leadership & Change Management

*Note: *HRM will be offered subject to approval from the academic committee*

Compulsory Course	Credits
• Entrepreneurship I	2

**each subject carries 3 credits, choose any 5 from the respective baskets*

2ND YEAR - PGDM ONLINE

(DUAL SPECIALIZATION)

TRIMESTER - V

(Specialization II)

17 credits

OPERATIONS

OR

IT & ANALYTICS

- Process Analysis & Improvement

- Service Operations Management

- Procurement Management

- Supply chain logistics

- Project Management

- Digital Transformation of Supply Chain

- Sustainable Business Operations

- Operations Analytics

- Operations Management

- IT Project Management

- Enterprise Systems

- IT Strategy & Governance

- Cybersecurity Management, Ethics & Privacy

- Business process Modelling with AI

- Digital Transformation of Business

- Emerging Technologies, Platform & Services

- Data Visualization

- Digital Technology Consultancy & Practice

Development

STRATEGY *

OR

ENVIRONMENT *

- Competitive Analysis

- Strategy Formulation and Implementation

- Strategic Innovation & Business Design

- Digital Strategy

- Basics of Econometrics

- Environmental Management

- Organizational Change

- Globalization Strategy

- Environmental Management

- Environmental Impact Assessment (EIA) and Policies

- Sustainable Business Practices

- Environmental Law and Policies

- Green Technology Development

- Environmental Risk Management

- Environmental Life Cycle Assessment (LCA) and Circular Economy

- Environmental, Social, and Governance (ESG) Practices

*Note: *Strategy & *Environment will be offered subject to approval from the academic committee*

GENERAL MANAGEMENT

- Choose 5 electives from multiple domains to suit your interests

Compulsory Course

Credits

- Entrepreneurship II

2

TRIMESTER - VI (Compulsory Courses)

6 credits

- Dissertation
- Corporate Social Responsibility

4

2

Notes:

1. Terms IV and V will comprise six courses per specialization (1 compulsory and 5 electives).
2. Students must select five elective courses from the bouquet of courses offered under each specialization.
3. In Terms IV and V, two different tracks will be offered.
4. If all five electives in a term are chosen from the same track, the transcript will reflect that track name as the specialization..
5. If electives are chosen across different tracks in a term, the transcript will reflect General Management as the specialization for that term. General Management can be opted for in only one term.
6. Specializations marked with an asterisk (*) will be offered subject to Academic Committee approval and sufficient student registrations.
7. ***An elective course will be offered only if a minimum of 12 students register for it.****

BIMTECH Recruiters



amazon

HDFC BANK

accenture

RELIANCE
Capital

BAJAJ
FINSERV

Swiss Re

howden

SBI general
SUKRISHA ALUR BHAROSA DONO

bharti
AA
SUKRISHA ALUR BHAROSA DONO

UNILIGHT
REINSURANCE BROKERS

Coforge

Chola MS
GENERAL INSURANCE

ISO ANAND RATHI
INSURANCE BROKERS

Alliance
Insurance Brokers

digit

TATA
AIG

Caringly yours
BAJAJ Allianz

CGI

Infosys

LTI
Let's Solve

TATA

Star Union Dai-ichi
Life Insurance

EPOCH
Life Insurance Brokers

SBI Life
INSURANCE
WIN Win. Win Win. Win

Liberty
General Insurance

msg
global

IFFCO-TOKIO
Life Insurance
Mustard Seed of Hope

RELIANCE
General Insurance

MARSH

zopper

EXIDE Life
Insurance

RMS

kotak life

Mahindra
INSURANCE BROKERS

MAGMA HDI
General Insurance Company Ltd.

Faculty and Industry Experts



Dr. Pankaj Priya
Deputy Director &
Dean Academics



Dr. Arvind Shukla
Registrar &
Professor (Marketing)



Manoj Kr. Pant
Chairperson, COOLS
Associate Professor
(Retail & Marketing)



Gokulananda Patel
Chairperson, Center for Research
Professor (Operations,
Decision Science & IT)



Manoj K Pandey
Associate Professor
(Insurance & Marketing)



Ruchi Arora
Associate Professor
(Finance, Insurance
and Risk Management)



Prateek Jain
Professor and Chair
(Strategy, Innovation and
Entrepreneurship)



Shalini Singh
Associate Professor
(Strategy, Innovation
and Entrepreneurship)



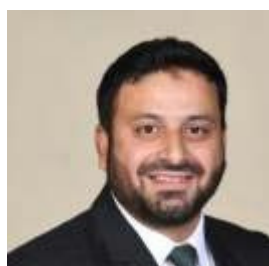
Itlekha Dash
Associate Professor
(Organisational Behaviour &
Human Resource)



Saloni Sinha
Assistant Professor
(Business Communication)



Ruchi Garg
Assistant Professor
(Information Technology)



S M Fatah Uddin
Assistant Professor
(Marketing)



Aseem Kr. Mishra
Professor
(Operation &
Decision Science)



Dipali Yadav
Assistant Professor
(Economics & IB)



Garima Malik
Assistant Professor
(Economics & IB)



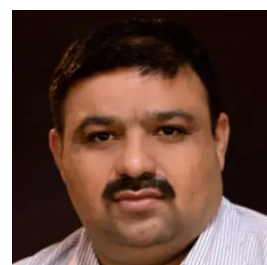
Kapil Garg
Associate Professor
(Information Technology)



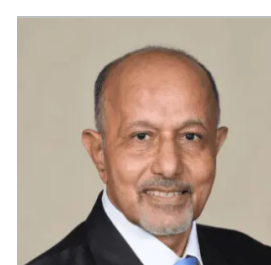
Ree Kulshrestha
Associate Professor
(Sustainability and CSR)



Sourabh Bishnoi
Associate Professor
(Operations, Decision
Science & IT)



Rajeev Sharma
Assistant Professor
(Operation &
Decision Science)



K.K. Upadhyay
Professor (Adjunct)
(Strategy & Innovation)



Centre for Online Studies
(2025-2026)

Post Graduate Diploma in Management-Online

(Approved by All India Council for Technical Education, Ministry of HRD, Govt. of India)

This is to certify that

Mr./ Ms. XXXXXXXXXXXX

Roll No. XXXXXXXX has qualified for the award of
Post Graduate Diploma in Management -Online
with CGPA XXXX out of 10.



Date

Chairperson
Board of Governors

Director



AACSB
ACCREDITED

CENTRE FOR ONLINE STUDIES

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